

SEPTEMBER 30, 1933

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# The Billboard

The World's Foremost Amusement Weekly



Ota Gygi



Curtis B. Dall



Henry P. Goldman



ED WYNN

AMALGAMATED Inc.  
BROADCASTING SYSTEM

*In this issue*



See  
THE FORMAL OPENING  
ANNOUNCEMENT

*of*  
Amalgamated Broadcasting System Inc.

## Joe Miller Didn't Write the Comedian's Gags--- But Jennie Millions Sang His Songs!

The radio sponsor has been in a tough spot. He has engaged high-priced comedians, expensive vocalists and superlative orchestras for his programs, and he has gone to great pains and expense to assure his comedian of original material—with undoubted success. But how about the songs his high-priced vocalist sings, the selections his expensive orchestra plays? A quavering tenor who slaps a string bass in a cheap band in a chop suey parlor sang one of them not half an hour before the sponsor's program took the air; dozens of radios were silenced when a young woman who may be famous and expert some day but isn't yet sang another, for the experience, on a smaller station, an hour before. All have been sung in one way and another until listeners are sick of them. And the sponsor hasn't been able to do a thing about it.

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IRVING MILLS, President

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# The Billboard

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September 30,  
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## ABS CHAIN MAKES DEBUT

### Code Is Vital NAAP Subject

*Program prepared for 15th annual convention of park and pool men in Chicago*

CHICAGO, Sept. 25.—The program committee for the 15th annual convention of the National Association of Amusement Parks, James A. Donovan, chairman, Dodgem Corporation; Fred Fansher, president of the Manufacturers' Division of NAAP, and A. W. Ketchum, manager of Forest Park, St. Louis, has practically completed its work and submitted a tentative draft, subject to a few minor changes, for the sessions in the Palmer House here October 30-November 3.

The committee, recognizing importance of the NRA code, has allowed adequate time for consideration and discussion before final adoption, which will take place in the closing session Friday afternoon, November 3. Further, certain outside and outstanding speakers who can throw much light in the interpretation of the code, its effect on park operation and other phases of that vast subject have been given prominent places on the program.

In the words of its chairman, "the committee has endeavored to serve a 100 per cent stimulating and nourishing menu of food for thought. Not only have we built up a strong code background, but we have supplemented this with the consideration and discussion of those other subjects which we believe in all cases to be of vital importance to our entire membership at this time. If ever park men needed new ideas, new plans, new devices, new courage and new hope it is now, and all of this the program committee has endeavored to provide thru the combination of its program and the extensive exhibition facilities to be afforded by the forth-

(See CODE IS VITAL on page 78)

### Club Bookers, Artists Squabble; EMA Moves To Draw Up Code

NEW YORK, Sept. 25.—Local club performers and club bookers are fighting each other, as well as fighting among themselves. The latest development is a blast against the Entertainment Managers' Association by the Professional Entertainers of New York (Peonies). In the meantime the EMA has taken in new members and has moved to draw up a code for the club field. It has been told by Administrator Sol A. Rosenblatt that he would recognize a club code if presented by a national organization. The EMA is a local organization, but it is contacting major out-of-town bookers in the hope of effecting an arrangement that would make the drawing up of a code possible. If and when a code is drawn it intends to confer with the Actors' Betterment Association, which has jurisdiction over the club field under the American Federation of Labor.

The EMA has taken in several new offices as members and says it is definitely fighting the "irresponsible offices" which book nude shows. Meanwhile, it is continuing its criticism of the Peonies' tie-up with the new United Entertainment Producers, Inc. The Peonies recently voted to "co-operate" with the UEP.

William P. Kelgard, president of the

### ABS Section

A special section devoted exclusively to the Amalgamated Broadcasting System appears on pages 17 to 32 in this issue.

### Amalgamated Ready To Play Role Of Long-Awaited Web of Indies

*Atlantic Seaboard network of six stations augmented by New England group of eight outlets—also two more in New York area—national figures at opening*

NEW YORK, Sept. 25.—At 8 o'clock tonight Ota Gygi, vice-president of the Amalgamated Broadcasting System, will be informed by his chief engineer, Frank Orth, that everything is okeh, a switch will be thrown or whatever they do in such cases, and the long-heralded "Ed Wynn third chain" will have become a reality. Independent stations, numbering 16 in all, will then become a network, and the hope of many buyers of spot broadcasting time will be a live, tangible proposition. Inaugural broadcast will be a four-hour show as well as talks by national figures from official, political, social and industrial walks of life, such as Postmaster-General James A. Farley, Secretary of the Treasury William H. Woodin; Judge E. O. Sykes, chairman of the Federal Radio Commission; Major-General Denis E. Nolan; Lieutenant-General Robert H. Bullard; Charles S. O. Reilly, Eastern NRA Supervisor, and many others. Some will be heard from Washington and others from New York studios.

An auditorium on the 11th floor of the vast ABS quarters will seat approximately 1,000 specially invited guests, who will hear the inaugural program and otherwise become acquainted with ABS hospitality and officials. Georgie Jessel and Harry Hershfield are scheduled to be masters of ceremony, while many w.-k. stage and screen, as well as radio stars, will be on hand to give the third chain added impetus. A versatile program of ABS talent will be heard for the most part in a well-balanced four-hour broadcast. Beginning tomorrow the network will go on a regular 16-hour daily schedule, from 9 a.m. to 12 midnight.

Altho it was originally planned that only the Atlantic Seaboard division of the ABS proposed network take to the air on the opening date, late developments brought eight New England stations into the picture as well as two additional outlets in the New York area. New England stations are: WCAX, Burlington, Vt.; WHDH, Boston; WLBZ, Bangor, Me.; WNBH, New Bedford, Mass.; WPRO, Providence; WSAR, Fall River, and WSYB, Rutland, Vt.

New York area is augmented by WFAS, (See ABS CHAIN on page 12)

(See ABS CHAIN on page 12)

### Police Order Averts Mineola Fair Crush

NEW YORK, Sept. 25.—Mineola (L. I.) Fair, conducted last week and ending on Saturday, was one of the most successful in years. Frank Wirth supervised the night program, presenting his Wirth Circus in conjunction with Wild West to a two-bit general admish and same amount for reserved seats.

It was estimated that close to 40,000 people witnessed the grand-stand bill, with considerable overflow after the 5,000-seater stand put out the SRC sign. Police stopped sale of tickets one of the nights to prevent a stampede. Ralph A. Hankinson's auto races on Saturday attracted a monster crowd. Gate was \$1.50 that day. Outside gate admish was two bits at night and six bits during the day. Secretary Fred Baldwin and other officials were elated at the returns. An Ashcan Derby, featured on opening day, was widely exploited.

### George Hamid Hits Fairs for Failure To Pay Off for Acts

*Assails attitude of those who want acts to gamble with them on weather and urges State associations to chart program of action at annual conventions this winter*

NEW YORK, Sept. 25.—Perturbed and distempered, rare for him, George Hamid, leading booker in the East, launched a blanket attack on most of the fairs he contracted in New York State which conducted their events week before last, giving as the reason that majority failed to pay off for the acts in full and some didn't pay at all. He said that Labor Day week and the following week's fairs were practically rained out in Eastern regions. The key days were especially ruinous, he declared, with the result that fair societies were generally unable to come thru with the contracted stipends for the grand-stand end of their programs. Some of them, he said, have promised to pay "later on."

"I especially resent—both from a business angle, of course, and from the point of view of an ex-performer—the attitude on the part of several fair officials, who unblushingly stated that since performers did not go on with their turns during inclement weather they shouldn't be paid," Mr. Hamid said. "May I say that such an attitude is ridiculous and malicious? Since when are performers expected to participate in such gambling enterprises? Performers and entertainers in every field do not expect more than their salaries. By the same token they do not expect less. To instill in them that kind of reasoning which says that their salaries will be met only when projects get the breaks is evil propaganda. Performers do not like to be idle in bad weather. They are subject to colds, like all other human beings. They find their costumes ruined or damaged, especially at fairs whose facilities are negligible."

Asked about a report that the company he heads held out salaries in turn, he denied it, saying: "I have paid in full for the dates in question."

"Responsible projects," he continued, "are well aware of the performer situation and take care of their obligations to

(See GEORGE AMID on page 10)

### In This Issue

	Pages		Pages
ABS Section	17-32	Legitimate	34-35
A Century of Progress	52	Letter List	74-75
Beer Gardens-Cafes	11	Lists	54-57
Broadway Beat, The	44	Little Theaters	35
Burlesque-Tabloid	38	Magic	36
Carnivals	62-65	Minstrelsy	37
Chicago Chat	44	Motion Pictures	40-43
Chorus Equity	35	New York Resorts	60
Circus and Corral	46-49	Out in the Open	69
Classified Advertisements	70-72	Parks-Pools	58-60
Coin Machines	80-90	Pipes	66-68
Editorial	44	Possibilities	4
Fairs-Events	50-53	Radio-Orchestras	12-16
Feature News	3-5	Repertoire-Stock	39
Final Curtain	76	Rinks-Skaters	61
Forum, The	45	Routes	72-73
General Indoor News	36-37	Thru Sugar's Domino	37
General Outdoor News	69 and 79	Vaudeville	6-10
Hartmann's Broadcasts	69		

# World's Fair Shows to Tour

Plans are being made to take outstanding attractions on the road

CHICAGO, Sept. 23.—With the World's Fair nearing its close proprietors of the various shows are casting about for some place to take their attractions for the winter months, as well as for next season. It is figured that with the prestige of having played at A Century of Progress the shows will be welcomed by the public, and plans are being laid to cash in on this angle.

As yet the plans of most of the showmen at the fair are far from complete and for obvious reasons little definite information is being given out. However, several ambitious enterprises are in process of formation and will be launched ere snow flies.

One of the biggest of the fair enterprises in the making is a proposal to road show Streets of Paris. Whether it will go out under that title or not and what form it will take has not been revealed. It is understood that Dr. B. K. Hanafourde, formerly manager of the Florida State Fair at Jacksonville, is one of the prime movers in the project. Roy D. Smith, band leader, also is understood to be interested, as well as several showmen now prominent on the fair midway.

Ernie Young, who has Manhattan Garden in the Oriental Village, is considering taking his floor show on tour. There is some talk of it being taken to Miami, Fla., for the winter, but as yet no definite arrangements have been made.

Wings of a Century, the transportation pageant which has made such a tremendous hit, is to be shown in various parts of the country if plans now in the making are carried out. Several railroads are reported to be lending their backing, and it is the intention to take the show out about January 1. Ripley's Believe It or Not Odditorium may play other spots in the United States or possibly tour Europe. In the face of its phenomenal success at the fair it is considered a "natural" and is certain to be continued.

Duke Mills, who has the Plantation Show and the Congress of Living Wonders, may make a unit show of the former under title of Old Plantation Follies or if that does not materialize he may tour the one-nighters with it.

Several of the Oriental dancing troupes are figuring on road tours, although nothing definite in that line has developed. The same is true of the shows in several of the principal cafe spots such as Hollywood, the Days of '49 and the German-American Building.

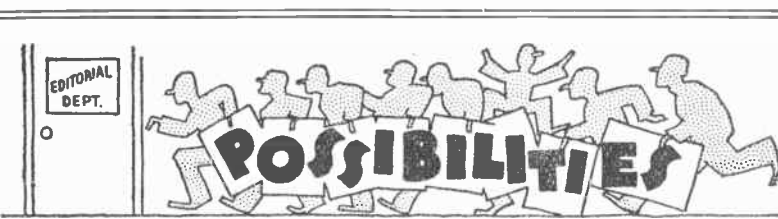
One World's Fair show has already gone on tour and is reported to be playing to very good business. It is known as the Fan Dance Revue and was organized by George Corwin, with talent from the show at Old Mexico. It is touring the one-nighters under Corwin's management.

## Grand Rapids House Opens

GRAND RAPIDS, Mich., Sept. 23. — Operating under a straight picture policy, the Regent Theater opened under W. S. Butterfield management September 16. House previously had belonged to RKO. Lowell C. Ritcey, former auditor of the local Butterfield theaters, has been appointed assistant to Walter J. Norris in managing the house. Norris is also in charge of the Empress, which opens tomorrow, presenting stage and screen shows.

## Boston Chatter

BOSTON, Sept. 23. — Vaudeville has lost a friend here with the departure of E. A. Vinson as manager of the Scollay Square, resigned, which is more than the rest of us are over his leaving. . . . He had been the only real vaudeville friend Publix ever had. . . . Blanche Yurka gets new fame, double dose, by not only turning out to be a first-rate comedienne in *Spring in Autumn*, but by singing a song while standing on her head during course of same at the Tremont. . . . P. a.'s are humming like flock of magpies, if magpies hum. . . . Crouse



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For RADIO

MARY SMALL—11-year-old Baltimore prodigy heard on two single broadcasts on the Rudy Vallee-Fleischmann hour and on NBC weekend revue from Madison Square Garden last Saturday night. Has a voice and style worthy of a sophisticated grownup, hardly sounding like a child. Has loads of mike technique in the bargain.

HARVEY BELL—young man now playing in Publix theaters thru Texas. A real showman who can put action and vitality into his songs. His crooning is far above average, and his tenor voice is mellow, rich and ripe enough for any of the big-time stations.

## For FILMS

MAY SARTON — young, auburn-haired dramatic actress who is directing a group which plans to give a series of plays at the New School for Social Research. Good appearance and stage personality. Caught at a

rehearsal of Pirandello's *Naked*, she displayed definite dramatic ability, which, combined with her looks, makes her worthy of a chance.

## For LEGIT

### Musical

ENRICA AND NOVELLO — mixed team of ballroom adagio dancers who should find a ready spot in a revue. A classy-looking couple of the Latin type, extremely graceful and skillful. They also employ a load of tricks that are different in their adagio routines, and they are all punchy as well. Now appearing with Henry King's Orchestra in vaude, and when reviewed they stopped the act.

BETTY AND JERRY BROWN—now in vaude. Betty is a nice comedienne and Jerry is a good straight for her. She is pretty and very cute with her baby-talk comedy, and he also makes a nice appearance. Should go well in either a revue or a book show, particularly since they can both sing and dance nicely, too.

in for Guild opening of *Biography* at Plymouth October 2 . . . same date sees *Let 'Em Eat Cake* at Shubert, for which John Montague is hoisting much cheer in advance. . . . William Harrigan turns in excellent acting in title role of *Inspector Charlie Chan*, which debuted at the Hoells Street this week. . . . Good mystery show and ought to stay put on Broadway for quite some time. . . . Al Luttringer will start his stock in Wilbur October 2 just to keep the critics busy that evening. . . . *As Husbands Go*, first bill. . . . *Damaged Lives*,

a modern *Damaged Goods*, with a med lecture nailed on, is panicking them at the Majestic with turnaways . . . and strong men, to say nothing of weak sisters, faint by dozens all over the floor at each and every lecture repeat. . . . *Dinner at Eight* is all ready to move in as soon as *D. L.* can be moved out. . . . Extra shows weren't enough to care for the throngs who would see Earl Carroll's condensed *Vanities* at the Keith-Boston. . . . You have to wait hours even to get in these days.

G. B. B.

# THE NEW PLAYS ON BROADWAY

## RITZ

Beginning Thursday Evening, Sept. 21, 1933

### DOUBLE DOOR

A play by Elizabeth McFadden. Staged by H. C. Potter. Setting by Rollo Wayne. Costumes designed by Mary Merrill. Presented by Potter & Haight.

Avery. . . . . Alice May Tuck  
Telson. . . . . Fotheringham Lysons  
Louise. . . . . Barbara Shields  
William. . . . . George H. Quinby  
Anne Darrow. . . . . Aleta Freel  
Caroline Van Bret. . . . . Anne Revere  
Victoria Van Bret. . . . . Mary Morris  
Mr. Chase. . . . . George R. Taylor  
Detective. . . . . Elbert Gruver  
Mortimer Neff. . . . . Granville Bates  
Rip Van Bret. . . . . Richard Kendrick  
Dr. John Sully. . . . . Ernest Woodward  
Lambert. . . . . William Foran

The Action of the Play Takes Place in the Upstairs Sitting Room of the Van Bret Home on Lower Fifth Avenue. TIME—1910. ACT I—Shortly Before Noon. May. ACT II—Scene 1: An Afternoon in October. Scene 2: Evening of Same Day. ACT III—The Following Morning.

It was Eppie in de toal hole at the Ritz Theater last night—but unlike Eppie (of *Silas Marner* fame) young Anne Van Bret didn't enjoy being there. And, strictly speaking, it wasn't a coal hole either; it was the secret vault that old man Van Bret had built, and which Victoria, his eldest daughter, jealously guarded. Victoria began by not liking Anne, and she deeply resented it when Rip, her half-brother, decided to marry the girl after being nursed thru an illness by her. Victoria was a masterful woman, a repressed, hard-lipped spinster, who kept her 48-year-old sister, Caroline, under rigid control by threatening to lock her up in the vault or to declare to the authorities that she was insane. Rip she had also browbeaten thru the overpowering ghosts in the old house of Van

Bret; but he insisted upon marrying the girl he wanted.

Pride originally made Victoria resent Anne with all the force of her iron nature; slowly pride grew into hate and hate into monomania. The great Van Bret pearls were, by right, Anne's; they had belonged to Vicky's mother, then to Rip's, and the latter had left them to Rip's bride. But it galled and wounded Vicky that her mother's pearls should go to a common girl, and she hid them in the secret vault; and then bearing down with all the force of her nature—and making the play seem rather unbelievable in the process—she made Anne's life a hell. When Rip, blasted out of the fears of his childhood, threatened to take Anne away from the home of his fathers, Vicky decoyed her into the vault and locked the door.

And then there followed a last act of suspense, of breath-catching melodrama and terror unmatched since Charles Laughton stalked ominously across the Lyceum stage in *Payment Deferred*. And, as in *Payment Deferred*, the chief effect was due to magnificent acting—that and the superlative, unbelievably perfect direction of H. C. Potter.

Getting belatedly to what this report should have started with, the occasion for Vicky's locked vault was the opening of *Double Door*, a new play by Elizabeth McFadden, brought to the Ritz by Potter & Haight. It has been bruited about that the incidents it deals with concern certain wealthy sisters who actually did live in solitude on lower Fifth avenue; but that is something for the author to say. Enough for a reviewer to report that at the Ritz, except for a second act that is dull and false thruout its first half, it is all remarkably effective.

And yet it is no great play that Miss (See NEW PLAYS on page 77)

# ABA Plans Member Drive

Will also aid in formulating codes for other fields in its AFL jurisdiction

NEW YORK, Sept. 23.—The Actors' Betterment Association is planning a nation-wide membership drive after the vaude code is set, and its secretary, Ralph Whitehead, has returned from Washington. In the meantime, the ABA will reorganize in accordance with American Federation of Labor rules and then prepare to have representatives appear at coming code hearings on the club field, burlesque, fairs, circus, parks and other outdoor fields over which it has jurisdiction. Whitehead is still in Washington and is slated to confer, along with other labor representatives, with Administrator Sol A. Rosenblatt tomorrow night on the vaude code. Whitehead had been in bed at the Emergency Hospital all week and negotiated with the various code committees from his bedside. He is up on crutches now and recovering from his fall down a flight of stairs last week.

Georgie Price, first vice-president, has been directing the organization's offices here, meanwhile. New members have been coming in steadily and the old non-dues membership is being circularized to join the revamped ABA. A mass meeting will be called soon to elect officers and adopt a new constitution and by-laws.

When the vaude code is out of the way, the ABA will begin working on its stand on the burlesque code, already submitted by the National Burlesque Association of America. It is also preparing its briefs on a club and cabaret code that is being drawn up jointly by local, Philadelphia and Chicago club bookers' associations. In the local club field, the ABA is getting the support of the AFL waiters' union, Local 16, whose members work in clubs, cabarets and resorts using talent. P. N. Coulicher, secretary of the local, wrote the ABA last week offering his organization's cooperation.

The ABA intends also to represent its members at hearings of all outdoor codes. This would include the circus codes, both motor and railroad classifications now being drawn up; the amusement park code, the fair code and other codes covering outdoor branches.

## Barrymore-Gish "Hamlet" Is Central City Plan

DENVER, Sept. 23.—Lillian Gish and John Barrymore as Ophelia and Hamlet in *Hamlet*. That is what the Central City Opera House Association hopes to give theatergoers at next year's play festival in Central City, Colo., at the old opera house.

Both have indicated their willingness to take these parts, and the play will be given on alternate days with *Carmen*, in which Gladys Swarthout will probably play the title role. Miss Swarthout carried one of the lead roles this year in *The Merry Widow*, and her popularity is the factor that decided the organization to secure her for next year if possible.

Miss Gish carried the lead in *Camille* at the reopening of the opera house last year, and due considerably to her popularity over 95 per cent of the seats were sold that year. The opening year, somewhat of an experiment, ran only for a week, but this year, being more sure of themselves, the group scheduled *The Merry Widow* for two weeks, and over 10,000 out of 11,250 seats were sold.

Robert Edmond Jones, who directed the first two play festivals, now in New York, said before leaving Denver that he hopes to put on an entire summer of revivals of old and popular plays and operas at the Central City Opera House before his contract runs out, which holds for four more years.

Among other plans for the third play festival is a series of concerts, the orchestra to be conducted by Arturo Toscanini.

THE FOX, BROOKLYN, did more than \$22,000 last week with Dave Hutton on the stage and *Moonlight and Pretzels* on the screen.

# End of a Life ---And an Era

**M**OST men so destined become legends after death. Sime enjoyed the spectacle of watching himself materialize into a legend in the prime of his life; when his faculties were their sharpest—and when he could still exercise control over the course taken by the tradition being built up around him. As to whether this premature manifestation of a man's deep impress on the masses and classes of Broadway will exert a favorable effect on his memory remains to be seen.

Sime was a powerful and forceful character. He spent most of his days in a world of sham, irresponsibility, ostentatiousness, hypocrisy and dishonesty. But Sime was himself none of these. He was farthest removed from ostentation. There are few on Broadway more modest. There were few who could claim as many real, loyal friends—and there were none who could honestly claim that they did as much for their friends as Sime. But Sime never made any claims of this sort. He never grabbed credit for anything he did for the underdogs and for the big shots of Broadway. This wouldn't quite fit into the pattern of a Sime.

Around Sime was built up a tradition and a legend. The first has probably died with him. The other may be pulled into unrecognizable shapes as the years go on—or fade away ever so definitely as is Broadway's own singular way of dealing with the memory of those who have crossed the bar. Sime was given credit at one time or another for having pulled more backstage wires in the show business than any giant centipede in the imagination of a Verne. But the man as a character was glorified by the legend rather than discredited as might have been the case with somebody else. As might have been the case with the hundreds of imitators wearing the Sime scowl, affecting the Sime style, believing they are writing with a Sime-inspired pen, but who—poor fools!—don't realize that what made Sime the tradition, the legend—more tangibly—the friend of thousands was his strength of character.

Sime was infrequently on your side of the fence. When he cracked his whip of sarcasm it stung, when he poured out sentiment thru scowling lips it touched the heart. Sime was what the wiseacres of Broadway always pretended or would have liked to be without paying the price in loyalty to friends, endless devotion to a gruelling job and fatal injury to health.

Sime had a stout heart and a strong, thick backbone. Sime never pulled his punches. He never held back praise when praise was due; frequently conferring it much against his personal feelings.

We shall miss Sime. Several years ago we began to miss looking down at him from our windows in the Bond Building as he worked thru the evening and night and on into the early hours of the morning. Sleeves rolled up, collar removed and a pile of cigar butts rapidly mounting in the ash tray. Sime, Broadway's sharp, discerning eagle, sat up in his aerie, ruling a dynasty that began, was held up in its middle and ended with Sime.

The Billboard staff extends to Mrs. Silverman and Sid Silverman its sincere condolences.

Broadway has lost its protagonist; the show business has lost a colorful personality, and the Silvermans have lost a devoted husband and a loving father.

## Late News Flashes

**NEW YORK, Sept. 25.**—The body of Sime Silverman, publisher and founder of *Variety*, will arrive here from the Coast Wednesday morning, escorted by Arthur Ungar, the publication's Hollywood representative. Services will be held that evening at the Riverside Memorial Chapel, Amsterdam avenue and 76th street, by the ABA, Catholic Actors' Guild, Jewish Theatrical Guild, Episcopal Actors' Guild, NVA, Actors' Fund, Actors' Equity, Friars' Club and Lambs' Club. Simple services will be conducted Thursday at 2 p.m., in Temple Emanu-El. Pat Casey, George M. Cohan and George Jessel will make brief addresses. The pallbearers will comprise the members of *The Variety* staff.

Horace Liveright, 49, play producer and retired prominent book publisher, died of pneumonia Sunday at his home here. He began the production of plays in 1925, after a notable career in criticism and promotion of present-day literature. He fought the Clean Books Bill. His important plays included *The Firebrand*, *Hamlet in Modern Dress*, *An American Tragedy* and *Dracula*. He is survived by his daughter, Lucy; a son, Herman, both children from his first marriage; his mother, two brothers and

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two sisters. His first wife, who divorced him last year, was Elise Bartlett, actress.

Charles H. Babcock, 83, pioneer motion picture theater operator of New England, died at Palmer, Mass., September 23 after a brief illness. For many years he operated the Palmer Opera House and the Capitol Theater, Monson, Mass. Two daughters survive.

"Snooky," trained chimpanzee of Miss Billie Rodgers, which has been seen from Coast to Coast with outdoor shows and in vaudeville, was electrocuted when he stepped upon a high-tension third rail at the West End elevated station in Coney Island yesterday.

He escaped from his trainer, who has presented him for several seasons at Coney Island. For an hour before his sudden demise efforts had been made by emergency police crews and trainmen to capture him as he scampered about the L structure.

**CHICAGO, Sept. 25.**—Sally Rand, fan dancer, sentenced to a year in jail. Has 60 days to appeal. Still appearing at Chicago Theater and World's Fair.

**HOLLYWOOD, Sept. 25.**—Sally Eilers, film star, and Harry Joe Brown, director, were married in Yuma, Ariz., September 24.


Mrs. Laurene Santley, 65, a figure on the legit stage for many years, died September 22 at Hollywood, Calif., from a heart attack. Two of her sons, Joseph and Frederick, are well known on both stage and screen.

Michael J. Donlin, 57, actor and former baseball star, died in Hollywood, Calif., September 24. Following his retirement from the diamond, Donlin went to Hollywood 10 years ago to play character parts in motion pictures. He was the husband of the late Mabel Hite, musical comedy comedienne.

PLAYS DAY AND DATE WITH SWOLLEN GROSSES.

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Young Single Man, small Parts with good Specialties that doubles Orchestra preferred. Low salary. Out all winter. Others write. **ALLERITA LOOMIS**, Rising Star, Tex., week September 25.

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For **TILTON-GUTHRIE PLAYERS**, Juvenile Man who plays hot Sax, fake and read; young Character Woman to play Piano. Houses. People all lines answer. Write, don't wire. Address **TILTON AND GUTHRIE**, Lake City, Ia.

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WANTED—For Circle Stock, one bill every two weeks. Headquarters same town, permanent rooms, drive out and back. Full acting Cast, Singing and Dancing Team playing Parts. People doubling Instruments and Specialties given preference. **Old-Est Circle Stock Company** in Middle West. Eleventh consecutive season. Open November 30; rehearsals week earlier. Salary low but sure. State all in first letter. Silence a polite negative **CHICK BOYES PLAYERS**, Blue Rapids, Kan., week September 25; Hebron, Neb., after that.

## WANTED PEOPLE

In all lines for Stock Burlesque, one bill a week. Comedians, Specialty Women wire. **George Hill**, **Dome Williams**, **Peggy Smith**, **Dorothy Dabney**, **Nellie Essex**, **Babe Woodall**, those who have worked for me, wire. **HENRY H. PRATHER**, Mayfair Theatre, Buffalo, N. Y.

# SPASMODIC "FLESH" Eastern Spots Lean to Vaude

## Loew and F-P Canadian Join RKO In Using Occasional Stage Shows

*Success of intermittent attractions in film houses draws Loew and Famous Players Canadian to policy—Loew to try it in five cities and F-P in three*

NEW YORK, Sept. 23.—The spasmodic use of stage shows in the larger straight film houses, inaugurated on a wholesale scale by RKO this summer, is being picked up by Loew and the Famous Players theaters in Canada. These two circuits will start using attractions intermittently next month, with Loew enlisting five full weeks and Famous Players bringing in a full-weeker and two split-weekers. RKO continues to use this type of policy, majoring in the Midwestern houses operated by Nate Blumberg. Besides, RKO is using the idea in several of the spots which Loew will enter. While there are five houses definitely set by Loew to play the attractions on occasion, there are five others pending in the event the policy proves successful. The definite houses slated to start October 13 are the State, St. Louis; Ohio, Columbus, O.; Loew's, Akron; State Syracuse, and Loew's, Rochester. The spots pending are the Palace, Indianapolis; Midland, Kansas City; State Norfolk; Colonial, Richmond, and State, Louisville. RKO is permanently using stage shows in Rochester, while it plays spasmodic shows in Columbus, Akron, Syracuse and Kansas City, all on the Loew list.

The Famous Players Canadian houses to use spasmodic shows are Loew's Montreal, slated to start October 6, and to be a full-week stand; Capitol, Ottawa, and the Capitol, Hamilton, to open October 13 as split-week houses. Connie's Hot Chocolates and Henry Santrey have been booked so far for these houses, while the Mills Brothers and Dave Apollon are possibilities. In addition to these two weeks, the attractions will also get an extra week by playing the Imperial, Toronto.

RKO has found the policy of spasmodic stage attractions very successful, and in several instances it led to installation of permanent "flesh" policies. An example of the draw of attractions in film houses is seen in the RKO house in Dayton, which played *Strike Me Pink* this past week and grossed \$15,000, whereas its average gross with films hovered at about \$5,000.

Loew will have to dig up many new attractions, inasmuch as RKO has invaded the towns which Loew will enter. However, the attractions used by RKO will be available for the other Loew spots, and the Famous Players houses will have no difficulty in getting the attractions, altho budgets there will be on a smaller basis.

### South Norwalk Vaude Big

SOUTH NORWALK, Conn., Sept. 23.—Changing from vaude on Saturdays only to three days of that policy, the Empress here opened yesterday to capacity business. The manager of the 1,700-seater plastered the town and his initial three-day show was headed by the Rose's Midgets. Fally Markus books the house from New York.

### Cotton Club Unit Tour

NEW YORK, Sept. 25.—For the first time the entire Cotton Club floor show will play out of town when it goes on a vaude tour of the key cities next month. Irving Mills is handling the tour. The show will be headed by Adelaide Hall, the Mills Blue Rhythm Band and George Dewey Washington and include a mixed choir of eight and chorus of 16 girls.

### Adagio Dancer Hurt

NEW YORK, Sept. 23.—Sylvia Ledna, with the Jack Starnes adagio act, was missed while taking a flying throw at the Brooklyn Paramount last week and was rushed to the Emergency Hospital with a broken wrist and bruises. Altho badly hurt, she resumed two days later and finished out the week. The accident occurred during a "black art" number done in darkness.

### Agents Flop as Strong Men

NEW YORK, Sept. 23.—Four vaude agents couldn't lift a girl weighing 110 pounds last week. This happened when the agents, led by Leonard Romm, answered Alan Corelli's call for Bronx strong men during his act at the Central Theater Sunday. The agents thought they would have some fun stooging for Corelli, but he turned the tables and made them strain and sweat before a laughing audience.

### Action Soon on NVA San Report

NEW YORK, Sept. 23.—The NVA Fund, thru William J. Lee, says it is waiting for the report of the State Board of Social Welfare on the situation at the NVA san in Saranac Lake before it takes any action. Lee says the Fund office has not yet received the report, altho the State board announced it had forwarded its recommendations to the Fund Tuesday.

The board, meeting Monday afternoon here, discussed the report of special investigator Dr. David W. Park and appointed a committee of three to confer with Fund officials. Lee, in the meantime, says the situation at the san has been quieting down under the reforms he has put thru. He adds that he has again invited san patients to write him any specific complaints they may have against the san's administration and that he has not received a single letter.

### Tucker at Marbro, Chi

CHICAGO, Sept. 23.—Sophie Tucker, who last week broke box-office records at the Harding Theater, opened at the Marbro, north side neighborhood house, Friday for a full week. With her are Ted Shapiro, her pianist; Philmore and Company, Carter and Holmes, Donatello Brothers and Carmen, and the Three St. Johns.

The Piccadilly, a Schoenstadt house, is now playing Sunday vaudeville. Warner's Stratford and Avalon theaters also are playing Sunday bills of five acts.

### Arty Fox New Show in Rehearsal This Week

JACKSON, Tenn., Sept. 23.—Arty Fox, producer of *Gaieties of 1933*, which recently completed a tour of Southern time, begins rehearsal this week of a new production thru which he will bring other young talent to the footlights in the Paramount Theater here.

Fox's units are usually of the lavish variety, bringing unusual spectacles to the presentation and vaude houses this side of Broadway. His last unit comprised a group of nearly 50 persons.

### Double Feature Ban Aids Detroit Vaude

DETROIT, Sept. 23.—Four local neighborhood houses are known to be definitely set for vaudeville, with plans made this week to book shows thru the Sol Berns Agency. This is the first definite response of local houses to the agreement to eliminate dual bills, which goes into effect October 15. It is expected that many more houses will use stage shows to fill their programs when the double feature idea is killed. It is known that at least 20 houses are counting heavily on such a policy after that date.

Publix leads the field with two houses going vaudeville, using Berns' vaude. Herschel Stuart, local Publix head, is known to be highly favorable to the flesh policy if the house will justify it at all. The Eastown goes to vaudeville today, using four acts and a stage band produced by Joe La Rose, veteran house manager. The Ramona, another Publix house, goes vaude a week later, with Ray Gorrell's Orchestra coming in as stage band. For the current week, the Ramona is offering a radio stage show from Station WJF.

The Krim Circuit puts two houses into flesh, with the Kramer on the west side opening today, and the Granada a week later. The Granada will probably double the bill of the Kramer, acts playing both houses.

### Georgie Price Ideas Tried at Music Hall

NEW YORK, Sept. 25.—Georgie Price and S. L. Rothafel (Roxy) have effected an understanding whereby Rothafel will try out some of Price's production and comedy ideas at the Music Hall. Price opens at the theater Thursday, heading a unit built around one of his own production ideas. He may return for further dates.

## Use of Material in Films Takes Edge Off for Vaude, Say Bookers

NEW YORK, Sept. 25.—Bookers are complaining that the increasing use of vaudeville material on the screen is making audiences unresponsive to vaude. Bookers claim that by the time the vaude show goes on the audience knows all the answers to the comedian's gags, that it is cold to flash acts because it has seen spectacular revue scenes on the screen and that it does not get excited over novelty acts because many of the novelties have found their way into film comedies or cartoon shorts.

The coming of pictures originally drove the dramatic sketch out of vaude, and now talkies are dulling the edge of comedy and music, which has been the mainstay of modern vaudeville. Bookers and showmen say that vaudeville may be driven to the point where all it can offer will be unusual personalities and novelties. For years European variety has emphasized novelty and now American vaudeville may be forced into the same position.

Too much comedy on the screen is the big complaint. Comedy in the feature, shorts, cartoons and even the newsreel. The audience is given the best comedy material, authored by the highest-priced scribblers and acted by the highest-salaried personalities. When the vaude comedian comes along with his own material, he often hasn't a chance. Furthermore, nothing can be done about this because the vaude comedian cannot afford to buy material, due to lack of playing time. It's a vicious circle.

One booker says a solution might be the hiring of a producer by each vaude house, this producer to edit the comedy on each bill after he has seen the first complete vaudefilm performance. As for the flashes being dimmed by comparison with screen musicals, nothing much can be done about that except to avoid any attempt at lavishness and to concentrate on talent.

### Pisano's survey reveals vaude wanted—pix deals and caution delay action

NEW YORK, Sept. 23.—Vaude appears to be in demand by theater operators in New Jersey, Pennsylvania, Ohio and West Virginia, according to General Pisano, field man for the vaude subsidiary of the Amalgamated Broadcasting System, who returned this week from a seven-week survey of those territories. Pisano reports that union negotiations and the unfinished motion picture industry code are holding up "flesh," but that there are other factors also entering into the matter. He states that operators are handicapped by picture deals they have entered into and in many cases are willing to see how the next fellow does with vaude.

To Pisano's way of thinking, the major point that is preventing operators from using vaude is their picture deals. He claims that many of them have made percentage deals with film companies which they cannot get out of and which would make it impossible for them to add vaude. Running this point a close second is the fact that operators are waiting for the other fellow to take a chance with "flesh." As far as unions are concerned, he found this to be of no important consequence with the operators, many of them running non-union anyway. Several referred to the code as holding them up.

One of the major reasons given by the operators for their anxiety to use vaude is that they are convinced that the films are no draws. Also, that they can barely break even with the admission prices they necessarily have to charge for a straight film policy, ranging from 10 to 25 cents. With vaude the prices could be boosted from 25 to 40 cents, they contend.

As to what the vaude requirements of these operators are, the majority of them are in favor of the five-act variety bill. They want these shows enhanced by scenery and, in general, production acts. Most of them stated that they want to see what they were buying and said they would be willing to travel to near-by cities to get a look at what a booker would be giving them. They would prefer getting shows direct from the bigger cities so that this fact could be advertised in their towns.

### Detroit License Drive Pushed by Department

DETROIT, Sept. 23.—A thoro check of all existing theatrical booking agencies is being conducted at present by the Department of Labor and Industry, prior to vigorous enforcement of the license regulations in the State. Due to change of State Administration, the Department has been admittedly lax in enforcement of the license requirement, and complaint has been made by some agents that the past administration has been haphazard or tending to favoritism in enforcement.

The theatrical agency department has been a new field to the present Departmental personnel, and the problem has been left alone until organization was completed. It is now felt, however, that agencies have been running wild in the city for the past nine months without any attempt to secure a license whatsoever. Payment of the necessary fee, or prosecution, faces any agent who does not comply with the rules henceforth, according to a statement from the Administration offices.

### Dancers Offered Film Jobs

LONDON, Sept. 12.—While headlining at Holborn Empire, Betty Jane Cooper and the Lathrop Brothers, novel American dance trio, were approached with a view to Betty and Mack, one of the brothers, playing leading roles, as the two typical Americans, in the British picture, *Sorrel and Son*, now being cast. Dancers had to turn down visions of picture fame, owing to a previously contracted engagement at Biarritz. The act has been a big hit this side.

## Zirn Hints at Bonus Expose

**Rebuked by Bankruptcy Court, attorney infers Para salaries may be next**

NEW YORK, Sept. 25.—Samuel Zirn, attorney representing a group of creditors of Paramount-Publix Corporation, may use as his next weapon information on bonuses of executives now heading the company.

He denied that this might be the next move when he was warned to discontinue his line of questioning last Wednesday by Referee in Bankruptcy Henry K. Davis. Zirn has been admonished by Davis in nearly every hearing in connection with Para matters, and in several cases has been warned to be silent or suffer a contempt charge.

Samuel S. Isseks, counsel for trustees, replied to Zirn saying that he objected to disclosing money received by officers in view of the forthcoming trustee report. Saul Rogers, attorney for another group of creditors, also is fighting for an order to force trustees to make a complete list of their assets. Davis, however, ruled that it was not the proper time to inquire into expenses and disbursements. He rendered decision that these reports may be made at time of regular report.

Zirn inquired into the payment of \$200,000 to the former general manager, Sidney R. Kent, in 1932, when he said the company lost \$15,000,000. Austin C. Keough, who was testifying, said that this money was offered as a settlement with Kent.

Hearing, which was to have been Friday, was postponed until October 5, after Zirn made a motion to the effect on account of the Jewish holiday.

## F&M May Resume Units; Railroad Rates Lowered

LOS ANGELES, Sept. 23.—For the first time in several months there looms a possibility that Fanchon & Marco may again start production of unit shows.

J. C. Radcliffe, transportation manager for F&M, was not laid off when the road route was abandoned some time ago, but has been kept busy on a new rate schedule covering rail transportation west of the Mississippi River.

Under the new rate obtained by Radcliffe, 20 or more persons may now make the round trip from either Los Angeles or San Francisco to Chicago for only \$89.90 and with free baggage-car allowance. If by way of Portland and Seattle the trip may be made for only \$98, with a full year allowed in which to use up the ticket. This new rate replaces the old rate of \$144.26 and \$164.20 previously charged.

On October 1 the railroads will also inaugurate a new low route trip fare between Los Angeles and Denver for \$54.80 as compared to the present fare of \$90, and from Los Angeles to Denver, via Portland and Seattle, for \$80.50 as against the old rate of \$124.35. Time limit on this trip is set as six months.

There can be no doubt that the granting of these new low fares is expected to pave the way for renewed interest in road shows outside of Fanchon & Marco as well, as a big saving in transportation will be made possible under the new rates.

Another angle on the new schedule is the minimum of 20. In previous years with increased charges the railroads stuck to a 25 minimum.

## Pan Vaude to New Orleans?

NEW ORLEANS, Sept. 23.—Possibility of Pantages vaudeville opening at the Palace here October 1 or 8 depends largely on what kind of a deal local promoters can arrange with Billy Diamond, according to reports from reliable sources here. William J. Vail, who will operate the Dauphine as a burlesque house, has announced that he was procured the lease on the Palace and will operate it as a vaude house. Vail would not affirm that he had concluded a deal with Pantages, but acknowledge he had one in mind. Gus Coates, former manager of the Saenger here and later an assistant manager at Loew's State, will manage the Palace, Vail said.

## Six for Two-Bits

Six little waifs very nearly saw the Original Roxy show last week for one admission. The brains of the gang went to the box office, got a ticket and went to an exit door where his cronies were waiting; but alert usher smelled a mouse and escorted them all out, so none of them saw the show and the two-bits was total loss.

## Jolson Reneges on Capitol, N. Y., Date

NEW YORK, Sept. 23.—The deal by Loew to play Al Jolson, Ruby Keeler and Paul Whiteman's ork as a stage combination at the Capitol here the week of October 6 blew up this week after all arrangements were completed. Jolson reneged on the date, contending that his wife, Miss Keeler, was not feeling well.

The combo was to get a \$25,000 guarantee plus a 50-50 split with the house over a gross of \$70,000. The William Morris office, agenting the trio, even arranged with the Paradise restaurant to postpone Whiteman's opening there October 8.

## London Bills

LONDON, Sept. 12.—An interesting 10-act bill at the London Palladium has only two English acts, Harry Roy and his band and Raymond Smith, ventriloquist, both of whom score solidly. Two new American arrivals completely stop the show. One is the Mae Wynn Four-some, who have the classiest act in the program and hold the closing spot in the first half of the bill. The act has everything in dancing and all in 12 minutes. Mae Wynn, herself, is the smartest girl tap dancer to strike these shores, and Zella and the two boys are not far behind her in skill. Act is lavishly dressed and admirably routined. The other new entry, Garner Wolf, Hakins, Egan and Rose-Marie, four boys and a girl, lately with Ted Healy, are a comedy riot in some novel "hoke" business that has the outfronters in near hysterics. This combo must hold the record for belly laughs at the Palladium and should find little difficulty in doing as big at other theaters. An old favorite in Fred (Pansy) Sanborn, hoke comedian and xylophonist, returns to make an enormous hit with his funny routine, and two acceptable holdovers, both hailing from America, are Buster Shaver and his clever midgets, Olive and George Brasno, and Jay Sellar and Frances Wills, acro-dance team. Sellar has a wow of a number in his "ski" dance and the girl is sensational as a dancer and contortionist.

Ben Dova, acrobat, with his lamp-post novelty, is a solid success at Leicester Square Theater, and other American acts who score well there are Berlinoff and Charlot, the most graceful adagio team seen here for many a day; Vic Oliver and Margot Crangle, comedy and musical entertainers; Max and his Gang, a dandy dog act that is proving popular hereabouts; Franklyn D'Amore and Jack Lane, muscular acrobats, with a novel angle in comedy, and Jame Evans, skillful foot juggler. An international act that registers brilliantly is that of the Dakotas (Buck Warren and Chic Cooper), a fine Western specialty.

## Rochester Flesh Booms

ROCHESTER, N. Y., Sept. 23.—Return of "flesh" to Rochester after a lapse of more than two years packed the RKO Palace Theater here for a week and brought responses even in the ranks of city officials. Morton Downey, who headlined the bill of four vaude acts, was met at the station by a group of showmen, city officials and civic leaders, escorted to his hotel and feted at a breakfast in his honor. Downey also was guest of the Rochester Red Wings baseball team, where he got plenty of ballyhoo.

Jay Golden, Palace manager, packed them in every matinee and night. Other acts on the bill included Block and Sully, Rima's Havana Orchestra, Paul Kirk and Company and Miles and Kover. Full orchestra was returned to the pit and organ interval numbers reintroduced. Golden has booked a number of high-priced topnotchers for the future, including Duncan Sisters.

Loew's Rochester, 4,000-seat house, and Publix Regent, 1,500-seater, that tried out combo successfully last year, have eyes on the Palace. Both houses are expected to add vaude soon.

## RKO Giving Vaude Big Play With Three New Houses Set

**Paterson, Providence and Cleveland added to books—good combo house grosses keeps circuit eye peeled for more vaude—Madison, Flushing and Newark may return**

NEW YORK, Sept. 23.—In keeping with its gratification over grosses of houses using combo policies, RKO is carrying out its intention to use stage shows wherever and whenever possible. Three more towns are being added to the circuit's vaude books: Paterson, N. J.; Providence and Cleveland, with the possibility of others to follow. The circuit is proceeding cautiously in adding "flesh," taking former vaude towns one by one and gauging the public's support whenever stage shows are added. Regent, Paterson, will open October 6, provided alterations on the house are completed by that time.

## NVA Works on Program And Benefit October 15

NEW YORK, Sept. 25.—The NVA will put out a program when it stages its annual benefit show at the Metropolitan Opera House October 15. A. L. Robertson and Frank O'Connell head a staff of four engaged to work on the program.

The benefit next month takes the place of the annual show ordinarily staged the Sunday after the Easter Week NVA drive. The benefit had been omitted this year.

## New Orleans Bookings Brody

NEW ORLEANS, Sept. 23.—Business in the booking field, which offered rich plums to the bookers several years ago, has dropped to nothing with competition and entry of newspapermen into the booking field. One booker last week complained that he got as much for putting on a whole show as he used to get for one act. Another, whose business has dropped, puts a sign on his door, "Will be back in 10 minutes," walks around the block, comes back and if no one is there continues his walking exercise.

## Brown Is Stuart's Second

DETROIT, Sept. 23.—Tom Brown, moving picture star, is appearing at six local houses this week for Publix. He is the second of the string of movie celebrities whom Herschel Stuart is bringing to Detroit for personal appearances. Originally scheduled for five houses, another first-run de luxer, the Fisher, has been added to the string, probably establishing a new record for number of appearances in one day. Business at all houses where stars have been appearing has picked up, with Betty Compson leading the parade last week.

## Woolfolk Opens Office

CHICAGO, Sept. 23.—Boyle Woolfolk, one of Chicago's veteran booking agents, has opened his own office in the Woods Building. Woolfolk, who was for years associated with the Orpheum office here and handled the Butterfield bookings in Michigan, is booking the Riverside in Milwaukee and thru the RKO office, the Empress, Grand Rapids, of which Walter Morris is manager.

The Empress opens Sunday with a split-week bill of five acts and stage band and 12 Lester Montgomery girls. First bill includes Ted Leary, who also acts as emcee; Gene Sheldon and Company, Four Golden Blondes, Connie Bee and Loma Ruth and Allen Reno.

## Jimmy Kane an RKO Agent

NEW YORK, Sept. 23.—Jimmy Kane, formerly an assistant booker in RKO, has been given permission by the booking office to become an agent. He's been allowed to work on his own and not thru a franchised agent.

## Levinsky Seeks Vaude Dates

NEW YORK, Sept. 23.—King Levinsky, Chicago heavyweight who recently outpointed Jack Sharkey, is being submitted for vaude. Curtis & Allen hold the authorization and the asking price is \$5,000.

JAY A. KING, former manager of the indie Embassy and Keswick theaters in Jenkintown and Glenside, Pa., is now managing the Warner Harrowgate, Philadelphia.

It will be a split-weeker and Arthur Willi will do the booking. Willi also will add the Albee, Providence, to his books, opening October 6 with full-week shows. Opening may be postponed a week in the event that the desired stage attraction is not available. Palace, Cleveland, goes to Bill Howard's books October 6, opening with a show headed by Morton Downey. Other shows lined up for the house are Ethel Barrymore, Vanities, Ben Bernie, Duncan Sisters and Fred Waring.

The much rumored return of vaude to local houses, such as the Coliseum and Fordham, has been denied by RKO execs. There is, however, a strong possibility of vaude being restored to the Madison, Brooklyn, and Keith's, Flushing. Charles McDonald, division manager of those houses, is understood to be in favor of a combo policy for them. There is some likelihood also that Proctor's Palace, Newark, may get vaude back even tho a pool exists there with Skouras Brothers.

In addition to these houses the RKO vaude books currently comprise the Palace and Academy here; Albee and Prospect, Brooklyn; Boston, Boston; Capitol, Trenton; Rivoli, Hempstead, L. I.; Palace, Rochester; Palace, Chicago; Palace, Cincinnati, and the Downtown, Detroit. These houses total nine weeks, and with the three new towns coming in it's boosted to 11½ weeks. This is exclusive of the circuit's film houses which play occasional stage attractions.

The grosses in the combo houses continued to hold up satisfactorily this past week. Boston, Boston, took the top honors, grossing \$28,600 with Vanities the stage attraction. Albee, Brooklyn, again did close to \$20,000, while the Palace here is reported to have done about \$14,000, which means a profit. Trenton made a little over \$2,000 profit with an \$8,100 gross, and the Prospect, Brooklyn, made a little money also. Palace, Chicago, just about got by, the picture, *Pilgrimage*, being played up over the stage show Rochester made a profit of about \$1,500 with its opening combo bill, while Detroit and Cincinnati did better than the week previous. Dayton, playing *Strike Me Pink*, grossed \$15,000, which yielded a good profit.

## Edwards Must Pay

NEW YORK, Sept. 23.—Gus Edwards lost the decision in a suit brought against him in Supreme Court of Elizabethton yesterday for an amount of \$1,306. The suit was brought by Elizabeth and Helen Keating, who charged that he contracted to give them 25 weeks' work and gave them only 19 weeks and three days.

## Detroit Midnights Click

DETROIT, Sept. 23.—The Michigan Theater goes to a policy of Saturday midnight shows this week, following the lead of the Fox two weeks ago. The Fox has inaugurated a reserved-seat policy for the A. B. Marcus show for this week only. Midnights, formerly a big feature of the local Riato, have dropped out of the picture for the last year, but revival of theater business generally in Detroit is apparently justifying the added show.

## All-American Show in Paris

PARIS, Sept. 18.—Best stage show of the week is at the Rex, where the *Midnight Follies*, featured at Monte Carlo this summer, is the attraction. Lucky Millinder's Band, the Arnaut Brothers, Carl Randall and a bevy of girls are in the all-American cast.

## Palace, New York

(Reviewed Friday Afternoon, Sept. 22)  
(First Show)

It looked like the old days at the Palace the opening show this week. As the traveler closed in, the customers were standing three deep at the back, with the first shelf practically full and the second holding a sprinkling. It was nice to see it like that again. The picture, *Lady for a Day*, is a definite draw, and the stage show is a good layout, but it was the Jewish holidays that did the trick. Every house along the street except the Capitol reported excellent business.

Unfortunately, at the performance caught only four acts showed, the Rimac Havana Orchestra, which was listed, failing to appear. The band had to make the jump from Rochester by bus and arrived just 10 minutes too late to make the show.

Headliner is Dave (Big Boy) Hutton, playing as a freak attraction; his wife, Aimee Semple McPherson, is headlining at the Capitol up the street. He is far better than might be expected. The Palace plays down publicity on him, giving him no bigger billing breaks than the usual headliner, and this, plus Hutton's inoffensive manner and real singing ability, should placate the house standby and do away with the evil effects brought by freak acts when they're tastelessly played.

Seven Arabian Whirlwinds open after Charles Stein has led the pit boys thru a typically rousing overture. The turn, tumbling and mounts, is fast and colorful, with the difficult tricks performed with speed and ease. The high comes when the understander holds the other six. Off to nice applause.

George Weist and Ray Stanton, with their mad and merry hodgepodge, are in second frame, assisted by two men and three girls. The turn is a fast and furious melange of singing, dancing, gags, nut comedy and blackouts and packs a consistent amusement wallop, even tho all of the material isn't entirely brand new. The mixture even manages to include some rope twisting. The *St. James Infirmary* bit that gets them off is extremely funny.

Dave (Big Boy) Hutton was rushed into third spot when the Rimac band boys failed to show up. Large and very nervous, he goes directly into his routine of songs, a wise move which gets the customers with him from the start, they expecting some rough stuff concerning wife Aimee. There are only two tasteless gags about Mrs. Hutton in the act, and they can easily be pulled. Unlike most freak attractions, Hutton has real ability, his voice carrying the numbers selected to excellent effect. He does a pleasant thank-you spiel after the applause.

Block and Sully are in what was supposed to be next-to-shut, but which at the show caught was actually closing. They went better than ever, coming out

to a protracted hand, and getting applause for gags thruout the act. Miss Sully's "Lookit heem" as usual had them in the aisles. Off to heavy thunder.

Rimac's Havana Orchestra, as reported, failed to show up, with Rimac and the other specialists, who came in by train, fuming backstage and waiting. The boys finally pulled in about 10 minutes after the traveler had closed.

Running time for the four acts was 51 minutes. EUGENE BURR.

## Grand Opera House, N. Y.

(Reviewed Thursday Evening, Sept. 21)

Entertaining acts fit into this vaude bill like a neat jig-saw picture this half. The bill is trim, and if there is any fault to find it is only that it could have been shortened somewhat.

Bud Carlill and Rose start in full stage with a desert backdrop for their rope and whip act. Carlill is about the neatest cowpuncher on the stage, now that Will Rogers is doing his act for Congress. He has a good line of talk and is adept with jumping the rope and with his other rope routines. His aim with the cracking whip is perfect, tho we'd not want to play the target for him as Rose does. Got a nice sign-off with the audience.

Montz and Lyons are grand entertainers, tho routine remains the same over the years. Their harmony gets in the pulse and their comedy is cute enough to bring them a sure call back anywhere. Played in second for a justified hand.

Melody Cruise Revue is pretty stuff, offering everything but a comic, which would help considerably. The acrobatic lad with the swell, catching personality brings in the heaviest applause on the bill. The four gals are hard workers and each has an individual turn that collects a hand. The producer of the act was in the pit to lead the ork. and by the time it plays a few weeks should be working ship-shape. Apache number was okeh too. Act won nice applause and the young lad was in the thick of it.

Betty and Jerry Brown are a Burns and Allen. Betty is cute as they come and Jerry is a good straight for her. Betty's song, however, is too slow. They took plenty hand on the bow.

Three Kanes held 'em spellbound in last place with pole and ladder balancing. No fooling about this stuff; it's difficult and they perform speedily with grace and nice manner. Good anytime, anywhere, as a finisher. Succeeded well with the audience.

Picture was *Another Language*. BILL WILLIAMS.

## Earle, Philadelphia

(Reviewed Friday Afternoon, Sept. 22)

Howard Thurston brings a corking show to the Earle this week, offering a solid hour and a quarter of good magic entertainment. That his efforts were appreciated was testified to not only by

the largest audience the Earle has had since its first eight-act bill, but by one of the most enthusiastic. Juvenile portion of the audience was large, which speaks well for trade during the week.

Thurston's show resembles very closely his "legit" offerings, with most of his best illusions included. In fact, he appears to give his entire repertory, tho some of his material must have been reduced. However, the best features are there, including his array of cabinet tricks, his sawing a woman in half—which he jestingly presents in defiance of the cigaret ads—his amazing variety of card tricks and his various transformations.

He brings a large company with him, including eight attractive girls, about six male assistants and a large stage crew. His daughter, Jane Thurston, combines magic with dancing and is given her own spot, in which she performs some of her father's shawl tricks.

Picture, *Her First Mate*, is logical companion offering with its innocuous comedy from the Pitts-Summerville team. H. MURDOCK.

## Loew's State, New York

(Reviewed Friday Evening, Sept. 22)

Milton Berle, held over; NTG's Paradise Restaurant revue and Pops and Louie comprise the bill this week, supporting the picture *Mary Stevens, M.D.* (Warner). It's field day for Berle. He runs loose thru the entire show as emcee and the only comedian on the bill. Working alone and in blackouts, he manages to get a load of laughs and keep the show running at a smart pace. Of course, he fits in perfectly with NTG's girl act and the NTG girls come in handy for the Berle type of comedy.

Surprisingly enough, the show is pretty clean—that is, considering the fact Berle and NTG are on the same bill. They must have been told to soft-pedal the blue and nude stuff. NTG's girls wear clothes, believe it or not, while nudes are missing from the lobby photos. With the nudity toned down NTG's act has little to offer. The girls are young and pretty, as always, but they lack sock talent. It took all of Berle's snappy clowning to keep the NTG revue from laying an egg.

Berle is a big favorite here and had no trouble getting laughs at this show. As usual, he uses loads of old gags, dresses them up a little, gives them the old Berle delivery, and presto, the audience rolls into the aisles. Berle is clever, and there is no getting away from it. He knows his audience and gives them what they want.

He has Madelyn Killeen doing a capable straight for him and also uses a few other girls and boys in the brief blackouts. Pops and Louie, colored boys, are on in the early part of the show and they socked over their trick singing and fast dancing. The kids have the stuff.

As for NTG's act, it is the usual loose affair featuring show girls and a few

specialties. NTG announces the specialists but manages to garble each name successfully, while Berle helps out with ad libbing.

Zanette and Menon, dance team, are the outstanding specialty. They have excellent appearance and did a languorous waltz to soft music that won a big hand. Countess Emily Van Loesen contributed a nice acrobatic dance. Earl, Jack and Betty, roller-skating trio, put on their punchy routines and drew laughs with their spinning of audience plants.

The Four Climas, three boys and a girl, offer their Mexican dive fight, full of leaps and falls, and put it over nicely. A cute brunet called Arena Folvasczny is on for a fast wiggle dance. Mickey McGuire, a little blonde, does a tap number.

NTG also announces four beauty winners, now that the open season for bathing beauties has closed. He trots out Miss Washington, Miss Missouri, Miss Bronx (Margie Murphy), in bathing suits, and a Miss Catskill Mountain, in a scanty costume. There is also Edith Roark, an eye-filling beauty. Others billed outside, but impossible to identify because of NTG's mumbling announcing, are Dixie Dunbar, Wanda Hale, Ada May Patterson, Blanche Eow, Dell Faust, Johnny Hale and the Polish Peasant Dancers.

Incidentally, this house ought to train its ushers to control the crowds better. At this show the running up and down the aisles just about ruined the show. PAUL DENIS.

## Palace, Chicago

(Reviewed Saturday Afternoon, Sept. 23)

Back to the revue style of show again this week with an emcee results in one of the draggiest bills in weeks. Emsees are a thing of the past, and when they also have their own act further down on the bill they not only hurt themselves but handicap the other acts as well. Lou Holtz is the chief offender this week and if he doesn't have something better to offer next week he'll find the Palace a tomb of silence, which it very nearly was at the show caught. The bill never seemed to get anywhere and its brightest spot was little Mitzi Mayfair. Shame on you, Lou, for using your cane the way you do on your stooge! We had enough of that kind of business several weeks ago.

Bryant, Rains and Young, three girls and a man, opened with one of the girls doing a few cartwheels and some control work. The other two girls and the man then did some adagio team work that didn't mean a thing to this audience. Act needs a new opening, routine and a better close, also some speeding up. Fair hand.

Lou Holtz came out and told a couple of stories, the best of which was the one in Jewish dialect. It was here that the offensive cane business was first used

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on his stooge, who is billed as H. Leopold Shawowsky.

Al Goujon's Canines, several cleverly trained dogs, went thru comedy antics, hurdle and trapeze work and ended with the turntable going and the dogs trying to stay on. One of the dogs does a full-twist somersault that gets a good hand. Holtz works in the act at the beginning, ad libbing in a slovenish way that slowed it up considerably. Could have gotten a much better hand if act was allowed to work straight.

Lillian Shade, in troy spot, warbled several tunes, opening with *I'm Happy as the Day Is Long*, then *Harlem River* and closing with *I've Got To Sing a Torch Song*. Okeh.

Mitzi Mayfair, next, lives up to her billing as the darling of the dance. To the tune of *You're an Old Smoothie* she does an eccentric tap routine that is in a class by itself. She has a pair of gams that do things and I don't mean perhaps. Holtz then did a meaningless skit that got a few scattered laughs and then Mitzi returned for a waltz to the tune of *Adorable* that gave full scope to her ability of control. Without a doubt the hit of the bill.

Holtz and his stooge dressed as hill-billies closed the bill with a song *She Came Rollin' Down the Mountain*. Lou thanked the audience for being so nice (applesauce) and announced that next week he would have all new jokes. I hope so!  
F. LANGDON MORGAN.

**DE LUXE SHOWS**

**Radio City Music Hall, N. Y.**  
(Reviewed Thursday Afternoon, Sept. 21)

It looked as tho everybody who had taken part in the NRA parade was trying to get into the Music Hall opening day this week. The reason, of course, was the Jewish holiday, and the house ran an extra early show. Even so, at the start of the second running the crowd waiting to get in jammed 50th street almost all the way to Fifth avenue. The lobby, of course, was filled with eager hopefuls, and the auditorium was jammed. It was the most amazing business since the days when the house first opened.

The press sheet says that this week's stage layout is a "little bit of everything." As a natural consequence, it's not much of anything. There is no punch, with the house personnel being used exclusively.

Things start with the orchestra brought up under Erno Rapee's baton to play a medley of *Hebrew Themes* in honor of the holidays. In mid-section the curtain opens to show the altar of a synagogue, with the singing chorus ranged in robes at the side and William Robyn doing the solo work. The deep, stirring music is tremendously effective, and the applause as the curtain lowered was terrific.

After the newsreel the Roxyettes come out, this week as the keys of a piano, and go thru a routine which didn't seem as effective as usual. In addition their semi-modernistic black-and-white costumes almost take the palm for stilted presentation ugliness.

Next comes Douglas Stanbury, the baritone who was so excellent in last week's show, and who this time gets his chance. He stands on the side next to the organ and sings *Sylvia* and *Ro-Ro-Rolling Along* into the mike. His voice is splendid, and one wonders what it would be like without the distortion imposed by the amplification. He is one of the best singers Roxy has had in years.

Next comes a series called *Divertissements*, started by a ballet number in front of a ruined temple set, with a background of purple sky and the gals in purple and pastel shades. It is very lovely, and is spoiled only by the huge veil that is brought on in the manner of the recent *Niagara Falls* number, a stale and not very pretty ending to a beautiful scene. Patricia Bowman follows with a solo interpretation of *Manna-Zucca's Valse Brillante* that smacks more of her regulation ballet and toe stuff than did the *Rachmaninoff Prelude* last week, and the show is ended with Schubert's *Marche Militaire*, danced by the combined ballet and Roxyettes. Half the girls are in red and half in white, and there is a mock battle scene, effective enough, in which the pure whites, of course, are the victors. The two captains are Hilda Eckler, of the ballet, and Emilia Sherman, captain of the Roxyettes, and both do excellent work.

The picture is Lillian Harvey in *My Weakness* (Fox).  
EUGENE BURR.

**Original Roxy, New York**

(Reviewed Friday Afternoon, Sept. 22)

No question, they adorn this stage with beautiful arrangements in ballet scenes, and Dave Schooler offers sweet musical background that ought to be an inspiration to the gals. Their costumes are in excellent taste and something different is always bound to happen. These bouquets are meant for Jack Partington, the producer, and for Gae Foster.

A *Fancy Doll* dance follows Schooler's introduction over p. a. as ork plays back of curtain. Gals wheel in a large candy box and from it the ork leader makes his entree. He introduces Vercelle and Sinnott in *A Study in Rhythm*. These charming girls do a lovely dance. Then everybody's popular favorite, *The Three Figs*, takes a bit of ballyhoo for next week's picture showing. Three stooges carry out a scene section of the pigs' huts, and with their pig masks showing out of the windows they join in the song with the ork, and ork boys finish the cute turn clapping hands together. Just more cleverness that shows an effort to please their audiences in this low-priced palace of real enjoyment.

Sidney Page and his *Pages of Fun*, with Petite Marie and Peggy Earle, give the comedy hoke of the show, with the Dumb Dora stooges presenting their blotto pantomime, then each showing nice step and acro numbers for finish. Act went over big.

Fred Zimbalist is next with Mildred Hamlin. This pair always pleases an audience.

Rodney and Gould in *Clowning Around a Bit* spring more surprises than monkeys ever could, as they get into the most peculiar contortionistic positions imaginable. It's all done with such nonchalance and alacrity that they are positively grand for laughs. They won 'em all right.

Alexander Gray was the headliner and has what we call a voice. We can't help comparing him to Tibbetts. His voice is nearly as strong, but he has a tone that is even more fetching. His trade is popular songs, but in rendition of a Jewish chant as encore on the holiday he knocked 'em loose with the ability of the concert stage. For personality he has it without doubt. They called him back after a very generous offering of songs.

Final ballet number was again different. Costumes were grand hues of brown, pea green and orange. A nice close for one swell show.

Picture is *Shanghai Madness*.

BILL WILLIAMS.

**Capitol, New York**

(Reviewed Friday Afternoon, Sept. 22)

Aimee Semple McPherson may yank 'em in, as she said, at her Angelus Temple, but she laid a large, round and symmetrical egg at the Capitol. She may have pulled the mobs in Milwaukee and Toledo on her journey east, but Broadway proved cold to exhibitionism using religion for display and as a means of drawing a ridiculously high salary in a vaudeville theater.

The Capitol seemed to bank pretty heavily on its very freak attraction. On the marquee there was a huge cutout of Sister Aimee all togged out in her "little white uniform," and on opening day there was a cordon of cops thrown around the house in expectation of big business. The cops had nothing to do except twiddle their thumbs and watch the crowds go by—go by, that is, with disconcerting unanimity. There was a small house at the second show opening day—and the Capitol was about the only de luxer on the street that wasn't doing stand-up trade because of the Jewish holiday.

The rest of the stage layout is pleasant but punchless. It opens with the Chester Hale Girls doing a nice high-kick routine, the Hale group being, incidentally, about the prettiest line in town. They are followed by the Radio Aces wa-wa-ing over the p. a. in the manner of the Mills Brothers to do *Sentimental Gentlemen From Georgia*, *Dark Eyes* and *Tiger Rag*. They also play instruments and give the inevitable radio imitations that must have even inveterate film fans bored stiff by this time.

They're followed by another number from the gals, toe work this time, done in lovely regulation ballet costumes, which is in turn followed by an ace ballroom routine from Rosette and Luttman. This pair contributes a number that really manages to be different, chiefly because of the dancers' splendid use of hands and arms. Then the girls come back to end a very pretty number. And then, to the tune of *Adeste*

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Played on Opening Bill of Palace, at Rochester, Last Week

ROCHESTER JOURNAL Says:

*THE RIMACS supplies the punch to this program which gave apparent satisfaction.*

THE EXPRESS Says:

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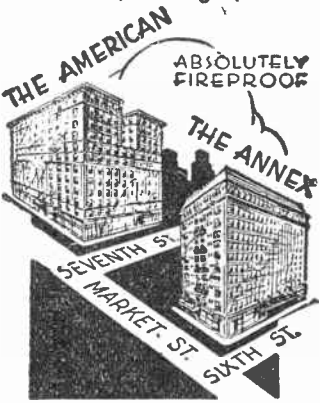
*Fidcles*, the p. a. system announces and blurbs Sister Aimee, the curtains part on a church-window backdrop and the evangelist comes on. The elders of her church gave her permission to convert souls on the Great White Way, and the first part of her talk is an attempt to

explain away the odor that hangs over selling religion at a high price in a Broadway cinema sink. Between her original explanation and the final extemporaneous prayer that sends her off she goes into a detailed story of her (See REVIEWS on page 77)



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## NEW ACTS

Reviewed in New York

Valaida Snow

—AND—

Hardy Bros.' Band

Featuring  
NYAS BERRY

Reviewed at the Academy. Style—Musical, singing and dancing. Setting—Full stage. Time—15 minutes.

A colored contingent, comprising 13 male bandsters, led by Valaida Snow, who doubles as a singing soloist, with Nyas Berry, billed as formerly of the Berry Brothers, providing hoofing solos. The usual in Harlem acts, with the band considerably brassy. Still, it gets over with its snappy and loud tempo in addition to the good work contributed by Miss Snow and the hoofing Berry.

The band, which loses its musical tastefulness because of too much brass, plays such numbers as *Rhythm for Sale*, which allows them to "go to town" in low-down style. Miss Snow, who leads well, serves an excellent dramatic interpretation of a sobby number, provided you like dramatic interpretations. Berry lands solid punches with his two legging solos. He's a fast and reckless stepper, doing nippups into knee drops which are certainly daring.

Closed the show here and did well.  
S. H.

## Three Racketcheers

Reviewed at the Academy. Style—Comedy, singing and dancing. Setting—In two. Time—Fourteen minutes.

"Schnozzola" Durante and his former apronmates, Clayton and Jackson, would be "mortified" if they lamped the Three Racketcheers. Latter's a youthful edition of that famous trio, but just the same they're a good carbon copy. The boys are clever and do an enjoyable act when you don't start comparing them with the trio they take after.

The kids even seem to look like Clayton, Jackson and Durante. One, resembling Eddie Jackson, even sings and struts, while another has a goofy style and a "hooker" much like Durante. They harmony sing special songs effectively, hoof a bit, and pull a lot of hokey bits and gags that smack over for big laughs.

Were next-to-closing on this bill and rang up a sure-enough show-stop.  
S. H.

## VAUDE NOTES

BOB WITT, the one-man band, is back in vaude, playing in Detroit before opening at the State-Lake, Chicago, after three months in the hospital following an automobile accident.

BRENT HAYES, comedy act, is playing Detroit dates for the Michigan Vaudeville Managers' Association, following a European tour.

JACK LINDER is dickering to book several Schine houses in up-State New York.

FRED ZIMBALIST has patented and is now marketing his "harmonicaphone." It's a combination harmonica and megaphone.

HARRY BIBEN has resumed booking the Astor, Reading, Pa.

HENRY SANTREY and his *Soldiers of Fortune* unit are playing thru New England and report capacity business. (See VAUDEVILLE NOTES on page 33)



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## Norwood-Hickey-Kelly Units

NEW YORK, Sept. 23. — Harry Norwood, John Hickey and Matt Kelly are producing three vaude units. The first will comprise 27 people, including Bobby Pinkus, Lee Gails, Beth Miller and 16 Chester Hale Girls. Casts for the other two are not set yet.

## Cantor Rosenblatt's Son

NEW YORK, Sept. 25.—Henry Rosenblatt, 24-year-old son of the late Cantor Josef Rosenblatt and a dramatic baritone, will make a concert tour. He made his first public appearance at the Beacon Theater here Saturday. Rosenblatt was piano accompanist to his father during the latter's last world tour.

## 'Frenchmen' Routed by RKO

NEW YORK, Sept. 23. — *Fifty Million Frenchmen*, the William Morris Agency-Anatole Friedland condensed version, will open on an RKO route October 20 in Providence. Sophie Tucker is starred.

## H. B. Franklin to Wash. Again

NEW YORK, Sept. 23.—Harold B. Franklin, of RKO, left yesterday for Washington on another trip in the interests of the motion picture industry code. He expects to return by Tuesday at the latest, and soon after his return intends to take a week's vacation.

## GEORGE HAMID

(Continued from page 3)

acts whether they get the receipts or not. If the irresponsible ones cannot afford to contract talent and pay for it without figuring solely on the grandstand gate, they shouldn't buy so readily. Fortunately, the NRA will take care of this class very handily, but fair men shouldn't make this situation necessary.

"It is high time that fair societies tackled this problem from within and determined beforehand whether they are prepared to take care of the financing of act programs, just as they do in case of local labor. I am amazed at the indifferent attitude expressed by certain fair officials in New York State. Those in question stated that local people come first, with performers being ignored."

He was asked what action he had in mind. "There's always the court, but that takes money and time, and I can afford neither at this time," he said. "Moreover, I don't want to be in the class of the man whose principal business takes place in the courts. I am more interested in this: Let the matter be a lively subject at coming fair meetings. Let's have a thoro working out of a set of regulations governing independent acts, booking houses, individuals and groups alike. Remember that performers point all season to but six or seven weeks of fair dates. If these few weeks are in jeopardy, what's left?"

"Here is another point from the booking angle. We finance many performers thruout the year. We import features and have to furnish bonds to the government. Why do we do this? Because we want to offer the fairs something new. It is maddening to think of irresponsible fair officials who pass the buck to the booking office already overburdened with obligations and responsibilities. We are anxious to co-operate with fairs and have always done so, but in many cases deliberate advantage is taken of the situation. I know that reliable fairs are against these tactics 100 per cent. Ask Dr. Waters, of the Canadian National Exhibition; Will Davis, of Rutland, Vt.; Joe Cahill, of Brockton, Mass., and Link Frame, of Reading, Pa., to name those that occur to me offhand.

"I think that State associations should discuss the matter with agricultural boards or even governors of their States, with a view to eliminating the evil practice, for, as the old proverb says, the innocent suffer with the guilty.

Hamid said that in the last three weeks he has personally visited or received final reports from 40 events and that the money came in when the weather was favorable. "This is more evidence that there is no question of the worth and merit of the fair in the United States—the right kind, that is. At some fairs even the rain couldn't stop the crowds from coming. You ask about reduced admission to gate and grand stand. I think, with few exceptions, that this proved a mistake. Revues were a distinct asset."

Hamid was in Allentown, Pa., last week attending the fair.

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# PONDER REPEAL'S EFFECTS

## Cafe Men Believe 400 Will Spend As of Yore, But Won't Bank on It

*Altho name bands are sought by Chicago and New York, small outfits may wind up playing for society trade; return of stiff covert possible*

NEW YORK, Sept. 23.—Between the name orchestras once again will be at the bidding of Chicago and Broadway spots, the offering forms a factor that is bringing contracts to numerous floor attractions, and is somewhat puzzling to night club operators as to whether the no-cover proposition is to remain, on account of the competition from additional places that will open, or whether the return of the high-class resort will again place a spot in which the old line members of

### Ned Wayburn's "Cocktail" At Bridgeport Garden

BRIDGEPORT, Conn., Sept. 23.—This week Ned Wayburn, famous producer, is personally presenting his *Musical Cocktail* at the Peach Orchard, with a cast of 30 people, with Harry Carroll, composer and producer, as emcee, and featuring Jackie, the Digtanos, Nina and Rosa, a chorus of 12 Wayburn Girls and Johnny Watson's Band from the Paradise, New York.

Reports have Sam Salvin, son of the famous owner of the Palais Royale, Moulin Rouge and other w.-k. resorts of a decade ago and longer, planning to take over either the Palais Royale or some other suitable site, while on the other hand John Steinberg, one of the owners of the Pavillon Royal, is reported interested in the same spot, along with his partners, Joe Moss and Jake Ameron, who own the Hollywood and a piece of the Pavillon Royal also.

Steinberg, however, steered clear of a name band that asked \$4,500 and since grabbed up by another Broadway spot. Which probably proves that money is still a little tight and that the established places of the better kind are apt to have the edge insofar as catering to the masses is concerned. Apparently there is some doubt as to whether Park avenue and what is left on Fifth avenue in the way of customers will single out one or two high-class spots as usual for their patronage or play the field. It is pointed out that since prohibition went into effect numerous hotels have sprung up, each taking its toll thru having built attractive rooms and having installed good bands. Not a few hotels expect to do marvelous business once the competition of the speakeasy, which can afford to give good food at lower prices, is removed.

Problem confronting the would-be operators of class resorts seeking to cater to what is left of the spending millionaires who want vintage wines is that the place must be small, yet the band strong enough to be an attraction as a dance proposition and society favorite. Also there will have to be a first-rate ballroom team and possibly some additional talent, leaning toward feminine lines.

Name bands today cost more than twice as much as a decade ago; in fact, there were but few of them then which could boast of the title. How to make a comparatively intimate room pay at a nominal cover charge and supply a big attraction is but one problem. The chances are that the name bands will play the spots of larger capacity and tight little bands that make good and build up a society following will probably get the class spots.

As matters now stand, the two leading no-cover spots will have Paul Whiteman at the Paradise and Rudy Vallee at the Hollywood. As already announced in these columns, the former opens October 6 and the latter October 11. Abe Lyman has been mentioned for the third no-cover spot of the Times Square sector, the Paramount Grill of the hotel of that name. Emil Coleman is a possibility for the Palais Royale spot as well as one or two other candidates. Coleman has always had a strong society following dating from his Club Montmartre days.

CHAZ CHASE, well-known comic, is at the Powatan, one of Detroit's leading clubs. Others on the bill include Bob Oakley, Margie Toll; Eleanor Tennis, dancer; Evelyn Regan, dancer and soubret; Morgan and Lowe and the New Yorkers Orchestra.

### New Yorker Theater Leased for Garden

NEW YORK, Sept. 23.—The Continental Music Halls Corporation has leased for five years the New Yorker Theater from the Bowery Savings Bank and is converting it into an amusement center featuring two floors of cafes and promenades and two orchestras on the stage. The seats are being ripped out now to allow for a dance place and cafe on the lower floor and promenades and tables in the balcony.

If the New Yorker project is successful, it is expected that other theaters will be converted into cafes modeled after the European style.

### Inside Spots Drawing

LANSING, Mich., Sept. 23. — Garden spots using "flesh" report crowds have been building up ever since cold weather began driving outsiders inside, with orks and vaude accounting for the draw.

BOB STRAUSS, now operating a cafe at the World's Fair, Chicago, expects to open the new Samovar Cafe at its old location in Chicago about October 15.

## Detroit Spot Draws 300,000 in Ten Weeks

DETROIT, Sept. 23.—Westwood, Detroit's most pretentious beer garden, closed Saturday after playing to about 300,000 people during a 10-week season. Practically every night saw a capacity audience of 4,000 to 5,000 people.

The Detroit Symphony Orchestra, under the direction of Victor Kolar, played nightly, rendering the highest type of orchestral music. The management of the garden was in the hands of the orchestra, in charge of Dirk Van Emmerick, head of the oboe section, and orchestra shared in gate receipts, as well as having full net on all concessions within the grove. A gate charge of 25 cents was made, about the only garden in the city to maintain a door charge during the season. A complete orchestra of 60 pieces was used by the garden. Art Black's 12-piece band alternated with the symphony, playing dance music between the major orchestral numbers. Only two nights during the season were lost on account of rain or cold weather, until the final week.

### Indian Village Shows Trend to Class Gardens

DETROIT, Sept. 23.—Indian Village Beer Garden, exclusive east side spot, has been opened with a seating capacity of 1,400, Detroit's largest indoor garden. This is the first recent step toward the trend to larger gardens using high-class entertainment, which is already observed in the dropping out of many smaller gardens.

Glenn Runyon opened as master of ceremonies, with John Gallus, the Clarinet King, following in, booked from Cleveland. Leslie Harris, of the Michigan Vaudeville Managers' Association, is booking the Indian Village and has Jean Matthews, singer; Dailey and Mack, skating act, and Alice Oakley on the opening bill.

## Brewers Elated at Success of 3.2 Expo

CLEVELAND, O., Sept. 23.—A force of auditors is busily engaged this week in checking up the financial aftermath of the first American Beer Exposition. This event turned out to be one of the most successful shows ever done in the Public Auditorium. The attendance during the week ran in the neighborhood of 100,000. The brewing industry is elated with the results and three major cities are now bidding for next year's show.

Elwood Salisbury, who handled the general management of the exposition, will again serve in that capacity next year. He is also scheduled to handle the general management of the Industrial exposition and the Irish fair which Frank P. Spellman will do at Madison Square Garden and then take en tour to Washington, Boston and Cleveland.

RAHUTIS GARDENS, Gary, Ind., has a new show, booked by the Ernie Young office, Chicago, that includes Betty and Garnier, dancers; Connie Cello, soubret; Ray Dean, m. c., and eight girls in line. Young also has booked for the Belvidere Club, Cleveland, Sally Joyce, blues singer; Jack Edwards, m. c.; Margie France, soubret; the Dates, dance team, and 10 girls in line.



THIS NEW NOVELTY BOX, presented by Brunswick-Balke-Collender Company, offers an opportunity for something de luxe in the way of beer service, particularly if an attractive person like Dolores Gillen, NBC artist, was serving.

## NIGHT CLUBS AND RESORTS

RAMON AND LUCILLE, apache dancers, are appearing at the Palm Gardens, Chicago.

MARTY WHITE has finished his season at Rainbow Gardens, Monticello, N. Y., and is back in New York. May go into a Broadway night spot as emcee.

ELSIE GILBERT, singer, has switched from the Village Barn to the Village Nut Club, New York.

NEWEST night spot in Chicago is the Libuse Cafe in the southwest part of the city. It is operated by Mr. and Mrs. George Prokop. The cafe is surrounded by 60 landscaped acres, making a beautiful setting for a dine and dance spot.

Sveck and his WHFC orchestra are furnishing the music, and the floor show includes Taylor and Black, funsters; Adele Van Cura, prima donna; Francine and Evans, dancers.

MARTIN McKENNA, former partner of Jack Donahue, is emceeing at Spanish Garden Casino, Danielson, Conn. Ork and floor show are featured. Regular customers nightly insist on Mac doing some of his fast stepping. Spot is one of the finest and most elaborate gardens in Eastern Connecticut.

THE HI HAT, Baltimore class night spot, reopens this week. Lou Lynn and his Music and 12 radio stars are booked. (See NIGHT CLUBS on page 33)



### NOVELTIES

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# ABS CHAIN MAKES DEBUT

## Amalgamated Ready To Play Role Of Long-Awaited Web of Indies

*Atlantic Seaboard network of six stations augmented by New England group of eight outlets—also two more in New York area—national figures at opening*

(Continued from page 3)

White Plains, and WCNW, Brooklyn. Atlantic Seaboard web comprises WBNX as the key station, which is three stations in one, including WMSG and WCDA; WCAP, Asbury Park, N. J.; WTNJ, Trenton; WPEN, Philadelphia; WOL, Washington; WCBM, Baltimore, and WDEL, Wilmington, Del.

Eventually, according to the plans of Ed Wynn, president, and his associates, the ABS will cover the country and number in excess of 100 outlets. (Wynn, detained on the Coast, where he is making a picture, was still hopeful of being able to fly to New York for the opening of his project.) Toward this end there are strong Middle West and Southern groups ready to become part of the third chain as soon as deemed advisable by its officials. Also, a deal is in the making for the Pacific Coast coverage for the chain, a survey having been conducted recently for this purpose by ABS representatives and Coast station owners.

### Commercial Aspect

From the commercial angle Amalgamated appears to be a potential factor worth watching in the opinion of both broadcasters and sponsors throughout the country. For the first few weeks it is planned by ABS officials not to handle any commercial programs if possible. While it is known that quite a few accounts were available, apparently the plan is to give the network a thorough workout before signing commercial programs. As announced by Ed Wynn and other officials since, Amalgamated seeks to present "good taste" in programs and bend every effort toward holding down the credits to the minimum of 20 words or so at the opening and closing of each commercial program. Its high ideals also acknowledge the fact that newspapers and magazines are still in the advertising picture and maximum results and pulling power are to be obtained only by a co-ordinated campaign of both radio and newspapers.

Thus the eyes of the advertising world are focused on the new chain and its developments. Commercials that insist upon buying time on the ABS network for the time being will be charged the combined rates of the stations used, plus the wire charges. ABS will drag down no fee as a network selling time. Tariff of the respective stations will remain the same for the nonce.

On the basic network of the Atlantic Seaboard chain, ABS is asking \$510 per hour (six stations) until 6 p.m. From 6 p.m. to midnight the rates are \$850 per hour, and the same applies all day Sunday. Rates for half and quarter hour periods are slightly above proportionate divisions, plus the usual discounts for upward of 13 weeks. Naturally this compares with much higher rates of the NBC and CBS networks, covering the same territory.

It is presumed that once the ABS officials are satisfied as to its network's efficiency, a new rate card will go into effect and commercial programs put on as fast as the accounts can be closed; provided, of course, the agencies and sponsors are willing to abide by the ABS rules of short, dignified credits only.

### Outside Views

In many quarters sponsors who buy spot-broadcast time especially believe the third chain fills a long-felt want and makes possible the use of live talent by the type of advertiser who otherwise would have to resort to electrical transcription programs. Unwilling to go to the expense of going on either of the two large chains or spotting live talent in each of the localities on independent stations, the sponsor of limited means who wishes to cover certain territory only apparently finds a haven in the

third chain. He can dignify his program by live talent yet duck the heavy overhead of the high-powered station which he may consider as merely an added expense, because the outlet may cover spots beyond his distributing point. Also, there being a limit to the number of sponsors who can buy time exactly when they want it on two chains, which are apt to have all desirable spots sold, the third network offers a solution to many an advertiser's problems.

From the big chain officials' point of view, there is nothing like healthy competition, and no animosity appears to be in their hearts toward the ABS. The ever recurring cry of "monopoly" against the NBC and CBS chains as well as high wattage indie stations at large begins to lose its bite when another chain enters the field, comprised of a group of independent outlets.

### Third Chain's Facilities

Amalgamated took its time but shapes up as a well-organized outfit, and is prepared to send out no less than 450 separate broadcasts weekly. The artists' bureau seems to have no dearth of names and acts and not a little of the preparatory work consisted in building up suitable program material. The "open-door policy" leaves room for considerable new influx of w.-k. stage people who for some reason or other failed to connect on established chains, although highly desirable; also consistent building up of brand-new talent is expected to become a factor in attracting an audience that may be fed up on existing network programs or objectionable commercial aspects.

Ample studio space and fully staffed, the ABS takes its place as a full-fledged network. How well its high ideals will work out with advertisers who with few exceptions seek extended sales talks wherever possible will be interesting to note. From Ed Wynn down, Amalgamated officials are confident that they are offering something that has long been sought and that numerous high-grade sponsors will take advantage of the short credit line in effort to gain good will for their products.

## Nine New Accounts and Renewals Signed for NBC-CBS Chains

NEW YORK, Sept. 23.—New accounts and renewals for the Columbia Broadcasting System and the National Broadcasting Company continue to come in, some of the new business being accounts closed some weeks ago but contracts not having actually been signed until now. CBS has three new accounts and three renewals, while NBC has three new contracts.

CBS new business: Delaware & Western Coal Company, thru Ruthrauff & Ryan agency, starts October 3, Tuesdays and Thursdays at 6:45-7 p.m. Program entitled *Little Italy*, dramatic show with cast including Hiram Brown, Ruth Yorke, Ned Wever, Rose Keane and Alfred Corn.

Littman's Fifth Avenue Corporation (store) starts September 24, Sundays, 12:45-1 p.m.; Mondays, Wednesdays and Fridays, 11:45-12 noon. Program, *Hepiness on Melody Lane*, musical. Thru Sternfield, Godley, Inc. WABC only.

Wyeth Chemical Company (Hill's Cas-cara), thru Blakett-Sample-Hummert, Inc., beginning Sunday, September 24, at 6-6:30 p.m. Program, *Songs My Mother Taught Me*, musical.

CBS renewals are: I. J. Fox, Inc. (furs), thru Peck Advertising Agency, Inc., beginning September 23, Tuesdays,

### Material Protection Bureau

The Billboard directs attention to its Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.

This bureau has been in existence many years, but was not called upon to perform real service until recently. Organizations now defunct had been rendering this service, and altho The Billboard continued uninterruptedly to act as a repository for manuscripts, ideas, etc., its Material Protection Bureau was not regarded as vitally important because of the duplication of functions involved.

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Send packets accompanied by a letter requesting registration to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the inner packet will be dated, signed by one of the editors, and filed away under the name of the claimant.

## Agency Contact Job to De Lima

NEW YORK, Sept. 25.—Don McLaughlin joins the Columbia Broadcasting System's artists bureau today as new assistant to Ralph Wonders, head of the bureau. He will handle contract details in the spot made vacant by Peter de Lima. McLaughlin has been connected with radio stations in the West and Southwest for some time and this is his first New York affiliation.

De Lima, who has been handling contract and other matters as assistant to Wonders, will be free to work on the outside for CBS and contact advertising agencies direct on talent. While he has been selling talent to some extent to outside agencies, he will now devote all of his time to this routine, considered an important artist bureau angle, capable of being developed as an excellent outlet for talent and as a revenue proposition for the artists bureau on programs other than those arriving in routine fashion thru the sales department.

## Jello Renews on WMCA

NEW YORK, Sept. 25.—General Foods, Inc., has renewed its Jello account, featuring the Jewish Troubadours, with WMCA, beginning October 2.

WMCA has returned *Five Star Final* and *Criminal Code* sustaining programs, which has been off for the summer. It has added Everett McCooey and Della Baker, daily concert sustainings, and a series of historical ghost stories Wednesdays.

7:30-7:45 p.m. Fox Fur Trappers, musical. WAEC only.

Gold Dust Corporation (Silver Dust), beginning September 25, Mondays, Wednesdays and Fridays, 6:45-7 p.m., on WABC only. Jack Denny Orchestra, Jeannie Lang and Scrappy Lambert, thru BBD&O, Inc.

Gold Dust Corporation (Silver Dust), from September 21, Mondays to Fridays, inclusive, 9:15-9:30 a.m. Goldy and Dusty and the Silver Dust Twins. Thru BBD&O, Inc.

Horn & Hardart, Inc. (automat), beginning September 24, program extended 15 minutes to 11-12 noon on Sundays instead of 11:15-12 noon. Children's musical hour, on WABC only. Thru the Clements Company, Philadelphia.

NBC new business: Phillip Morris Company (cigaretts), thru Blow Company, beginning September 27, Wednesdays, 9:30-10 p.m. WEAFF network, with Leo Reisman Orchestra and Conrad Thibault, baritone.

Chevrolet Motor Company, thru Campbell, Ewald Company (Detroit office), starts October 1, Sundays, 10-10:30 p.m. WEAFF and network to the Coast. Jack Benn, Mary Livingstone and Frank Black Orchestra.

American Tobacco Company (Lucky

## West Coast Notes; Pigskin Sponsors

LOS ANGELES, Sept. 23.—KFI has lined up 11 Coast football games for its fall schedule, starting on September 23 and ending December 2. Of the 11 games the sponsorship of eight has been sold to the Associated Oil Company. KHJ and the Don Lee-Columbia Coast system will offer eight Coast games. Gary Breckner will handle the announcing over KHJ and Don Wilson over KFI and the NBC Coast network.

Eastside Beer is listening to radio programs with an eye to spending some money for a Coast-wide weekly radio hour. A semi-classical period is being considered.

The Los Angeles Community Chest will take to the air this fall and winter in its campaign to raise funds. Kay Van Riper, of KFWB, Hollywood, has been appointed chairwoman of the air committee. Fifteen-minute discs will be made and distributed to local stations together with a request to use them. California Melodies, Kings' Men, Jay Whidden's Orchestra, Earl Dancer's Band, and Hon Archie and Frank Watanabe are among the air features contributing their services for the discs. George Fischer, of KFWB, and Don Wilson, of KFI, will donate their announcing.

Lou Archer and Warner Jackson have been signed by KFWB, Hollywood, for its *Laugh Clinic* feature.

Al Pearce and his gang, after three months in the Pacific Northwest, during which they broke all-time attendance records at all theaters for a radio act, are back in Los Angeles; breaking records at the Paramount Theater this week and next. During their first week at the Paramount the Pearce gang broke every Sunday and Monday attendance record at the house since its opening. Following the Paramount engagement the troupe will continue nightly broadcasts of the Paramount Theater supper show direct from the stage each evening over KECA, 6:45 to 7:15.

Gwen Caldwell, formerly of WCHI, Chicago, and soloist with Bobby Meeker and his orchestra, has been given a featured spot on the Don Lee-Columbia schedule on the Coast. Miss Caldwell is being featured nightly over the 12 stations.

As an answer to the Parent-Teachers' complaint against horror stories on kiddie programs, Earl C. Anthony announces the beginning of a series of child programs over KECA next Friday entitled *King of Toy Mountain*. Feature is on for 30 minutes each Friday at 7:15.

For the fourth time in a year NBC had the "pleasure" of laying a special wire to the beach for William Randolph Hearst to speak to the nation last Saturday. Scheduled to speak on a Coast-to-Coast hookup from 7 to 7:15 over NBC, Hearst balked at the request that he speak from the studios of KFI. The wire cost NBC \$278.06 for the 15-minute talk, and is the fourth time this year, with the result that local officials are planning a permanent line to the Davies home at the beach for use on such occasions.

Earl C. Anthony is making plans to build KECA as a concert station and is opening his purse strings for high-class talent. Ducl de Kerekjarto, Hungarian violinist, is the first to be signed and will be presented over the station three times a week—15 minutes on Tuesday and Thursday and 30 minutes on Sunday evenings. Helena Lewyn, concert pianist, has also been contracted for along with Adolph Tandler, pioneer in fine music in Los Angeles. All are on for indefinite engagements.

Van C. Newkirk, traffic manager of the Columbia-Don Lee Coast system for a number of years and who recently resigned, has accepted the post of program director of KMTR, Hollywood.

Stikes), thru Lord & Thomas, beginning October 7, Saturdays, 9-9:30 p.m. WEAFF and network to the Coast. Jack Fearl as the Baron with "Sharlie."

Program changes include Sterling Products program starting September 27 instead of October 4. Wednesdays at 8:30-9 p.m. over WEAFF network.

Fox Fur Trappers, effective September 29, will be heard on Fridays at 7:30-7:45 instead of 9:15-9:30 p.m.

# Air Briefs

By J. HOFFMAN

The action of CBS in setting up a news-gathering office of its own is arousing strong antagonism from parts of the press. One local radio columnist, Mike Porter, who writes the *Aircaster* column in *The New York Evening Journal*, did comment openly upon this subject in his column last Thursday. Porter believes that CBS will defeat its own ends in attempting to buck the press as daily news purveyors, and this columnist treated the CBS' new bureau in a satirical manner, advising them at the finish of his column to secure the aid of Col. Lemuel Q. Stoopnagel as their society reporter.

While Porter has been the only local radio columnist to comment openly on this topic, the press as a whole regards the matter in the same light as Porter. In radio circles it is felt that about the only result the CBS news bureau will establish will be to widen further the breach between the press and radio. CBS established its news bureau mainly for the purpose of broadcasting news under the sponsorship of General Mills, which is seeking a program of this sort. They were first refused by NBC because the latter network thought that a series of such programs would be unfair to the daily newspapers.

*March of Time* opens the first of its series of CBS broadcasts October 13. . . . CBS will buck Chase & Sanborn Coffee broadcast on NBC Sunday nights by inaugurating on October 1 a series of one-hour sustaining programs at the same time over its entire network featuring Freddie Rich's Orchestra, Do Re Mi Trio: Rhode Arnold, soprano; the Four Eton Boys and the Rhythm Choristers. On the same night immediately following this program Linit begins its series of one-hour programs featuring Erno Rapee's Orchestra, Nino

Martini and several others. . . . *Little Italy*, a new script series, will start over CBS October 3 under the sponsorship of the Delaware, Lackawanna and Western Coal Company. . . . Robert Rued will be heard in a program of news commentaries on odd and interesting happenings of the day over WRNY from the St. Moritz Hotel, with the hotel orchestra supplying musical interludes. . . . "Senator" Edward Ford and Harry Tighe, stage comedians, will be heard with Phil Spitalny's Orchestra for Blue Coal over NBC beginning October 1.

After a brief tour of the vaudeville theaters the El Chico review resumes its Sunday evening broadcasts over WOR this week with Don Alberto and his orchestra. . . . After his official opening at the Hotel Roosevelt September 28 Reggie Childs and his orchestra will be heard four times weekly over NBC. . . . On October 11 John McCormack begins a series of programs over NBC under the sponsorship of the makers of Vince. . . . Florence Richardson and her orchestra will be heard every night over WMCA in a program of dance music. . . . Edward Neil Jr., NBC baritone, is singing on the Gulf Oil NBC Sunday evening programs with Fred Stone.

Al Goodman's Orchestra will supply the first dance music for the Lucky Strike programs when they return to the air this fall. . . . Paul Sabin, director of the Mayfair Orchestra, will probably return to the air for his former WEAf sponsor, who was Ohrbach, during October. . . . Tony Wons is considering several vaudeville offers.

Elsie Mae Gordon is being featured by WINS on a series of thrice-weekly programs. . . . *Radio Tidbits*, sponsored by the Henshaw Furniture Company, of Astoria, L. I., has gone on WMCA. It's a juvenile program that had been playing Rockaway's Playland all summer and features the Henshaw Girl (Miriam Rosen). . . . Hilda Kosta, contralto, joins the NBC *Revolving Stage* program October 2. . . .

Lee Wiley is being cofeatured with Victor Young and orchestra on the WEAf cold cream commercial Fridays, now that Paul Small and the comedy skit have been dropped. . . . CBS is

loading 5,000 pounds of broadcasting equipment aboard the S. S. Jacob Ruppert for the second Byrd Antarctic Expedition. . . . The first *Roses and Drums* program for the new season, given at Carnegie Hall Sunday night, had an all-star cast, consisting of Guy Bates Post, Minor Watson, Tom Chalmers, Robert T. Haines, Charlotte Walker, Pedro de Cordoba, George Gaul, Elizabeth Love, John Griggs and Reed Brown Jr.

Al Jolson leaves for the Coast on October 2, where he will begin work on his picture *The Wonder Bar*. His contract with Kraft-Phenix Cheese Corporation allows him to take the 12 of the 52 weeks out at his discretion. . . . Big Freddy Miller, baritone from the Midwest, returns to CBS network on October 3, being heard Tuesdays and Fridays on National Oil Products program. . . .

Gypsy Nina's broadcast with David Ross for Quiet May oil burners was a one-time shot, altho CBS intimated a 13-week contract might result. They never had such intentions. . . . Round the Towners, CBS quartet, is doing the songs for the NBC Jeddo-Highland Coal programs as well as three CBS weekly broadcasts. CBS artists' bureau sold the singers to N. W. Ayer & Son's agency. . . . Jolly Bill and Jane start on WJZ on September 25, at 7:30-7:45 a.m.

## Richman-Berle To Remain With O. G.

NEW YORK, Sept. 25.—Harry Richman and Milton Berle have been signed for additional broadcasts for Old Gold cigarettes, along with Waring's Pennsylvanians. Duo were originally in for four weeks each.

According to new contract they will be heard on O. G. programs thru October 11 at least and possibly longer. Both Berle and Richman have night club dates on the side, with Richman scheduled for appearances at the Chez Paree, Chicago. He will fly to New York for his broadcasts.

EARL APEL is back at the console of the Texas Theater organ, San Antonio.

## Code Hearing Wed.; Equity Gets Busy

NEW YORK, Sept. 25.—The hearing on the National Association of Broadcasters' code for radio has been postponed to Wednesday, when the interested groups will meet in the ballroom of the Raleigh Hotel in Washington. The postponement was believed due to the unexpected prolonging of the film and vaude code hearings, which have been extended thruout this week and require the presence of Sol A. Rosenblatt, deputy administrator for the theatrical field.

All those wishing to appear at the hearings must communicate with Rosenblatt by Tuesday noon and at the same time file a statement setting forth their proposals.

In the meantime, labor groups are preparing to appear at the hearings, the most important of which will be the American Federation of Musicians, the International Brotherhood of Electrical Workers and Actors' Equity Association. Equity will be represented by its president, Frank Gillmore, who is expected to throw a bombshell into the proceedings.

For weeks, Equity has been quietly assembling data on Equity artists on the air and on conditions facing the artist. It is expected that Equity will wallop sustaining programs in which artists are not paid and will demand recognition as the only organization representing radio artists.

## Mae West Considered For Camel Programs

NEW YORK, Sept. 23.—Camel cigarettes, thru the William Estey agency, is now reported as being interested in Mae West as a radio program. If this goes thru it will be an NBC proposition, despite the many CBS auditions of its talent. Miss West may be considered for only one of the Camel programs, however.



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One of the greatest of all stage artists, a man whose droll clown face pantomime is classic, and whose mandolin playing is marvelous, is another headline on the program. A Victor recorder, De Pace is justly hailed the wizard of the mandolin. He played encores again and again. De Pace is ably assisted by Celine Lescar.—Buffalo Courier-Express.  
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33 West 51st Street, N. Y.

## Commercial Premiers This Week Unload II on WEAf Chain Alone

NEW YORK, Sept. 25.—The current week unloads one of the biggest strings of new commercial programs in the history of the networks. National Broadcasting Company will inaugurate no less than 11 new commercials, mostly on the WEAf chain, while Columbia Broadcasting System will have no less than nine new sponsored programs.

WEAf will have six premiers today alone, while the CBS new starters are pretty much spread out during the week. Newcomers for the week on both NBC and CBS chains follow:

Sunday, September 24.—*The Big Ben Program*, NBC-WEAf network, Sundays at 5 p.m. Dramatic program, sponsored by the Western Clock Company.

*Billy Batchelor*; NBC-WEAf network, Sundays to Thursdays, inclusive. Dramatic program, featuring Raymond Knight and cast, under sponsorship of the Wheatena Corporation.

Wendell Hall; NBC-WEAf network, Sundays at 7:45 p.m. Songs by Wendell Hall, sponsored by the F. W. Fitch Company.

Monday, September 25.—*The Adventures of Tom Mix* and his Ralston Straight Shooters; NBC-WEAf network, each Monday, Wednesday and Friday at 5:30 p.m. Dramatic program for boys, based on life of Tom Mix and sponsored by the Ralston Purina Company.

*The Wizard of Oz*; NBC-WEAf network, each Monday, Wednesday and Friday at 5:45 p.m. Dramatization of episodes from the book of the same title. Sponsored by the General Foods Corporation.

Charlie Leland; NBC-WEAf network, each Monday, Wednesday and Friday at 7 p.m. Charlie Leland, vaudeville comedian, and a male quartet. Sponsored by the Mollie Company.

The Johns-Manville Program; NBC-WEAf network, each Monday at 8:30 p.m. Floyd Gibbons and Victor Young's Orchestra, sponsored by Johns-Manville, Inc.

Red Davis; NBC-WJZ network, each Monday, Wednesday and Friday at 8:45 p.m. Adventures in the life of an 18-year-old boy in an average American small town. Sponsored by the Beech-Nut Packing Company.

The Del Monte *Ship of Joy*; NBC-WEAf network, Mondays at 9:30 p.m. Variety show from the NBC San Francisco studios, featuring Captain Hugh Barrett Dobbs and outstanding guest artists. Presented by the California Packing Corporation.

Tuesday, September 26.—*Madame Sylvia of Hollywood*; NBC-WEAf network, Tuesdays at 10:30 p.m. Madame Sylvia, health and beauty expert, in the story of her adventures as consultant to Hollywood's film stars. Sponsored by the Ralston Purina Company.

Wednesday, September 27. — A half-hour program, NBC-WEAf network, Wednesdays at 8:30 p.m. Sponsorship of Sterling Products.

Columbia Broadcasting System newcomers for the week are:

September 24.—Sundays at 1:30 p.m., a full hour's entertainment with musical talent to be presented each week at this time. Sponsored by American Home Products.


Sundays at 2:30 p.m.—A new series (See *COMMERCIAL PREMIERS* page 16)

**SPONSORS**  
**ADVERTISING AGENCIES**

Medical Supply Houses, Medical Magazines, Insurance Companies, Children's Programs, Housewife Programs, Etc.  
Here is a program unique in radio history—carefully planned—admirably executed—interestingly arranged.  
Possibilities, The Billboard, Sept. 9, 1933:  
HOME CARE OF THE SICK—new and unique program giving nursing procedures and first aid to be used in the home. Does not usurp the place of the family physician nor advocate home remedies. On the contrary, it is a perfect spot for sponsorship by either a drug or sick-room supply house, etc. Heard Monday mornings at 11 over Station WLW and evidently done by a professional woman who is an authority and possesses a pleasing voice and personality.  
Address all communications  
"CARE OF THE SICK"  
THE BILLBOARD,  
Billboard Bldg., Cincinnati, O.

**ALEXANDER GRAY**  
Headlining This Week—Sept. 22 to 28—ORIGINAL  
ROXY THEATER, New York.

**CHICK WEBB**  
Attending Physician at the REBIRTH OF RHYTHM  
**SAVOY BALLROOM** Lenox Ave. & 140th St., N. Y. C.  
WMCA—12:30 A.M.



Chi Air Notes

By NAT GREEN

The Chicago Civic Opera House was the setting Friday night for the fourth anniversary of the Armour program over NBC-WJZ network. In addition to the Phil Baker broadcast, there was a swell show presented for the several thousand Armour dealers of the Chicago area. Among the celebs who appeared in the show but were not heard in the broadcast were Ben Bernie, Buddy Rogers, Lou Holtz, Jackie Heller, Pat Kennedy, the Twelve Abbott Dancers, Fowler and Tamara; Grant and Rosalie, comedy dance team; Maurice and Vincent, comedy acrobatic duo; Irma Glen, radio organist, and the Maple City Four.

Irene Rich goes on the NBC blue network October 4 for Welch's grape juice. . . . Norman Ross, announcer and former champion swimmer, will work with Irene. . . . Ace Brigode, Husk O'Hare and Clyde Lucas and their orchestras are latest additions to WBBM. . . . Brigode, playing from Merry Gardens, returns to the airlines after several months' absence. . . . Clyde Lucas and his California Dons are newcomers to Chicago, having opened at the Hangar atop the LaSalle Hotel Friday. . . . William Ray, formerly on the now defunct Post and lately doing publicity at the World's Fair, has joined the publicity staff of NBC. . . . The entire Pickard family, formerly on NBC, have joined Station WJJD as a sustaining feature. . . . Mary Neely, of WIND, off the job for a while to undergo a tonsil operation. . . . Wendell Hall opened on the Fitch program on NBC Sunday night. . . . Maxine Garner, who plays the ingenue part of Julie in *Adventures of the Dawsons* on the Bundesen hour over WLS, is a niece of Vice-President Garner. . . . Bob Hawks back on WCFL

on his Red Hot and Low Down program, which now has a sponsor. . . . Maurie Sherman's Orchestra will be heard over WGN from the Cafe de Alex. . . . Al (NBC Public Relations) Williamson back from a vacation in the old home town down in Illinois. . . . Seymour Simons and his orchestra from the Schroeder Hotel, Milwaukee, came down and played on the Lady Esther program last week while Wayne King was vacationing. . . . Ed Thompson, radio ed of *The Milwaukee Journal*, came along with the boys. . . . Hoover sweeper program for NBC is in the making. . . . Howard (CBS) Barlow in a hospital and suffering from stomach trouble. . . . New arrival at the Arthur York Jr. home is to be named Arthur York III. . . . Mrs. Yorke is the former Grace Bennett and used to be chief hostess at NBC. . . . Fred Weber, station relations manager for NBC, is on a tour of Texas stations. . . . Incidentally, while he's in the Lone Star State he'll try to find out whether he has any oil on some property he has acquired there. . . . Mike Fadell, press agent of KSTP, St. Paul, here with his wife on a vacation trip. . . . Ed Engell, of the New York NBC press department, dropped in last week for a brief stay. . . . Tom Shirley has joined WBBM, replacing Harlow Wilcox, recently resigned. . . . Tom is an actor as well as an announcer. . . . Margaret Morton McKay informs that Patricia Ann Manners will not be in the *Myrt and Marge* show this season, but will go on her own. . . . Which reminds that Myrt

(Myrtle Vall) is back in town from South America. . . . So also are Mr. and Mrs. Bobby (CBS) Brown. . . . NBC folks 100 strong will hold an outing October 1 aboard the S. S. Gertrude L. Thebaud.

Ted Weems and Bernie Cummins are to be costars at the Aragon Ballroom over WGN the night of September 25, when they will throw a gala Ted Weems birthday party. Many celebs will be on hand to help with the festivities.

George Nelidoff now heard on WENR from the Blue Ribbon Casino, where he replaced Paul Ash. . . . Easy Aces start their daytime program on CBS October 10. . . . Ira Ashley, old (in experience) trouser from the West Coast, will direct the Armour program and will be on the regular NBC production staff from now on. . . . Tom Fisdale now working on Phil Baker exploitation. . . . *Painted Dreams*, WGN home sketch, has changed its broadcast time from 11:35 a.m. to 10:45 a.m. . . . A new weekly program series for children, featuring Mufti, the Man of Magic, starts on WBBM September 25. . . . Several changes in local NBC offices due the first of the month. . . . Among them Hal Totten and Ben Pratt probably will be transferred to the program department, where much of their work has been done of late. . . . Lois, little daughter of Alice Joy, Radio's Dream Girl, has recovered from the effects of swallowing a hairpin.

recently with a big newspaper campaign hooked up with a limerick contest. Now he appears as a singing ranchman, and a youngster called Bobby Benson is the central character worked in to hold the attention of the youthful members of the family, of course. Little Bobby is the precocious lad getting the adventure of his life moving along with the rangers towards Texas. The episodes that take place here and there give the program plenty of action and not a program for the "sissies" exactly, but the more red-blooded lads who want the business. Consequently, Bobby is fast-thinking, hungry for adventure and no weakling even in the face of the sheriff's guns. In fact, one one occasion he defies the sheriff and swears he is harboring no "man" in the house. He covered himself because the fugitive was a midget. This particular episode gave Bobby a rather tough-guy aspect, being so free with his disrespect of the law, but then he believed the fugitive innocent, it seems

Otherwise the program gives Sunny Jim a break, what with an excellent voice and a penchant for making rhymes he is heard early on the broadcast doing his poetry and later on he sings to guitar accompaniment when the spirit moves him. Each of the broadcasts on for five nights weekly, Monday to Friday, inclusive, is more or less a separate little story in itself, and no attempt is made as a strict serial form. Credits (See PROGRAM REVIEWS on page 16)

PROGRAM REVIEWS

All-America Football Show

Reviewed Friday, 9:30-10 p.m. Style—Football talks, guest coaches, singers and band. Sponsor—General Foods, Inc. Station—WABC (CBS network).

Postum starts its weekly football program series as decided triple-threat proposition what with delivering six leading coaches to the mike from various sections of the country, at least one handing out a testimonial for the cereal coffee, and the entire show put over for an easy touchdown. Christy Walsh holds down the job of interviewing the coaches and doing the continuity that coordinates the remote control pickups. Mark Warnow's Orchestra and a group of male singers are also an important part of the program, along with Harry Von Zell, announcer, who is slated for more important work on subsequent programs. Whatever "threat" the program holds is apparently aimed primarily at the youth of the country from 21 down. Not that the fare isn't interesting to all followers of the game regardless of age, but those over 21 will probably do as they please about coffee, since they may not be aspiring to athletic honors and worry so much about it. Yet the "threat" remains for the older folk to think about.

General plan of the program was an opening along scrimmage lines, wherein Postum's first credit really got lost in the rush, so fast was the blast of football atmosphere and followed by salutes to various sections of the country from a football angle, the leading teams in each section having their college song played and sung. Additional campus tunes interspersed the rest of the program as each coach was heralded in. These were Howard Jones, Southern California; Andy Kerr, Colgate; Dan McGugin, Vanderbilt; Jim Crowley, Fordham; Hunk Anderson, Notre Dame, and Harry Kipke, of Michigan. In each case the coach came on from his respective campus locale and spoke authoritatively. Not that they gave away any state secrets, but a seemingly frank statement of their team's prospects and general view of the opposition in their territory. For the most part the short talks were modest. Possibly Howard Jones, of S. C., didn't have to be so modest, but the Trojans' leader was fairly optimistic. Kipke went so far as to actually predict his team would lose by two touchdowns to one of its strong opponents. Other coaches claimed a short count on their letter men, while Crowley, former member of the "Four Horsemen," closed with a gag to the effect that Fordham, which killed its mascot ram after each defeat, had ordered eight of them this year, the same number of games on its schedule. Crowley was the only coach present in the studio and he was interviewed by Christy Walsh. Walsh, of course, also spoke on the outlook nationally. The phrase "one, two, three, hike"

became familiar during course of the program as each coach passed the mike back and forth, while the "time out" for 60 and then 30 seconds for the sponsor's credits seemed to greatly exceed the periods asked for. The caffeine in coffee which hurts nerves and sleep was the gist of the argument for the cereal java. Forthcoming broadcasts are to have re-enactments of thrilling plays, additional inside dope on players, teams and games, more interviews and such. Lively entertainment whether or not the dial turner is interested in caffeine or football. Well handled musically, to say the least, for it is the type that is right up Warnow's avenue. M. H. S.

Football Reporter

Reviewed Thursday, 6:30-6:45 p.m. Style—Football commentator. Sponsor—Shell Eastern Petroleum Products, Inc. Station—WABC (CBS network).

Shell oil and gas makes its seasonal start with its football reporter in the person of Eddie Dooley, who is on Thursday, Friday and Saturday nights, the general plan being for the Thursday night broadcast to cover topical items of interest and perhaps mention some of the angles of the games played the Saturday before. Friday night is to be devoted to a forecast of what is to happen on the morrow and general talk on the games to be played. Saturday night, of course, will mention results of games, check up on the forecast and review of some of the important upsets or what have you.

Naturally Dooley knows his football and like an old sports reporter who can write trenchantly even tho news is scarce, he is devoting his early-season chats toward recalling old incidents, as well as using his knowledge on games that have been played or are in the offing. On this particular program his remarks for the most part were of a general nature, such as the importance of a man being good in a scrimmage, also a few notes on two of last Saturday's games, including the William and Mary team's form, which seemed more like midseason. Toward the close it seemed that the "old field general" was kind of running out of material and the talk a little drawn out. In such cases more meaty stuff will have to be served.

In connection with this program the usual Shell oil offer is made, this time the gift being a football score sheet obtained from Shell dealers, etc. M. H. S.

The Rangers

Reviewed Wednesday, 6:15-6:30 p.m. Style—Dramatic sketch. Sponsor—Hecker H-O Company, Inc. Station—WABC (CBS network).

The H-Bar-O Rangers bring the once w.k. ad character of Sunny Jim to radio; that is, the character of many years ago synonymous with the breakfast food Force. He was resurrected

JOHNNIE FOGARTY THE IRISH-AMERICAN TENOR. JACK FROST SUGAR HOUR NBC NETWORK. This Week, Scranton, Pa. Personal Direction James F. Gillespie, 1560 Broadway N. Y.

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## New Song Tips

### I Like To Go Back in the Evening

Fox-trot ballad. By Richard W. Pascoe, H. O'Reilly Clint and Clarence Williams. Published by Clarence Williams Music Publishing Company.

Quartets displaying a tendency toward registering with the sort of harmony that used to make quondam minstrel foursomes, arouse and often capture the plaudits of stage audiences, will capitulate in favor of this number. To start with it cannot be called a modern composition; that is, in comparison with ditties embracing its style and construction. Perhaps this should redound to its credit as old songs, like good friends, quite often wear well. One of its virtues is that it contains plenty of anticipated chords—chords that have fared well in the past and no doubt will continue to serve faithfully as long as machine-made music survives. The title is no misnomer. It provides an immediate idea as to the number's theme, the usual longing, like Washington Irving's immortal hero, *Rip Van Winkle*, to return to the ancient burg—the scene of childhood and subsequent growing years. The place may be slow and all that, but it is home, nevertheless. And just to reassure listeners that you must have heard all this before there is the additional climax, a loyal sweetheart awaiting the prodigal's penitent explanation for his enforced absence. Meaning, no doubt, that the tried and true formula is the safest, but not always profitable in the long run.

### You're Gonna Lose Your Gal

Fox-trot. By Joe Young and James V. Monaco. Published by Ager, Yellen & Bornstein, Inc.

Those responsible for the creation of this song want it understood from the outset that "acting like a two-time lover, keeping kisses undercover, you'll wake up and discover" that someone else is bound to dislodge you in the affections of somebody you adore. This warning is repeated several times in the verse and chorus. In different wording, of course, but with unmistakable portent just the same. And to make this fact forceful and emphatic the music is punctuated with unescapable base accompaniment, pauses and obvious little tricks in arrangement. Whether these danger signals as interpreted thru the medium of notes, harmony and other rules of melody will be strictly observed by listeners is a matter of conjecture. Anyway, there they are, so careless swains beware! The writers have not treated the subject, or should we say theme, with lackadaisical effort.

There is speed, abandon and lilt in the air. It inspires a shuffling, hurried fox-trot regardless how one wishes to accept it. That goes for warblers and orchestras alike. Even with all these outstanding essentials it is not likely to reach great heights of popularity. Nevertheless, its variance from the sob-stirring and ultra-sentimental products that have been flooding the limelight of Tin Pan Alley these many moons its departure should be wholesomely welcomed.

### You Gotta Be a Football Hero

Fox-trot. By Al Lewis, Buddy Fields and Al Sherman. Published by Leo Feist, Inc.

Some seasons back in the not too long ago the writers explored the campus for the purpose of securing material for a "college" song that would strike a chord of popularity. They were rewarded with more than the usual measure of success. Seeking new plumes and those shekels that go hand in hand with what blends with universal indorsement in any line of endeavor, they have come forward with *You Gotta Be a Football Hero*. Meaning, according to "words and music" as presented in this particular affair, that in order to gain the attention or final appraisalment of the opposite sex one must be an outstanding human. Or as we are herewith informed, to paraphrase a beloved poet, "handsome is as handsome does." Now as to the work itself—its qualities, ingredients and other essential features. First, it is a relief from the lovelorn versifications and attendant sentimentalities that are

and have been surfeiting publishers' shelves. Then again it possesses life, vitality and jingle.

Not any too original in point of melody, but adaptable to the text. Extra patter chorus has been supplied, taking in various gridiron notables of the different universities throught the U. S. A. With this extra concession the singer is able to pay tribute to the daring and exploits of contemporary pigskin "heroes" of the moment with most of the map of America and well-known institutions of learning as an immediate guide.

## Television

By Benn Hall

### Radio Commission Reports

The Federal Radio Commission's Sixth Annual Report to Congress for the fiscal year 1932 discusses television.

"While no startling inventions have come to light in television during the past year" (evidently RCA's Iconoscope was announced after fiscal year—Ed.'s note), "the progress that has been made has been marked by a steady improvement in the detail of pictures transmitted," the Commission reports. "This improvement has been made possible thru increased attention to technical details in the optical pick-up system, in the photo-electric cell and amplifying systems," the report continues, "and in the actual modulation of the radio waves emitted. This development in a general way parallels the progress that was made in the early stages of sound broadcasting.

"Altho considerable progress has been made in scanning methods, using both the mechanical type of scanning and the electrical or so-called cathode-ray type of scanning, it appears that many new developments must still be made before television can be accepted as a satisfactory entertainment service. While attempts have been made to broadcast scenes covering large areas, the majority of television stations have limited their transmissions to faces of one or two performers at most.

"This type of program," further reports the Commission, "while of interest because of its novelty and usefulness for experimental work, has a very small amount of sustained 'look-in' interest. Such programs fall far short of what the public has been led to expect in the way of entertainment, considering especially the fact that the technical improvements made during the last few years in sight-and-sound motion picture technique have created in the mind of the public a desire for very high technical standards of performance."

### No Pictures at Show

The Radio-Electrical Show at Madison Square Garden had exhibits of air-conditioning apparatus, electrical refrigerators, radios, a few scientific displays, but no television. But, to do a Pollyanna, better no showing than a poor one. Enough and more television exhibits have opened with windy ballyhoos that led an eager public to expect more than it saw—just as the above quotation from the Commission's report sagely announces—"... a desire for very high technical standards of performance," and the public saw no television at the Garden.

## Music News

The Viking Press will publish Edward B. Marks' book, *They All Sang*, which recounts his 40 years' experience in the music business. Marks reminisces about old New York, the noted singers he has known, and the celebrities of yesterday and today. The book will be on Viking's spring list.

Irving Mills is heading the newly formed Exclusive Publications, Inc., which will not be a member of the ASCAP and which will publish only songs by nonmembers of the ASCAP. Since the new company's songs will not be available for broadcasting under the present licensing system of ASCAP, Mills is making it a point to plug the songs as "exclusive."

JEAN SARLI has moved his school of music from its former location to a suite in the Owl Building, San Antonio.

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SLEEP, MY DARLING, SLEEP  
I KNEW YOU'D PASS ME BY  
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## Orchestra Notes

By DON KING

ARTHUR JARRETT, song stylist, returned to the Cocomanut Grove of the Ambassador Hotel in Los Angeles recently as the featured attraction. Sid Lippman and his band remain as the musical attraction.

PAUL CORNELIUS' music is pleasing old friends at Swiss Gardens, Cincinnati. Bard is booked for an indefinite stay. Voices featured in solo and trio singing are those of Chess Rite, Ralph Prickett, Jim Campbell, Gil Sharp and Dick Stuckey. Joan Barton's song and dance work is appreciated.

EDWIN FRANKO GOLDMAN was elected honorary life president upon his retirement as first president of the American Bandmasters' Association.

SAM ROSS is still leading the Silver-town Cord Orchestra and has started on another tour of one-nighters thru the East.

BENNY MEROFF'S ORCHESTRA is broadcasting five times a week over NBC from the Terrace Garden, Chicago, where the outfit has been held over indefinitely. Meroff is plugging Jay Hill, vocalist, who can hit a high D. Red Pepper is still featured comedian and has Chicago talking with his burlesque of Sally Rand's fan dance. Pepper is 300 pounds and all he uses in the dance are two small fans and a pair of bloomers.

MIKE SPECIAL, former orchestra leader, has opened a booking office in Cleveland and is specializing in cafe and vaude bookings. He has just signed The Gaylords, two girls and a boy, harmony singers, whom Special is trying to place with a commercial program.

CAB CALLOWAY is returned from a vaude and ballroom tour thru the Midwest and moved into the Cotton Club, New York, September 24.

EMMIT GIFIN, cornet player in the Texas Theater ork, San Antonio, is now vocalizing on the musical programs.

HAVING concluded a successful season at Jantzen Beach, Portland, Ore., Johnny Robinson and his 12-piece orchestra will tour Oregon, Idaho, Utah, Nevada and California during the coming season. A complete stage presentation, starring groups of the orchestra and Berly Gray,

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singer, and Steve Barrett, comedian-drummer, has been arranged.

HAL KEMP and his orchestra will appear at Ramona Park, Grand Rapids, Mich., September 26.

GUY LOMBARDO and his Royal Canadians have been booked for a special engagement at the Grand Rapids, Mich., Civic Auditorium October 12.

HENRY TOBIAS and his ork this week conclude their seventh summer season at Totem Lodge, Averill Park, N. Y. Henry is now getting set for vaude engagements in and around New York for Loew and RKO.

## CBS Says Its News Will Benefit Press

NEW YORK, Sept. 23.—The Columbia Broadcasting System's News Service has been incorporated in Albany, the papers of incorporation listing William Paley as president; Edward K. Klauber, vice-president, and Paul White, v.-p. and general manager. Charter asks for full powers such as would be given any other news-gathering service. New department starts officially on Monday.

It is understood that in asking for full powers CBS is merely covering itself to avoid some future hitch that might arise. According to CBS officials there is no attempt being made to buck the newspapers, but when news flash accounts are signed they naturally have to be protected and there is no real reason for turning the business down. General Mills, Inc., account is scheduled to start Monday with its twice daily news flashes, 12:30-12:35 and at 4:30-4:35 p.m.

Also its news commentators which have been supplied with material by the press department as in the case of NBC also, will be amply covered now and merely handled by a separate department. CBS contends newspaper sales will benefit rather than lose by its news flashes which will not seek to usurp the daily's routine.

## Meat Programs From Opera Bldg.

CHICAGO, Sept. 23.—The magnificent Chicago Civic Opera House and the Chicago Civic Theater, both a part of the huge building erected by Insull a few years ago, are to become the base for broadcasting two rival meat programs, those of Armour & Company and Swift & Company.

First broadcast will be that of Armour & Company on September 22, when the Armour hour will be heard from the Civic Opera House with Phil Baker and his crew. On October 6 the Swift program with Olsen and Johnson and Harry Sosnik's Orchestra will be staged in the Civic Theater, continuing there for 13 weeks.

## NBC To Bolster Chi Sustainings

NEW YORK, Sept. 23.—National Broadcasting Company plans to build up its sustaining features on Chicago stations and toward this end is sending out Irene Beasley, contralto, as the first of a series of artists destined to hold down build-up spots in the Windy City.

Purpose is mainly to give prospective sponsors a greater choice of material from which to choose from since the most desirable of the Chicago artists are already working, with the result that unattached talent is apparently becoming scarce.

## Verna Burke at St. Louis Fox

ST. LOUIS, Sept. 23.—Verna Burke, radio songstress, will be featured at the Fox Theater for the week beginning September 29. Miss Burke's torch songs have met with popular favor and as she is a St. Louis girl her act is being heavily billed for the local appearance.

## Ballrooms

By DON KING

AKRON, O., Sept. 23.—H. W. Perry, who has operated Summit Beach Park Pavilion, will close his summer season September 30. He reports the season the most successful in recent years and will again operate the ballroom next year. Al Katz and his Kittens was the last name offering.

SOUTH BEND, Ind., Sept. 23.—The Tasmio Gardens opened for the fall and winter season September 17.

ALLIANCE, O., Sept. 23.—Art Mallory, manager of Craig Beach Park, Diamond, O., has returned to reopen his Trianon Ballroom. Opening was set for September 22, with Dale Stevens' Orchestra.

Plans are to hold modern dance sessions Monday and Friday thruout the winter and old-time dancing on Wednesday and Saturday.

BRIDGEPORT, Conn., Sept. 23.—Pyramid Mosque Ballroom opens this week under the management of John J. Korchma, formerly manager of Obah Grotto Hall, Bridgeport, and Oak Grove Casino, Milford. Larry Funk's Orchestra will play as opening attraction.

TERRE HAUTE, Ind., Sept. 23.—A new policy for the Trianon has been announced by the management. The Tennis-Keller Orchestra, with Percy Carson as featured artist, will play for Saturday and Sunday evening and the Sunday matinee dances. Roller skating will make up the program for Monday, Tuesday, Wednesday and Thursday nights.

INDIANAPOLIS, Ind., Sept. 23.—The Falls City Casino will be opened at 3547 East Washington street. The building has been leased by E. W. Mushrush and Robert S. Kiefer. An orchestra of 10 pieces will be under charge of Harold L. Bailey.

INDIANAPOLIS, Ind., Sept. 23.—The management of the Indiana Theater Ballroom set an entertainment pace at its gala fall opening. Frankle Trumbauer, music master, upheld his end of the entertainment. Two new bars installed on the roof for the opening will be kept in operation.

GREENSBORO, N. C., Sept. 23.—Tal Henry and his North Carolinians have been engaged to play for the opening of the New University Club. The ballroom will accommodate 3,000 people and will operate twice weekly. Management plans to use traveling orchestras.

JOE ORLANDO, radio baritone, who is to appear over the Amalgamated network, will soon audition for Phil Rosenberg.

## Vallee Defends the Songwriter In Speech to Sales Executives

NEW YORK, Sept. 23.—Rudy Vallee told the Sales Executives' Club here a few things about popular songs Thursday when he took the popular song and analyzed it from three angles, "psychological, romantic and financial," and, along the way, threw bouquets at the ASCAP, the J. Walter Thompson agency, the songwriter, radio and the Sales Executive Club.

He told them the pop song was the tool of personalities, such as Ted Lewis and Harry Richman, to capture the hearts of millions and that it brought happiness to millions. He then hit the fallacy that a great deal of money was made from a song, also pointing out that the sheet-music industry has just about been killed.

He said, in part: "When Ramona was given to us, Mabel Wayne and Wolf Gilbert made \$40,000 apiece, but then phonograph records were made of it on the organ, orchestras recorded it, women sang it, voices of men recorded it. Gene Austin, under a contract with the Victor

Company, made millions of records, and at 2 cents a record he received \$25,000. But now the radio has changed all that. No more sheet music, no records, to speak of, are sold.

"The radio has increased from an industry of five or ten millions to one of sixty millions. In every home, in the city or on farm, the old-fashioned singing, playing of the piano, or other instrument has been superseded by the turning of a dial which brings the masters of every type of music into our homes. And the industry of sheet music went from one of \$40,000,000 a year down to nothing."

Vallee then explained the workings of the ASCAP. He said: "The programs of the National Broadcasting Company are 90 per cent music. Speeches and lectures, regardless of how educational, would become tiresome. The broadcasting companies pay to the American Society of Composers, Authors and Publishers nearly two million annually. Dance halls, theaters, hotels, night clubs, all pay an amount to this society. But many wonder why. As 90 per cent of our programs is music, the NBC has to have music, songs and good ones for their audiences of millions. They realize millions of dollars each year.

"The theaters make thousands yearly, the orchestra leader, all of these agencies make their money, but the writer of the song makes nothing, and they all have to have what he produces. It is not fair as one can easily see with the facts before him. So this society collects from the various agencies who profit by the songs, and it pays the writer of the songs. And then \$1,700,000, when split among the many writers who produce our hundreds of songs each year, does not amount to much. To that writer of *Stormy Weather*, loved by everyone and heard everywhere, who wrote also another popular song prior to that, Harold Allen, went a check for \$8,000.

"Songwriters have to eat," insisted Vallee, "and they do not do their best producing when starving to death." This was in answer to a statement that songwriters follow their profession because of the money in it. He also plugged radio as "the greatest benefit known to mankind," altho he admitted that it killed off pop songs quickly by overplaying them.

## Movie Stars Still Hold Out on Radio

LOS ANGELES, Sept. 23.—It's costing Hollywood film stars over a million dollars a year to say "no" to air offers made by prominent Eastern advertisers anxious to get the film celebrities to ballyhoo their products.

Representatives of Eastern advertising agencies handling the principal accounts have long been at work on the Coast endeavoring to land some film names for national broadcasts. Elaborate salaries have been offered coupled with a broadcasting privilege direct from their homes if necessary or from the studio lot if more convenient. To all of these offers the stars have said "no." The more prominent names, such as Garbo, Bennett and Dietrich, could virtually write their own tickets. Garbo is considered the prize name by the agencies and has been offered as high as \$10,000 for one program, with Mae West having been offered \$3,000 only to answer "\$10,000 or nothing."

Studios also encourage the stars to mix air offers, claiming that theaters from Coast to Coast might complain that the air periods are offering competition. Another studio angle is that the broadcasts might kill off their screen popularity unless they can measure up successfully.

## PROGRAM REVIEWS

(Continued from page 14)

run more toward getting the listener to use the products H-O Oatmeal and Force, one hot and the latter a dry cereal, and an offer of a set of transfer stamps is made (decalcomania) for two package tops, one of each product or two of one sort. Announcer informs the children that they can be transferred easily to the hands, walls, furniture or blank paper, etc., which is rather surprising unless the copy was meant in kidding manner. First reaction to the suggestion of transferring it to the furniture should not be so hot with mothers. Outside of this, the program should hold plenty of interesting action for the lads and prove a good one for the sponsor—provided Bobby doesn't get too much of a he-man complex such as the sheriff episode. M. H. S.

## COMMERCIAL PREMIERS

(Continued from page 13)

of broadcasts with various artists. Sponsored by Sterling Products, Inc.

Sundays at 7:30 p.m.—*Roses and Drums*. Stirring dramatizations of Civil War days with noted stage stars as guest artists return to Columbia. The opening broadcast will be presented direct from stage of Carnegie Hall with cast acting in costume with scenic background. Sponsored by Union Central Life Insurance Company.

September 25.—Monday thru Friday at 7 p.m.—*Myrt and Marge*. This program will be rebroadcast for another group of stations at 10:45 p.m., EST., and is sponsored by Wrigley.

Monday thru Friday at 7:15 p.m.—*Just Plain Bill*. A script act depicting the experiences of a small town barber, Bill Davidson. Sponsored by Kolynos Sales Corporation.

Mondays at 9:30 p.m.—*The Big Show*. Isham Jones' Orchestra playing popular tunes and symphonic arrangements, with Gertrude Niessen, exotic song personality, and Lulu McConnell, stage comedienne, in a new half-hour program. Sponsored by Ex-Lax.

September 26.—Tuesdays thru Fridays at 1:30 p.m.—*Easy Aces*. Meaning, of course, Mr. and Mrs. Goodman Ace, now in Manhattan, who appear on a new program four times weekly. Sponsored by Jad Salts.

September 29.—Fridays at 9:15 p.m.—*Threads of Happiness*. Presents Tommy McLaughlin, baritone; David Ross, dramatic reader, and Andre Kostelanetz's Orchestra in a melodious quarter-hour. Sponsored by Spool Cotton Company.

September 30.—Saturday thru Thursday at 9:15 p.m.—*Studebaker Champions*. Special series of broadcasts presenting on successive nights the following artists: Bing Crosby, Ethel Barrymore, Morton Downey, Willie and Eugene Howard and Ruth Etting, with orchestras under the direction of Jacques Renard and Raymond Paige. On the final night—Thursday at 9:15—a gala hour's program will include all these artists as performers with both orchestras. Broadcasts will originate in New York and California. Sponsored by Studebaker.

Greetings and Best Wishes

to the

**AMALGAMATED BROADCASTING SYSTEM**

From

**SAMUELS ATTRACTIONS, Inc.**  
226 West 47th St. NEW YORK

GREETINGS ABS

**MANHATTAN UNIFORM CO.**

826 Broadway New York City  
"OUR UNIFORMS DRESS UP ANY JOB"

NEW YORK

CHICAGO

HOLLYWOOD



**William Morris Agency, Inc.**

Extends Its Best Wishes to the

**AMALGAMATED BROADCASTING SYSTEM**

LONDON

PARIS



# Amalgamated's Relations With the Public

By J. V. Knight

Director of Public Relations, Amalgamated Broadcasting System, Inc.

WE HERE in Amalgamated, now that it is on the verge of operation as a national institution only a few days from its start, only a few weeks from its formal integration into radio, and only a few months from its conception by President Ed Wynn, always have posed ourselves in our relations with the public along the lines laid down by our founder at the history-making first conference he called last midwinter. "Co-operation rather than hostility to the press" was the watchword to Amalgamated which, when he said it, was just a thought to him.

When he said "press" he meant not only the daily newspapers which more and more have placed themselves in a position of kindred alignment to face broadcasting's sweeping onset; Ed Wynn also had in mind the technical press, the periodical press and every other component in the contemporary American printed word.

The press prints it, later the public reads it. In broadcasting we say it and the public hears it instantaneously. Why, then, should there be such a questionable attitude, such a suspension of resolution regarding the functions, the policies and the practices which must inure both to radio and to the press if either is to benefit from the other?

In Amalgamated's whole organization, which is departmentalized, and then regimented as to departments into divisions and sections, the Department of Public Relations was a foreseen and prepared arm of our radiocasting which, no matter how far we go, will not overreach nor fail to seize the functions already laid out for it.

The Public Relations Department is organized into service bureaus—four in number. Each is staffed by a supervised junior executive. The divisions and sections in each will find experienced and adept persons in charge. These four service bureaus are devoted, the first to information, the second to newscasts, the third to newscasting and the fourth to what we call our Radio Forum of the Air.

No blatant publicity blurbs ever have been issued by Amalgamated nor is it intended that they ever shall be. The ABS Information Service Bureau, however, has gone steadily along providing a definite source and a facilitated avenue for authentic advance information from Amalgamated to the cognate public. It has grown already into the three main divisions projected for it: Daily, trade and technical, and periodical press.

Our newscasting service bureau is being conducted along entirely different lines from any other similar activity. It has to be because it only fills requests and demands, and was not set up, nor is it intended to function, as an offensive medium for forcing a means of printing trashy pictures of trashy persons. The ABS Newscasting Service Bureau, as to its photographic section, serves the dual purpose of restricting pictorial material bearing on ABS activities to that suitable for reproduction in each particular medium and, at the same time to stop, first and for all, the larcenous practice by various broadcasting hangers-on of "chiseling" from the program personnel, under the guise of special pictorial publicity, extortionate sums for cheap and incompetent service. The photographic division of ABS Newscasting Service Bureau has its own private portrait studios and production equipment, including a modern darkroom in our own building. This will come as bad news to these long-haired brothers and short-haired sisters of Broadway who, brief-cases in hand, have been barging up and down Radio Row with their empirical wares ever since the first radio artist drew a pay check.

The graphic arts division of the newscasting service bureau is intended to supply, free from all pictorial and technical shortcomings of such usual material, what is desired by the periodical, trade and technical press.

The third bureau of the Public Relations Department, now particularly devoted to research, both here and in the field, is to produce and supervise broadcasts of news. On our first week's program we present as a daily news interpreter Dr. Charles Fleischer and as a spot news observer Emil Gauvreau. No one who has read this far need be told more about them.

News chatterers have for some years been infesting the air with half-baked,

preconceived and incompetent digests of the day's world events as they happen to hit them. One of these persons has become endowed, since he first took the air, with a stilted Mr. Partington vocabulary which has become at once the amazement and regret of those who know him. Another, behind a specious background filched perhaps alike from the late Messrs. Munchausen and Marco Polo, finds his daily chore so simple that he likewise is a lecturer, New York hotel press agent and professional testimonial signer.

Still another has been at such loggerheads with the facts from Washington, as the unchosen mouthpiece of our President, that bedeviled Officialdom had to certify one of its own secretariat to supply weekly, over the same network, the truth, which he does by a matter of hours later than the fiction which has gone before.

Obviously with our 18,000,000 listeners at least entitled to pick the facts from the flub-dub, the field was wide from which to select a mature-minded, pleasant-voiced authority on news, its editing and dissemination. Charles Fleischer, newspapermen need not be told, more than fulfills this professional and technical need, and as weeks go on he will have a daily audience larger by many millions than ever he or his distinguished coeditors, such as Arthur Brisbane, ever have enjoyed on the printed page. Supplying the demand for audible, sane news interpretation, as all broadcasters try to do, we in Amalgamated regard such a function as a public duty and a public trust rather than an air-vacancy to be plugged with a sponsor's pay check. Charles Fleischer is our answer.

With such men as Ed Wynn, Curtis Dall and Ota Gygi with us, strait-laced we would be, indeed, if we did not recognize the intense eagerness of the informed public along the Atlantic Seaboard and in New England for a sprightly daily news-feature, done deftly but not with daring, by a master-craftsman in this particular field of journalism. Emil Gauvreau is our answer.

Very soon to be integrated into this department's newscasts is a regular series of broadcasts from Washington.



ED WYNN, co-founder with Ota Gygi, of the ABS.

These will come thru Station WOL there and will prove, we feel sure, a pleasant surprise to those who are not used to any but the stilted soft-spoken syllogisms which are issued almost daily, not from the fountain of government, but apparently from the spigot of the decadent governmental pork barrel, as to our domestic and foreign political affairs.

The ABS Public Affairs Radio Forum is to be an important factor in our relations with the public, bringing into a single compass dignified and ethical exponents of divergent views on live public issues, so that the public may form its own sound conclusions on current and sometimes urgent controversial matters of policy, without waiting until the next day or stumbling thru an editorial page to find out what it is all about.

As will be seen from this sketchy survey, Amalgamated's broadcasts in the latter two divisions will create news, rather than embellish or detract from what previously has been published as

news. Amalgamated feels that, altho itself a primary source of this news material, the daily press is quite welcome to print it after the necessary interval which must elapse between press time and the hour at which the public has already heard it.

By thus reversing the attitude of a segment of the American daily press in this regard, Amalgamated feels that it is performing a distinct public service. It recognizes also that if the recently-proclaimed inhibitions against, radio news were as practical as they were well-meaning, it might feel offended, as other news media doubtless feel; but it cannot recognize, until the public recognizes it, any function on the part of a segment of the daily press to forbid newscasting, any more than Nature recognized the proclamation of King Canute when, with similar fervor, that grand old newsmaker of his time commanded the waves of the ocean to stand still.

So much for current policies and practices insofar as they affect radio and the public thru any public relations department or whatever the functionary may be called.

As to technical procedure, here in Amalgamated we are indulging the hope, as to our relations with the public, that what we do may fulfill the fact and the need—because there can be no sound divergence of opinion about facts; and this fact is that there is only one right way to do a thing, and any number of wrong ways. Altho invidious comparisons are distasteful, here is one technical fact which is not known even to its perpetrators: In a certain broadcasting setup a mass of pictorial material is issued regularly to a mailing list of the nation's daily press even where the expense alone would be exorbitant. Yet a survey recently completed shows that this expensive "service" falls far short of its purpose. For the published response totals less than the same returns if they were bought and paid for at card rates in the various media which see fit to use this material. Furthermore, a survey of the expense involved shows that this faux pas costs its perpetrators in round figures for executive and clerical personnel, editing, technical costs, postage and stationery \$1,000 a week.

This represents the tying up from this broadcasting agency's funded capital of \$1,000,000 a year. Nevertheless this particular piece of public relations malpractice goes on and on to the satisfaction of its grimacing but misinformed perpetrators, and with corresponding disgust and regret by those editors who are besieged with it.

The prodigious daily output of blurb and blah about performers before microphones which has become a fetish and a conceived necessity with the broadcaster would be a serious concern to those who keep radio in the public eye if it were not so ludicrous. Would *The New York Times*, for example, issue mimeography if Frederick T. Birchall, its able European news director, should have his Van Dyke beard trimmed in a different style? Would Roy Howard permit the fact to be known that Heywood Brown needed a haircut? (Granted that the day ever should arrive when this should be a fact!) Yet screams of crippled English reach radio editors' desks twice daily on the haircuts, pomata, sartorial vogues and brands of cars which the adventitious and newly rich children of the air are said to affect.

The radio editor protests and lampoons such stuff in vain. Obviously the ranks of these broadcasting gentry who so keep mimeographs getting hot-boxes must have been recruited from the Barbers, Chauffeurs or Garment Workers' unions.

Where there is no dignity and no sense of obligation to the press, and, thru it, to the public, there can be no sense of responsibility. Amalgamated feels that it is not wearing borrowed clothing when it starts out with a full sense of this responsibility and all that it entails. If our broadcasting personnel cannot gain serious attention on its talent rather than its toilettries, we want neither the publicity nor the performers.

This same integrity of purpose holds true thruout the Amalgamated organization, and, as Ed Wynn well says, our task will only be finished when all of us and Amalgamated are dead and buried.

## WHO'S WHO IN ABS

OTA GYGI, vice-president, has been associated with Ed Wynn from the very birth throes of this new network. He has a background of music and theater that dates well past 20 years. Mr. Gygi as a youthful violin maestro was the favorite artist at the court of the King of Spain. In this country he has been connected with many of the best known theatrical enterprises, such as the Keith and Llewellyn, as musical conductor, as well as in executive capacities.

COLBY N. HARRIMAN, managing director of the production department, has passed the last 25 years in all fields of amusement and entertainment. He was affiliated with Loew's, Inc.; Paramount Theaters, Inc.; First National Pictures, the Stair-Hawlin Circuit and radio stations from Coast to Coast as production manager, director, organizer and continuity writer.

GEORGE M. KING, executive director of the Artists' Bureau, previously conducting own booking offices under the banner of Unity Theatrical Agency, occupied the post of general manager and chief booker for the Bert Levy circuit of vaudeville theaters, which comprised more than 150 houses. He conceived, produced and directed many musical comedies and vaudeville acts for the Columbia Wheel and the Shuberts.

EARLE BACHMAN, associate director of sales, was formerly promotion and advertising expert for the old *New York Globe*, after which he handled the advertising for the quality group of magazines which included *Atlantic Monthly*, *Harpers's Bazaar*, *Scribners*, *Review of Reviews*, *Current History*. His most recent activities were directing the sales promotion and direct selling for radio sponsors for a leading advertising agency. His

record spells out 20 successful years in every aspect of advertising.

J. V. KNIGHT, director of public relations, majored in English and economics in the University of Chicago (1908, Ph.D., Lit.); followed 10 years as reporter and city, telegraph and managing editor on Midwestern newspapers, preceded by five years' desk, editorial and foreign correspondence work in New York on *The Times*, *The World* and *The Sun*; since 1923 has been at various times public relations counselor and publicity director for important radio interests and, in addition, to the Republic of Cuba, American Railway Association, Atlantic States Shippers' Advisory Board, National Foreign Trade Council, Cuban sugar producers, Swedish commercial interests, Navy League of the United States, National Industrial Conference Board, Chicago Association of Commerce, American Steamship Owners' Association, and financial and banking groups; organized first radio exposition held in New York; cofounder of the pioneer radio publication, *Popular Radio*. He has been with Amalgamated since its organization.

BILLIE GOULD, associate director of public relations, since her graduation from the Columbia University School of Journalism has devoted all her time to editorial and publicity activities: first as reporter and woman's page editor for various Hearst papers for several years, then as associate editor and feature writer for nationally known magazines. She has at various times directed the publicity and acted as public relations counsel for important radio interests, clients of national advertising agencies, steamship lines, hotel chains, Fifth Avenue stores and the Chamber of Commerce. (See WHO'S WHO on page 20)

# An **ANNOUNC**

## AMALGAMATED BROADCASTING SYSTEM, INC. *is pleased to announce the inauguration of its* ATLANTIC SEABOARD and NEW ENGLAND NETWORK

In expressing our appreciation of the public interest so kindly displayed in our progress, and in viewing this long-awaited entrance into the national field of good-taste radio entertainment, we will be pardoned when we assure our friends that this step is only the first in a progressive series of expansions, developments and innovations.

And we acknowledge with thanks not only the abounding proof of good will already at hand, but also the patience of our sponsors in awaiting our premiere until now; we thank them for their steadfastness in taking, with us, "the long view" which has guided Amalgamated during the first year of its preparation for today, next week, next month and the years to come.



**B**UT our work has only begun! The Amalgamated Atlantic Seaboard and New England Network represents only the first step in the clear path before us. The trend of our times which dictated this new enterprise commands us to extend "the new deal" on the air. Good taste entertainment opens a new field to established artists and to other talented men and women to whose best efforts in the past radio has failed to offer sufficient allure.

# EMENT and an INVITATION

**W**E TAKE this opportunity to extend an invitation to artists, musicians, script writers--men and women with ideas--always to feel free to come to us. We are proving that radio should enlist the highest talents of all those who can bring to the air better things in the unlimited field of good-taste entertainment for the American people.

**T**HE Amalgamated Broadcasting System is a finished product, occupying five floors of the A. B. S. Building at Madison Avenue and 52d Street, New York City.

The organization includes an artists' bureau numbering hundreds. Another feature is our general vaudeville booking and theatre circuit, already supplying a considerable number of theatres with vaudeville bookings

We invite all theatre owners and exhibitors desirous of any form of stage entertainment to communicate with this department.



**ED. WYNN,**  
*President*

## Comments From Officials of Stations Affiliated With the Amalgamated Broadcasting System

W. C. ALCORN, vice-president of Station WBNX—As the New York outlet for Amalgamated, Station WBNX considers it a real privilege to bring to the radio audiences of New York City and its environs what, under the inspiration of Ed Wynn, will undoubtedly be superior entertainment.

With Mr. Wynn's experience as a showman and actor and his expert knowledge of the tastes of the American public I am confident that ABS will reach a new high in radio entertainment.

CLAIR R. McCULLOUGH, general manager Station WDEL, affiliate of the Mason Dixon Group—May we take this opportunity to congratulate the officials and personnel of the Amalgamated Broadcasting System for their splendid endeavors in perfecting the working routine of the new Atlantic Seaboard network.

WDEL, Wilmington, Del., is indeed proud to serve as the outlet for Delaware, New Jersey and portions of Pennsylvania and Maryland.

The test programs we have been making in Wilmington have excited very favorable comments both locally and thruout our listening area. The standards set thus far compare favorably with any programs on the air. Competent engineers have completely checked WDEL's technical equipment, thereby assuring Amalgamated maximum coverage and good quality in this area.

LEROY MAREK, president American Broadcasting Company, Washington (WOL)—An organization such as that which has been gathered together by Ed Wynn, a master showman, we felt, should be in a position to give the listeners what they want. It is the program and not the power of the station that attracts the listener. The addition of the splendid talent that will be sent from and is available only in a city like New York will add greatly to the listener-interest of our station. In the final analysis, that is what we are all after.

## ABS Engineering and Technical Equipment

THE electrical equipment of the Amalgamated Broadcasting System chain is the last word in radio broadcasting technique. For example, RCA engineers point out that repeated attempts to improve the fidelity of tone reproduction over very wide ranges have been hampered by the lack of an adequate oscillator.

Previous to the perfection of the type of oscillator installed by RCA at Amalgamated headquarters it was impossible to get true reproduction over a range of more than 5,000 cycles. This new equipment allows control over the range from 20 to 17,000 cycles.

Other equipment of the new system installed by Western Electric is on a par with the new oscillator. As a result, Amalgamated programs will reach the listener's receiving set as nearly perfect and natural as the latest scientific development allow.

The interlocking Master Control Board, specially worked out by Frank Orth and his staff of engineers, takes the place of the old patch-cord system which necessitated the plugging in and out of cords similar to that done on the ordinary telephone switchboard. In other words, if one program is going out over six or sixty stations, and all of them were to be changed at the same instant, the patch-cord method would require the removing of just that many cords or plugs, and replacing them wherever it was necessary to carry the particular program to the necessary station. On the new master control board the pressing of a single key does the trick.

In the Master Control Room there are six groups of switch keys for each studio. Every one of these keys corresponds with an outgoing channel. One outgoing channel may be Brooklyn, the next may correspond with New York, the next with Washington, the next with the Southern network, etc. Therefore, six (See ABS ENGINEERING on page 25)

## WHO'S WHO IN ABS

(Continued from page 17)

merce in various cities; in addition she published and edited her own periodical guide to the theater and other amusement and educational activities in New York City.

IRVIN Z. GRAYSON, director of commercial programs, comes to Amalgamated with a long record of radio activity. He was associated with the National Broadcasting Company for many years in promotional and productive work. He was formerly a producer of vaudeville skits and musical comedies, and spent one year in Hollywood with Metro-Goldwyn-Mayer on screen production. His stage career started as a pianist in Keith houses in Chicago and he later was graduated from the Damrosch Conservatory of Music in New York.

PHILIP S. BARRISON, production director, was formerly director of stock

W. DAYTON WEGEFARTH, supervisor of talent, spent his entire business life, beginning in his early teens and continuing for 30 years, in all fields of amusement, including vaudeville, burlesque, concert and the legitimate stage. He was connected with the B. F. Keith Booking Offices for 10 years, where he contacted all talent, as well as supervising the economic side of these offices.

STELLA UNGER, director of sustaining programs, has been a newspaper woman, novelist and actress. She has written, produced and played in her own radio productions. To her credit Miss Unger has many musical hits, the first of which, *Three Little Girls*, produced by the Shuberts, had a three-year run. She also introduced the rumba to this country in the Earl Carroll *Vanities*, wrote special material for Ed Wynn's *Simple Simon* and wrote and played in Joe Zelli's *Papavert*.



GROUP OF AMALGAMATED EXECUTIVES looking on and listening as Stella Unger, Associate Director of the Artists' Bureau, "auditions." Reading from left to right are: James Rich, Director of the Musical Bureau; George A. Godfrey, Director of the ABS Booking Service; Philip Barrison, Director of Dramatic Production; George King, Executive Director of the Artists' Bureau, and George Hall, Musical Adviser and Contractor.

companies and stage director for many years of little theaters thruout the country. As an actor he was associated with such notables of the legitimate as John Drew, William H. Crane, Maude Adams and William Gillette. Mr. Barrison came to radio as production manager and director of such magazine hours as *Colliers*, *Woman's Home Companion* and *The American Magazine*.

GEORGE GODFREY, director Amalgamated booking service for theaters, was originally a member of Maurice Goodman's law office when Mr. Goodman was attorney for the newly formed Keith-Proctor Circuit. He then became assistant to J. J. Murdock when Mr. Murdock was general manager of the Western Vaudeville Managers' Association. When Martin Beck bought out the latter organization Mr. Godfrey joined the Beck forces. At about that time the Palace Theater, New York, was completed. Mr. Beck had the theater booked by others for a few weeks and it lost on an average of \$10,000 a week. When the regular season reopened Mr. Godfrey booked the Palace. Simultaneously with his induction, the Palace became the outstanding vaudeville theater in the United States. Little by little Godfrey had his finger in every department of each successful circuit. In turn he became general booking manager of the Orpheum Circuit, Keith-Orpheum and then Radio-Keith-Orpheum, booking the theaters, large and small, from Coast to Coast. When the affiliation between Keith-Orpheum and RCA was formed the name was changed to RKO, and David Sarnoff appointed Godfrey as general booking manager of RKO, in charge of practically every department of that organization, including the exclusive control of the RKO radio department.

LAURENCE MENCKIN, director continuity department, started in the advertising business at the age of 15 as contact man and copywriter. He left advertising to go into radio. He wrote and produced his own programs over innumerable stations. To date he has written more than 300 productions for the air, which include every type, from children's programs to slumber hours.

JACK EDMUNDS, director of studio production, was associated with the Shubert Theatrical enterprises from 1924 to 1929 in the capacity of director for many New York productions, including *My Maryland*, *The Student Prince*, *Countess Maritza* and *The Vagabond King*. From 1929 until 1932 he was engaged in the production department of the National Broadcasting Company. In 1932 he became station engineer of the Canadian Marconi Company, Montreal.

FRANK ORTH, chief engineer, has a radio background dating from 1911. He was "on guard" in the navy from 1917 to 1919, following which he took charge of the United States Radio Laboratories. He later became broadcast supervisor for Station WNYC. In 1929 he became Chief Construction Engineer for the Columbia Broadcasting System, remaining in that capacity until his present affiliation with Amalgamated Broadcasting System.

JAMES J. BELOUNGY, assistant chief engineer, left the government service for a technical position with the Western Electric Company, where he stayed until he was transferred to the American Telephone and Telegraph Company shortly after Station WEAFF was added to its family. He later became chief engineer of Station WEAFF and stayed there seven years.

HELENE MITCHELL, program editor,

## ABOUT WBNX

(Key Station of ABS)

STATION WBNX, a recent consolidation of Stations WCDA, WMSG and WBMX, operating on a wavelength of 1350 kilocycles, is the second station in New York City to offer programs and broadcasting facilities from 9 a.m. to midnight every day.

With a coverage of approximately 10,000,000 persons in New York City, New Jersey, Westchester, Connecticut and environs, Station WBNX reaches the greatest foreign-language audience of any station in the country, offering musical programs of operatic timber in German, Hungarian, Italian, Yiddish, Spanish and many other tongues.

Possessor of a heritage that combines WCDA, formerly an Italian station, dedicated by Marconi and purveyor of the music of such artists as Galli-Curci and other Metropolitan Opera stars, and WMSG, mouthpiece of Madison Square Garden, Station WBNX has been developing in the last few years a type of program especially suited to the metropolitan area—one that would reflect its tempo musically and cater to its social and educational needs.

Along the latter lines the station now has such programs as a Crime Prevention Hour which Police Commissioner Bolan inaugurated and at which prominent criminologists, sociologists and educators will speak; an interpretation of today's business activities by J. A. Livingston, of *Investment News*; a lawyers' forum sponsored by the Alumni Association of Brooklyn Law School, to which prominent jurists and educators have been invited, and a series of interpretative talks on the present economic situation which Dr. Max Winkler, the economist, inaugurated. He will be followed by prominent economists.

The musical programs feature such artists as Edward Ransome, tenor; Frank Kneisel, violinist; Pietro Gentili, baritone; Carolyn Beebe, pianist; Leonard Gowing, the tenor, Lorraine Foster, soprano.

The personnel of WBNX is representative of a variety of experience and ability. Edward Ervin, production manager, was formerly president of the Judson Radio Corporation and was for many years connected in a managerial capacity with the New York Philharmonic Orchestra. Frank Johnson, in charge of direction of the programs, has been connected with broadcasting since the early days of WEAFF. He is a singer of prominence, having appeared with the American Symphony Orchestra and the New York Philharmonic Society. Mr. Johnson was chosen by Sousa to sing the bandmaster's initial presentation of *In Flanders Fields*. Hannah Dorner, director of the publicity department, was a member of the editorial staff of *The New York Herald Tribune* for several years. Subsequent to that she was associated with the publicity department of New York University.

is a well-known actress and authoress. She wrote and produced *Cafe De Danse* with Eugenie Leontovitch, of *Grand Hotel* fame. Miss Mitchell wrote, directed and played in her own production, *Piccadilly and Broadway*, over WOR last season. She also was featured over the Columbia Network in the *True Story* and *Physical Culture* hours.

LE ROY ROMANOFF, director of research division, was a coauthor with Miss Mitchell on her WOR productions. He also is a collaborator with her on *Wandering Mike*, one of the future feature presentations over the new Wynn network.

SALLY STENGEL, of the women's commercial department, is a former merchandise manager of James McCreery & Company, New York, and also assistant to the vice-president of Franklin Simon & Company. Mrs. Stengel, as Sally Wolf, is known to the fashion world as one of the foremost stylists in America.

DOROTHY HERZOG, staff writer, will prepare special continuity for commercial as well as sustaining programs over ABS. She is noted as an authoress.

JAMES RICH, director of the music bureau and chief organizer of this new network, is nicknamed "Sunny Jim" because of his smiling personality on the air and off. He is a pianist and organist of virtuoso caliber. He made his first stage appearance as a concert organist and later became chief organist and (See WHO'S WHO on page 25)



COLBY N. HARRIMAN  
MANAGING DIRECTOR of PRODUCTION



GEO. M. KING  
EXEC. DIR. of ARTISTS BUREAU



HENRY P. GOLDMAN  
GEN. MGR. IN CHG. of OPERATIONS



EARLE BACHMAN  
DIRECTOR of SALES



FRANK ORTH  
CHIEF ENGINEER

# Officials and Executives of A.B.S. Network



ED WYNN  
PRESIDENT



CURTIS B. DALL  
CHM. of the BOARD



OTA GYGI  
VICE PRESIDENT



JAMES RICH  
DIR. of MUSICAL BUREAU



J.V. KNIGHT  
DIR. of PUBLIC RELATIONS



GRAHAM ADAMS  
SECRETARY



IRVIN Z. GRAYSON  
DIR. of COMMERCIAL PROGRAMS



STELLA UNGER  
PROGRAM DIRECTOR



W. DAYTON WEGEFARTH  
GEN'L SUPERVISOR of TALENT



PHILLIP BARRISON  
PRODUCTION DIRECTOR



GEORGE HALL  
MUSICAL DIRECTOR



BILLIE GOULD  
ASSOCIATE DIR. PUBLIC RELATIONS

# WHY A THIRD CHAIN?

An Interesting Question Is Answered and Elaborated Upon

By ED WYNN

*President, Amalgamated Broadcasting System, Inc.*

**W**HY a third radio chain? I have been asked this for longer than a year—ever since our plans at Amalgamated first took definite form.

Well, why NOT a third chain? Without in any manner wishing to offend the well-meaning persons from all walks of life who have telephoned, telegraphed and written to me constantly about what we are now doing, why should not my associates and I counter this question with some like these:

When the first two books were printed, why a third book? When the Wright Brothers and Glenn Curtiss each had built an airplane, why build a third one? When the world's first two steam railroads were built, mere spots on the map today, why build any more? You see what I am driving at.

So now that Amalgamated has been projected, organized, built and put in operation as a proved-up proposition, we are busier than ever with plans for Amalgamated. Not for what it is, but for what it shall be! Not merely a third chain or another chain, but an encompassing agency to fulfill a great and pressing need on the part of all elements in the life of America; an organization to serve the public, the artist, the manufacturer and distributor, the business man and everyone else who has an ear attuned to good entertainment on the air.

We have not forced Amalgamated into existence. Amalgamated has been forced on us. If we had not done it, somebody else would have in due time, and, perhaps, at first better! But when that due time arrives we will be doing things

better than we are now, because, like a railroad or anything else that serves all the public all the time, a radio broadcasting system is only finished when it is dead. Within a short time Amalgamated Broadcasting System will be truly a nation-wide Coast-to-Coast hookup.

Some well-meaning persons have been forward enough to say that Amalgamated has pulled more than 700 persons out of breadlines and back to work. That, indeed, is a far-fetched statement and they knew it when they made it. Nevertheless we have grown rapidly. We have put many scores of persons to work. We have proved that a radio broadcasting system, fulfilling its highest functions to the public and to its personnel, is practicable and workable along entirely new lines.

Our whole engineering setup, which has caused oldtimers even in technical radio to sit up and take notice, was conceived many months ago by Ota Gygi, my principal associate in Amalgamated, and myself. We conceived it and worked on it amid raised eyebrows and pursed-up exclamations from everybody in radio. "You can't do it!" they warned us. And then we did.

Take the territory which already is listening in on our programs. There are 15,000,000-odd persons in this territory who regularly hear radio in one form or another. Our programs from our building on Radio Row in New York are being brought to them by an entirely new engineering and technical setup, perfect in audibility and under ideal operating conditions.

Yet this was possible and practical as

many years ago as when the first radio program was ever broadcast, yet nobody did it before.

Of course I refer to our use of our privately owned long-line telegraph circuits as compared with the previous conventional leasing of telephone wires. The economies we have made thru this step—and it is just a detail in our way of doing things—have been so great, and are understood so well, that when I tell you that it costs our sponsors less than half as much to broadcast a program on our Atlantic Seaboard network, now in operation, as it costs to put on an inferior entertainment in the same territory over other stations with the same numbers of listeners in, you may rest assured that such is the fact.

We are able to provide this entertainment with dignified sponsorship and with close co-operation with the daily and periodical press, whenever it is used by one of our sponsors, with more profit to ourselves, if we cared for that right away, than could be possible if each of our stations was to be operated as an independent unit.

Now here is what I am going back to: What we are going to do with these profits? We are going to turn most of them, after reasonable reserves to keep ourselves in business, back into the pockets of our talent and our organization and to those men and women who must keep a step behind us in our extension plans.

Sounds like the NRA, doesn't it? Perhaps it is, in another form. Now the public can see what perhaps it did not

see before, and that is the method behind our every move in Amalgamated since it first became something more than an idea.

I am reading and hearing all the time about what "that Wynn chain" is doing. I am sure my friends will not ascribe my disclaimer of this being a "Wynn chain" to any false sense of modesty. Whatever it was when we started—call it a Wynn idea if you please—it is more than an idea now, and if there are any doubts left about what we are doing, I may as well go on record as pledging this as only the genesis of a big job still to be done. And we are going to go ahead on this big job, which never can be completed, because when it is completed it is going to be dead. And we are just beginning to feel alive!

In other words, there are certain needs for this third chain, and as we grow the needs grow for extensions, additions, improvements, refinements, putting more people to work, putting more real artists on the air, making bigger audiences for the program sponsor, and bigger outlets for what he produces—that all in all we will never be satisfied with what we are doing, even when we are doing it better and on a larger scale than it was ever done before.

When I tell you that we will have 100 and more stations operating under Amalgamated's banner within the next year, you may doubt me, but you will not doubt my sincerity. Thousands of others thought the same about our first hookup. But now you can tune in and get the answer to all these doubts on your own receiving set.

Television? Ask me later.

Perhaps I have been talking too much business for an entertainer, but Amalgamated has been a dream with me for years, and, now that it is a reality, the need for our services is 50 times greater than it was when it seemed only a dream.

So in the days to come when we are bigger and bound to be better, do not forget that the Fire Chief will still be on the job and that if they forget anything else about Ed Wynn, they can consider Amalgamated either as it is today or as it is bound to be tomorrow.

BEST WISHES FROM THE

## PARAMOUNT INSTRUMENTAL TRIO

FEATURING DAN HERMAN AS VOCALIST

TO THE

AMALGAMATED BROADCASTING SYSTEM

UNDER PERSONAL DIRECTION — IMMERMANN AND SON

As one deeply interested Radio---may I wish Ed Wynn and His Amalgamated Broadcasting Chain---a terrific microphonic success.

Sincerely,

**RUDY VALLEÉ**

**GOOD LUCK TO A.B.S.**

FROM

**WILLIAM ROYAL**

The Best of Wishes to the A.B.S.

**DORA GUTENTAG**

Concert Pianist-Accompanist and Teacher

600 Eastern Parkway  
Brooklyn, N. Y.

Phone—Lafayette 3-4377

WISHING YOU EVERY SUCCESS

**WEST W. WILCOX**  
BARITONE

Featured on the

Old Melodeon Melodies Program  
Management ABS ARTIST BUREAU

The Amalgamated Broadcasting Company Presents

**G. Aldo Randegger**

in the Weekly Concert Hour Because

In the fleeting, precious minutes of these Capital Xses.:

Pianistic	Xcellence
Teaching	Xperience
Human	Xaltation
Entertainment	Xhilaration

**William Roberts**

Basso

Church, Concert and Radio

Address

AMALGAMATED ARTISTS' BUREAU,

501 MADISON AVE., N. Y.

**Production and Program Highlights**

PROGRAMS arranged for the Amalgamated Broadcasting System include a complete daily broadcasting period of 16 hours, from 9 a.m. to 12 midnight. Among the features will be the following:

**THE JEWISH OPINION HOUR.**—A weekly period dealing with current Jewish affairs, addressed by the foremost Jewish and non-Jewish authorities on

Rabbi Stephen S. Wise, Dr. John Haynes Holmes, Irwin Edman, Ludwig Lewisohn, Mordecai M. Kaplan, Maurice Samuel, George Alexander Kohut, Harry Salpeter, Nathan Straus, Bernard S. Deutsch, Robert Nathan, Will Durant, Horace M. Kalten and Louis Lipsky. The speakers will be introduced by James Waterman Wise.

Rabbi Jacob Sonderling, founder of the Neo-Chassidic Movement, to fuse art with religion, will broadcast a series of religious services in dramatized form. Dr. Sonderling was for 15 years the Chief Rabbi of Hamburg, Germany, and was chaplain of the German army during the World War. He will be assisted by Rev. Bernhard Steinberg, formerly Cantor of Temple Beth-El, and a mixed choir, and Miss Nina Kwartin, opera singer and daughter of the world-famous Cantor Kwartin.

**THE BOY REPORTER.**—A novel treatment of the news. News events concerning only children—dramatized. In other words, a youngster's march of events.

**WANDERING MIKE.**—A novelty program about a boy with a microphone who wanders from one studio to another in order to hear what kind of programs are being broadcast. After several minutes in the studios he decides to go elsewhere and try to pick up some real drama. He flies down to Grand Central Station and lets listeners in on what is going on at a busy terminal in New York. From there he flits over to Park avenue, enters an apartment and gives us the "lowdown" on a girl telling a romantic story of an intriguing episode on board an ocean liner to a friend. During all these events that Wandering Mike covers for ABS he intersperses his own remarks, humorous and otherwise.

**101 AMERICAN NIGHTS.**—This program features James Schermerhorn, newspaperman and after-dinner speaker, dramatizing episodes of a political nature connecting the past with the present.

**ROMANCE OF THE AGES.**—This is a half-hour dramatic period featuring Beverly Bayne and Pedro de Cordoba, backed by a 22-piece orchestra. This

script deals with the great lovers of history, starting with Cleopatra and coming up to current history in the making.

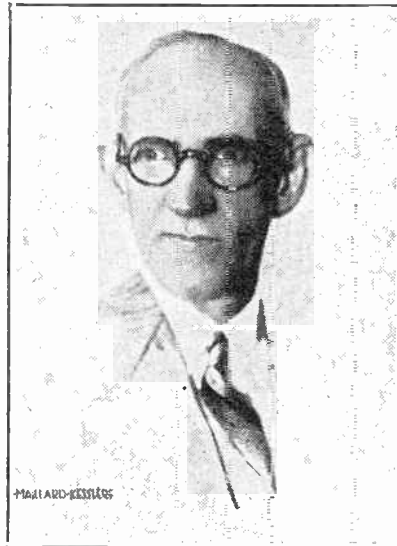
**DR. CARL VAN DOREN.**—Literary authority, in a series of dramatized book reviews for a 15-minute afternoon period.

**DR. CHARLES FLEISCHER.**—Formerly editor of *The New York American* and internationally known as a theologian, editor, speaker, writer and publicist. He has been set by Amalgamated on the familiar 6:45-7 p.m. period for news comments which, in the words of the feature's title, will be "more than news." The entrance of Dr. Fleischer into radio as an interpreter and commentator on the day's events is cited by Amalgamated officials as an attest of its policies to be a step in advance of those already familiar to the public thru previous



**DR. CHARLES FLEISCHER,** noted editor, speaker and publicist, who has been chosen as daily news commentator by ABS, and who will deliver his regular talks under the title of "More Than News."

all problems pertinent to Jewish life and presenting all aspects of the Jewish scene in a distinguished and authentic atmosphere. The program will consist of a five-minute survey of vital Jewish happenings during the week, followed by a 10-minute address by a member of, or, of the caliber of the editorial staff of *Opinion*. Such prominent speakers as the following will appear before the ABS microphone at frequent intervals:



**TOM NOONAN,** known as the "Bishop of Chinatown," whose "Cathedral of the Underworld" promises to be one of the most interesting features of the ABS network weekly schedules.



**DOROTHY HERZOG,** authoress and staff writer for ABS, known also as the Hollywood Reporter.

broadcasting. The inference is that no one hitherto on the air anywhere possesses the background and experience in news treatment which is Dr. Fleischer's.

**INTERNATIONAL NIGHTS.**—A dramatized concert recital, which is a new departure in concert arrangement, localizing ideas but treating them differently than heretofore.

**DR. LAWRENCE GOULD.**—Psychologist and lecturer with his *School of Human Relations* on the air.

**THE CATHEDRAL OF THE UNDERWORLD,** featuring Tom Noonan, the genial "Bishop of Chinatown."

Another important figure in the field of journalism who makes his radio pre- (See PRODUCTION on page 28)

# Radio's Double-Barreled Promotion

By Henry P. Goldman

General Manager, Amalgamated Broadcasting System, Inc.

**R**ADIO in its commercial aspects has given to the business executive and his sales and advertising aids powerful new artillery. And, paradoxical as it may seem, this artillery provides not only the scatter-shot for diffused appeal among the mass of the nation's consumers, but also concentrated fire on any or all of the whole sales map of the distributor. It quickly increases his selling power. It combines in one compass the dual coverage which has been a problem in sales and distribution for nearly a quarter of a century.

When mass sales were forced on the producer by his necessity of going into mass production if he were to survive, he faced two necessities: He had to keep his distributors and their sales forces on their toes to boost his product and he had to create new consumer appeal to keep these sales forces at work and justify their interest in what he had to offer. Thus all advertising appropriations were double-barreled.

The trade and technical press received dual copy schedules in which the inherent virtues of products were emphasized and, furthermore, the margin of profit to the distributor was stressed. At the same time there was another and large consumer-appeal schedule addressed to the consumer alone thru the three leading weeklies and a selected list of the leading monthlies.

Contrast, for example, the modest trade announcements recently reproduced in *The New York Sun's* facsimile of the first edition 100 years ago with the full-page and double-truck trade announcements of today with their highly technical advertising appeal—thru the eye alone, mind you—of their products' virtues.

And now radio has changed all this again. The budget on radio advertising for any of the last four years proves that. Yet we find in this powerful dual medium a surprising lack of understanding on the part of many large time buyers of the power they hold for

essential dual coverage—a double-barreled weapon, if you please.

At the same time there seems to exist among the broadcasters themselves a lack of the opportunity offered to them of closer tieups and co-operation between the sponsor's programs and his press advertisement schedules. When a costly and theoretically effective radio feature precedes by only a matter of hours a similar costly and theoretically piece of daily newspaper display copy, should there not be integrated into the sponsor's station announcement due notice and forewarning of this? When this precedence of hours becomes, in the case of the periodical press, a matter of days (for absolute predetermination of the date is known), should not the radio announcements tie in, too, with this costly printed co-operation? Pursuing this matter farther, does not a lack of this radio co-operation weaken not only the program but the printed schedule? As the first appeals thru the ear and the second thru the eye, should the radio appeal be so conjured as to ignore the visible campaign and it, in turn, to ignore the audible campaign? Is the radio to assume that listeners-in are blind? And is the publisher to assume that readers are deaf?

No large advertiser fails to tell in his printed announcement about his radio announcement—when and where. Yet in radio to date there has been no such tie-in with the printed advertising schedule; nevertheless, this tie-in should have been obvious, because the radio appeal perforce must take precedence over the printed appeal, as radio audiences number millions where the printed-appeal audience can only be numbered in tens of thousands.

We here in Amalgamated are proud of the fact that Ed Wynn departed from his role of the supercomedian of air, stage and screen to enjoin upon his co-organizers of Amalgamated the cardinal policy that co-operation with the trade periodicals and daily press should attend

all our services to our sponsors. Hence it is that with us. At any rate, we shall help the reader interest of our sponsors and the appeal of the printed media by co-operation in all sponsored announcements.

In a recent expenditure of an advertising appropriation of \$250,000 I personally recall that we restricted our newspaper and magazine advertising to what is known as institutional copy, with only a brief mention of the product in question, coupled with the price. Our object was to get the customer into the store. We left it to the dealer to do the rest.

Recent surveys of radio-sponsored advertising reveal what seems to be another lack of appreciation on the part of many highly trained executives of the power they hold thru purchase of broadcasting time. Their error in radio, as we see it, is to ignore the retailer as well as the staying qualities of the listener-in. I refer you to the complete description of the article to be sold. Radio sales announcers bound their talk on all its sides by detailed advertising. The assumption is that the listener-in will listen to any kind of advertising talk in which he can tune in.

It is a fact borne out by experience in these modern days of merchandising that selling the customer prospect is not the only thing necessary in marketing a suitable article.

Especially is this true of wholesale distribution: when retail dealers themselves amount to a small army. There is the storekeeper as well to be considered. The importance of this viewpoint may be quickly realized when we recognize that in one chain-store group alone there are 15,000 outlets. The retailers of another product would make up an army of 100,000, and these instances are not rare. Distribution thru independent retail stores would jump figures up materially.

It frequently happens that the radio prospect goes into a retail store for



HENRY P. GOLDMAN, General Manager in Charge of Operations for the Amalgamated Broadcasting System.

further information, and if the selling program is not well worked out, it may be that the dealer has a contrary idea to that already expressed over the air by radio salesmen. The wise radio advertiser is one who is quick to take advantage of radio, not only to reach his customer prospect, but also to keep his wholesale distribution and his retail dealer setup informed up to the minute on his main selling ideas.

In other words, the sponsors of effective radio advertising have found that store staffs and filling-station attendants, for example, can be organized into an army of supplementary salesmen.

And such an army of handlers of the product can—and do—easily pass a word about their radio programs when these programs are "geared in" properly with their product. Their sales talk is made much easier if the radio program has a star of outstanding appeal.

In one chain group of 15,000 retail

CONCERT

RADIO

OPERA



# RITA DE SIMONE

EXTENDS BEST WISHES TO A.B.S.



# W B N X

Full-Time Outlet for Amalgamated Broadcasting System  
Covering New York City and Its Environs

W B N X (1350 K. C.)

1100 East 177th Street, Bronx, New York.

101 Park Avenue, New York City.



Congratulations

# W F A S

1210 (K. C.) --- WHITE PLAINS, N. Y.

The Only Station Covering WESTCHESTER, the World's Richest Market

Address Communications to

RADIO STATION WFAS

Hotel Roger Smith, White Plains, New York

Phone—White Plains 8353



Congratulations

# W C N W

1500 K. C.

200 METERS

BROOKLYN

OUTLET



AMALGAMATED BROADCASTING SYSTEM

IN THE HEART OF THE WORLD'S LARGEST COMMUNITY SERVING 1,750,000 PEOPLE

WCNW—ABS  
501 MADISON AVENUE,  
NEW YORK CITY

CONGRATULATIONS TO THE NEW DEAL CHAIN

A. B. S.

WCNW TRANSMITTER,  
BROOKLYN, N. Y.

stores there are employed a total of 80,000 sales persons, most of whom have radio receiving sets. Yet in a recent study of this radio group program it was found that the broadcast was made at an hour when 80,000 employees were at work and unable to listen in. The program was switched to an evening hour on a national network and a plan worked out so that the sales persons had the necessary information about their radio stars and what these stars were plugging. The result of this tieup was an increase of interest in the radio programs and a consequent rise in the sales of this particular product advertised by radio.

Another advantage obtained in the tieup of the retail sales force with the radio program was an immediate broodcasting of the latest thought in selling the store to the customer and the consequent saving in the cost of dealer helps.

One national manufacturer of recognized standing even went so far recently as to inaugurate a sales meeting on the air. His talk was restricted to a new model of the product he was marketing. He told the distributors and the dealers about the essential improvements to be brought to the attention of the buying public. And his sales meeting served the double-barreled purpose of letting the public in on his product's marked advantages.

Another trade leader, perhaps the second greatest producer of automobiles in the world, went even farther. In announcing a Coast-to-Coast "radio sales session" he used deftly worded radio announcements which on their face were a virtual warning to the public not to tune in, as it was strictly confidential between him and his sales force. What was the result?

The public, as any business leader knows, viewed this announcement with the same avidity as a small boy spying a rip in a circus tent. So the "confidential" sales session had the largest radio audience of any of its kind. Which, of course, was what the motor mogul and his efficient advisers desired.

Just as there have been too many sergeants and not enough buck privates in the radio sales army, so we find today that the missing link between complete radio sales efficiency and its present functions is as yet unformed.

We here in Amalgamated have built up our commercial department with an eye to complete accord among the advertiser, his distributors and salesmen and the public which must buy his wares if he is to stay on the air at all. And this, I may add pardonably, is only one of many aspects of the "new deal" on the air which, we are sure, will be accepted by all within the next critical 18 months of American business achievement.

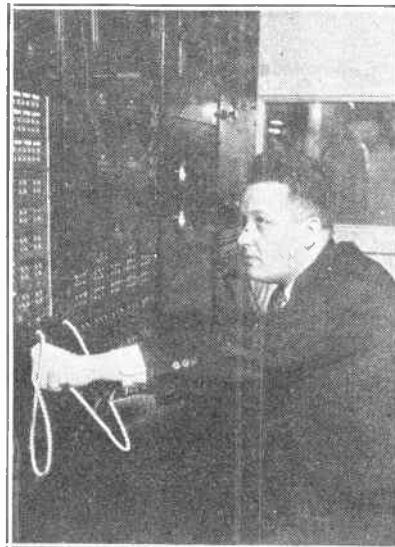
## WHO'S WHO

(Continued from page 20)

program consultant for the Loew Circuit throught the metropolitan area.

GEORGE HALL, musical director, comes from a long line of musicians. His father was first violinist in Victor Herbert's Orchestra, and George was a child protege of the great master of modern melody. He studied medicine but on his graduation turned to music. He established his own orchestra and was immediately embarked on a successful career as one of the better known orchestral pilots on Broadway and over large radio networks.

ADOLPHE KORNSPAN, musical conductor, came to America from Buczac, Austria. He is a graduate of the Vienna Conservatory and was connected with the Fox film interests as musical conductor. He has scored such productions as *The Iron Horse*, *The Fool*, *The Dancers* and *The Man Who Came Back*. In 1927 he joined Roxy and his Gang, being with them two years. He was musical conductor for the Fox Theater, Washington, and later supervising musical director for all Fox theaters throught the South.



JAMES J. BELOUNGY, assistant chief engineer of ABS, at the Master Control Board.

## Short Sketches of Officials of the Parent Network of ABS

Paul Harron, founder and owner of the Pennsylvania Broadcasting Company, which includes WPEN in Philadelphia and WTNJ in Trenton, two of the component stations on the Atlantic Seaboard network of the Amalgamated Broadcasting System, and stations WFAB and WRAX in New York and Philadelphia, respectively, is one of the youngest and most progressive men in the radio field, having established and promoted many new innovations in his four-station-

hookup, between New York and Philadelphia.

Clair McCullough, another of the younger executives in radio, is the owner of the Mason-Dixon Radio Group, which includes five stations throught Pennsylvania and Delaware. The component stations in this Mason-Dixon Group include WORX, in York, Pa.; WGAL, in Lancaster, Pa.; WAZL, in Hazleton, Pa.; WILM, in Wilmington, Del., and WDEL, in Wilmington, the latter being one of the affiliated stations of the ABS chain.

John Elmer, president of the Baltimore Broadcasting Corporation, which is Station WGBM, "the Voice of Keith," in Baltimore, Md., and part of the chain of the Amalgamated Broadcasting System, is nationally known as a sales and merchandising authority. He was for a number of years an important executive with the Hearst interests, and resigned as a publisher of Hearst newspapers to build Station WCBM and devote his entire time to radio.

LeRoy Mark, president of the American Broadcasting Company, which is WOL in Washington, D. C., one of the component stations of the Amalgamated chain, is one of the best known citizens of the nation's capital. Mr. Mark was an executive in many important banking houses and insurance companies for many years, and resigned all his directorships to guide the destinies of Station WOL, which is, by the way, one of the most popular spot stations in America. He early became affiliated with Mr. Wynn.

## ABS ENGINEERING

(Continued from page 20)

different programs to six different points can be broadcast simultaneously.

The amplifiers are Western Electric, the microphones RCA and the entire arrangement of the board was designed and installed by Amalgamated engineers.

# How the ABS Came Into Being

## By Billie Gould

Associate Director of Public Relations of ABS

**A**FTER a penthouse dinner party in New York's socially elect Sutton place district—among the persons who keep New York moving—in April of 1932 Ed Wynn and Ota Gygi stood looking up at the New York sky. Perhaps some mysterious force moved them—as mysterious a force as that which governs radio—for an idea was born in the minds of each of these two cosmopolites. That idea was a third radio chain. . . . A New Deal in radio.

From that night, 18 months ago, and the final crystallization of the idea that was born in the minds of these two figures, four meetings were held at various apartments of mutual friends. These friends all being national figures in the realm of electrical engineering, banking, finance and the theater, were in a position to offer counsel. Out of these meetings grew a definite formulation of several ideas which became the background of this new chain.

The first and most important decision was that this network did not propose then or at any future time to build new stations! They would conserve those already in operation which would prove worthy in that inevitable test of fitness which would follow during the next five years.

For many years the independent station owner has been misunderstood. His close integration with the life of the community puts him into the same class as the editor of the leading newspaper in that particular community. Ed Wynn understood this alliance between the independent station owner and local listeners—in thoroly, and long before definite plans were drawn for the inception of this "New Deal in radio" he had field agents out all over the country from Coast to Coast investigating conditions.

The second idea, which later became the motto of the organization, was "Courtesy in all dealings with artists as well as sponsors." In August, 1932, negotiations were already under way for the Amalgamated Broadcasting System Building. This building, located at 501

Madison avenue, corner of 52d street, now houses the entire unit of the corporation on six floors.

The charter members of the ABS were Ed Wynn, president, and Ota Gygi, vice-president.

The incorporation papers were drawn and signed, and the original component stations on the Atlantic seaboard network were already lined up. They included WCDA, WMSG and WBNX in New York, WTNJ in Trenton, WPEN in Philadelphia, WDEL in Wilmington, WGBM in Baltimore and WOL in Washington.

In the course of a few weeks time Henry Goldman, founder and former owner of Station WMSG and well-known authority in radio, was called in on the organizing and centralizing of the business setup. A little later Curtis B. Dall was elected chairman of the board of directors, and with him came Graham Adams and Nelson B. Grove, well-known bankers and financiers, as secretary and treasurer, respectively.

A dinner to the station owners and executives of the corporation was given by Mr. Wynn, and from then on the Amalgamated was on its way to town!

By February, 1933, complete engineering plans were drawn up and all station relations effected. Walter Ahlschlager, prominent architect, laid out the entire plans for the first two floors that were leased.

Every great enterprise has been founded on faith. From the observance of a little grease spot on the water around his father's farm grew the great oil industries of John D. Rockefeller Sr. Ridicule turned to awe when Henry Ford, in his youth, started to push the promotion of the automobile industry. Ed Wynn's first setback also came from the laughter of a public, who looked upon this broadcasting station as just another of "Wynn's jokes," but his faith in his idea of giving the public real entertainment via radio persisted, and he and his coworkers plowed thru this flotsam of laughter and criticism and continued their plans.

From its first embryonic state the Amalgamated was always adequately financed. The definite formation of executive personnel, staff, artistic background, master control and landline transmission has taken well over 10 months.

Today the ABS operates on five entire floors in its own building. More than 300 employees are engaged in active work thruout the different departments of this organization, and 600 artists have been signed for the 450 productions which are scheduled weekly on the 16-hour-day programs.

The Atlantic seaboard network, which included the six original stations from New York to Washington, was the first of the component network to be utilized. This new chain holds agreements on 125 stations from Coast to Coast, including 9 stations on the Trenderle network in the Middle West, giving complete coverage to Chicago, Detroit and other Mid-west territories; 25 stations in Texas, 75 more in the South and 8 stations thruout the New England States.

Every individual who started with Ed Wynn during the first hectic days of (See HOW THE ABS on page 28)

## Samuel Katz, Network Librarian

**I**N A quiet corner on the 13th floor of the Amalgamated Broadcasting Building, away from the chaos of sound from the studios above, are the offices and libraries of Samuel Katz.

The demands upon the music librarian of a radio broadcasting network are

many. There is a call for an orchestration of a Beethoven overture or the latest Irving Berlin hit. The musicians are assembled and there is no time to be lost. A call is put thru to Mr. Katz. Has he the orchestration of a Victor Herbert composition?

"Yes, we have it," says Mr. Katz, and within 30 seconds after the call a messenger is on his way to the studio where musicians are awaiting the requested music.

Beside the desk of Mr. Katz is the index file of his library; a library which he and his wife have passed the last two decades in collecting. It now totals some 8,000 orchestrations, precisely cataloged and cross-indexed. There is a further index of publishers. Mr. Katz himself is a musician of ability and numbered among his closest friends and colleagues the late Victor Herbert.

Mr. Katz was for some time a member of the famous original Meyer Davis Orchestra at the Bellevue-Stratford, Philadelphia. When Henry Ford in Detroit telephoned to Mr. Davis asking for one of his orchestras to play at an entertainment in honor of the Prince of Wales, Mr. Katz was selected to direct a band especially selected for that purpose.

The band arrived in Detroit on time, the entertainment and dance moved along as smoothly as one of Mr. Ford's cars and at the termination His Royal Highness personally congratulated the musicians.

Mr. Katz has a standing offer to produce any standard classical orchestration within 30 seconds from the time of (See SAMUEL KATZ on page 33)



SAM KATZ and Mrs. Katz, who together handle the intricate details in connection with the ABS music library.

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(Violinist)



Misha Hoffman  
(Pianist Conductor)



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The Romantic Baritone

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**BING CROSBY**  
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TO

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FROM

**THOMAS G. ROCKWELL**

★ ★ ★ ★  
**DON REDMAN**  
★ ★ ★ ★

★ ★ ★ ★  
**VICTOR YOUNG**  
★ ★ ★ ★

## Frank Orth and His Engineering Staff

**F**RANK ORTH is an engineer whose experience goes back to the early days of radio. He was a key pounder as a boy.

Born in New York City, he attended Stuyvesant High School and was graduated from the Trades and Mechanical School; afterwards perfecting himself in the craft in the extension courses of Columbia University.

Like all boys, the romance of radio appealed to him. It was in work on the high seas that he found his first opportunity to get adventure, and to be paid for it, thru employment by United Wireless, the forerunner of the Marconi Company of America. He also served with the Telefunken Company and the United Fruit Company. His service included a total of jobs on 26 different ships.

From 1917 to 1919 he was chief electrician of the so-called radio armed guard of the U. S. Navy. This armed guard was a navy crew which served on the American Merchantmen staff; the sailors who manned the guns.

From 1919 to 1922 Orth was radio inspector of the U. S. Navy Laboratories. He afterwards served on U. S. army transports and vessels on the United American Line. His broadcasting service in the employ of the City of New York, where he acted as supervisor of Station WNYC, gave him charge of the wireless operations on the Steamship Macon, the official ship for welcoming guests to the city. Orth also had charge of the public address system of New York City. From 1928 to 1932 he was chief construction engineer of the Columbia Broadcasting System.

There is now a staff that totals some 35 engineers in active service for the Amalgamated network.

Assisting Mr. Orth is James J. Beloungy, who for five years was chief engineer of Station WEAJ. Previous to his WEAJ experience, Beloungy was em-

ployed by the Western Electric Company and served for two years in the United States Coast Guard Service. In that period Beloungy made a wireless record of having rescued some 20 ships from either ice flows, icebergs or North Atlantic storms. Beloungy is a graduate of the Eastern Radio Institute of Boston, class of 1919.

Among the more important members of the engineering staff are:

**FRED WALWORTH**, who is in charge of the master control room, is a graduate of the Radio Institute of America. He, too, started as a ship operator and came to radio as a field engineer for Station WMCA. He later went to the Columbia Broadcasting System, where he was in full charge of their master control room for four years.

**JOE DALE** spent five years with RCA Phototone and several years with Western Electric as their chief technician before coming to Amalgamated.

**GEORGE SEARS**, after his graduation from the University of Buffalo, was in complete charge of Research and Development Laboratories in the Federal Radio Corporation, Buffalo Broadcasting Corporation and Stations WKVU, WGR and WKEM. Previous to that he was affiliated with RCA Phototone in charge of its foreign department. Later he was put in complete supervision of the maintenance and construction department of CBS.

**CLARENCE WESTOVER** comes to ABS directly from five years with the Columbia Broadcasting System, where he handled most of the important programs, such as the Camel hour, in his capacity of chief studio engineer.

**ROXY LA ROCCA**

**AND HIS ROCKETS**

WITH

**NOVIA MARINELLI**

OFFER

**BEST WISHES TO ED WYNN AND HIS A.B.S. CHAIN**

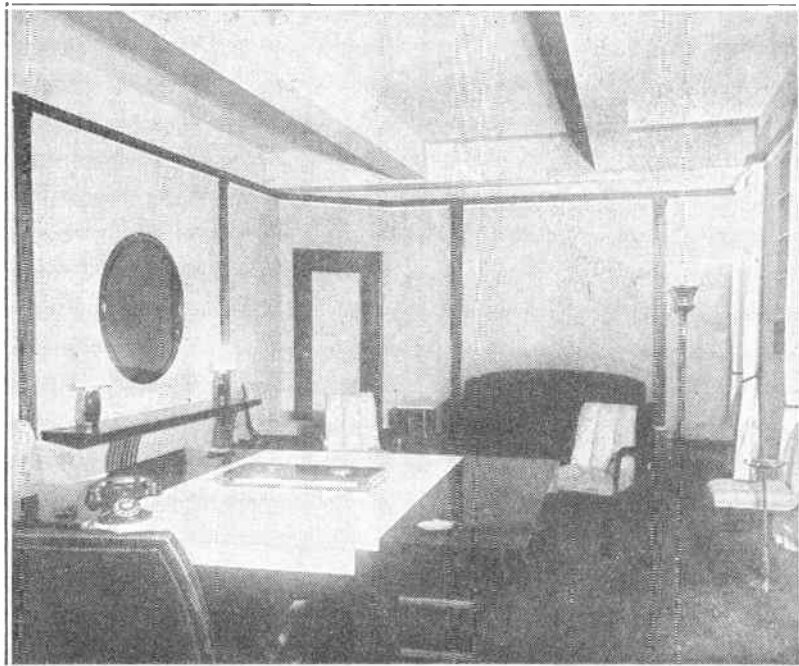
PRODUCTION

(Continued from page 23)

miere on ABS is Emile Gauvreau, editor of *The New York Daily Mirror*. Discoverer of Walter Winchell, conceiver and deviser of the erstwhile "composograph" pictorial vogue in the tabloid press, and legitimate parent of a newer and livelier news treatment, Mr. Gauvreau has long been a student of radio policies and practices and, after discussions with Ed Wynn regarding the Amalgamated Broadcasting System policy of co-operating with the nation's press, his entrance as an Amalgamated commentator and feature was smoothly paved to order. Mr. Gauvreau will be welcomed by many millions of listeners, as his writings already have been welcomed by millions of readers, at 10 p.m. on the first Amalgamated Wednesday program. He will interject into the spot news of the day just ending such editorial authority that the listeners will have at their dials a foretaste in verbal tabloid form of "The News of Tomorrow."

As a slap-bang revue of the kind conceived by Ed Wynn when he first devised Amalgamated, there is a 30-minute feature starting Tuesday evening, the Eight o'Clock Revue. Further filling the framework of what Mr. Wynn has had in mind, another Tuesday half-hour event will be the premiere of *Big Meetin' Time*, enlisting Rosamund Johnson and his colored choir, with Catherine Tiff Jones and an orchestral and dramatic background.

As a collateral feature to *Big Meetin' Time*, there will appear at 4 p.m. Wednesday a new quartet, "Four Deacons From Dixie," who, tho unfamiliar with the works of the classics, promise in no uncertain terms of their own peculiar musical literature to "lay the good book down." It will require 15 minutes



VIEW OF ED WYNN'S private office in the ABS Building.

for this task to be done by the deacons in their own sprightly manner.

Other high spots featured for the first week are the Amalgamated Symphony Orchestra, directed by Adolphe Kornspan; "Sunny Jim" Rich at the Amalgamated Broadcasting System organ, the only instrument of its magnitude ever

to be built into a broadcasting studio; the Amalgamated Broadcasting System Dance Orchestra, the Amalgamated Broadcasting System choristers and a score of other ABS features new to the air.

HOW THE ABS

(Continued from page 26)

the inception of this company are still with him. The executive personnel as it now stands comprises the following: ED WYNN, president; CURTIS B. DALL,

chairman of the board; OTA GYGI, vice-president; HENRY GOLDMAN, general manager in charge of operations; GRAHAM ADAMS, secretary; NELSON B. GROVE, treasurer; GEORGE M. KING, executive director Artists' Bureau; COLBY N. HARRIMAN, managing director production department; EARLE BACHMAN, associate director of sales; IRVIN Z. GRAYSON, director of commercial programs; J. V. KNIGHT, director of public relations; BILLIE GOULD, associate director of public relations; PHILIP S. BARRISON, production director; STELLA UNGER, director of sustaining programs; W. DAYTON WEGEFARTH, general supervisor of talent; JACK EDMUNDS, director studio production; A. S. HARLEY, sales research and promotion; LAWRENCE MENCKIN, director continuity department; FRANK ORTH, chief engineer; JAMES J. BELOUNGY, assistant chief engineer; HELENE MITCHELL, program editor; DOROTHY HERZOG, staff writer; LeROY ROMANOFF, research division; SALLY STENGEL, women's commercial department; GEORGE HALL, director of musical programs; JAMES (SUNNY JIM) RICH, music bureau director; ADOLPHE KORNSPAN, musical conductor, and SAM KATZ, music librarian.

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ALIAS JOHNNY HART

**CYNTHIA KNIGHT**

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Formerly with Paul Sabin and Nick  
Kenny Radio Scandals.  
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**The Gotham Girls**

ROY CLOSE, Director  
Congratulations to ABS

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Amalgamated Broadcasting System  
**GEORGE  
HALL**  
Musical Director of A. B. S.

**HELEN GREENWOOD**

(SOPRANO)

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TO THE

## AMALGAMATED BROADCASTING SYSTEM AND ITS STAFF

May the SUN OF DIVINE REALITY ever shine  
through us, To CHEER, ENCOURAGE, EN-  
TERTAIN, ILLUMINE AND BLESS UNNUM-  
BERED MILLIONS and INSPIRE US ALL  
To EXPRESS our DIVINITY, help establish  
the DIVINE CIVILIZATION and do our part  
to bring "PEACE, COMFORT AND PROS-  
PERITY" TO ALL PEOPLES!

Are  
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"THE SOUTHERN CANARY"

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"Singer of Sentiment"

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# Tom Noonan

Bishop of Chinatown

Over Entire Amalgamated Network Every Sunday  
Afternoon From 5 to 6:30

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Great Success  
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# CARITA

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casting System.

Best Wishes for a Stupendous Success!

# Clara Lang



TO THE

## Amalgamated Broadcasting System

Congratulations and Best Wishes for Your Success

# Leonidas Coronis

BARITONE



**SAMUEL KATZ**

(Continued from page 26)  
(Continued from opposite page)  
request. He has made the work of collecting this musical library his life's avocation.

In addition to his classifications of orchestrations, he has also the library arranged by a unique color index scheme which antedated by at least five years the introduction of the now essential color signal system used in modern business filing.

It is part of the routine of a music librarian to furnish even the latest popular tune hits. It is not that kind of music, however, that is of greatest interest to Mr. Katz. His preference for personal and professional service is to be the instrument of putting before the world all that is beautiful and inspiring in the compositions of those music masters whose names have come down to us thru the centuries and to which list is occasionally added a distinguished composer of our own times.

**NIGHT CLUBS**

(Continued from page 11)  
Jackie Beekman, of Warner Brothers, will emcee. Club is owned and operated by William G. Mechanic.

**JIMMIE McCONNELL** manages the new Terrace Gardens, Thomas Jefferson Hotel roof spot, Birmingham, Ala. Several road floor show units have attracted good biz. Paul Reno's "Maxine's Bally-hoo Revue" is current, Maxine emceeding.

**AL CALVIN** and Marguerite, comedy and dance team, are current at Club Chateau, Menominee, Mich. Other acts on the bill include Cliff Gaynor, Bunny Garris, Virginia Harris and Jay Crego.

**CLUB PICCADILLY**, Baltimore, opens this week.

**WINTER CIRCUS GARDEN**, Washington, is set to open October 7. Acts from Hunt's Circus will be featured, also bands and vaude acts. Lillian La Blanche will emcee.

**CURRENT FLOOR SHOW** at Club Forest, New Orleans, is Clarice and Christian, dance team of Latin America; Six Lucky Girls, Smith Ballew and his orchestra, the Foursome and Virginia Franck.

**CLUB MALIBU**, Hollywood's newest night spot, opened October 22, with Jack Osterman acting as emcee. A. A. Symond is sponsoring the enterprise and is associated with Osterman in its operation. An elaborate floor show of vaudeville acts will be changed weekly. Bobty Arnst, Fuzzy Knight, Arthur Jarret, Sid Lippman, Buster West, Lois Whiteman, George Hamilton, Blossom Seely, Harry Barris, Jouce Whiteman, Benny Field, Muriel Gardner and Gordon and Ravel were on the opening night's festivities.

**JIMMY AGRECI**, formerly of Agua Caliente resort in Old Mexico, has opened a new supper club in Los Angeles to be known as the Milano Cafe.

**CLUB AIRPORT GARDENS**, near Los Angeles, is presenting the most elaborate floor show it has staged thus far. On the bill are the Belvedere Four, Duvall

and Grigg, the La Rue Sisters, Arids May, Felix Valee, Iris Monahan and Jack Frost as emcee. George Hamilton's Band remains for its second season. The Gardens are operated by Tommy Jacobs, who recently closed his Ship Cafe at the beach.

**PALM GARDEN**, Green Bay, Wis., night spot, staged its formal opening September 20, featuring Werner Peete and his ork with a floor show consisting of Alice Kuberth, blues singer; Grace Walsh, toe dancer, both late with Texas Guinan; Helen Arrons, tap dancer; Alma Williams, songs and dances, and Gladys Deauville, tap and Russian toe dancer.

**ELLA LOGAN**, singer with Abe Lyman's Band on the Pacific Coast this summer, has been booked into the Club Forest, New Orleans, for the anniversary show October 16.

**BLOSSOM HEATH**, de luxe Detroit suburban club, closes the engagement of Clyde Lucas and his California Dons this week. When Don Pedro and his recording orchestra come in for their first Detroit engagement. Acts on the bill include Baron and Blair, society dance team; Val Vestoff, dancer; Rose Twins, harmony duo; Boris Romanoff, Russian pianist, and Romeo Vincent, singer of spirituals.

**IRENE KESSLER**, well-known radio artist, heads the current floor show at Oriole Terrace, Detroit club, with Portia Thompson, Noire and Pauline, and Merton Shields also on the bill. Frank Gagen's Orchestra is current at Oriole Terrace.

**CLUB MAXINE**, downtown Detroit night club, had a holdover this week, with Alexander and Swanson, dance team, continuing on the bill. Also featured were Eddie Cox, emcee; Joan Andrews, singer; Patricia Reynolds, hotcha dancer; Joe Randall, "the man with a million songs," and Mary Andrews, pianist. Billy Mackie and his band are playing.

**LITTLE ROCK'S** newest and smartest club, The Cottage Grove, opened September 16. Merel Ramsey and his band furnish the music, Buddy Lawler emsees and Ed Calloway manages.

**DUTCH EHRHART** and his orchestra are the feature entertainers at the Patio night club, Nashville.

**JACK WARDLAW'S** Orchestra and entertainers are now at Carolina Pines, Raleigh, N. C.

**PLEASANT VALLEY** night club, south of Milwaukee, staged its grand opening September 8 with Casper Reda and his ork. Floor show includes Bert Gilbert, Dale and Dale, and Grace Walsh. Spot is operated by Marchese brothers.

**IRVING GROSSMAN'S** Club Plaza Cafe, in downtown New York, opened Thursday night under the management of Harry Seaman, who was formerly with the Rockwell Terrace in Brooklyn. The cafe is featuring Al Olshanetsky's Orchestra and a floor show.

**CAFE DE PARIS** in New York will open early in October and will have Jimmy Carr's Orchestra heading the show.

**STEBEN BEER TAVERNS** Company, now operating 10 taverns in New York, announces it will expand the number to 25 shortly, the latest addition being a new spot in the Bronx.

**EDWARD P. MULROONEY**, head of the New York State Alcoholic Board, has begun an inquiry into gangsters' terrorizing of beer garden owners in and around New York City.

**VAUDEVILLE NOTES**

(Continued from page 10)  
They played the Empire, New Bedford, last week. Santrey is emcee, Chick Meyers is leading the orchestra and Charlotte Van Dae, Marsh Sisters, Estelle Fratus, Four Dudley Brothers, Mack McLain, Richard Morgan and William and Walter are the principals.

**DAVEY KRAFT**, acro stair dancer, has left Benny Davis to solo in picture houses.

**ALICE FAYE**, Roy Sedley and Cabe Waring are being featured with the Rudy Vallee unit playing Loew vaude.

**LOU GOLDIE** has succeeded Tom Powers as manager of Proctor's, Newark, Powers returning to the 58th Street, New York.

**AL NORMAN** says the two new lads in his act are his nephews, making their stage debut.

**Izzy Rappaport's Hippodrome** in Baltimore probably has a higher vaude budget than any other indie house in the country. Since he took it over a couple of years ago he has played vaude consistently. Altho the house seats only 2,200 and the admission scale has a 40-cent top all week, the house books the biggest names. For example, it paid \$9,500 for the tabloid "Vanities" last year and \$8,800 for a Kate Smith unit recently. Despite terrific competition from Loew, it has held on. Other indie operators who are losing dough with straight-picture policies should study the Baltimore vaude experiment.

**MAE WYNN FOUR** rang up a showstop in their debut at the Palladium, London. They drew six bows and have already been booked for three additional weeks. Garner, Wolf and Hakin, American comedy turn, were another solid hit on the same bill.

**VAUDEVILLE** has been added to the regular screen entertainment at the Bijou, Bangor, Me.

**AFTER** two weeks of split-week policy the Palace, Youngstown, O., will switch to full-week stage-film shows. Bobby Gillette remains as emcee.

**ORPHEUM** is the only major flesh house in operation in Oakland, Calif. On this week's bill were Johnson Brothers and Lynch, Eddie Stanley and Company, The Four Clovers, Rita and Rubin Trio and Hermie King and his orchestra. Lee Tracy in *Turn Back the Clock* was the picture.

**IN HONOR** of NRA and to advertise the show, *Hello, Blue Eagle*, at the Princess Theater, Nashville, Manager Russell Parham exhibited a large live eagle in the front of his theater for a week. Altho the bird was not "blue," his cage bore the blue eagle insignia and attracted considerable attention.

**RAY AND LILLIAN**, musical act, have returned to vaudeville after a series of accidents. Ray (Reynolds) was subjected to eight operations and was reported dead lately in one theatrical paper in error, and Lillian (Mrs. Reynolds) suffered a broken arm.

**MISS BILLIE HAAGA**, of Fort Wayne, Ind., who has been off the vaude stage for quite some time, is at present in her home town and may be reached at 705 High street.

**THE THEATRICAL** Democratic League has voted to indorse the ABA's stand on the vaudeville code.

**JACK LEROY** and Al Mandel are doing a new seven-people flash, agented by Billy Dell and Lew Sharp. In the cast are Jack Walsh, Billy Duncan, Arlene Nestle, Sally Wessler and Helen Arvo.

**GENE AUSTIN**, assisted by Candy and Coco, micromaniacs, furnished the stage show for three days at Nashville's Paramount Theater to a good draw.

**LES GRIESBAUM** and his Novelty Revue, including Alice Richardson, Clara Louise Lambuth, Leo Bishop, Bill Johnston, Clarence Hoard and two sisters, Gene Cooke, have been resting at Canon City, Colo., but are now on the road again. Les (better known as Acrobatic Cowboy of the Movies) uses a tight-wire act in front of the theater as a flash.

**JOE MORRIS** is reading a new comedy turn supported by Dorothy Ryan, Dale Sisters and Worth and Wile.

**WALTER READE** has discontinued all vaudeville in his 19 theaters for the time being.

**ETHEL MERMAN** stepped into the big league for Paramount this week after doing a number of shorts. She will play the leading femme role opposite Bing Crosby in *Cruise to Nowhere*. She will also appear in person at the Paramount Theater the week of September 22 in connection with Crosby's picture, *Too Much Harmony*.

**THE RIMACS** will play a repeat engagement at the Palace, New York, the week of September 29. They were last at the house the week of April 29.

**HARRY LANG** has given up his agenting and is going back into vaude with his whistling and comedy. His wife, Bernice Haley, will not return to the stage with him. She'll stick to their home in Stoneybrook, Long Island.

**JACK WIENER** and Max Halperin, who have turned into theater operators from agent and house manager, respectively, are now operating the Beecher Theater, Cincinnati.

**JIM FINEY**, former sec to H. B. Franklin, has been made assistant to Robert Hall, who is RKO's personnel director.

Somebody ought to do something to regulate vaude agenting. Not regulation that will hamper the making of an honest living, but regulation that will prevent muleting of actors by unscrupulous agents. If only the leading reputable agents in New York, Boston, Chicago and Los Angeles formed associations that would enforce rules of conduct, possibly thru pacts with the ABA and with bookers. Actors and bookers would welcome a more ethical type of agenting.

**JACK KELTON'S** All-Collegiate Revue is touring the United Theaters in New Orleans, being the first vaude unit to play the houses in four years. The show features Kelton and Durant, Lillian Gerson, Evans and Farrell, Eddie Mack and Miss Dolores.

**MALEY AND SHIRLEY** had a steel guitar stolen while playing the Bronx Opera House, New York, last week. All acts playing the house have been warned to watch out for backstage prowlers.

**CHARLIE WILKINS** and **HARRY WEBB** have teamed for a new turn, assisted by a girl.

**FLO KELLY** is the new dance director at the Fox, Brooklyn, succeeding Ted Adolphus.

**JOSE AND EDYTHE** have switched from vaude to playing clubs in New England. Now at Seven Gables Inn, Milford, Conn.

**MARIE PREVOST**, formerly in pictures, has teamed with Eddie Pardo for vaude.

**SIDNEY SOLLINGER**, pit musician at the New York State, is a special material writer on the side.

**Wayfarers Male Quartette**  
RADIO,  
Entertainments, Clubs, Banquets,  
Concerts.  
ROOM 915, CARNEGIE HALL, N. Y.

**FRED DOUGLAS**  
THE ROYAL SCOT  
IN SONGS AND CHATTER  
EXTENDS BEST WISHES TO ED WYNN AND A.B.S.

# PUBLIC WANTS CAKE

## Hunger for Musicals Brings Producers With Copious Fare

*Sellouts and capacity biz offer gladness to hearts of Shuberts, Harris, Carroll, as runs are guaranteed—"Dinner at Eight" also holds up well in Chicago*

NEW YORK, Sept. 23.—Let the public go hungry for a long time and they'll eat cake, even if it does cost more than a movie. That's the impression the producers have of what they want this season, and Sam H. Harris titled his latest production appropriately for the occasion; *Let 'Em Eat Cake* is on its way. The Harris office feels that 7,000,000 people have starved for a long time for a real good musical show and they are prepared to feed 'em now that their first fare, *As Thousands Cheer*, is guaranteed heavy business, being sold out for the opening at \$4.40. The Harris office said today that business in Philadelphia was capacity for the week and that one night did \$4,200. The nut is said to be such that business like this should mean a large profit percentage after it hits the Music Box here for a long stay after September 30. Both productions are along the politics angle. *Let 'Em Eat* opens in Boston at the Shubert, October 2, and comes to the Imperial October 21.

*Murder at the Vanities* received lukewarm and unfavorable notices, but even so Earl Carroll's standing them up at \$3.30, so there must be something to the hungry theory.

Joe Cook has a continuous line at the Winter Garden to see *Hold Your Horses* Monday night. The Shuberts are happy over the Winter Garden's return to legit, as it means that everything is sold to the last row with the first 10 rows hypnotizing \$8.60 each for a look at Cook's gadgets in another politics story.

*Dinner at Eight* is in its 14th week in Chicago and once again the Shuberts are elated because the 13th week was the biggest business so far. *The Blue Widow* is fading in New York and will close Saturday.

Billie Burke's *Ziegfeld Follies* will be next, and great things are expected from Miss Burke, who is now rehearsing the memorable glorification of the American girl.

*One Sunday Afternoon* is holding up nicely even in face of picture competition and with mail-order business strong will stay at least until Thanksgiving.

*A Party* has a renewed business and may stay in, the management was prepared to close up two weeks ago when the hot weather sent patrons to the beaches for relief.

*Heat Lightning* is doing better and will undoubtedly keep the lights on the marquee for a while.

Openings next week will be *Men in White*, *The Cow Jumps Over the Moon*, *Kultur*, *Amourette*; *Sailor*, *Beware!* and the following week on Broadway will see Eugene O'Neill's *Ah, Wilderness!*; *Inspector Charlie Chan*, *Undeatable Lady* and *Brittle Heaven*.

### Klein, Inc., To Operate Milwaukee Legit House

MILWAUKEE, Sept. 23.—Klein, Inc., has been organized to operate the Davidson Theater, local legit house. B. F. Klein, Milwaukee, is president of the new concern; Asher Levy, lessee of the Orpheum, Strand and Parkway theaters, Madison, Wis., is vice-president, and James A. Higler, manager of the Davidson, is secretary and treasurer.

The United Booking Office, Inc., will direct all the Davidson bookings under a now existing franchise. Personalities scheduled to appear at the Davidson include Katharine Cornell, Eva Le Gallienne and Walter Hampden, while the *Green Pastures*, *Take a Chance* and *Music in the Air* are also booked for the coming season.

These productions will automatically come to Madison, where both the Parkway and Orpheum theaters will be used for stage shows this winter. The Oscar Dea Players, now appearing at the Madison, will continue thru the winter, bringing elsewhere when the stage is closed for traveling attractions.

### Fox Secures Revue Producer for Films

NEW YORK, Sept. 23.—George White has been signed with Fox Films Corporation for a five-year term for production of one a year of George White's *Scandals*. Erik Charell also will produce for Fox on contract in a venture which has been announced as something which will be "startling."

Carroll has produced 14 Broadway hits, including *Scandals*, *Manhattan Mary*, *Flying High*, and offered George Gershwin his first opportunity.

Charell was the producer of *White Horse Inn*, was associated with Max Reinhardt in *The Miracle*, did *The Merry Widow*, *The Three Musketeers*, *Madame Pompadour* and many others.

### Duffy Files Suit Vs. IA

HOLLYWOOD, Sept. 23.—Henry Duffy from his office in Hollywood this week filed a suit for a strike injunction to prevent stagehands from walking out in support of demands for employment of a seven-piece orchestra at his Alcazar Theater in San Francisco.

Duffy charges that in addition to employing the orchestra at a cost of \$500 a week he was forced to pay \$100 weekly as "tribute." Defendant named is the International Alliance of Theatrical Stage Employees and Moving Picture Operators of the United States and Canada.

### Frisco Legit To Start in Oct.

SAN FRANCISCO, Sept. 23.—Altho all legit theaters are dark, a big season begins here next month with *The Late Christopher Bean* at the Alcazar, starring Charlotte Greenwood, under Henry Duffy banner; *Show Boat* at the Curran about the middle of October under Belasco & Curran management, and a comedy in three acts known as *Ces Dames aux Chapeaux Verts*, by A. Acremant, at the French Theater under the direction of Andre Ferrier.

## Committee Shows Ability In Governing All Affairs

NEW YORK, Sept. 23.—National Committee of the Legitimate Theater will meet every Wednesday afternoon at 3 o'clock as a regular procedure to keep up the laudable work it has begun.

Last Wednesday it brought together the two ticket brokers' associations which were in point of conflict before, namely, the Theater Ticket Brokers' Association and the National Ticket Distributors, and one representative from each will meet with Brock Pemberton, chairman, as the future sub-committee: David Marks from the former and William McBride from the Distributors.

Cut-rating was discussed, whereon it was decided no sales should be made by brokers at less than box-office price unless received direct from the box office. This ruling was to prevent the scalping of tickets if unsold at time of performance.

### HELP WANTED!

THE BILLBOARD wants you to help its staff help you. The Route Department (appearing in this issue on Pages 72 and 73) represents one of the most important functions this paper performs for the entire profession. Most listings for the Route Department are obtained regularly from official sources, but certain listings—such as acts playing independent vaudeville houses, legitimate attractions wildcatting thru uncharted territory, bands playing in isolated resorts—are obtainable only thru the close and consistent co-operation of the performers and showmen involved.

You as an individual are definitely appreciative of the service performed by the Route Department. You are constantly seeking information about the whereabouts of your friends and colleagues. How about helping them in their efforts to locate you? This can be done only by keeping THE BILLBOARD'S Route Department informed of your whereabouts, and sufficiently in advance to insure publication. In behalf of a department designed solely to service the entire profession we solicit information steadily and accurately concerning your play dates from week to week.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

Showpeople temporarily disengaged and who wish to insure delivery of mail addressed to them in care of THE BILLBOARD should send their permanent addresses to the mail departments of the nearest Billboard office, listed on the editorial page.

### Lakewood Players End

SKOWHEGAN, Me., Sept. 23.—The Lakewood Players complete their 33d consecutive season September 30, having produced 16 plays since they opened June 10.

The closing play will be the fourth new play to be tried out by the Players this season. It is *Into the Darkness*, by Robert Keith, member of the acting company.

Keith will play the leading role in his new play, and Melville Burke is to stage it.

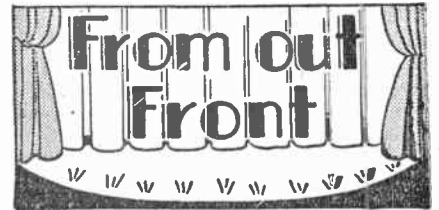
### Laye Out of Hipp Musical

LONDON, Sept. 12.—Evelyn Laye has left the cast of *Give Me a Ring* at the London Hippodrome to take the principal role in a new British film. Adele Dixon will replace her in the George Black musical.

The flickers have also called Fay Compton, who will be out of the cast of *Proscenium*, with Madge Titheradge pinch hitting for her from September 18.

### American Dancer a Hit

LONDON, Sept. 12.—*Paris Fantasia*, the new revue presented as a nonstop show, with four performances a day, at the Prince of Wales, owes much of its success to George Hayes, American dancer, who has been in Europe for several years. Besides being a versatile dancer, Miss Hayes shines as an impressioniste, comedienne and singer.



By Eugene Burr

DUCKING the editorial head momentarily into a frog pond in which it doesn't belong, your reporter comes up with the not very startling information that George M. Cohan, in his brief series of broadcasts, showed what a radio program could really be like if it were well done. That item, of course, belongs in the province of the genial Mr. Shapiro next door, but Mr. Cohan is so definitely a legit stage performer that no matter what field he happens to enter he still belongs—at least one likes to feel so—to legit.

The broadcasts were, to put it mildly, grand. It's doubtful if ever a flag were waved so enthusiastically or continuously—or so effectively—over the ether. With the stars and stripes clutched firmly in one hand and the blue eagle held high in the other, Mr. Cohan assaulted the mike. If, when he got thru, radio listeners weren't sold on patriotism and the NRA—and, above all, on Mr. Cohan—there must be something wrong with radio listeners.

It's always been George M.'s God-given faculty to take a common sentiment and sell it so enthusiastically, so magnificently, so completely and stirringly that even the most conservative of sneer twisters jump out of their seats and yell. That's what he did on the air. Without a voice (he admits it) he sold songs more convincingly than the most gifted of radio's tenors. With the old Cohan flare licking at the heights, he wrote rhymed material, gave excerpts from past successes and wrote the words and music of a new patriotic (and how patriotic!) song each week. It's not four stars that Mr. Cohan rates on his air performances; it's the whole 48.

DURING his last broadcast Mr. Cohan explained that in a week he would be not in an ether studio but in Pittsburgh, with the opening of the new Eugene O'Neill play hanging over his head. That, of course, would be *Ah, Wilderness!*, the first of the brace of O'Neill dramas which the Theater Guild plans to do this season.

The chief point of interest in *Ah, Wilderness!*, at least so far as this reporter is concerned, is the appearance of Mr. Cohan at the head of the cast—that and the hope arising with each new O'Neill play that our first dramatist may have forsaken self-conscious and turgid posings to return once more to the writing of simple, powerful, forceful and immensely effective plays.

The O'Neill-Cohan combination should be extremely interesting. It is not beyond the bounds of possibility that Broadway—whether its spokesmen care to admit it or not—may be treated to the untoward spectacle of its foremost citizen, lovingly discounted by the intelligentsia, saving the newest work of the intelligentsia's god.

AND it may be that the play will need no such saving; it may be that Mr. Cohan will merely give it the added force and verve that he gives to any play he happens to be in, and that the drama itself will mark the return of the playmaker who wrote *Anna Christie*, the stirring one-acters, *The Hairy Ape* and *The Emperor Jones*. O'Neill the dramatist stopped writing after (some think before) *Desire Under the Elms*; he did no more work. Instead, O'Neill the god gave us *The Great God Brown*, *Dynamo*, *Strange Interlude*, *Mourning Becomes Electra* and other boob ticklers of the self-consciously sophomoric, the determinedly intellectual school.

There is not one of the later efforts that fails to bring into glaring relief some tacit admission from O'Neill that he was unable to put his ideas into powerful dramatic form—and such admission from the man responsible for the power of the early plays amounts almost to tragedy in itself. The use of masks in *The Great God Brown* revealed inability to bring home the thoughts behind the play in straightforward and forceful dialog; it was a cheap and shallow stage trick that similarly cheapened the ideas it sought to express. The same thing was true of the asides in *Strange Interlude*; the truly great (or even the) (See FROM OUT FRONT opposite page)

# Chorus Equity

DOROTHY BRYANT  
Executive Secretary

The hearing on the motion picture code which will affect the working conditions of chorus people in presentation and vaudeville houses and which is being conducted before Deputy Administrator Sol A. Rosenblatt in Washington has been postponed because of the various disputes and disagreements which have arisen. It is expected that the hearing will be continued on Saturday of the current week.

We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Peggy Barrow, Charlotte Davis, Tonia Desiatoff, Margaret Freeman, Betty Field, Gladys Harris, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Suzanne Karen, Dorothy Mellor, Nona Otero, Katherine O'Neil, Mollie Peck, Polly Rose, Robert Rochford, Carol Raffin, Percy Richards, Ragna Ray, Frank Shea, Nelda Snow, Hazel St. Amant, Bee Sullivan, Rose Tyrell, Alexis Vassiloff and Virginia Whiting.

The code under which the legitimate theater is operating became effective August 27, 1933, and this means that all members of the Chorus Equity Association collectively are in step with the NRA movement, which is expected to bring about not only an improvement in working conditions, but a general improvement in the business situation throughout the United States.

There still remain unsettled a few minor differences that have not been concluded among the employees backstage, and there is a discussion in progress concerning the distribution of tickets by the brokers, but this does not delay the operation of the code as applied to the chorus and in no manner affects our Association and the agreement under which we are co-operating with the producers.

We have been asked several times during the past week concerning the new arrangement allowing members of the chorus to draw part of their salary while rehearsals are in progress. The producing manager has agreed that during the usual four weeks of rehearsal he will advance to the chorus one week's salary after rehearsals have been in progress not less than two weeks. Whatever sum is drawn is to be deducted by the management out of the first and second weeks' salaries in equal installments.

In spite of the numerous requests we have made to our members to keep their correct addresses on file in this office, they fail to do so. In the last two days we have had requests for the addresses of Eva Sawyer and Beth Reynolds—each request meaning an engagement for these members. Anyone knowing their addresses is requested to communicate with this office immediately.

It is the duty of every Chorus Equity member to report to this office immediately any violation of the Equity contract.

CHCRUS EQUITY ASSOCIATION.

## Little Theaters

Communications to 1564 Broadway, New York.

Frank C. Fowler, director of the Guignol Theater, campus playhouse of the University of Kentucky in Lexington, has announced a program of six plays for the school year, one of which will be the prize play, the competition for which was announced last spring. The type of play for the prize competition is a mystery drama (full length) and all manuscripts must reach the Guignol Theater on or before December 10. The play chosen will be the theater's fourth production. Manuscripts should not bear the author's name, but

## BROADWAY RUNS

Performances to September 23, inclusive.

Dramatic	Opened	Perf.
Blue Widow, The.....	Aug. 30.....	30
Dangerous Corner.....	July 17.....	93
Double Door.....	Sept. 21.....	4
Heat Lightning.....	Sept. 15.....	11
One Sunday Afternoon.....	Feb. 15.....	273
Party, A.....	Aug. 23.....	37

### Musical Comedy

Murder at the Vanities... Sept. 12..... 15

should be accompanied by a sealed envelope containing author's name, address and return postage.

The opening play of the season will be Rachel Crothers' *When Ladies Meet* and will be presented October 16. Each play goes on for a week's run. Other productions will include Benn Levy's *Mrs. Moonlight*, Sophocles' *Oedipus Rex*, Philip Barrie's *The Animal Kingdom* and Sir J. M. Barrie's *Peter Pan*.

Plays and Players of Los Angeles Junior College have announced an extensive program for the next few months. The season starts September 25 with a production of *Three-Cornered Moon*, the Gertrude Tonkonogy play in which Ruth Gordon appeared last season. Then follows Glen Hughes' *If You Know What I Mean*, Channing Pollock's *The Enemy*, the uproarious Lardner-Kaufman *June Moon*, *Madame Sand* (based on the life of the novelist), *At the Sign of the Greasy Spoon*, *The Ninth Guest* and *Romeo and Juliet*. That program will take the group into the middle of January.

Plays and Players have a subscription ticket admitting the holder to all productions which is sold for only a dollar.

## Memphis Legit Looks Bright

MEMPHIS, Tenn., Sept. 23.—Col. Charles A. McElravy, managing director of Ellis Auditorium here, is optimistic over the outlook for legit attractions here this season. The repertory presentations of Katharine Cornell and Basil Rathbone and road companies of *Music in the Air* and *The Cat and the Fiddle* are mentioned with a fair degree of certainty by him for the auditorium.

Colonel McElravy closed definitely last week for an engagement of *Green Pastures* November 20-22. The St. Louis Municipal Opera Company will present *Nina Rosa* and *Bittersweet* here November 28-29. Walter Hampden is due to give *Ruy Blas* and *Othello* in January.

## National Theater Sold

NEW YORK, Sept. 23.—National Theater, at 208 West 41st street, was bid in for \$285,000 by the Dry Dock Savings Institution yesterday on an action which was the result of a lien of \$34,108. Prior mortgage on the property was for \$260,000.

# THE NEW PLAYS ON BROADWAY

## BOOTH

Beginning Friday Evening, September 15, 1933

## HEAT LIGHTNING

A play by Leon Abrams and George Abbott. Staged by Mr. Abbott. Settings by Cirkor and Robbins, built by William Kellam Company. Presented by Abbott-Dunning, Inc.

Myra .....	Emily Lowry
A Wife .....	Maud B. Sinclair
Everett .....	Eddie Acuff
A Husband .....	William Wadsworth
Olga .....	Jean Dixon
Steve .....	Coburn Goodwin
George .....	Robert Gleckler
Jeff .....	Robert Sloane
First Hitch-Hiker .....	Gail De Hart
Second Hitch-Hiker .....	Geraldine Wall
Sheriff .....	Vincent Keller
Mrs. Ashton .....	Joan Carr
Mrs. Tifton .....	Lenore Sorsby
Chauffeur .....	Joseph Downing
A Mexican Family .....	Joseph Rivers, Irene Castellanos, Carmen Castellanos, Dolores Sierra, Emilio Sierra

The Action of the Play Takes Place in the Lunch Room of a Filling Station in an Auto Camp on a Highway Crossing the Southwest Desert. ACT I—Mid-Afternoon. ACT II—Same Night. ACT III—Early Morning.

When Olga walked out on George back in a wide-open Oklahoma oil town she breathed freely again—and she had reason. George was as bad a hombre as Oklahoma or the Booth Theater stage could boast. Olga started a filling station in Arizona, and when, years later, George and a pal stopped there on the lam after holding up a Salt Lake City bank she thought she was cured. But she wasn't cured and she managed to protect the two gunmen until she found George, after spending the night with her, robbing her safe in the morning. Even the pal balked at that; when George pulled a gun on him Olga pulled first, and the red light of dawn saw her turning over his corpse to the local gendarmes. Then the work of the filling station went on again, with Olga really rid of George at last.

# Passes Will Be Next On Sub-Committee Schedule

**Holde believes close restriction should be made in regard to issuing of free list—Pemberton, chairman of group, feels reasonable 'papering' necessity in New York**

NEW YORK, Sept. 25.—Working true to form in clearing up difficulties, the National Committee of the Legitimate Theater brought amity out of the ticket brokers' situation last Wednesday, and the next job of the sub-committee which expedited the matter will be to make regulations to govern the issuing of passes. The sub-committee is comprised of Brock Pemberton, chairman; William McBride and Harry Kaufman, and for sake of speed and convenience this committee will govern the pass situation under the guidance of the larger committee. Nick Holde, associated with A. C. Blumenthal, stated that a quarter million people in New York see shows without paying and that this was one of the biggest drawbacks to the theater as a profitable business. He favors an almost absolute restriction on passes, with the exception of courtesy tickets to critics and newspapermen on legitimate assignments.

## Guild Will Tour

NEW YORK, Sept. 23.—Theater Guild will send Maxwell Anderson's play, *Mary of Scotland*, on tour beginning October 23, when it opens in the National Theater in Washington. It will be seen in Pittsburgh and Philadelphia, then to Broadway. Helen Hayes will have the leading role. Rehearsals begin Monday.

## FROM OUT FRONT

(Continued from opposite page)

competent) dramatist could have expressed in spoken dialog all that O'Neill brought out in his asides. The maraton length of *Mourning Becomes Electra* was necessary only because of worthless psychological spadings in the abnormal mind—worthless because all of the effects that O'Neill sought so twistingly to explain could have been better explained in terms of normal psychology and effective drama.

The fact that each of O'Neill's weaknesses has been expressed—shouted from housetops, rather—in a blatant surface form which tickled the pseudo-intellectuals and awed the posing camp followers of the mind fails to change their actual status.

Ah, *Wilderness!*, so far as advance reports show, has nothing unusual in its cutward form. It may be that O'Neill the dramatist has awakened from his long sleep and given us once more a play. It is nice to hope so.

## Yiddish Season On

NEW YORK, Sept. 23.—Ten Yiddish playhouses in Greater New York opened this week with the traditional celebration of Rosh Hashana. The Second Avenue Theater opened with *Once Upon a Time*, by Peretz Hirshbein; the Public opened with *I Long for Home*, by Gershon Bader, with music by Joseph Rumshinsky; the Yiddish Art Theater opened with *Yoshe Kolbe*, by I. J. Singer. Others openings were in the Bronx and Brooklyn.

# Dramatic Art

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# MAGIC AND MAGICIAN

By WILLIAM J. HILLIAR

(Communications to Cincinnati Office)

BE SURE TO READ Howard Thurston's letter in the Forum page in this issue of *The Billboard* regarding the recent editorial, *The Amateur Magician Can Help*, which, by the way, has been reproduced and commented upon by some of the leading newspapers in the country.

JOSEPH G. LIGHTNER, mayor of Odessa, Mo., and president of IMC, has complimented me by sending an honorary membership card in that fast-growing organization. Joe managed to see that my number is 67, which is the same as my life membership in the SAM. Lightner is the happy possessor of the late Dr. A. M. Wilson's library, including his personal file of *The Sphinx*, which was turned over to him by the family after Dr. Wilson's death, on account of the warm friendship that had existed between them since 1905.

PATRICOLA has just finished a season of social and club dates at the various summer resorts along Lake Erie.

BLACKSTONE is breaking in a lot of new towns, and Manager F. M. Shortridge lets us know that business is good. The show expects to start westward in the near future, giving its established territory at least two years' rest. Blackstone has built a couple of new illusions since the show opened, July 15, and with his line of paper, sensational outside stunts and a grand performance, the Westerners are in for a magic treat.

JAKE J. DISCH reports that he has met several of the boys in and around Milwaukee recently, including Kruzo, Ponjee and Wilson—all magis.

PRINCESS MYSTERIA, assisted by Larry Rappaport, has been playing clubs in the vicinity of New York City.

MARQUIS SHOW roster: Leo M. Long, advance representative; Majel Redick, principal assistant; Charles Wiley, stage manager; Harold Giffin and Tangee Flores, assistants.

ALFRED P. SAAL, one of Toledo's magical highlights, went over to Detroit to catch Cardini, who is with Crazy Quilt Revue. He says Cardini is going over bigger than ever. Saal gets out some very attractive folders and letterheads, and as a magician he is as clever and finished a sleight-of-hand artist as there is anywhere on earth.

OLLIE YOUNG, formerly of Ollie Young and April, soap-bubble manipulators, who played all the leading theaters of Europe and America, recently paid a big compliment to Cardini. During the recent engagement of the latter at the

## Nelson Boosts Merger

R. A. (Bob) Nelson, of Nelson Enterprises, was a welcome visitor to the Cincinnati offices of *The Billboard* last week and expressed great confidence in the economic outlook, saying his business was good and increasing each day. Asked his opinion regarding *The Billboard's* proposed merger of all magical societies for convention purposes, Nelson said: "The convention merger idea is the only solution of the present situation that exists between members of the various organizations. It would afford magicians of all classes and creeds an opportunity to mingle in one vast body, the result of which should be the elimination of all personal jealousies and the saving of extra expense to individuals." "And," he added, "it's about time that some so-called big shots gave thought to the little ones in magic, because some of the little ones may be mighty big ones tomorrow."

**BIG MAGIC CATALOG.**  
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**SPHINX** The Magicians' Monthly Magazine, 35c.  
Large Professional Catalog, 25c.  
HOLDEN MAGIC CO., 220 W. 42d St., N. Y. C.

Hartman Theater, Columbus, O., Young took it upon himself to print 300 postcards calling attention to Cardini's wonderful performance and mailed them to personal friends, many of whom are interested in magic.

LOWELL, WILLARD and Company open their season end of September, with a program consisting of talkies and 60 minutes of magic.

FAY RIDENOUR and wife have had a very pleasant season with Crafts 20 Big Shows. In addition to illusions, magic, lecturing, handling *The Billboard* and taking care of publicity for the show, Ridenour is offering a new style electric act, wherein his wife lights neon tubes and signs. They call the act Mazda.

W. C. (DORNY) DORNFIELD, former president of SAM, was recently the chief speaker at a convention of auto dealers in Detroit. Dorny presented his satirical after-dinner talk, and kept the audience, which packed the ballroom of the Masonic Temple, in a constant uproar. Dorny and Jack Irish, late with Howard Thurston, are now associated with Chee Toy, daughter of the late Ching Ling Foo, at the Chinese Theater at the World's Fair.

IRELAND MAGIC COMPANY contemplates springing something entirely different in the near future.

F. G. THAYER was commissioned by the Standard Oil Company to build and set up a new and novel illusion for its exhibit at the California State Fair, Sacramento, and it attracted far more attention than falls to the lot of the usual exhibit. The company's advertising department wanted something different and they selected magic, despite all the exposes.

ZAMLOCH, son of the late Professor Anton Zamloch, is using some of the apparatus and effects that his father presented for over 50 years. Zamloch Mystery Show (Zamloch and Francisco) is meeting with success in California. The Color-Changing Boxes, one of their latest mysteries, is attracting much attention.

MYSTERIOUS MR. MORTON and his mind-reading dog, Onyx, under the management of J. M. Sheeran, have four weeks of high-school bookings.

ALL MAGICIANS visiting A Century of Progress should not miss the House of Magic in the Electrical Building.

HAPPY HARRY HAYDEN, popular magician, has just completed a successful summer season appearing at the principal hotels in the Pocono Mountains, Pennsylvania, and the Catskills. At the SAM meetings during the winter months Happy Harry is the unofficial pianist. A catch line on Hayden's letterhead reads: "Happy is the man who makes other folks happy."

DUNBAR has returned to Baltimore from a summer tour, and is taking life easy for a few weeks before heading for the South. Dunbar recently saw Robot (Bob La Verne), The Mechanical Man, and says that during all of his years in show business he has never seen his equal. Robot played two weeks at the Stanley Theater in Baltimore.

PROFESSOR S. P. BOWMAN, the veteran magician, who carried a show around the world in a suitcase, is almost blind. He is a life member of BPOE, and his home lodge, No. 579, Fort Scott, Kan., has put in an application for him to enter the Elks' Home, and is also tendering him a benefit performance this month.

JUNIOR MYSTIC 13, of Los Angeles, is a club of boys, all under 18, interested in magic. The club has 11 members and cannot have more than 13 at one time. It is sponsored by Jack Stanley. The club recently gave a show at Thayer's Studio of Magic, the auditorium being packed with friends and relatives of the members. Roland Hamblin and Loring Campbell were guest artists, the following members contributing to the balance of the program: Joe Gutcher, Lawrence Yeager, Carl Stenquist, Paul Steinmetz, Robert Gun-

ther and Haskel Swendel. Campbell reports that these boys put on a wonderful show and one or two of them did sleight-of-hand that can't be beat. After the show Mr. and Mrs. Thayer served refreshments.

ASSEMBLY 17, SAM, Springfield, Mass., held its first regular fall meeting in Dr. I. E. Calkins' Little Theater September 13. Al Clark opened the program with a short comedy number. C. Franklin Cox, of New York, offered a series of tricks in which the comedy element was outstanding and put the spectators in good humor for ensuing numbers of a more serious turn, presented by Jack Sheldon, Cecil Mosher, Norman Todd and Al Delaporte, of Springfield, and J. Carson, of Tariffville, Conn. Feats by Dr. Calkins brought the program to a conclusion. Billy Young presided at the piano. Monthly meetings will be held during the season.

CLIFF KIRKPATRICK, Fort Wayne, Ind., magician-policeman, submitted his resignation to the board of public safety September 8, in order to devote all his time to the stage. Kirkpatrick was a member of the police staff for 14 years. He plans to join with his father, Frederick LaDelle; his wife, son and daughter in a new show to be booked over a leading vaudeville circuit for 20 weeks. The tour begins October 8. On the stage he is known as The Great LaDelle, the Man Who Mystifies Magicians.

JULES TRAUB, of the Houdini Magic Booth, Steel Pier, Atlantic City, is planning to do show work this winter. He recently gave special performances for Isham Jones, Jack Pepper, Lillian Shade and Rudy Vallee. He sold Jones and Vallee enough card tricks to keep them going for a year at least. New converts.

WHAT PROMINENT California conjurer, while performing in a Los Angeles department store, emptied a large pail of water into a prop sink, thinking, of course, that it was the real thing, and was his face red as the water slowly spread all over the floor? One guess. It was Kempini in person.

FRED KEATING got a wonderful publicity break last week when Lowell Thomas chattered over the air about Fred's arrest by a member of the SPCA for injuring the canary in the vanishing cage trick, and his demonstration in court, proving that the bird went thru the ordeal unharmed, which resulted in his acquittal of the charge. When I first met Keating he was an enthusiastic amateur and used to visit regularly at *The Billboard* offices in New York. One day he rushed in and asked me Howard Thurston's phone number at Beechhurst, L. I. Upon being asked what he wanted it for, he replied: "I see where he has an ad in *The Billboard* for an assistant, and I want to take the job to get experience." And he got the job, got the experience, got plenty of hard work, and look at him now.

ENGLISH MAGICAL NOTES: Elliott, novelty comedy magician who swallows razor blades, made a successful debut at the Argyle, Birkenhead, recently. . . . Peter Godfrey, magical entertainer, who operated the Gate, private subscription theater, is acting as emcee at London Pavilion. . . . Jasper Maskelyne, noted English magician, is the headliner in George Black's first vaudeville touring unit, *So This Is Maskelyne*, which commenced a 40 weeks' route at Penge Empire, London. . . . Leonard, Semon and Sonia, midget performers, who specialize in small magic, are scoring heavily in English vaudeville. . . . Rama, Egyptian mystic, is doing well with his latest illusion, *The Nile Mystery*. . . . Madame Sari, lady conjurer; Jack Le Dair, with his witty problems in magic; Ben Said, the Algerian Funjurer; Donald Stuart, magical comedian, and Chris Charlton, headlining illusionist, are all currently successful in English theaters. . . . Back from a Continental tour, Giovanni, the famous international pickpocket, is featuring his novel act at the Pavilion, Glasgow.

## Capacity Biz for 'Finn' Show

CRAWFORDSVILLE, Ind., Sept. 23. — *The Huckleberry Finn Vanities* played at the Strand Theater September 17-19, with a special midnight show the last night and was the first stage attraction at the Strand this season. Show did capacity business. Guy Hammitt is manager of the Strand.

## Theatrical Mutual Assn.

By DAVID L. DONALDSON  
Grand Secretary-Treasurer

On Monday night, September 11, Grand President Brother Charles F. Eichhorn instituted Stapleton Lodge No. 135 at the Paramount Theater, Stapleton, Staten Island, N. Y. The lodge had been organized by Brother Paul P. Hirsch, of Long Island Lodge No. 67, who was appointed a deputy grand president in recognition of his efforts.

After the completion of the institution ceremonies and the presentation of the charter, the grand president, assisted by Brothers Joseph Ghelman, third grand vice-president, and Henry E. Schmidt, of the laws, appeals and grievance committee, installed the following staff of officers: President, Harry Warne; vice-president, Ward Clark; chaplain, Wilfred Smith; recording secretary, Hugh O'Byrne; financial secretary, William Freeman; treasurer, Joseph Reilly; trustees, John Kestner, George Meyer, Theodore Drahorad and Joseph Foster; marshal, John Dwyer; sergeant at arms, P. J. MacCord.

The guests included Brothers Joseph Pare, fourth grand vice-president; Philip Hitter, seventh grand vice-president; William T. Butler, laws, appeals and grievance committee, and Frank Lachmann, grand trustee; also grand lodge members, Brothers Alfred Ruhlan, Edward W. Otto and Edgar Stewart.

New York Lodge No. 1 was represented by Brothers Paul Stahl, William Weil, Charles O'Leary and James Dwyer; Brooklyn Lodge No. 30, President Brother Leo Burns and a delegation of officers; Bronx Lodge No. 38, Ira Knaster and a delegation; Long Island Lodge No. 67, Brothers Thomas J. Lloyd, William B. Martin, William Friedman.

Following the installation Grand President Brother Charles F. Eichhorn delivered a lengthy address to the officers and members of the lodge, advising them to uphold the cardinal principles of the order and to fulfill the pledges which they had assumed.

The remarks of the other grand lodge officers and guests were curtailed so that all present could partake of the refreshments which had been provided.

## Showman's Bookshelf

### Biography

*Flush of Wimpole Street and Broadway*, by Flora Merrill. An imaginative autobiography of Katharine Cornell's spaniel that appeared with such success in *The Barretts of Wimpole Street*, together with some account of the original Flush, whose part he played. McBride. \$1.50.

## Saranac Lake

New arrivals at the NVA Lodge are Hazel Gladstone and Murray Weston. Murray will be remembered with the Four American Beauties, a comedy quartet. He is run down and needs some "mountain ozone."

Louis Rheingold, bed patient, is writing some new numbers to be used the coming season.

Armand Monte moved back to the infirmary, roommate Mickey Walsh, and both doing nicely with good appetites.

Danny Murphy is back from the big town, looking good and fixing sandwiches for lunches thru the kindness of Mrs. William Morris and himself.

Freddy Bachman, bed patient, doing nicely. Still has that smile which means so much.

George Harmon has a new mattress which is so high he claims he will have to make a rope ladder to get in and out of bed.

Chris Hagedorn has left the Lodge and will cure downtown, 26 Sheppard avenue.

Jack (Spare Ribs) Coughlin, who has had the first session for the rib operation, with Dr. Woodruff carving, is resting up at 40 Franklin avenue and is looking forward to a visit from "his Marion."

Marya Blake, bed patient, received a visit from her sister. Doing nicely.

More bed patients than we have ever had. The big dining room looks deserted.

Write your sick friends at Saranac Lake, N. Y., care NVA Lodge.



Now that the season has actually opened it is proper that we train our spotlight of analytical comment on the burning question of the show business: How about that vaudeville revival? If we wanted to be facetious we would answer, in turn, "Yes, how about it?" But we are not among the disappointed souls who expected the gates of affluence to open on Labor Day.

We are not quite back in the good old days yet. It requires a longer pull, a harder grind and infinitely more patience to get results in this era. But don't let the pessimists give you the wrong steer—and don't be thrown off the track by the incurable and superficial optimists. Vaudeville is coming back, as we have often predicted, but when it does stage its comeback the gift bearers will not shower their bounty to all who eagerly hold up their hands.

Thanks to numerous developments in the show business since the days when vaudeville was accepted as a more or less permanent member of the amusement family; thanks also to industrial codification activity on Broadway and in Washington—and to many other factors that limitation of space prohibits us from discussing in detail here, the general situation in vaudeville is such that the so-called deadheads are being barred. We mean the men who for years had earned a handsome living from vaudeville, both as performers and showmen, and gave nothing in return. That is, nothing constructive; nothing in the way of contributing original thought, enterprise and talent. Unless we are sadly mistaken these men, influenced by a slovenly system of producing and booking into becoming parasites, will have to look elsewhere for their pickings when vaudeville comes back with that smash we are expecting.

We hope we are not taking too much for granted when we submit as a fact that it is no longer a matter of doubt as to whether vaudeville will come back; that the moot question is how soon it will return in full regalia, and, perhaps as a second consideration, what form it will assume when it presents itself as a pleader before the bar of show business for a permanent stay.

Our final observation, based on what we believe is a clear and up-to-the-minute view of the national situation, shows that, altho the lid appears to be on rather tightly, the pressure from beneath is tremendous. Any day now the forces working to restore vaudeville will combine in one mighty effort, and off will go the lid, leaving to fly out into the open the pent-up energy that has been accumulating these last few years for the building of a new vaudeville.

All over the country the smaller towns that were once the backbone of vaudeville progress, fount from which vaudeville derived the stability of its talent supply and the numerical force of playing time—these towns are waiting for the cue from the larger centers. As soon as the signal is given off will go vaudeville to a flying start, and the terrific momentum of this start, regardless of other factors, will be enough to carry the revival along until the very end of what used to be a normal season.

Why the hesitation on the part of those controlling theater policies in the larger towns? Anybody who has been in close touch with important exhibitors, in their home offices and in their contacts in Washington, would not find it necessary to ask that question. A man building a house doesn't waste his time and energy bargaining with landscape architects until the house itself is completed. So is it with the men who will eventually become the mass consumers of vaudeville. The various problems that confront them are being gradually ironed out. When the way has been cleared thru the signing of codes affecting their business these individuals will turn to vaudeville with an enthusiasm that hasn't been manifested generally in more than five years. They knew at the close of last season that stage attractions as an important program element were coming back into their own. It has been established beyond a doubt by

booking-office scouts making the rounds of independents and chains scattered all over the map that in most local situations the film—the talking film, if you please—has outlived its usefulness as an exclusive draw. Good films continue to draw, as has always been the case and so will it be in the future. But NRA or no NRA, competition is still fierce among exhibitors—and the way open to the smart showman in a tight spot locally is exploitation of "flesh" thru the medium of good, solid entertainment on his stage.

We all know, by now, the story of the reversal in attitude of the Loew Circuit, less than three years ago the most apathetic factor in the "flesh" industry. Loew, with its consistently good supply of films thru Metro and other leading companies brought into their booking calendars by smart deals, found not long ago that it needs vaudeville (regardless of what they call it) to keep its grosses up. RKO fell out of the vaudeville ranks, and we have every reason to believe that its officials have regretted the move. These companies and the other chains, still holding on have shown by their actions in negotiating with labor, statements made to representative actor groups and general attitude that they regard vaudeville now with the same intensity of reverence that they disowned it formerly when the slightest opportunity presented itself of throwing "flesh" policies overboard.

For countless reasons the big chains and important independents controlling local situations will espouse vaudeville's cause this season. The chains, tied up in one way or another with either radio, films or both, are getting wise to themselves. The effect of constant hammering of conscientious observers and commentators is now being felt. The theater moguls are now definitely sold on the idea that a spawning ground for talent is a vital necessity. There is no better field for the development of talent than vaudeville; there never will be.

We aren't going again thru the story of the vaudeville origins of the satellites of yesterday and the most substantial among the talent biggies of today. Anybody who knows a little something about show business will concede the point. Vaudeville is needed—and wanted—by the exhibitors of the country because they realize its value as a gross stabilizer and the foresighted gents among them, those with widespread interests in various other fields, appreciate the crying need for a nursery where talent can be weaned, spurred on and, finally, strengthened for exploitation in other fields—and vaudeville itself.

But the important phase of the whole proposition of vaudeville's renaissance is that concerned with the actor as a cog in the wheel, and the producer, agent and booker as the engineers of this project.

These four classes—each and every one of them—must realize the gravity of the present situation. Unless they are footloose gents, grabbing from here and there without thought for the morrow, they will keep constantly in mind that vaudeville is on trial with stern, uncompromising judges occupying the bench. One show booked into a town that has not played host to "flesh" in many seasons can decide the fate of vaudeville in that town for many years to come. These times require sincere, earnest effort on the part of all connected with vaudeville industry. Sloppily booked shows, carelessly presented and peopled with actors who do not look further than their noses—these things, above all else, will gradually drag vaudeville back into the morass.

Theater managers, the men who push buttons in home offices and the public will not be satisfied with the caliber of shows that caused vaudeville to become "unfashionable" seven years ago. Vaudeville's entire staging, producing and booking structure will have to be gleaming with new paint if its protagonists expect to reap rich and perennial harvests. We quite agree that the American public is nothing more or less than an Anglicized peasantry. It falls for the most obviously shallow tripe, as tabloid editors are not ashamed to confess, but somehow it wants something more than a polite buggy ride from vaudeville. Maybe it's because vaudeville fits in with its patrons, gets so close to them that its defects show more clearly. Vaudeville's saving grace for half a century will prove its undoing on the comeback trail if those guiding it back to greener pastures are not wary. The public, most important factor of all in the final analysis, wants what is best described as good

## MINSTRELSY

By BOB EMMET  
(Cincinnati Office)

ALTHO STILL a young man, Lasses White is one of the stars of old-time American minstrelsy. He broke in 20 years ago with Honey Boy Evans and filled his place in the show when Evans died. Later he was with Al G. Field and Neil O'Brien and then took out his own company. Now he has gone into radio, with Honey Wilds as junior partner, who, by the way, was one of Lasses' endmen for several years.

"SUGAR FOOT" WILLIAMS, El Dorado, Ark., says he caught the Ringling Show at Shreveport, La., and enjoyed a fine visit with Henry Kyes, of the Co-burn show, and Bill Kircheis, with Lasses White, as well as Merle Evans and other band friends. Williams info that Evans has the greatest band this year that he has ever heard with Ringling. They were especially good on *Rhapsody in Blue* and *Tiger Rag*. At the time the thermometer registered 106 in the shade, and the band boys got rid of their coats in a hurry.

WILBUR FRANKLYN and Peggy Dawn recently closed at the Chez Beau Arts, Atlantic City, where they were billed as the "White Bill Robinson" and Florence Mills, for nine weeks. They are now playing RKO Time as the Black and Tan Dance Demons. Wilbur doing the black and Peggy the high yellow. The act is 18 minutes of rapid dancing. The close is a dance on a glass stair, illuminated with rapidly changing colors. Franklyn says he is out, ably assisted by Peggy Dawn, to help bring burnt cork back to the folds.

BARTON CRAWFORD, former Van Arnum endman, is at his home in Brunswick, Me., enjoying a well-earned vacation. By Gosh was a recent visitor. Crawford managed a movie house at Old Orchard Beach, Me., this past summer.

JACK GANNON, canvas man with Van Arnum's, is reported to have left the show at Elkton, Md., to get a haircut—and show has not seen him since. He may catch up somewhere in Virginia.

HARRY LATOY, of Van Arnum's, received a letter from Billy Brown, manager of the Topnotch Minstrels, playing in and around Syracuse, N. Y. Show has a 10-man circle and is reported to be doing well. Frank Gilmore, basso, is interlocutor.

"HI BROWN" BOBBY BURNS shoots the news from Boston, where Burnham's Modern Minstrels are now playing: "Many thanks to my friends who elected me Southern vice-president of the Minstrel Association. Weather is terrible here, but business is great. Walter Donahue (kid brother of Jack Donahue, of Broadway fame) is our new emcee. He stops the show with his impersonation

entertainment. If vaudeville satisfies this need nothing will deter it from kicking that goal.

★  
PORTRAIT SEVEN

## KELCEY ALLEN

YOU don't know the real Broadway unless you know Kelcey. . . . Reputed to be the oldest drama critic in point of service on the street, Kelcey is, by a wide margin, the youngest in outlook; the most wholesome in disposition. . . . There's nothing of the cynic about Kelcey. . . . And he's that kind of a guy that he refuses to affect cynicism in a milieu where cynicism reigns supreme. . . . Kelcey calls the biggest of them by their first name. . . . And it's tit for tat. . . . But the difference between him and the others who become annoyingly familiar is just that. . . . Kelcey never becomes annoying in his familiarity; he never becomes annoying. . . . If there's a sweeter character on the street than this gent who keeps the mercantile monarchs informed of Broadway's latest offerings we'd like to meet him. . . . Kelcey has never been heard to make a disparaging remark about anybody excepting those whose claim to adverse criticism is unquestioned. . . . His life has been the strongest argument against the dogma that Broadway harbors a colony of polecats. . . . But he IS an exception whom it delights us to cite.

of brother Jack. And he sure can do a straight for my gags. "Stonewall Jackie" Mills is still hitting the high sour ones on the cornet in an effort to compete with Carl Pfeiffer on the clarinet. The way they put out bears here cannot be resisted. But taking it all in all I miss the old Kentucky blue grass and the folks down past that Mason and Dixon Line."

AL TINT would like to have Hi Brown Bobby Burns enlighten the folks thru the column, as to the outcome of the Minstrel Players and Fans' Association convention at Buckeye Lake, O.

BYRON GOSH recently visited Boston and Portland, Me., seeing a number of theatrical friends in both cities. By and his Seldom Fed Minstrels are now playing Graphic Circuit theaters in Maine to good results. Recent visitors on the show were folks from the Lakewood Players and Arthur Bowdlen, with Joe Cook's *Hold Your Horses* show.

## Chicago Opera Is Being Revived

CHICAGO, Sept. 23.—Developments of the past week indicate that the opera project sponsored by Herbert M. Johnson probably will go thru as planned. Incorporation papers have been filed at Springfield for the Chicago Grand Opera Company, the incorporators listed being George C. Lytton, William C. Grunow, Postmaster Ernest J. Kreutgen, Joseph M. Imburgic, Julius Smietanka and Dr. Julius J. Chesrow.

Herbert M. Johnson is general director of the new company, and Gennaro Papi, formerly conductor of the Metropolitan and Ravinia opera companies, will be musical director of the new organization. Included in the board of trustees are many of those formerly identified with the Chicago Civic Opera Company.

## Chicago Operators' Union Under Scrutiny

CHICAGO, Sept. 23.—Following the slugging of Clyde Osterberg, motion picture operator, by Dr. Emmett Quinn, steward of the operators' union, a few days ago, the union, of which Tom Maloy is the head, has come under the scrutiny of the federal authorities. Federal agents questioned Osterberg regarding the affairs of the union and it is possible there may be further investigation. Osterberg was slugged by Quinn following an argument over money alleged to be due the former for work at the World's Fair. The slugging occurred in the same offices in which Fred Oser, an operator, was shot to death by Ralph O'Hara, of the union, some time ago.

## Punch and Judy, Chi, Abandons Show Plans

CHICAGO, Sept. 23.—Plans to install a show somewhat on the order of the Chauve-Souris in the Punch and Judy Theater have been abandoned. The show was to have been under the direction of Louise Ayer Gal and to be known as *Les Folies de Gai Pantomimes*, a blending of ballet dancing and concert singing.

To give an added Parisian air it was planned to have French girls serve sandwiches, caviar, etc., during intermissions.

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# BAA Walkout Gets Setback

**Houses spared of walkout when Union City bunch re-neged--Phillips unabashed**

NEW YORK, Sept. 23.—The impending difficulties of the Burlesque Artists' Association, reported in last week's issue of *The Billboard*, reached the climax this week when members of the organization re-neged after handing in a week's notice to the burly stock houses in town. A walkout on all the houses appeared probable, but it was overthrown when an officer of the group retracted his notice and the others followed suit. Tom Phillips, president, said on Wednesday that he is not discouraged and is making an investigation from which there will result a statement next week.

A week ago Thursday night a protest meeting was held by certain members of the BAA, who objected to the methods of their organization and who threatened to resign in a body. That Sunday night was to be the deadline given by the actors for the managers to sign their contracts, but that was moved up a week. Monday evening of this week the working members of the BAA started handing in their notices.

At the Hudson, Union City, Palmer Cote, secretary of the BAA, turned in his notice with the rest of the cast. Cote was let out of the show the day he gave his notice, getting a week's pay, and the rest of the cast happened to retract their notices, giving signed statements to that effect. This also is reported to have happened at the Oxford, Republic, Gotham, Werba's and Irving Place.

Phillips, speaking on Wednesday, said there have been a number of meetings held by the actors which he recognized as outlaw meetings. He further said that since his organization and the managers could not get together on the matter of contract there were deputies appointed by the BAA to get around to the houses and see how the actors felt. Reports came back that the majority were for the group 100 per cent.

Phillips said he then understood that signed statements were obtained by Cote, acting as delegate for the Union City house, and others came in, agreeing to a walkout. He said Tuesday evening of this week Cote and the rest of the cast rescinded their intentions, and performers in the other houses were informed of this. As a result, all notices were called back by the cast.

Phillips, in his own words, said, "I do not feel in any way abashed by this temporary setback."

## Burly Road Shows Carry a Carpenter

NEW YORK, Sept. 23.—I. H. Herk, acting for the National Burlesque Association of America, came to an agreement this week with the IATSE, providing for the engagement of one man, to act as carpenter, with all traveling burly shows for the coming season.

The understanding provides that shows will not be permitted to transport any electrical equipment or props, but will be allowed to carry only essential hand props. There is no limit to the amount of scenery carried.

## Tab Tattles

M. R. AND MRS. H. B. POOLE, operating the Paris Follies in Houston, Tex., are offering two different shows daily. Powers-King Company, headed by Steve Powers and Jack King and featuring Shirley Roberts, is the afternoon show. Charles Parker is musical director. Night show is produced by Ed Harrington and Jack Wylie, with Larry Roberts as emcee and Gladys Graham, musical director, who replaced Mercedes Hamilton. Last named is on a Northern tour with her husband, Jack Hamilton, who is manager for Mijares, mentalist. Show in evening features Deloris Franklin, Betty Mathis and LaVeene O'Malley, supported by Clara Franklin, Dorris Howard, Viola Lake, Vera Grissom, Margie Dale and Rubye Wilson. Frank Moss is house manager; "Dad" Gates is in front; Albert Moore, electrician; Scotty Burns has concessions; Patricia Webb is cashier, and Kitty B. Poole, secretary-treasurer. Mrs. Poole has returned from the West Coast. Dora Stewart has relinquished management of Capitol Hotel, Houston.

WHEN the Ward Show closed at Pitman, N. J., September 9, "Seabee" Hayworth and wife, Marion Andrews, jumped to Anderson, S. C., and opened on the 13th with Wayland's *Red-Hot Steppers*, a 20-people presentation unit, with which they are featured. Business very good. . . . Ed Gardiner and Jimmie Allard have three units playing Texas and New Mexico circuits. They include *Show Boat Minstrels*, *St. Louis Steppers* and *Rhythm Revue*. Last named went into old Mexico last week for a four weeks' night-club engagement. The others are now in the Lone Star State. Gardiner and Allard have two stock locations which will open approximately October 1. Writing from Dallas, Gardiner states that things "theatrically" look mighty good down there. . . . Managers and members of companies are invited to contribute news briefs for this column. Let's hear from you frequently.

GINGER SNAP REVUE closed an engagement at the Grand Theater in Dayton, O., and is now playing an indefinite engagement at the Sorg in Middletown. Jack Willess' harmony team is scoring. Jack also is doing first comedy. . . . Earl (Bud) Arlington recently worked the Gayety Theater, Tulsa, Okla., and the Walker "Nite Club" at Joplin. From there he went to Kansas City and will then go to Chicago. On October 15 he will join his old friend, Walter Niner in a tab revue, which will play in Michigan and Indiana. Bud met H. D. King and Berry Brothers in Tulsa. . . . Jack Burke's *Globe Trotters*, featuring Ed Moore and Emil Shy, were held over at the Capitol Theater, Lawrenceville, Va., an extra night September 19. . . . Billy Purl, himself an American Legionnaire, joined with the Newport News, Va., Legion Drum and Bugle Corps in its effort to raise money to attend the national convention in Chicago, and members of his *World's Fair Follies* company, playing at the James last week, presented a floor show at the corps' benefit dance. . . . Tab presentation at the Riley Theater, Fort Wayne, Ind., last week was advertised as the *NRA Revue*. Featured stage band, the Aces; Barry and Osborne, comedy and singing turn; Prince Suzuki, Jap novelty act. Ten girls in line.

FRANK CAGGAN, former manager of Jack King Players and Johnny (Bozo) Mattise *Dizie Darlings* company, is now playing thru Virginia with

Edward A. Reno's Funmakers. This is his third season with the Reno outfit. He is doing general business and playing banjo and euphonium. . . . Russell J. Clutterbuck says that he walked out of the show at the Ohio Theater, Dayton, on September 11 for the reason that people whom he was authorized to hire were discharged without notice. . . . Danny Jacobs is working at the Gayety in Baltimore. It is possible that he and Billy Leicht will have a show on the road this season.

## "Words and Music" Opens At Luna, Logansport, Ind.

CANTON, O., Sept. 23. — Fred Hall's new revue, *Words and Music*, is opening at the Luna Theater, Logansport, Ind., today, Hall informed *The Billboard* representative here. Engagement is for three days, with four days to follow at the Riley Theater, Fort Wayne, Ind. Booking was made thru Bob Shaw, of the Gus Sun office. Merrill Weaver has replaced Harry Smith as agent.

*Words and Music* Company returned here this week after a "wild goose chase" to Ellwood City, Pa., where it was scheduled to open September 18. Hall said the company arrived in Ellwood City, Sunday, for rehearsal at the Grand Theater, but found no theater there by that name, altho arrangements were supposed to have been made by Harry Smith, agent for the show. Hall said he last heard from Smith September 16, when he wired him for money from Warren, O. Inquiry there showed Smith had checked out of a hotel the same day.

## Placements

SCHUSTER BOOKING AGENCY, Chicago, Miit Schuster, manager.

Cincinnati: Empress—Jacquette.  
New York, Eltinge—Flo Drake.  
Baltimore, Gayety—Betty Novak, Jerri McCawley.  
New Orleans, Dauphine—George I. Graf.

Detroit, National—Stendal and Fields.  
Toledo, Empire—Morris Nelson.  
Milwaukee, Gayety—Bebe, Radio's Radium Girl; Norma, Mickey Steele, Cherry Sisters, Jack (Tiny) Fuller.  
Chicago, Old Mexico, Century of Progress—Fritzie Bey, Robinson and Loueen.  
Chicago, National—Portia Lee.  
Chicago Star and Garter—Helen Green, Murray Briscoe, Gertrude Foreman.  
Chicago, Oriental Village, Century of Progress—Florence Tamman, Mary Fisher.

## Cuts to 40-Cent Top

GRAND RAPIDS, Mich., Sept. 23. — Following a week of 50-cent prices, Joe Barnett, conducting the Melody Lane Players in musical comedy stock at the Majestic Theater, cut prices to a 40-cent top, with 200 seats at 25 cents unreserved, with matinees on Wednesdays, Saturdays and Sundays all at 25 cents. Barnett is using 16 girls in the line now.

## Gordon's Good Biz at Peru

PERU, Ind., Sept. 23.—Ray Gordon's *Crazy People* Company recently played here at the Roxy to two packed houses. Bill runs 45 minutes. Among those with the show are Darby and Rudell, White Marvels, Don Murray, Rita Jean, Ulah Deane and Dalton Twins. Gordon is emcee.

## "Christopher Bean" for Chi

CHICAGO, Sept. 23.—Following the four-week engagement of *Dangerous Corner*, which opens Monday at the Illinois Theater, it is probable that *The Late Christopher Bean*, with Pauline Lord heading the cast, will occupy the house.

## Andrea Marsh Suing Bus Co.

CHICAGO, Sept. 23.—Henry A. Kalchheim, lawyer and brother of Jack Kalchheim, well-known New York agent, advises that he has filed suit in behalf of Andrea Marsh and Truman Bradley against the Greyhound Bus Lines. Miss Marsh and Bradley were injured in an auto collision September 12, and the suit asks \$100,000 damages for Miss Marsh and \$10,000 for Bradley.

## Burly Briefs

BILLY FIELDS has turned down the offer he had to appear in a London revue, so Vic Plant is sailing alone, having left last week on the Aquitania.

BOB SIMONS, former theatrical manager and producer, is now in the hotel game. He's managing the Vernon Hotel, Chicago.

NAT MORTAN dug into his jeans last week to spruce up his office. He had the walls painted a "bedroom blue," but the furniture is still the same. Claims it's sentiment with those desks and chairs.

PARK, Bridgeport, Conn., opened Monday with burly stock as a part of the Max Wilner chain. Will house the same shows playing the Irving Place, New York, and Hudson, Union City.

GEORGE CHICK BARKHAM is now working in a cabaret in Utica. He's waiting until the burly field gets set.

JOHANNA SLADE, still going great guns at the Terminal, Cleveland, threw a party recently at the Hollenden Hotel, Cleveland, for Paul Grey, producer, to celebrate his birthday.

HOWARD, Boston, opened big with burly stock last week. Cast included Eleanor Walent, Frank Harcourt, Lee Hickman, Evelyn Brooks, John Barry, Matt Brothers, Gene Bordine, Jimmy and Buster Gerard, Bebe Tobin and Mile. Verna. Ed Ryan did the producing and Freddy O'Brien handled the numbers.

JOE FORTE is going back into vaude with his old partner Al Hillier. The girl in the act will be Collette Ellsworth. They're breaking in this week.

CRESS HILLARY and Joe Develin were engaged for the Gotham, New York, and the surprise was that Hillary got his week's notice before he even opened.

CHARLIE (TRAMP) McNALLY left the Eltinge (New York) Thursday and joined Max Wilner's stock on Sunday at the Hudson, Union City.

KITTY NORRIS made her first appearance last week at the Bijou, Philly, since she had that skin-grafting job done on her leg.

CORAL GALE, prima donna, after closing at a mountain resort where she appeared for the summer, got an offer to do her singing on one of those cruises to Southern waters.

EVA OSBORNE, of the Osborne chorus family, has been advanced to strip woman, the break being given her by H. K. Minsky. Nat Mortan is already getting the contract handy.

MARJORIE LEE, busy at the Max Wilner houses, had a tough time last week when a bad cold got her voice down to a whisper. She got by, tho, with the old personality and clever stripping.

RAY KOLB, for a long time producer and comic at the State-Congress Theater, Chicago, left the Windy City last week for New Orleans to open at the Dauphine Theater September 30.

NEW ACTS at the Star, Cincy, include Three New Yorkers, singing and dancing; Helen Keller, blues, and Don Caper, juggling. Bob Lamont, assistant manager and concessioner, has also taken over the privileges at the Ohio and Rialto theaters, Dayton, O.

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Burlesque Conducted by M. H. SHAPIRO—Communications to 1564 Broadway, New York City.

Tabloid Conducted by CHARLES WIRTH—Communications to 25 Opera Place, Cincinnati, O.

## Kanawa Closes Outdoor Season

DETROIT, Sept. 23.—Kanawa Shows, headed by Chief Little Fox and his entertainers, will close Monday after a two-week stand at Manchester, Mich. Little Fox has been playing thruout Southern Michigan for several months and reports some excellent stands. Ionia, Portland, Mason and Hastings in particular were "real red ones," he reports. The show played at Portland, 16 miles from Ionia, in opposition to the heavily advertised Ionia Free Fair, and did A-1 business.

The show will lay over for two weeks following closing, and then move indoors for the winter season, opening in opera houses and halls, according to Manager W. M. Madison. The company will have essentially the same personnel. Route for the winter will be thru the Thumb District of Michigan and probably further north into the lumbering territory, which has not been played by any similar show for at least two years.

## Show Boat Nearing Chi

CHICAGO, Sept. 23.—The showboat Dixiana is still on its way to Chicago from Sturgeon Bay, Wis. It is reported as playing at Port Washington, Wis., near Milwaukee, this week. Plans are to lay off next week, then come to Chicago about October 1. In addition to seating 1,200 people the boat has a 40-foot refreshment bar and a restaurant. Since it was launched it has encountered various difficulties and is still regarded by Chicago as something of a phantom.

PORT WASHINGTON, Wis., Sept. 23.—The Dixiana Showboat arrived here September 13 from Sturgeon Bay, Wis., where it was constructed, and opened September 18 with *No Mother To Guide Her*. Business has been good. *Brother Against Brother*, *The Lure of the City*; *Nellie*, *the Beautiful Cloak Model*, and other attractions will be presented before arriving in Chicago for a prolonged stay in the Chicago River. The Dixiana is 200 feet long and 45 feet wide and has living quarters for the 14 members of the company and the crew.

## Randlett Company in Fargo

FARGO, N. D., Sept. 23.—The Rialto Theater Players, under management of Richard Randlett, are having good business. Special scenery and lighting effects are used. High-class bills, with vaude offerings between the acts, are presented. Larry Conover, who had spent the summer months at his home at Rockaway Beach, Mo., in the Ozarks, looking after his rental cottages, recently joined the company.

## Calder, May Signed By Harry Martin

LOUISVILLE, Sept. 23.—King Calder and Jean May have been signed by Harry Martin for the dramatic stock season which opens next Monday at the Walnut Theater, rechristened the Drury Lane.

Other members of the company are Ruth Gates, character woman; Catherine Meskayl, second woman; J. Arthur Young, character man; Donald Koehler, juvenile; Tucker McGuire, ingenue. Joseph Holicky is to be stage manager, and Addison Pitt, director.

The repertoire for the season, set tentatively at five weeks, includes *Candle Light*, *Biography*, *The Late Christopher Bean*, *Best Years*, *The Party's Over*, *Counselor-at-Law* and *Criminal-at-Large*.

Bills will open Monday, with matinees Wednesday, Thursday and Saturday and no shows Sunday. Prices: night, \$1.10, 83 cents, 55 cents, 25 cents; matinees, 55 and 25 cents.

## Amateur Nights for North

WICHITA, Kan., Sept. 23.—The Ted North Players, under canvas here on South Lawrence, have been meeting with marked success, presenting high-class plays and special vaude numbers. The company recently inaugurated amateur night on Friday, and on Saturday night holds a big frolic at 10:30. Popular prices prevail.

## Rep Ripples

KING FELTON and wife joined the Hila Morgan tent show in Missouri last week after closing the season with the Justus-Romain company.

DEWEY OAKES and his Show Boat Players opened at the Grand Opera House in Ottumwa, Ia., September 24. Capt. George L. Barton is piloting the attraction.

HARRY J. PAMPLIN has resumed the tour of the Cooke Players after a layoff of several weeks. Show reopened in Alabama on September 18.

FRED FLOOD left Kansas City for the Pacific Coast last week, where he will engage in commercial pursuits with one of his brothers.

ALTHO SOME SHOWS have closed for the season, the repertoire editor would appreciate hearing from troupers as to their plans for the fall and winter months.

EVERETT KING and company, who have been vacationing for a month at Redondo Beach, Calif., will soon take to the road in *Ten Nights in a Barroom*, which has been successfully operating on the West Coast the past year.

EDDIE AND MONA HART advise that they closed a wonderful season with the Justus-Romaine company in Nebraska. It was their sixth season with Mr. Justus.

BURT STODDARD, of George White's "Tom" show, informs that the company is laying off for two weeks for rerouting and will open near Cleveland. The Sun office is arranging the itinerary. Will also play Butterfield Time. Among members of the cast are Ed Benn, Ed Moore, Ted Pearson, Jack Sweetman, Pete Leuper, Ed Guyard, Lucille Lewis, George White and Burt and June Stoddard.

JOEY AND MAE LaPALMER, recently with the Hopkins Players, are now with the Fred Brunk Show.

REX McCOON has closed with the Hopkins Players and is back home on the Leslie (Skeeter) Kell Show. Was accompanied by "Shorty" Cathcart and Tommy Meyers.

MEMBERS of the orchestra with the Heffner-Vinson Players aver that Jimmie Heffner is not so hot as a truck driver. On the afternoon of September 14 at Manchester, Ga., the driver being busy, Jimmie took his place, "drove" the boys uptown for bally and ran into a ditch. No casualties. Heffner reports that business has been pretty fair.

ANITA FREELAND concluded a three-week engagement with Billy Bryant's Showboat in Cincinnati September 23, playing the role of "Granny Nichols" in *Lena Rivers*. Her husband, Al, has been broadcasting over Station WLW. They visited *The Billboard* last week.

BOB HARDAWAY'S Opry Players are a Saturday night feature over KMBC in Kansas City, presenting old-time bills. The station devotes a full hour to the broadcast.

LOLA E. PAINTER is with the Dixiana Showboat. She opened in *No Mother To Guide Her*, playing the role of Bess Sinclair, a shop girl. Others in the cast were C. Frederick Lees, Billy Remick, Harry Owens, Charles Archer, Leo Harrison, Roy Elwood, Ernest Vevea, George Shanks, Mary E. Gaynor, Ella Burtis, E. Moody and Seana Neilson. Following bill was *Brother Against Brother*. Plays underlined are *Uncle Tom's Cabin*, *East Lynne*, *Sapho* and *Cleopatra*.

DR. LaSALLE has joined the Ricton company, presenting a mental act. He informs that at Spencer, Tenn., he located two prisoners who had escaped from the county jail.

RICTON postcards that Billy Parrish visited the show at Pikeville, Tenn. He and the missus are en route south. Ricton states that business in Tennessee has been great and that his admission prices have been increased. Sandel the Magician escaped from a bank vault in Pikeville, also made a blindfold drive

and jumped from a bridge into river while handcuffed.

WEST PLAYERS had their break-in spot at the Masonic Temple in Washington, D. C., and then went to the Walter Reed Theater, offering *The Fatal Necklace* on September 18. Second production will be *The Getaway*. Members include Harry S. Weatherby, Elsie DuVal and George Miller.

BILLY BRYANT'S Showboat in Cincinnati is presenting *East Lynne* as the final bill. Josephine Bryant has the role of Lady Isabel, and Vernon Gilmore is playing opposite her in the part of Archibald Carlyle. Company will end its season in Cincy October 7.

M. E. AXTELL, business agent of the Monroe Hopkins Players, Houston, Tex., writes that many people are under the impression that the Hopkins Players are in the hands of a receiver, which he says is not true.

## Norma Ginnivan Close

DETROIT, Sept. 23.—The Norma Ginnivan Dramatic Company closed its season at Dundee, Mich., moving over after a short stand at Tecumseh, southwest of Detroit. Closing show, *The Power of the Dollar*, drew near capacity tent, despite threatening skies and counter-attraction of free talkies in the public square.

## "Uncle Tom's Cabin" Clicks in Chicago

CHICAGO, Sept. 23.—Harry Minturn's revival of *Uncle Tom's Cabin* with De Wolf Hopper in the title role opened auspiciously Monday night at the Studebaker to an audience that received the play in the spirit suggested by Minturn in his preface or prolog. "You should treat this old play with the respect you would give your grandfather and grandmother at the age of 80 years," he said.

This restoration of the "Tom" show is well cast and in most of its details it follows tradition, altho it slips up in a few spots. De Wolf Hopper does an excellent job as Uncle Tom, albeit he is always very much De Wolf Hopper with the mannerisms that have become as firmly attached to him as crustaceans to the hull of a ship. When he comes out at the final curtain one almost expects him to recite *Casey at the Bat*. Enid Markey is perfectly cast as the impish Topsy, and the Little Eva of Marian Palmer is very good. Guy Hickman's Marks the lawyer follows tradition and Hickman puts over perfectly the brand of comedy that was popular in the old days. Harry Minturn is a competent Simon Legree. Balance of the cast includes Victor Sutherland as Phineas and as Skeegs, William Pollard as George Harris, Margaret Fitch as Eliza, Margaret Slavin as Ophelia, Grant Foreman, Jack Boyle, Andrew Leigh, Frances Carlon and Maxine Garner. Boatner's Jubilee Singers detracted from the performance by unnecessarily lengthening it and by including in their repertoire *That's Why Darkies Were Born*.

## Southern "Green Pastures" Set To Open at Roanoke

ROANOKE, Va., Sept. 23.—The Southern company of *Green Pastures* will open at the Academy of Music here for two days, October 4 and 5. The show will come here from New York and will make the principal cities of the South. Clarence Jacobson is company manager and Beverly Kelley is the agent, assisted by Eugene Schneider and William Davidson.

Kelley closed as general press representative of the Hagenbeck-Wallace Circus when it played Marion, O., a few weeks ago and jumped to New York to take up his advance duties with *Green Pastures*. He was replaced on Hagenbeck-Wallace by Floyd King, who closed as press representative of the Al G. Barnes Circus when it went into winter quarters.

The *Green Pastures* cast is practically the same that toured last season. It was announced here that 102 people are with the company.

## E. M. Newman in Hospital

CHICAGO, Sept. 23.—E. M. Newman, of Travel Talks fame, is ill in St. Luke's Hospital.

## Stock Notes

THOMAS E. SHEA, for many years at the head of his own dramatic repertoire company in tours of the Eastern United States and Canada, is reported to have fully recovered from the effects of an auto accident which occurred several months ago near Belfast, Me.

JANE HOPKINS, who was in *Abie's Irish Rose* several years ago, has been added to the cast of the Old Fort Players at the Majestic in Ft. Wayne, Ind. Merrill Mathews is technical director of company.

A YIDDISH dramatic repertory company opened at the Savoy Theater, Cleveland, September 22, with *Golden Youth*, a musical comedy. Max Fischer, who sponsored a Jewish stock company at the Manhattan in that city last season, is managing the company. A series of dramas and musical comedies is to be given at popular prices. Among those in the company are Jeanette Paskawitch, Maurice Weissman, Samuel and Pauline Fogelnest, Harry Jordan, Goldie Cohen and Sam Josephson.

JIMMY BRASWELL, juvenile, is now with the Bert Bertram Players in stock at Charlotte, N. C.

CHAMBERLAIN BROWN reports that his season of stock is going beautifully at the Apollo Theater, Atlantic City. Company is in its 23d week. Last week the attraction was *Springtime for Henry*, starring Henry Hull. Nancy Carroll, in her new play, *Undesirable Lady*, followed. Mr. Brown has some excellent productions scheduled. John Henry Mears is manager of the Brown Players; Frank Ambos, scenic designer; William Young, stage manager; Tom Ewell, treasurer; Everett B. Fox, assistant treasurer; Ada Taylor, in charge of publicity.

## Henry Hull Scores

ATLANTIC CITY, Sept. 23.—Henry Hull, late of *Springtime for Henry*, clicked in good style this week in his first resort appearance as the star of the Chamberlain Brown Players' reproduction of this play. Hull pleased with a clear and unhurried delivery and added much sparkle to the well-known comedy by Benn W. Levy. Supporting him were Helen Millard and Virginia Milne, of the Players. John Spacey and Ethel Wilson also had roles in the piece.

MISS BILLIE HAAGA, of Fort Wayne, Ind., who has been off the vaude stage for quite some time, is at present in her home town and may be reached at 705 High street.

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# SHORTS IN AN AVALANCHE

## Hopeful for Ruling Against Double Features, All Get Busy.

*Altho the betting on the code decision is even money, Vitaphone is leading the shorts parade, with Educational following*

Looking thru the crystal ball of the future, producers of short subjects see the market for their product expanding for the coming season and are frantically grinding out one and two-reelers to fill the demand should the new film code eliminate the double-feature programs. At the moment it looks like an even break for the double bill ban, with indie producers lined up strong in favor of the double bill, but should the final vote show thumbs down, it will mean that every theater will have to book additional shorts to fill out their programs and the booking rush will start as soon as the outcome of the double clause is announced.

Vitaphone will lead the parade in shorts activities. Their schedule calls for a greatly increased number of shorts over last season. The Vita studios in Brooklyn are working night and day and the little features are packed with names known thruout the country. At the moment Vitaphone has 22 shorts in the hands of the cutters and the cameras are steadily grinding out more.

Walt Disney's Mickey Mouse and Silly Symphonies are keeping an enlarged staff of animators busy and this season will be the most active in Disney's career.

Metro is focusing attention on its short subjects and the ever busy Pete Smith is rounding up material. Metro is going in for more elaborate shorts than ever before, which is causing competitors to come to life and deliver the goods.

Educational is in line with a shorts schedule that calls for every available inch of space in their studio. The production of their shorts is calling for all of the attention usually reserved for features and they are out this season to establish a record for achievement in this field.

Columbia, Universal and Paramount have ordered full steam ahead and their studios are not lagging in product. Every conceivable type of feature will be filmed and the public will this year be able to enjoy shorts that are built with care and packed with entertainment.

Exhibitors will do well to shop carefully for the short part of their programs this season. The public is educated to expect great things of these program builders and, as in the past, the showman who bolsters a weak sister feature with high-class shorts will build good will among his patrons.

Even tho the double feature does not become effective the market for shorts has been greatly enlarged thru popular demand of the theater-going public for shorts of character.

## Pool Will Help Films Abroad

PARIS, Sept. 21. — In order to cut down the cost of maintaining separate exchanges in France, MGM, Fox and Paramount will pool their distributing activities, each company retaining its own autonomy.

D. Sauhamie, Paramount general manager here, is expected to take charge of the affiliated offices.

## Irene Dunne and Dix Co-Star

Irene Dunne signs a new contract with Radio Pictures. In her first assignment she will co-star with Richard Dix in the E. W. Hornung story, *Stingaree*. Following that she will star in *My Gal Sal*, a musical romance of the gay '90's.

## Sherman To Direct Two

Lowell Sherman is picked by Universal to handle the direction of *Zest*, an adaptation of the novel by Charles G. Norris. This is his first assignment under his new contract. After *Zest* he will do *The Man Who Reclaimed His Head* from the play by Jean Bart.

## John St. Leger Says:

Hollywood:

Willum Anthony McGuire is tired after nine pictures in 16 months—and, as for the public!

Conny Bennett's new dressing quarters occupy a bungalow furnished with satins and diamond door knobs to put her in a proper frame of mind for "Moulin Rouge," the 20th century musical. If they would make it really French they would have plenty of soiled carpets and a vermin or two.

Maurice Chevalier has left us for a visit to Paris and when he returns he will star in the Donald Brian role of the *Merry Widow* which Irving Thalberg is to produce. The public eagerly awaits a glimpse of the Chevalier calves, without which no Prince Danilo can hope to qualify.

Speaking of Thalberg — they've bought Noel Coward's "Vortex" for him also. They got it for a neat sum—not counting what Abie calls vortex.

Why not a stirring production co-starring Bing Crosby and Russ Columbo and called *Crooner Against Crooner*, and in the big scene Jack Dempsey and Carnera doubling for the principals with Al Jolson looking on to learn what a knockout punch looks like when delivered by wireless?

Lowell Sherman has gone to the desert to cure his throat bothers after completing "Broadway Thru a Keyhole." He should have had eyeritis.

Ann Harding's next for Radio pics will be *The World Outside*, all in color, so that Ann's New Orleans molasses tresses may appear to the choicest advantage.

Speaking of courage, Primo Carnera asked Spanky McFarland to sock him on the schnozzle and Spanky did. Spanky is four of those years old.

Twelve gowns for Sally Eilers in *Walls of Gold* and Fox is turning them out

## Pictures Hang Up Big Record in NRA Extensive Screen Campaign

As usual the motion picture industry is solidly in back of the latest national move for prosperity. Eight of the largest motion picture studios in Hollywood have contributed to the NRA publicity campaign by producing shorts which are to be distributed free to exhibitors. One thousand prints of each subject have been donated by the picture companies.

Metro has produced *Give a Man a Job*, starring Jimmy Durante. Fox has donated *Mother's Helper*, with El Brendel, Zasu Pitts and Esther Muir. Warner-First National's contribution is *The Road Is Open Again*, featuring Dick Powell, Alan Dinehart and Charles Middleton.

Charlie Ruggles and Mary Boland will feature in Paramount's feature. Char-

## Zanuck Gets Arliss

George Arliss, emblematical of the fine traditions of the stage, a player of studied and flawless technic and, thru the prestige of his personality, a front-window display of dignified and competent excellence for any company fortunate enough to get him, has been neatly appropriated by Darryl Francis Zanuck for 20th Century Pictures and away from Warner Brothers.

George Arliss in a way resembles a crest or a coat of arms behind which blazonry a company can account itself as of the dramatic aristocracy. It was George Arliss that gave to Warner Brothers that note of distinction without which they might not have been accounted of such consequence. His grace, dignity and splendid competence smacked of the old world and was of greater value as window dressing than the estimable Mr. John Barrymore, fine as he is. We can't see anything much now for Warner Brothers to do but to engage King George and the Westminster Guards for a lively series in slow tempo to give dramatic character to the house of Warner. Arliss has something in common with Gibraltar and its rock giving the background of greatness.

Mr. Zanuck has scored cleverly for 20th Century, and United Artists, which will release the pictures, is without doubt laughing up all of its sleeves.

A. J.

from the wardrobe division. Head seamstress observes she delights to Sew for Sally and that's an idea for a song.

Janet Gaynor now gets 1,500 fan letters daily and the lowdown press man blames it on the NRA's lifting of depression. That is only 546,000 letters per annum—isn't it tuff?

George O'Brien after the honeymoon (Marguerite Churchill is the bride) is reporting for *Frontier Marshal*, his new one for Fox, and Lew Seiler says this is George's chance for a masterpiece. George has a wager with Marguerite that he will be the frontierest marshal since Bat Masterson, which is indeed sumpin'.

Choice for the feminine lead in the "Merry Widow" is now recorded as resting among Joan Crawford, Jeanette MacDonald and Grace Moore. Am I a cynic when I assert that all three rolled into one couldn't equal Ethel Jackson's stage portrayal or May Murray's interpretation on the screen under the direction of Von Stroheim? Look about, gentlemen, look about—make a new star if you will and remember she must sing, she must dance, and she must have a personality that will knock the world off its pins.

## 'Shoot To Kill' for Warners

Warner Brothers have bought *Shoot To Kill*, an original story by William Rankin, which will go into production soon with an all-star cast

George O'Brien's next picture for Fox will be *The Heir to the Hoorah*, based on the play by Paul Armstrong.

## Three Million Loot in Para

### Zirn, stormy lawyer, attacks Zukor, Kent and Lasky salaries and bonuses

Samuel Zirn, attorney for a group of Paramount creditors, in a hearing before Federal Bankruptcy Referee Henry Davis, last Tuesday, charged that Adolph Zukor, Jesse Lasky and other officers of the company paid bonuses and salaries that "amounted to the looting of the treasury" of the bankrupt organization.

Mr. Zirn charged that in 1929 Adolph Zukor received a salary of \$130,000 and a bonus of \$575,500, and that Jesse Lasky received the same salary and the same bonus. He charged that more than \$3,000,000 in salary and bonus loot had been taken out by four men.

Zirn, in his zeal to bring out additional figures in the case, was brought to order several times by the referee and was finally threatened with contempt if he did not desist in his tactics.

In his line of questioning the creditors' attorney found that the unexpired contract of Sidney Kent, at that time a director of the company, was bought off for \$200,000 in January, 1932.

The hearings have been going on for some time and at each session Mr. Zirn tries to drag forth dirty linen and give it an airing. He is continually brought to task for his manner of questioning, but on occasion his ambition runs away with him and he is called to order.

The hearing is scheduled to continue late this week, when Mr. Zirn expects to place Adolph Zukor on the stand in his own behalf.

## Agree on Scale

WASHINGTON, Sept. 25.—An agreement has been reached here between the studio crafts and producers whereby the employees will be paid 40 hours' pay for 36 hours' work. It amounts to a 15 per cent increase for approximately 3,500 workers.

## Calls Off Big Suit

HOLLYWOOD, Sept. 27. — William Elliott, head of the IATSE, has ordered the calling off of the suit for \$39,000,000 instituted by the local IATSE against the major companies as the result of the recent strike.



## SCREENALITIES

By Gordon Trent

Press feller sends us an item headed: "Jafa To Follow Wandering Jew With Talkies in English." What's he trying to do, pester the poor man?

James Cagney will sing in *Footlight Parade* for the first time vocalizing on or thru the screen. Yessir, Jimmy sings baritone!

Having changed her name from Miriam to Mimi, Miss Miriam Jordan has changed it back to Miriam. Now let's see what she can do with Jordan.

Heather Angel's pet pastime, says the chronicler, is the shooting gallery, bonping off the clay pipes. She doesn't like clay pipes.

Frank Buck's *Wild Cargo* film has begun to arrive in New York from India and Ceylon. RKO is looking for a big one.

*Manchester Guardian* calls Al Jolson's *Sonny Boy* "the swan's song of Hollywood's greatness." O, Mammy!

What will be the NRA code for cinema critics? How about a six-hour week with seven hours for lunch?

Lenore Ulric denies she is going into the pictures and Lenore should know.

Finding an Alice in Wonderland after the news chaps had gone to press with stories about "production but no Alice" was embarrassing to *The New York Sun* and several days later to *The New York Times*.

Take it from Walter Wanger, Miss Greta Garbo is so interested in her new picture, *Queen Christina*, that she don't tank she go home for some time.

George Fitzmaurice directed Anna Sten for three weeks and then was replaced by George Cukor. Two days later Cukor was relieved by Dorothy Arzner, who started the picture, *Nana*, all over again. Something was wrong, says the wondering *Times*. Now it couldn't possibly have been Sam Goldwyn, so what was it?

Paul Rotha, writing from London, says Robert Flaherty has an "aloof attitude toward the movie rajahs," which reminds us of the time when he brought *Nanook* to New York. A picture executive who wanted to see him about it said to Flaherty's handy man: "They tell me this man Flaherty is very aloof."

"Aloof," returned the other, "why that guy is just as aloof as hell!"

*Emperor Jones* is the fourth O'Neill play to reach the screen. And they are still calling for America's "greatest" or America's "foremost" playwright.

Some day a newsreel will omit races of motorcycles up mountain sides and the world will sing swell songs in jubilation, celebration and relief.

Mr. Gene Tunney, the fisticuffer, went for literature in a big way after he made the grade as a walloper. Mr. Max Baer, who is vacationing from the ring to do an MGM picture, is, so says Ashton Stevens, already a brilliant writer. Is he in training to write his memoirs?

We remember the time when Lonel Barrymore needed a hair cut and his director, Will Nigh, did the cutting right on the set.

Edward Finney is now director of advertising and story editor for *Monogram*. Ray Johnston, always a good picker, has picked a splendid publicist in Mr. Finney and our chapeau is doffed.

## U. S. Leads in B. A.

BUENOS AIRES—Of the films presented here in the first six months of this year, 154 were from the United States, 21 from Germany, 15 from France, 6 from England and 3 from Italy

## Berlin Publishes for RKO

In the future all RKO musical selections will be released and published for the mercantile outlets of the country thru the agency of the Irving Berlin Music Company.

## Come On!

The decision of Mr. Douglas Fairbanks to produce motion pictures in England, pictures to cost around \$400,000 apiece, renews British hopes of a supremacy over Hollywood in the English-speaking markets of the world. This hope is based, possibly, on the idea that Britian has taken a leaf out of America's book by employing talent in acting, directing and story from all the nations of the world with reference to race, color or previous conditions so long as they had the essentials for the making of screen entertainment.

At no time in the progress of American motion pictures has it been necessary for writer, star, player or director to be an American in order to be acceptable. Nationality has never even been considered. When the picture was made, even if the director was German, the male lead Danish, the heavy an Italian and the star a Swede interpreting a story of French authorship adapted by an Englishman, it greeted the world as an American motion picture.

It is this lack of national feeling in matters of entertainment and art that is basicly responsible for the supremacy of American pictures over the stretches of years. Despite excellent results in foreign-made pictures from time to time, there never were enough of them to seriously threaten American command of world audiences.

It has seemed necessary to England, France and Germany to make laws to combat the entertainment presented by American groups while the PUBLIC in each of these nations has preferred the American productions.

The German competition some years back in the matter of mighty spectacle productions only served to stimulate American producers among which was Mr. Douglas Fairbanks. His big picture activity was the result of this German step forward. If, against the historic backgrounds of England he can apply his undeniable abilities for great production, not only will England benefit, but so will we all in America. There is plenty of room in this field of entertainment for anything at any time that can qualify as a supreme attraction.

Keen competition on the field of excellence will increase the number of real attractions and the industry here, especially the exhibitors of pictures, will welcome such a happy condition. The public is now and always has been ready to pay for compelling entertainment. As Nicholas Schenck has said: "There is nothing the matter with the picture business that good pictures won't cure." This is so definitely true that competition from England or Peru, France or Sarawak, Germany, Italy or the Island of Malta will be hailed with enthusiasm if the result be more of the better pictures.

American success in motion pictures is due to the recognition in the past that art is international and that entertainment is an art.



# WOODHULL IS FOR FREEDOM

## In Double Features or in Anything Else, Liberty Rules

*Rugged showmanship demands independence and a chance for initiative in house management, says former president of MPTOA*

Seeking expressions from the best and most experienced minds in the motion picture industry on the matter of double features, which has occupied so much of the attention of the business in the code hearings outside, *The Billboard* took counsel with Pete Woodhull, who not only is former president of the Moving Picture Theater Owners of America, but who is an undoubted showman whose vision made him successful in that field. Mr. Woodhull put both feet squarely on the platform of liberty and freedom as follows: "Keep in mind," said Mr. Woodhull, "that in the course of my experience as an owner and manager of theaters, I never have utilized double features nor do I believe that double features constitute balanced entertainment."

"However, at all times I had the liberty to choose the form of entertainment which I believed would please and satisfy my patrons and elected single features because I believe in a concentrated attraction for drawing power. This happens to be my own personal showman's opinion, but I had no right to tell my neighbor theater owner what he should do or how he should run his house. If he believes that his patronage requires a second feature that is his business, his right and his problem."

"Rugged showmanship calls for complete freedom, as we knew it years ago, to battle with your competitor as fairly as can be, but in any event to battle with your competitor according to the

demands of the situation. This is a thoroly American principle and in ruling our activities this freedom occurs to me as being a serious mistake.

"I have initiative and the use of the old skull in handling my show business has always been the thing that made the world go round in the show field. Conditions basically are no different today than they were in the beginning, and I now go on record for any program that will insure this freedom of action to every exhibitor of motion pictures in the United States.

"If the showman desires to put an extra vaudeville act into his show, why should he be handicapped by a set of rules?"

"I firmly believe that the NRA is more concerned with the elimination of double-crossing from the industry than it is in the elimination of double features."

## The Other Side of Double Features

No matter what the groups of exhibitors, circuit or otherwise operating in the mass, may do about the double-feature program, the NRA, considering basically the greatest good to the greatest number, will have to listen and will listen to W. Ray Johnston, president of Monogram, in his lucid, honest and definite presentation of the independent side of the question. And here it is, repeated for the benefit of all concerned:

"When Mr. Roosevelt became President of the United States he was a strong advocate for the 'Forgotten Man.' To my idea, he had in mind only the 'Forgotten Man.'

"Any clause in any contract by any distributing company which inserts therein that its pictures cannot be played on a double-feature bill should and must be an unfair trade practice.

"Every individual exhibitor in the United States in every individual locality, city, town or community should be the sole judge of what type of entertainment is best for him and his patrons.

"The adoption of the single feature means that no city or town in the United States would require more than 325 features, and if only 325 features are necessary to take care of the motion picture entertainment of the United States, it would then mean the elimination of approximately 225 features to be made by many of the smaller major companies as well as all independent producers. These 225 features have already been announced to be produced during the season of 1933-'34. At a most conservative estimate, these 225 features will gross in the United States a little over \$28,000,000. Let us assume that there is a 10 per cent profit on this gross. That would leave a matter of \$25,000,000 that is expended by the makers of these 225 features in salaries for lithographers, printers, raw stock companies, film laboratories, accessory corporations, theater supply companies, motion picture operators' union, camera men, directors, actors, writers, electricians, property men, carpenters, stagehands, trade papers, engravers, independent producers, independent distributors, employees of the various industries and a great many other allied industries.

"I don't believe it is the intention of the NRA to eliminate all businesses that go into the making of these 225 features."



SAMUEL GOLDWYN

Meet one of the pioneers who learned about motion pictures when they actually were in their infancy. Sam Goldwyn, a hard battler and an uncommon judge of talent, is a star-maker and a picture maker of genuine distinction. His contributions to the screen have been marked by high quality over the years and always has he striven for the better thing. Not because they have been money-makers but because they have been makers of fine prestige for the enterprise of pictures is he entitled to his place in this fleeting Hall of Fame.

### More on the Critics

No less a person than Cartophilus comments interestingly on our humble effort to appraise the motion picture newspaper critics, and in order that our readers may enjoy it as well as we, we hereby reproduce it as follows:

"September 14, 1933.

"Dear Sir:

"Your article in this week's *Billboard* about the diaped critics now on display in the various dailies is all too true. It is a long time since I have read them, but your article would indicate that they are still rampant.

"However, I think you err in your estimation of the newspapermen who are their employers. A little thought on the subject will show you what I mean. Suppose a criticism by one of these juvenile delinquents appears in a morning edition and it is not favorable to a certain picture. On the same page there will appear a half-page ballyhoo display ad containing all the superlatives in the dictionary. This ad, to a very great extent, nullifies the child's criticism.

"On the other hand, supposing the true criticism were by Percy Hammond. The opposite would be true and the criticism would in a great measure nullify the ad. At least the ad would appear silly in the face of the writing of a man whose standing is as high as Hammond's. The newspaperman gives his reporter plenty of freedom and when this great privilege is placed in the hands of incompetents no great harm is done and the advertiser feels that his money is well spent.

"These young snobs are really not to be blamed for their slick writings because they are all suffering from that malignant journalistic disease known as 'Nathanism.' But like 'Menkenism' and kindred ailments with which the writers seem to be stricken, it will pass away. "Let me assure you that I have enjoyed your articles very much, and

## Gaumont in U. S. Field

*Arthur Lee heads distribution company to handle 36 British pictures*

NEW YORK, Sept. 25.—October 1 will see Gaumont British Pictures Corporation established in the national distribution field in this country, with *Waltz Time* scheduled for its first feature to come under the new branch.

Gaumont-British, American subsidiary of England's largest producing firm, was formed several months ago, with Arthur Lee as operating head. Maurice Ostrer, director of the parent company, is president of the American distributing firm.

"The grosses recorded by our releases so far this year have demonstrated that exhibitors and public alike are in a receptive mood toward British productions of merit," he said. "Accordingly we have selected *Waltz Time* with which to make the experiment of handling our product direct."

*Waltz Time*, which stars Evelyn Laye with Fritz Schultz, is being billed by Gaumont-British as a successor to *Be Mine Tonight*, which the company is distributing thru Universal.

Gaumont-British this year is importing 36 pictures for release on the American market. Six of the productions are being handled thru Fox and two thru Universal. The Fox releases are *After the Ball*, with Esther Ralston and Basil Rathbone; *F. P. 1*, with Conrad Veidt, Leslie Fenton and Jill Esmond; *The Good Companions*, with Jessie Matthews and Edmund Gwenn; *I Was a Spy*, with Herbert Marshall, Conrad Veidt and Madeleine Carroll; *The Only Girl*, starring Lillian Harvey, and *The Constant Nymph*, with Victoria Hopper and Fritz Schultz. Universal's two Gaumont-British releases are *Rome Express*, with Esther Ralston and Conrad Veidt, and *Be Mine Tonight*, with Jan Kiepura, Magda Schneider and Edmund Gwenn.

"Gaumont British Corporation this year revolutionized its production policy, embarking on a program of names well known in America," Lee declares. "This new policy has aided the company in securing recognition in America."

### Michaelove Joins Fox

NEW YORK, Sept. 25.—Dan Michaelove, well known in picture circles, has joined the Fox Film Corporation as assistant to Sidney Kent. Mr. Michaelove is thoroly familiar with exhibitor problems as well as exchange routine and should prove valuable to the Fox organization.

### Fox Signs Charell

NEW YORK, Sept. 25.—Erik Charell, well-known European director, has been signed by Fox to do a series of pictures in Hollywood. Charell will arrive in New York from Europe about December 1 and will immediately leave for the Coast to begin work.

### Indianapolis Active

INDIANAPOLIS, Sept. 25.—In the last two weeks 10 houses in this district have reopened. They are the Indiana and Avalon, of this city; Butler, Butler; Dixie, Oolitic and Mystic, of Warren; Tokyo, at Veederburg, and Alhambra, at Elwood, all in Indiana, and the National and Bowen in Greensburg, Ky.

while I sign an anonymous name you will hear of me in and about the temple as the man who drove Sugar's column onto one page. CARTOPHILUS."

Two phrases stand out in this letter which are worth pasting in the hat. See if you can guess which they are.

## FROM THE BOX-OFFICE POINT OF VIEW

"F. P. 1"

(FOX)

Original Roxy

Time—80 minutes.  
Release Date—July 28.

This British-made film, released by Fox, is one of the best yet imported. It is first-rate entertainment that just missed being a great picture. It has a refreshingly different story, a good cast and fine photography; but the direction is unimaginative, the director having definitely failed to work in real drama. Despite the sweeping power of the theme the dramatic sequences fall flat. The director has not been able to make the audience feel for the characters.

The story concerns Droste (Leslie Fenton), who visions a huge floating platform in the middle of the Atlantic as a stopping point for airships and steamers. His friend, Major Ellissen (Conrad Veidt), helps him interest a ship-building concern, which undertakes to build this huge platform. In the meantime, a mysterious group of rivals work to prevent the success of the object. They plant spies, and one of them almost wrecks the platform the day before it is to open officially. He smashes a squadron of airplanes, releases the oil for the Deisel engines, which causes the platform to start sinking, and gasses the entire crew. He then escapes in a motor boat.

How the famous aviator, Ellissen, accompanied by Claire (Jill Esmond), who is a part owner of the ship-building company, flies across the Atlantic to the platform: how Ellissen flies away in a rickety plane to get help and how the marooned group are finally saved, constitute the climax.

The love interest is supplied by Ellissen, who loves Claire, who in turn falls in love with Droste. Miss Esmond is pretty and wears lovely gowns, but is not much of an actress. Veidt turns in a grand performance as the glamorous world-renowned aviator, who was always being defeated by love. The rest of the cast is fair.

Exhibitors can play this and give it an extra dose of exploitation, concentrating on the unusual story, the swell air photography and Veidt's performance. Denis.

"My Weakness"

(FOX)

Radio City Music Hall

Time—84 minutes.

Release Date—September 21.

Strange as it may seem, films appear unable to catch the technique of musicals or of frothy comedies. High comedy they have presented excellently on occasion in the past, but when the fun goes fluffy and inconsequential pictures seem surprisingly at a loss. Perhaps it is because there is no chance for correct timing in view of audience reaction, perhaps because of an effort to transfer stage technique to a different medium, but whatever the reason, films of this type consistently fail to jell; their comedy seems blasted in, and the line of interest is often torn down to make way for sequences, funny in themselves, which only serve to retard the picture.

That is what is chiefly wrong with *My Weakness*, the Fox semi-musical which introduces Lillian Harvey—that and the fact that the story itself is so flimsy and trite that very little can be done with it anyhow. It is the old Cinderella yarn hardly even dressed up in new clothes and carried out with little originality or sparkle. A slavey is made over into a lady by a young man who bets his uncle that he can take any girl, fix her up and marry her to a millionaire. The millionaire in question is the uncle's half-baked son, who is more interested in stamp collecting than sex. Needless to say the little lass makes him and subsequently makes the father. All the time, however, she is in love with the lad who engineered the entire program, but he's a tougher nut to crack since he knows, literally, all the tricks of the trade. In the end, suddenly and without the sentimental buildup that could have made it so much more effective, he goes for the little gal, and the thing ends with the expected clinch.

The only real spark is given when a group of ornaments sing the chorus to one of the catchy musical numbers that stud the piece, and during the frame-

## Henry the Belcher!

"The Private Life of Henry VIII" is a robust English production which gives Charles Laughton an opportunity for a triumphant success in the portrayal of His Majesty of many wives. Skipping lightly over Henry's first matrimonial adventure, the picture opens with the execution of Anne Boleyn, and Anne is so good to look upon that all audiences will regret that her head was chopped off. Then came Jane Seymour, who died after bearing the King a son, and in her footsteps the German Anne, of Cleves, who snooted the King into a divorce after taking all his money by gambling with cards on the wedding night. Then came Katherine Howard, Henry's real love, who put ears on him only to suffer the fate of Anne Boleyn. Katherine Parr, the final wife, was, as Henry explained, his best wife and his worst one, because she made him stand around in his doddering years.

This production was directed by Alexander Korda and is thoroly British in treatment and acting. Mr. Korda, who is not a Briton, seems to have taken in British technique thru his pores while directing the picture for the London Films, Ltd.

United Artists is releasing this spectacle picture, and altho it is not nearly so well done as the silent picture of several years back done by the Germans, it, nevertheless, has considerable humor of the hearty type and a number of broad situations which seem to delight the customers. One of the high dramatic moments was when the King belched at the table and between laughter one of the spectators was heard to quote

"what a man!"

This admiration was due undoubtedly to the competent and vigorous manner in which Mr. Laughton qualified as a belcher. It is not impossible that this picture will change the fashions of the screen so that the Bronx cheer will be crowded out by first-class foreign belching.

The picture began leisurely but soon got into its stride and by and large if only the performance of Mr. Laughton were to be considered it is well worth anybody's hour and 35 minutes.

The spectators at the preview at the Astor Theater received the old-time English manners and humor with considerable gusto. A. J.

work device, which has Harry Langdon, as a high-hatted and pitiful cupid, telling the story.

Miss Harvey fails to make much of an impression in her American debut, except when she unleashes her personality in song. The part, however, is hardly ideal for her and she overworks her heavy English charm. Charlie Butterworth, who some day ought to do a burlesque of George Arliss, is grand as the stamp-collecting suitor, and Henry Travers, who used to be a permanent fixture at the Theater Guild, is similarly grand as Uncle Ellery. Lew Ayres is pleasant and handsome as the lad.

The scattered musical numbers are bright and should help to sell the show. Burr.

"I Loved a Woman"

(FIRST NATIONAL)

Strand

Running Time—80 minutes.  
Release Date—September 23.

Edward G. Robinson and Kay Francis' names will carry this one, altho the timeliness of the story certainly won't hurt. Exhibitors can afford to get behind it for higher grosses. The story holds interest right thru and Robinson gives a good performance, altho the film as a whole lacks emotional punch.

The story concerns the career of the son of a famous Chicago meat packer—who inherits the business and carries on despite his natural inclination to be idealistic, esthetic and romantic. It starts back in 1892 when the son (Robinson) takes over the business and at the same time falls in love and marries the daughter of his chief rival, played by Genevieve Tobin. Robinson wavers between strict business and his vague love for art and beauty. He falls in love with an ambitious and beautiful singer (Kay Francis) and she urges him to become a great industrial figure.

With the singer's influence urging him on, he becomes a ruthless dynamic in-

dustrialist. He makes millions in the Spanish-American War, forms a meat trust, and plunges into further moneymaking in the World War. But he misjudges the duration of the war and its end leaves him in the midst of over-expansion. His empire crashes and he flees to Athens, where the end of the picture finds him a broken old man.

Obviously, the story is based on Samuel Insull's career, but whether it is legally safe to exploit this angle is another thing. Plugging the standard cast and the Robinson-Francis romance is the exhibitor's best bet. The picture should please, as the plot moves along at a nice pace and is always engrossing. Its main faults, however, are the weak handling of the Robinson-Francis love and a few spots of poor direction. For example, both Miss Francis and Miss Tobin hardly show the effects of age toward the end. Before closing, let it be recorded that Miss Tobin just about steals the picture. Denis.

## Alabama Picking Up

NASHVILLE, Sept. 25.—After being dark for some time, the Ritz theaters in Sheffield and Athens, Ala., are reopening, according to announcement of Louis Rosenbaum, manager of the Muscle Shoals Theaters, Inc., operating picture houses in Florence, Sheffield, Tusculumbia and Athens. There is also a likelihood of the reopening of the Majestic in Florence.

## Free Shows Go Big

DETROIT, Sept. 25.—A record of 12 years of free pictures on Saturday nights has been set up by merchants of Britton, Mich., southwest of Detroit. Under the management of G. L. Gripton, pictures are given every Saturday night in the community park, right on the main street, with the effect of drawing people to town and stimulating local trade. As many as 2,000 people have been accommodated at the shows—about four times the population of the town itself.

Los Angeles  
Ups Film Tax

HOLLYWOOD, Sept. 25.—If a schedule of taxation made by the Los Angeles assessor is put in effect for the current year, picture distributing organizations nationally face a tax boost covering film on hand of approximately \$1,000,000 annually. While a decision of the local board would not hold in other cities where film exchanges are, still the fact remains that in years past the assessing boards in virtually every city have copied the Los Angeles schedule.

Some time ago the city assessor's office decided that the city's revenue from positive print taxation was too low and ordered a survey made with an idea of raising the charges. The film industry immediately took a hand and Fox-West Coast Theaters ordered W. H. Lollier, their tax counselor, to work out another fair schedule for the exchanges.

In the plan as submitted by Lollier and which is now receiving the consideration of the assessor's board, a \$13.50 tax per reel for the first month will be made, \$9 for the second month, \$6 the third, \$3 the fourth, \$1.50 the fifth and 75 cents per reel tax on all positive prints six months old. Thereafter a 48-cent tax per reel on older film would be made. In arranging this schedule Lollier pointed out that 95 per cent of all sound films are worn out and junked within six months.

## Foreign Movie Field

Finland—Theaters are now classified according to admission price. Of 35 theaters in Helsingfors 5 are in Class 1, 20 are in Class 2 and 10 are in Class 3. Twelve marks for Class 1, 9 and 10 marks for Class 2, and 8 marks minimum for Class 3. The agreement lasts to August, 1934, and theaters not agreeing get no pictures.

Germany—From 200 to 250 features will be produced during the current year, fully meeting the national requirements.

Spain—Fire prevention regulations are receiving especial attention, and altho liberal, the requirements are definite and are being enforced.

Argentina—Of the 202 feature films played in six months in Buenos Aires, 154 were from the United States, 15 from France, 21 from Germany, 6 from England, 3 from Italy and 3 from the Argentine.

## Hal Horne Gets His

NEW YORK, Sept. 23.—Testimonial dinner to Hal Horne, retiring president of AMPA, was one of the most enthusiastic in history of the picture business. Seven hundred men and women gathered at the Park Central Hotel to do honor to the young man who came out of the West and made good in the East within the short space of 24 months. Everybody of importance in the advertising field and a number of executives joined in this deserved demonstration, and foremost among those who gave their sincere compliments to Mr. Horne was John C. Flinn, the new president, who expressed the hope that he would be able in his administration to hang up a record as fine as that made by Mr. Horne in his year of service in the advertising field for the motion picture business.

The affair was flooded with beauty, color, fine acts and a cordial and enthusiastic spirit which is characteristic of this, the oldest organization of the motion picture industry.

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## The Broadway Beat

By GEORGE SPELVIN

**B**EVERLY KELLEY left the press corps of the Hagenbeck-Wallace Circus last week to beat it on the S. S. Madison for Norfolk, Va., and thence to Roanoke to go out ahead of *Green Pastures*, which opens its latest tour there. . . . Tom Killilea, first citizen of 49th street, occupied the elaborate penthouse of Courtney Ryley Cooper while the latter was away visiting his native Denver. . . . W. H. (Bill) Rice was riding around in the car of what prominent personage of the white tops when he visited town the other day? . . . Owen Jones, all tanned, is back from a Freeport (L. I.) summer. . . . Izzy Rappaport's father-in-law is worth half a million. . . . Just thought you'd like to know. . . . Pat Rooney may make a film version of the musical he's planning with Herman Timberg. . . . Major M. P. Gorman, who is 83, dropped in last week and told us he's the oldest living minstrel. . . . He went on the stage in Boston back in 1863, and has been in retirement for the last 10 years. . . . WEVD has curtailed foreign language broadcasts, setting aside a maximum of an hour and a half a day for them. . . . Claims that they're a fine source of revenue, but in the long run they hurt a station. . . . Billy Jerome is back after summer stock in Detroit. . . .

Leave it to the managers to chisel their way around the NRA, keeping to the letter of the agreement and letting its spirit drop into the nearest ash can. Take for example the case of the ushers in certain Broadway houses who are supposed to work a 39-hour week, six and a half hours a day for six days, and who none the less report in each morning at 10:30 and aren't allowed to leave the theater until 8:30 in the evening. If anybody questions the managements about it they can prove that the lads haven't worked more than the agreed-upon time. They keep a careful check on the working hours of each boy; then, when he is approaching his day's maximum, he is told that he can have half an hour or an hour off—and so he's kept idle thru the off hours and on the job for the rush periods. It avoids hiring extra men, the purpose of the NRA. And the ushers, who should benefit from their shorter week, can't; all they can do in the various half hours they get off is jump out for a sandwich or hang around the theater.

Speaking of de luxe houses, ushers and the NRA, the Capitol lads on the day of the parade reported in at 10, drilled, went down to the meeting place at 10th street, waited on their feet until 2:30, marched up Fifth avenue to 68th street, walked thru Central Park to the west side, arrived back at the house at 5:30 for an hour's lunch period, and then worked from 6:30 until 11:30. . . . All in celebration of the NRA. . . . And while on the subject of the parade, *The Billboard* was the only theatrical trade paper that marched. . . . Mr. Spelvin carried the banner—both ends of it. . . . Adult customers at the Original Roxy hiss the villain and applaud the hero in the *Tarzan* serial now running there. . . . It's one form of criticism. . . . When Jack Kalcheim returned to Chi last week to resume vaude agenting there he carried a list of acts almost 10 pages long. . . . If Nat Green, two pillars away, will pardon us for entering his precinct, there's a Chi debutante who's gone in for singing in night clubs, no less. . . . She's Lillian Wolf, daughter of Sam Wolf, a Chi biggy, who opened at the La Salle Hangar there Saturday. . . .

The much-talked-of cartoon short, *Three Little Pigs*, on its return engagement to Broadway seems to have developed a potential song hit in *The Big Bad Wolf*. Probably the first time such a thing has happened. Speaking of songs, *The Last Roundup*, started on its road to popularity by the efforts of one radio tenor and now universally sought by bands and singers, has been picked for the forthcoming Shubert-Ziegfeld *Follies*. The producers having bought production rights to the number, it can't be played on the air now unless the *Follies* is mentioned. Thus a show that's only in the rehearsal stage is being plugged to millions via a catchy, philosophical cowboy lament.

Burns O'Sullivan, superintendent of World Bros.-Main Circus, is back in town. . . . Ernest Anderson, of Jungle Show fame, left for Cincy "to negotiate." . . . They cut *The Post* to tabloid size, but Charlie Richman, of the sports department, who is an extractor (as who isn't these days?) has more work than ever. . . . Maybe the denizens of Harlem didn't do okeh at one of their recent "breakfast dances" when they hopped around to Paul Whiteman's tunes. . . . A w.-k. burly soubret had her mother down to see her work for the first time recently. . . . For the first time she isn't doing any strip numbers in the show—which is how ma got her break. . . . Radio producers are beginning to wonder if they haven't overlooked a good bet as a show window for their sustaining acts by not getting a little closer to ABS while it was still in the works. . . . While Elbert Franklin came east to H. B., his dad, his flame, Toby Wing, was reported running around with Chevalier. . . . Arthur Willi thought Frank Mufson was kidding when he said Helen Morgan couldn't take a date because she was to appear with Dr. Hill's Nose-drop broadcast. . . . Mufson, incidentally, is feeding the horses plenty of oats lately.



39th YEAR

## The Billboard

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### Confidence in Concession Games

**W**ORD from Nashville is that it was a real delight to the legitimate concession operator to see the people flock to the merchandise wheels at the Tennessee State Fair this year. These wheels, which were placed on both the main walk and the midway, made their reappearance at the fair after an absence of about 20 years. That, in a sense, made them a novelty, and while this fact accounted for the fine patronage to some extent, it was really the manner in which they were operated that won the public's confidence in the wheels. Merchandise was liberally passed over the counters to winners gathered around, our informant states, and as this stock was carried by players both in the fairgrounds and away from it, additional patronage was attracted to the wheels.

Another recent fair where merchandise games came thru with flying colors by winning popular favor was the Vancouver Exhibition. Our correspondent there explains the outcome in these words:

"The Vancouver press has taken notice of the improved conditions on the midway and has remarked upon the fact that more stock has gone out from the stores than has been the case for many years. This should pave the way for a bumper play next year."

It is indeed gratifying to see fair men doing their part to have the merchandise game business put back on its feet. There are exceptions, of course, but we know of a number of instances where fair men this year have exercised greater vigilance over their game concession departments than heretofore. And if this good work continues they will be well rewarded thru increased business in future years.

As has been pointed out repeatedly in the columns of *The Billboard*, the principal thing needed to get the concession game business back to the solid footing that it had some years since is to win the public's confidence in the games—thru proper operating methods, not by operators looking upon the people as suckers and treating them accordingly. The public must be shown that it has a fair chance and that the game is not a one-sided affair. It was this onesidedness that has been undermining the foundation of the business.

## Chicago Chat

By NAT GREEN

**I** COVER the byways—and quite frequently they are devious ways that lead to stories that would make intensely interesting reading, but which for obvious reasons cannot be used. There is, for instance, the legal contract drawn up to alternate for two years the championship in a certain branch of sport; the famous dancer who wants to spill a story on how gangsters are shaking down performers; the real story of how a certain World's Fair concession has been banded about; the jam a certain agency is in as a result of a shady deal; the promoter who signed up a troupe to a trick contract and the troupe's clever coup. Regular O. Henry stuff—if I were an O. Henry. But it's too torrid for this family journal and we'll have to be content with some milder chatter. So—

Sir Benjamin Fuller, the big producer from over yonder, probably is viewing the sights of the World's Fair as this is read, or he will be very shortly. . . . Lillian Anderson, World's Fair queen, "hostessing" at Harding Tavern. . . . Princess Theater on South Clark, long dark, to reopen as a Jewish stock. . . . That bronze mermaid in Streets of Paris who does her dance and plunges into the pool has a cold job these days, but doesn't seem to mind it! . . . *This Nude World* pix at the Castle goes on and on—now in its 13th week. . . . Lots of fun at the Performers' Club farewell party for the acts going to Honolulu. . . . All impromptu, but a grand time was had by all! . . . Wonder if those who are making the trip figured that it's a long way from home! . . . Anyway, luck to 'em. . . . Sally Rand ended her stay at the Paramount Club after a set-to with the manager in which both parties carried marks of the combat. . . . Sally is still waving at Manhattan Garden at the fair. . . . Who was the professional who argued so loudly over a supposed one-cent overcharge in a Loop restaurant and in the end found the mistake was his, not the checker's? . . . Jackie (NBC warbler) Heller writes left-handed. . . . Leonard Leon, who formerly operated night life spots here and in Milwaukee, who was arrested on a liquor charge at the World's Fair, was rearrested a few days ago on a charge of beating a flower girl in the Oriental Village at the fair. . . . The girl, "Rusty" Nixon, is in St. Luke's Hospital. . . . Wonder what radio program Cherniavsky, musical director at the Chicago Theater, is going to take on! . . . De Arv. Barton, field man for National Association of Amusement Parks, busy with exhibit space for the coming convention, which opens at Palmer House October 30. . . . Sam Lederer p. a. for the M. and C. Italian restaurant that has opened in the Ship on the Fair Midway.

Walter Riddle, who knows about as many show people as any hotel manager hereabouts, back from Hollywood, where he spent a four-month vacation, and now managing the Cedar Hotel. . . . Walter used to manage the Planters (nine years), and later the North Park and the Croydon, and has hosts of friends in the show world. . . . Mrs. Ernie Young, wife of the act booker and revue producer, in Mercy Hospital. . . . Wonder what Charlie (*Chi American*) Dawn meant when he said of the 100 Club girls that they "dance in credible style"! . . . Ruby Keeler, accompanied by her sister Gertrude, stopped off briefly on her way east for a three-week stay with her hubby, Al Jolson, before returning to Hollywood to do another picture. . . . Maurice Chevalier, another screen notable who passed thru town, on his way to Paris for a three months' vacation. . . . He'll be back in December to do *The Merry Widow* for MGM. . . . And while we're on the subject of pix stars, Fifi D'Orsay sends word from Hollywood that she's going to marry Maurice Hill, of this burg—when, she doesn't say.

Some of the boys and gals have been stealin' a march on us on this marryin' business. . . . There are Karl (WLS) Davis and his boyhood sweetheart, Jean Harris, from down Winchester (Ky.) way; Leo Van Ort and Margie Aschenfrenner, of the J. B. Rotunou Players, who got hitched at Marshfield, Wis., and Edwin Wappler, of Dixiana showboat fame, all of whom recently marched to the altar. . . . And the Tom Ketterings, whose marriage we recorded a year or so ago, have a daughter, which makes Ralph T. Kettering, of two-for-one fame, a granddad. . . . Frank Shean, publicity man for the Dufour & Rogers shows at the fair, is an inveterate player of that Harry Traver game, Fascination. . . . Frank is saving up his coupons and figures if he can accumulate 300 he'll own the ointjay, or something! . . . Gertrude Bell, aerialist, allowed herself to be hoisted by her neck to the top of the tall State-Lairé sign and down again the other day as a bally for the house. . . . Old Auditorium Hotel livelier than in many years, what with folks from the sticks filling its rooms. . . . And the Auditorium Theater adjoining also is a scene of renewed life, the San Carlo Opera Company having opened there and doing capacity biz. . . . Harry Voller, former Chi cabaret owner and theater ticket broker, arrested in L. A. on vag charge. . . . Daylight saving time ends September 24, much to the satisfaction of the theater men. . . . Woman's Symphony Orchestra beneficiary to the extent of \$10,000 in will of Helen A. Sears, music leader at Hull House for many years. . . . Benjamin Joe has been having a big celebration of the sixth anniversary of his Limehouse Cafe.

**Amateurs Must Do Magic**

Editor *The Billboard*:

Regarding your recent editorial, "Amateur Magician Can Help," permit me to say that this subject has often been brought to my mind. Amateur magicians are naturally anxious to give performances gratis or for very small fees. This takes the work from the professional who depends upon magic for a living.

On the other hand, I know of amateurs who refuse to give performances gratis and make it a practice of demanding a big fee when they do appear. The amateur must do magic or he will never learn, and putting on an act gives him an opportunity to practice and it wouldn't be fair to try to deprive him of this privilege.

It is my opinion, if we were to form a magicians' association according to NRA, that all the boys would be willing to sign up as a matter of fair play. The signing of such an agreement would create a thoro understanding between all amateur magicians. It would give the amateur an opportunity to practice with his friends and at private parties where professionals are not required. This must be done, otherwise there is no fun in being an amateur. Another matter, there should be an agreement between all the professional magicians in a town to hold up the price according to the entertainment. This should be entered into in the spirit of NRA and should be good for the next six months at least.

Gee! I wish I were an amateur and that I could once again experience some of the thrills that came to me with my first tricks, the days when I thought I was as good as Kellar. Every magician thinks he is as good as the other one, and this is a good thing because they must have confidence in themselves.

I remember when Bill Hilliar was an amateur 33 years ago in London and how he used to bother us with his card tricks, but I forgave him long ago. And to tell the truth, I greatly enjoyed seeing him doing some card tricks in Chicago last winter. We all learn by doing, but we must do. That is the only way to learn magic.

En Route. HOWARD THURSTON.

**Exploiting of the Non-Pros**

Editor *The Billboard*:

Sid Palmer, what you say about the exploitation of numerous nonprofessional freak attractions on the dramatic and vaudeville stage is gospel truth, even the millions of others have thought the same thing without having the nerve to say so in print.

And now we are to be deluged with pages and pages of front-page stuff, telling of how good or how bad evangelistic divorcees can act. In the name of all that is decent in the traditions of one of the noblest of arts, is this silly business (?) of so-called managers pitting freak against freak, sometimes to the utter financial destruction of one or the other, ever to stop?

These same ballyhoo artists surely have sense enough to know that it is the rankest sort of business policy, if they know the limited gate possibilities of the public, for any idiot, sans reason, sans the intelligence of a child, should know that no theater can operate with a nut that spells bankruptcy—especially when Mr. Patron walks out in disgust after one look at the freak whom he has paid his four bits to see.

Let these same would-be managers make up a five-act bill of freak names and see how far they would get. Or let one of them attempt to invade the theatrical ranks as a legitimate artist and the profession would rise in righteous wrath and eject the intruder by the seat of his trousers with such celerity that even the speed marathons would look like an ox-cart parade.

The best solution of this question would be to require the freak to confine the act to a graphic description of the incident or set of circumstances that catapulted the "artist" onto the front pages, and in the next breath onto the stage. Just let them try it.

THOMAS ELMORE LUCY.

Fayetteville, Ark.

**On "Schoolboy" Magicians**

Editor *The Billboard*:

Regarding the editorial "Amateur Magicians Can Help" in the September 16 issue of *The Billboard*, there are two points to consider, first, the amateur and, second, the semiprofessional. In the case of the amateur I must go back perhaps some 8 or 10 years. I was playing thru Pennsylvania in the summer

**THE FORUM**

and found business off in town after town. Inquiry usually led to the same story. Some amateur magician who lived in the city, who had a car and was a member of a magic club would get a few tricks and go out and rent a hall. He would have no show and would not know even the art of presentation. In many cases, with lavish advertising as to the "World's Greatest," etc., he would have the luck to draw a fair-sized audience and, not knowing showmanship, he would fail to please.

When the performance was over he would hop into his car and ramble back to the city and, as far as Mr. Amateur was concerned, that was the end of it. But not so with the "dear public" of the little village he had tried his show on. Somehow the small towns never seem to forget once they have been stung. And who suffers? The next legitimate magician who comes along, someone who not only is trying to eke out a living, but who has the interest of magic at heart. The natives in cases of this kind usually stay home the night of the show or tell you they have just had a magician in town and don't want any more.

When this had happened a few times and a magician in Baltimore wrote me wanting to join a magical society, I wrote him of the harm amateurs were doing to magic, which so incensed him that he sent the letter on to Dr. Wilson, then editor of *The Sphinx*. The doctor challenged me to write an article on what I called the TRUTH about the harm being done, and in two places in his letter he said, "I'll publish your article in *The Sphinx*, word for word." But when that article was written he refused to print it. Why would anyone say that simply because it contained too many facts and too much truth it would hurt the feelings of the people who were

works for nothing except the publicity received.

Regarding the semiprofessional, I'll wager there are not 10 men in the U. S. A. who make a living entirely out of club, church and lodge dates. Speaking of Toledo, if the magi or semiprofessionals who have regular jobs at other lines of work signed not to accept any dates, why there would be no one left to do magic, as all have other occupations. Personally I have worked in a large store here every winter since 1911—work in the winter and go on the road in the summer. I have tried hard to build up a following in the church and lodge line as a side line of revenue, as store jobs do not pay any too well at the most. So I, for one, would not care to sign up not to work when every dollar that comes in is needed badly to help pay living expenses. I have made it a rule for years never to donate my act for any purpose whatever. Why should I or anyone else who has spent years in practice and mastered the knack of holding the attention of an audience work all day and then drag out the "box of tricks" and go to some outlandish spot or part of the city and work for nothing?

It has been pointed out that the amateur magician is a necessary evil and that we must treat him kindly, tho he is an evil, as from the ranks of the amateur must come our next world's greatest magician. So perhaps we cannot change the amateur any more than we can change the leopard's spots or change my ideas that I have adhered to so long, but if *The Billboard* can induce these "schoolboy" magicians to cut out "donating" their acts for a year it will render a bigger and a better service to magic than if it succeeds in merging a thousand magic societies into one.

It takes more than "nerve" to make

This department of *The Billboard* is conducted as a clearing house, where readers may express their personal views concerning 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, must not exceed 300 words, and should be written on one side of the paper. Send communications to *The Forum, The Billboard, Box 872, Cincinnati, O.*

supporting the magazine? How much better it would have been for the editor to have come out openly and said, "I do not believe a word of this man's accusations, but I'll print it as I promised and let the reader be the judge."

I have been called an enemy of magic and magic clubs, but this is untrue. I say and continue to say that magic clubs are okeh for the boys to gather in, do magic and have a good time. But let it stop right there; do not permit any members of a magic club to appear on any program anywhere except when they receive a fee for same. Let the head man of each magic society be the judge and when he thinks a member is eligible to entertain an audience let him go ahead but see that he is paid for it.

I believe there are more people messing around with magic who don't know what it is all about than in any other form of entertainment. Many tell me that I take magic too seriously. Well, perhaps so, but after thinking, reading and writing magic, besides doing it for more than 30 years, I find there is much more to it than the ordinary person understands and I believe it would be a good idea to have every amateur magician sign a pledge not to accept any work or dates for at least one year. That would give committees a chance to engage the experienced men of magic, and in the end they would find that the experienced magical entertainer is so superior to the amateur who donates his act for a piece of cake and a cup of cold tea that they would not go back to the old method of booking an act that

a magician. It takes three things, confidence in yourself, natural talent and years of experience, and the magic friend who wrote me, "We have many magicians but few entertainers," surely said a mouthful. HARRY OPEL.

Toledo.

**Fox Show in Rep History**

Editor *The Billboard*:

Seeing John Dunbar's article, "Fox Show in Texas," brings back memories as a kid in Texas. My father was express agent in Calvert, Tex., where the Fox show played annually. My sister and I always waited for the time to see the "Western" that was done on Saturday matinee.

Harley Sadler I can remember as the Toby, and Leon Bostick as the leading man. Mr. Fox's daughter did a contortionistic dance routine that was a show stop. *East Lynne, Tempest and Sunshine and Thorns and Orange Blossoms* were the features I can best remember. If the show played only one week the whole town regretted it until its next visit. When you mentioned a show Fox always headed the list. Mr. Fox was known as being honest and upright and wanting to do the best for everyone, and always having a good clean show. I have seen the show many times and have never forgotten those good old days.

My sister and I, when we grew up, broke into show business via vaudeville,

later turning to repertoire. I have trouped with several shows and my last was with the Grandi Show thru the South. My sister, Gladys Scott, is now on Billy Wehle's Show, currently thru the South.

I read Mr. Fox's article in the Fall issue of *The Billboard* and enjoyed it very much, especially about the Bryant Show. I saw it here in New York two years ago and can say I never enjoyed anything more. Billy Bryant's curtain speech is something that some of these so-called Broadway gag writers should listen to and try to write something original, at least. Another thing Mr. Fox mentioned was not to have a nance for a heavy. Mr. Fox should come to New York and see what we have for heavies and leading men. I, of course, dare not mention the chorus chaps.

I heartily agree with Mr. Fox as to the casting of present rep shows. The heavy usually is the sax player in the orchestra and he doubles everything but tickets, but is the idol of the girls in the local town. The leading man always does a song specialty after the first act. Regardless of his voice, always sings tenor and how! Before the week is over if he hasn't sung *Sunny Boy* his song repertoire is sadly neglected. The toby always does his part in every dialect, except hillbilly. The character woman, if not the mother of the manager, always remembers when she was leading lady on somebody's show and how she did parts that always pleased.

Mr. Fox is still remembered in Texas and many times I have been asked where and what he is doing. If and when there is a history written on rep shows I am more than positive that Mr. Fox will head the list.

New York BOYCE BAKER.

**Clean Up Theater Fronts**

Editor *The Billboard*:

I should think that all owners and managers of legitimate and vaudeville theaters who have the vision to see would reap their reward in realizing that there is a great public waiting and anxious to patronize theaters where entertainment is provided in a refined but inexpensive way. The first step should be to clean up fronts and entrances of these theaters.

Hardly without exception they are covered with dirt and front on dirty sidewalks. Cannot something be done to make their entrances seem a little more artistic? They need not be lavish, but an attempt should be made at elegant simplicity.

They need something more than a three-sheet, too, which in times gone by was the main decoration for a dime museum. They should have at least a fitting background for beautifully gowned women who attend the theater not only to see a performance but to be seen. Is standing outside theaters, spitting here and there, the popular idea of doing our part?

It would first be well for owners and managers to glorify their own theaters outside as well as inside. If this is not done there is little use to expect the public to do it for them. And it is up to the theater to set an example in all that is beautiful and thereby give the public that which it is seeking. As one of our foremost actors remarked some years ago, "The public wants the best of everything." E. MIRIAM PETTET.

New York.

**Amateur Magi May Do Harm**

Editor *The Billboard*:

I noted the editorial in *The Billboard* of September 16 on the help the amateur magician can give the professional during these straitened times.

During the several years that I have been editor of *The Sphinx* I have frequently advocated giving no free shows and suggested that if an amateur, thru business connections, were forced to appear he should at least demand some money for the charity funds of organized magicians.

I think it would be a great help were amateur magicians in these times not to compete with the professionals. I think it should also be pointed out that when a show is given by an amateur who is not particularly adept he not only takes the show away from some professional, but if his show is not too enthusiastically received it may discredit magic in that locality enough to keep the people from hiring a magician for some time afterward.

New York. JOHN MULHOLLAND.

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The *Billboard* reserves the right to edit all advertising copy.

# CLOSING DATES NOT DECIDED

## Conditions Encountered South To Govern Extent of Seasons

*Both railroad and motorized circuses probably will remain en tour as long as favorable weather and business hold up—September has been promising*

CINCINNATI, Sept. 23.—The extent of fall seasons for a majority of circuses now in the South will depend in great measure on the weather and business conditions encountered during the next few weeks, according to a summarizing of reports from individuals presumed to be in "the know." This appertains to both railroad and motorized organizations, across the Southern States. At this time definite closing dates and places of Ringling-Barnum or Hagenbeck-Wallace have not been officially announced as decided upon. In fact, from authoritative sources how long either or both shows will remain en tour will be governed mainly by an average, a declining or an increasing amount of attendance. Likewise shows with motorized equipment, altho a few of them are scheduled to continue operation up to and possibly after Christmas; several thruout the winter, according to announced plans.

Conditions in the South a few weeks ago were reported as being much better than during the same time the last several years. This gave show managements encouragement to prolong their tours. About the middle of the season many showmen expected, as last year, to "close early." While exhibiting in Southern States during the current month nearly all circuses have had very satisfactory business, and with a continuation of this condition circus lovers in Dixie probably will still have opportunities to "take in the circus" for weeks to come.

## Showman's Child Killed In Water at Atlantic City

ATLANTIC CITY, Sept. 23.—Martha Prodsky, of 23 South Presbyterian avenue, seven-year-old daughter of William Prodsky, whose tiger act has been one of the sensational features of Steel Pier outdoor circus, was almost instantly killed last Sunday when she was crushed by a huge piling washed ashore on the Virginia avenue beach near the pier.

Little Martha was bathing at water edge when the log, larger than a telephone pole, came crashing in on a big breaker. It struck the child and held her under it, in the water, before help could extricate her. Guards rushed to scene but so heavy was log that two of them had to call for help. She was rushed to hospital but was pronounced dead by Dr. Jean Gruhler upon admittance.

## Russell Bros. in Texas After Two-Year Absence

GAINESVILLE, Tex., Sept. 23.—Russell Bros.' Three-Ring Circus will invade Texas for the first time in two years, the opening being in this city on September 30. Circus will come from Ardmore, Okla., where it will exhibit September 29. Will go east from Gainesville for several dates, then into Central Texas.

General Agent R. M. Harvey was here a few days ago and made arrangements with *The Gainesville Daily Register*, published by C. H. and Joe M. Leonard, ardent circus fans, to sponsor the show. A merchants' ticket campaign will be featured. A. Morton Smith, CFA, city editor of *The Register*, is directing the publicity.

## Silver Bros.' Biz Lately Increases

CINCINNATI, Sept. 23.—A communication from H. R. Brison, of Silver Bros.' Southern Shows, advises that the show's business has lately increased while in Virginia, routed southward.

Karl Arrow is now the show's agent and has a new line of paper. Recent showfolk visitors included Hi Bob Russell and Col. M. L. Baker; also Rajah Barnes and wife and daughter, and Clint Barnes and wife and son, Harold, of the Barnes Show.

## Staats Planning Comeback in 1934

NEW YORK, Sept. 23.—E. E. Staats, manager Staats Bros.' Circus, is planning to re-enter the field as a show owner and take to the road next year with an improved outfit. He is now in Bloomsburg, N. J., awaiting disposition of the Staats farm and homestead. Staats' show inception in the Bronx on May 10, 1908. He had a motion picture show on the road for three seasons.

Big top will be 70 feet with three 30's, the side show 50x20 and dressing tent 20x30. Five semi-trailers will transport outfit, including band and ticket wagons. Show will use a 10-piece band. Staats was on Hagenbeck-Wallace the early portion of this season. He is due back in New York after concluding negotiations in Bloomsburg.

## New Motor-Car Signaling Law in Effect in Conn.

HARTFORD, Conn., Sept. 23.—A new law, since September 1, is in effect in the State relative to signals to stop, turn, etc., being given by operators of motor vehicles.

Section 1 of the law is as follows: "Any person who shall operate on any highway any motor vehicle so constructed or so loaded that he is unable to clearly indicate by hand signals to both approaching and following traffic his intention of stopping or turning, unless such motor vehicle shall be equipped with a mechanical signaling device approved by the Commissioner of Motor Vehicles, or shall fail to cause such device to be maintained, at all times, in good and sufficient working order, or shall fail to use the same when making any stop or turn, shall be fined not more than \$25."

## Gainesville (Tex.) Is Really Circus-Minded, Says Harvey

CINCINNATI, Sept. 23.—The following comment on circus-minded people of Gainesville, Tex., is provided *The Billboard* by the widely known circus general agent, R. M. Harvey:

Probably there is no other city of 8,000 population than Gainesville, Tex., in this country where they do not have a riding academy, a gymnasium, where a circus or carnival does not winter or organize, that can at the blast of a whistle put in action a full-fledged three-ring circus performance, with a complete organization from advance and 24-hour men to clown alley. The Gainesville Community Circus is just such a proposition. There are no professional people who hail from Gainesville; in fact, there is no reason for that little city to be circus-minded, and yet it is—much more so than the people of Peru, Ind.; Baraboo, Wis.; Sarasota, Fla.; Macon, Ga., or Little Rock, Ark.—none of those cities could produce a creditable circus performance by its non-professional citizens, yet that is exactly what Gainesville does.



JESS H. ADKINS, manager Hagenbeck-Wallace Circus, who was recently installed as president of the Peru, Ind., Rotary Club. Mr. Adkins is credited with being the first circus official to be so honored.

## Newton Talks on Truck Show Code

CHARLESTON, W. Va., Sept. 23.—William Newton Jr., who is directly interested in motorized circus operation, recently expressed as his opinion that the efforts being made by parties interested to formulate some kind of a code to apply to the methods of operating truck shows, conforming with the principles of the NRA, had not met with the attention and investigation that they deserve.

It was also Mr. Newton's opinion that the matter, to great extent, has hinged particularly on the use of or the abolition of merchant or cut-rate tickets by those circuses which during the last three years found that such tickets enabled them to operate successfully and give employment to hundreds of circus followers who probably otherwise would have been out of work during the depression times thruout the country.

"The Woolworth Building in New York was built out of dimes, virtually," Mr. Newton asserted, "and those dimes brought forth a wonderful institution; likewise, a big majority of the motorized circuses have been brought out of the mire into the field of success by the (See NEWTON TALKS on page 53)"

## Monge Bros. In Venezuela

*American acts popular at Caracas—plans under way for stands in other cities*

CINCINNATI, Sept. 23.—*The Billboard* has received the following relative to Monge Bros.' Circus from Caracas, Venezuela, under date of September 12:

After the first week's engagement here the Monge Bros.' Circus has proven that American acts are popular. For the first time in many years a performance that is 95 per cent American has been a pronounced success. Business has been good since opening day and indications are that the show will make an extended stay in this city and country. The merits of the show have been reaching the ears of the several impresarios in Venezuela and negotiations are already under way for engagements in Maracay, La Victoria, Puerto Caballo and Maracaibo, the first named city being the home of the president, General Gomez.

On the show are the following American acts: The Duttons—Nellie Jordan Dutton, Evelyn Stephens, W. McK. Bauman, Danny Mitchell, Howard Bryant, Billie Osborne and Clarence Taylor. The Victor Girls—Thalia Perry, Victoria Marsiniak and Riene Bryant; Kay, Hamlin and Kay; Joe Arena and daughter, Irene; Reymor Brothers; the Monge Family, eight in number, and Alfonso Fernandez. Added to these are local clowns, and with the help making a company of more than 30 people.

As is the custom in Latin American shows numerous changes are made during each week, and since this troupe is quite versatile the changes are being well received and billed as new acts. (See MONGE BROS. on page 53)

## Memphis To Have H-W. on October 2

MEMPHIS, Tenn., Sept. 23.—The Hagenbeck-Wallace Circus will play this city October 2, the only large circus likely to be seen here this season, since Ringling-Barnum is understood to have checked Memphis off its itinerary.

Hagenbeck-Wallace will spend Sunday and Monday here, coming from Montgomery, Ala., and will exhibit at Hodges Field. Allen Lester and his crew were here this week plastering the town with paper and lining up the newspapers for publicity, which has already begun to break heavily. Floyd King, a Memphian himself and former circus owner, will come in advance Monday and remain thruout the day of the showing. King has many friends here and the circus management made a special arrangement to have him handle the Memphis date.

Interest here will center in Clyde Beatty, who proved a sensation when the circus played Memphis last year, and his marriage last week will be an added incentive for interest in his appearance.

## Palmer Is Auditor Beebe Rodeo, Cincy

CINCINNATI, Sept. 23.—Judge A. B. Palmer, formerly with the American Circus Corporation as auditor, is now in the same capacity with the Fred Beebe Original World Series Rodeo in Cincinnati, which will open a nine-day engagement at Redland Field September 30.

Palmer for 11 years was with the Sells-Floto Circus and eight years with the old John Robinson Circus. His genial personality is felt around the ticket office of the rodeo and he has made many friends in the Queen City. He is on the job handling the advance sale from early in the morning till late at night.

**With the Circus Fans**

**By THE RINGMASTER**

**CFA**  
 President, HARPER JOY, 425 Riverside Ave., Spokane, Wash.  
 Secretary, W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.  
 (Conducted by JOHN SHEPARD, Wheaton, Ill.)

The San Antonio Alfredo Codona CFA Tent held a big meeting on August 24 at the Hotel Gunter, when 20 were present. The dinner was in honor of Porter J. Loring, a member who was elected at Baraboo as national CFA vice-president for the Southern States. Col. C. G. Sturtevant, who has recently moved from Dallas to join the local CFA, was also an honor guest. Harry Hertzberg and Walter Loughridge made reports on the CFA meeting at Baraboo. Guests included Dan Odom and Howard King, former circus executives. Arrangements were also made at this meeting for the entertainment of the people on the Ringling-Barnum Circus the night of September 25. After the night show, at the runs, to stage a Mexican Fandango, with Mexican musicians providing music for dancing; also tamales and beer to be served.

John Benson was host to 300 children from Medford, Mass., at his wild animal farm at Nashua, N. H. Frank Lovering, of *The Medford Evening Mercury*, arranged for the party and chaperoned the children from the Medford Welfare.

Frank Ford, popular CFA of Boston, is supplying his fellow CFA, Joe Cook, with the beer which Joe uses in his new stage show, *Hold Your Horses*, which has been enjoying a run at Wintergarden Theater, New York.

Following the Wednesday night, September 13, performance of *Hold Your Horses* in Boston, Joe Cook, the star; Dave Chasen, Mr. and Mrs. Frank Ford, CFA, and others were the guests of Mrs. Paul McCullough at her home in Brookline. Paul, CFA, is with Bobby Clark making shorts in Hollywood but expects to be home soon.

A. Morton Smith, Gainesville, Tex., went to Denton, Tex., to catch Sam B. Dills' Circus and enjoyed fine visits. E. M. Harvey was in Gainesville booking Russell Bros. for a local appearance on September 30. Smith helped Harvey and took him along to Ardmore to see the Gainesville Community Circus, which plays fair dates at Bonham and Sherman, Tex., concluding its season October 7.

Harry Baugh, in charge of the "Circus Room" at Hotel Cumberland, Broadway at 54th street, New York, welcomes all trouper and CFA members.

Sumner Peterson, of Atwater, Minn., missed his first State Fair in 15 years this year.

Voyle Armstrong, of Wichita Falls, Tex., went to Fort Worth to see the Ringling-Barnum Circus. Had Sam Dill Circus at the home the 19th.

Headquarters of the James E. Cooper



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Top in Washington is the proud recipient of a collection of motorized circus pictures forwarded with the compliments of E. J. Kelty.

**Hagenbeck-Wallace**

The wedding of Clyde Beatty, famous animal trainer, and Harriet Evans, dancer and performer, at the Presbyterian Church, Bristol, Tenn., September 15, came as a surprise to all and was the culmination of a circus romance that started more than a year ago. The many friends of the young couple join in wishing them the best of all that life has to offer.

Pulaski, Va., a small town and business only fair. Bristol proved a surprise, had a big matinee and a straw house at night. Johnson City, Tenn., on Saturday with good business and a few on the straw at night. Sunday in Asheville, N. C., and no amusements open. Manager of Plaza Theater arranged a special showing in the afternoon of the picture *Broadway in Hollywood*. Arthur Borella, well-known clown, came on from Los Angeles for remainder of the season. Mr. and Mrs. Walter Garland were guests of Manager and Mrs. Adkins. Business very good at Asheville, with a big matinee and hundreds on the straw at night. Poodles Hanneford was on the air Sunday night over a local station. Gastonia, a mill town with all mills working, was another good day's business, with straw house at night. Some crippled children from North Carolina Orthopedic Hospital were guests of Manager Jess Adkins, and for those unable to attend the show a few clowns went to the hospital between shows and put on a performance. The clowns were Kinko, Shipley, Kelly, Gregory and Lulley. Roy DeLano and Arthur Borella were guests of the Klwanis Club at Gastonia.

Most all the ladies of the big show dressing room have gone in for knitting. The back yard between shows is reminiscent of World War days, when everyone knitted sweaters—that seldom fit—for soldiers. Recently observed plying needles vigorously were Elizabeth Clark, Mrs. Lucky, Stella Cronin, Bertha Denham, Dorothy Carter, Alice Foster, Mrs. Hanneford, Martha Large, Ruth Hendryx, Betty Stevens, Esma Wilson, Pauline Sylvester, and in the same group Princess Ma Kayn, the giraffe-necked woman from Burma, who is slowly learning the art. Princess and her husband, who answers to the name of "Doc," have learned quite a few words of English.

Ruth Hendryx is on sick list and unable to work in High Point at time this is written. A school tent is erected daily in the back yard and Mrs. Elaine DeLano acts as teacher to Gracie Hanneford and Ernestine Clark. Agnes Doss recently had her young daughter, Ethel, on the show for a few days' visit. Ernie Clark injured his back in the riding act and was unable to work for a few days. Abe Rademaker, official bugler and cornetist in the clown band, is rehearsing his vaudeville act for winter.

Howard Barry returned to show after a trip to Mississippi to look over the State with a view to playing a few stands later in the season. The latest "spud pile" gossip now has the show running into the second week in November, and with business good and fine weather the prospects are very good at this time for a long season.

EARL SHIPLEY.

**Peru Pickups**

PERU, Ind., Sept. 23.—Seven lions, six tigers and a carload of steel cages and props arrived here a few days ago from Cincinnati (O.) Zoological Gardens. Cats, shipped to Chicago A Century of Progress opening, later to Cincinnati, were famous lighting lions worked by Capt. Jules Jacot, assisted by Eugene Scott and Jack Evans. Scott is in charge of animals at circus farm. Evans is confined to downtown hotel recovering from severe cold. Jacot, owning extensive farm holdings in Kentucky, left to spend several days with folks at home.

Mr. and Mrs. John A. Nemeth and family, South Bend, visited the circus farm last Sunday. Nemeth, nationally known auto racer, was en route to Marion, Ind., where Nemeth Special was entered in dirt track classic.

John Schmidt, H-W, was brought here from Bluefield, W. Va., with badly mashed foot. Was confined several days at Duk's Memorial Hospital, then removed to circus farm. Schmidt brings number of H-W employees receiving treatment here to five. Clarence Taylor, 21, laborer, is still at City Hospital re-

**Lewis Bros. In Quarters**

JACKSON, Mich., Sept. 23.—Lewis Bros.' Circus, which after a swing thru Eastern States took a return route westward, has terminated its season and is again in winter quarters here.

Manager Paul M. Lewis states that the show had one of its most successful seasons. Intentions were to keep it en-tour two weeks longer, but after entering Ohio business took an awful slump and decision was made to close.

Mr. Lewis advises that the show, as customary, will play armories, theaters, etc., this winter and that one indoor season will start in October. Practically the same performance, including the same band, as for the outdoor tour will be presented in one-ring style. Tentative plans for next summer include the presentation of a three-ring show, using the management's 110-foot round top, with three 50-foot middlepieces, and the 80-foot round top with two 40s for menagerie.

**IABPB Local No. 10**

MINNEAPOLIS, Sept. 23.—Ed Schrimpf, having finished his cabin on Round Lake in Northern Minnesota, has closed it for the summer. Will not be used until duck season starts.

Carl Munsen and H. F. Fretag having worked all summer on the billposting wagon, have been preparing for the duck season, which opens last of September.

George Hardy and a crew of men were out billing the Radio Show, which opens September 25.

Mert Gribble, after handling the show in front of the grand stand at the State Fair, took the show to South Dakota State Fair, Huron.

Rusty Davidson was a visitor from Winnipeg, where he handles the snipe plant for all the theaters, and reports the billposting business the best in years.

Harry Mansfield and Business Agent Charles Coburn were fishing over last week-end. They took their boat to the lake and back again and only caught two fish.

M. M. McNeil was A Century of Progress visitor.

Art Beeth in town for a week.

Charles Nelson is doing the Criterion boards.

Jack Carr is back at the General Outdoor, posting bills.

The ball game between Local No. 45 and Local No. 10 was postponed twice and will not be played this summer.

covering from fractured left shoulder received while loading show after night performance. Was kicked by horse.

In a moonlight setting the front lot of the circus farm was transformed into an Indian village past week, when Regional Historic Field Day, first of number of similar events to be held during September, October and November, was staged. A campfire supper, with Miami tribe of Indians in costume, tepees, etc., as background, was served to prominent visitors from Ohio, Kentucky, Illinois and Michigan. Educational executives, headed by Prof. Ross F. Lockridge, Indiana University, and G. W. Youngblood, superintendent of Peru schools, were in charge of arrangements. Similar days will be observed at South Bend, Huntington, Marion, Muncie, Ft. Wayne, Richmond, Crawfordsville, Vincennes, Seymour, Clarksville, Terre Haute, Madison, Corydon, La Fayette, Lincoln City and New Harmony. Winter quarters was visited by hundreds.

Engle Bros., working stunt new to this part of country, visited here last week. Vaudeville, comedy, music, singing, dancing, magic and mystery, with performances afternoon and night under tent.

Dr. S. D. Malouf, circus physician, is here from Boston, Mass., where he conducted several weeks' clinic, and is a daily visitor at circus farm.

IN PLACEMENT of two lines of a heading to an article in last issue the lines got transferred—reversed. While either way they would make reading "sense," the thought intended was general among circus people, but as placed gave all credit (in the heading) to the circus unit mentioned in the story. As appeared: "Are Exemplary Circus People." Should have been: "Circus People Are Exemplary."

**Paris Flashes**

PARIS, Sept. 18.—The Cirque Medrano opened its winter season last Friday with a big bill featuring the Schumann horses and the clowns Carroll, Porto and Carletto. Interior of circus building has been altered so band is closer to ring and audience.

The Fratellini trio of clowns have returned here after a tour of Holland.

Peejay Ringens is doing his high dive in a park at Bucharest.

The Lime Trio is with Circus Schumann in Copenhagen.

A telegram reached here from Japan announcing that the tents and props of Carl Hagenbeck Circus, touring Japan, were destroyed by a cyclone which struck the show while playing at Fukuoka. Most of the animals from the big menagerie were saved.

The Gran Circo Fejoo, which several months ago lost tents and props thru disastrous fire, has been reorganized and again is on tour in Spain.

Paris papers announce that Barbetle, American wire-walking female impersonator, who for years has been a favorite in Europe, has decided to retire. Dearth of good spots to play is given as the reason.

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**Under the Marquee**By **CIRCUS SOLLY**,

MR. AND MRS. A. H. REED, with their small motorized show, have spent a greater portion of the season in Virginia.

**FEARLESS FLYERS** recently contracted with E. K. Fernandez for three months on Hawaiian Islands.

**MARSHALL CHAPING**, formerly with Barnett Bros.' Circus, has been presenting a single tight-wire act at fairs.

**THE SIVILLAS**, four people, three acts, passed thru Cincinnati early last week to work at the fair at Seaman, O., following their fair date at Breese, Ill.

**OUTDOOR SHOW FANS** of Des Moines, Ia., which has nearly 200,000 population, probably are wondering why their city has not had a circus this year.

IN SENDING some news of Atkinson showfolks, Lee Teller saluted with "Here's some 'Teller-grams' from the Tom Atkinson Show." Not at all bad, eh?

**THOMAS J. FINN** closed his tent season September 16 and will play theaters during the winter with his Rice Bros.' Circus.

**HILL BROS.' CIRCUS**, according to report, had a very short season. Opened September 13 at Danville, Ind., and closed September 18 at Franklin, Ind.

**CLARENCE AUSKINS** recently closed as agent ahead of Willander Circus at Pecos, Tex., and is spending a few weeks at his home in Mt. Vernon, O.

**HOMER GODDARD** and the Kling brothers, Pat and Bill, joined Jones Bros.' Circus a few days after the closing of the Al G. Barnes season.

**ORANGE SINK**, who many years ago appeared with circuses as a performer, including as a rider and in strong-man acts, recently returned to Hastings, Neb., in retirement.

WITH THE circus talent he is taking to the Hawaiian Islands, Eddie Fernandez doubtless will provide residents and tourist visitors with attractive shows coming winter.

**BILLIE ELLIS**, who was recently severely injured in an auto accident at Beaumont, Tex., is greatly improved and has been permitted to return to her home.

DURING the Bell Brothers' act with Sam B. Dill Circus at Tyler, Tex., recently, Howard Bell received severe neck and shoulder injuries while doing a somersault from teeter board.

**NORMAN BLANCHETTE**, of Danielson, Conn., says he is not a circus trouser, but is a circus lover, and that he attended Ringling-Barnum (twice), Hagenbeck-Wallace, Allen Bros., Lewis Bros., World Bros. and Kay Bros. this summer.

**MAYBELLE LA BEOU**, after presenting dancing numbers at parks, clubs, etc., at Detroit for some weeks, recently left the Motor City to join the ring act of LaBelle and Ray and do her acrobatic dance with Wheeler & Almond Circus.

**CHARLIE THOMAS**, former circus man, now an official of an oil company at Houston, Tex., had his vacation shortened when his wife, who is secretary to Christy Bros.' Circus, was necessarily called home to ready the show for immediate departure for the West Coast.

**ROY BARRETT**, clown with Al G. Barnes past season, during the summer had offers of return engagements in large stores in various cities for coming

John G. Robinson has a recollection of the "old catapult days." Usual performer became suddenly ill and a colored fellow, lighter in weight, who had often requested a "try at it," was given an opportunity—and was all smiles and sort of chasty. Inadvertently, the tension jigger on the "pult" was not changed. Colored man flew many feet past the net, landed (on track) on his hands and feet, and kept running—out under sidewall and was never seen afterward!

winter season. By a recent booking, however, Roy will be with the Eddie Fernandez Circus and to sail for Honolulu September 30.

**JIM, ART AND LILLIE CARVER**, better known in white-top circles as the Carver Trio, recently had as guests at China Grove, N. C., the advance car crew, including Manager Dixie Green, of Wheeler & Almond Circus. Jim and Art are now breaking in a new trampoline act.

**ANDREW F. BOEHLER**, formerly for many years a performer with circuses and in vaudeville, now part owner of Hotel Majestic, Des Moines, Ia., has visited several shows in that section this year, accompanied by William Muelhaupt, Circus Fan. The shows visited included Gentry Bros., Russell Bros. and Conroy Bros.

**FRANK FRANCE**, former owner Hart & France Circus, which was on the road in the 1890s, has returned to Decatur, Ind., from Lake James, Ind., where he and the missus and his nephew spent the summer. France will get his paraphernalia ready for his annual winter trip to Florida, where he has a cottage at Bradenton.

**THE EDYTHE SIEGRIST TROUPE** of aerialists, after six weeks as free attraction with Endy Shows, free-attractioned with several acts at the recent Stark County Fair, Canton, O., then returned to Endy Shows for a couple of more weeks. Miss Siegrist will play several dates for Harry Casteel, starting in Chicago October 2.

**KENNETH WAITE** and his troupe were in Cincinnati last week, with their dandy motorized transportation, between engagements. Kenneth and his joeys have been appearing at fairs and celebrations under Barnes-Carruthers bookings. Waite renewed acquaintances at *The Billboard* and talked of his days in clown alley with circuses.

**FRED L. GAY**, who during his later trouping days has clowned with various shows, during the late '90s did a "Spider-and-the-Fly" act (elevated "web") with Forepaugh-Sells Bros. In early 1900s he was billed as "Great Gay, the Handcuff King" with shows and as free act at big-city street fairs. During those days he and Harry Houdini held frequent correspondence.

**DIXIE GREEN**, advance car manager Wheeler & Almond Circus, and his crew of aids recently paid Downie Bros.' Circus a visit, and besides meeting Manager Charles Sparks, also held confab with Harry Mack and Al Rock, with whom Dixie used to troupe on the old Sparks Show. Frank Ketron, general agent Kay Bros.' Circus, visited Downie Bros. same day.

"OVER A RECENT week-end I stopped with Mr. and Mrs. Garland Johnson at Petersburg, Va.," infos E. S. Holland, advance rep of Allen Bros. "They are sure real trouper friends. Any show that has ever played Petersburg knows them, for they're wonderful folks: At South Hill Mr. and Mrs. J. E. Simmons are now running a home for troupers and travelers. They serve meals, the equal of which I haven't seen in months—and reasonable, too."

**ED WERTLEY**, veteran talking clown, Bridgeton, N. J., and his wife and sons, recently enjoyed a visit to Hunt's Circus. Ed especially enjoyed conversation with John Lancaster. Their acquaint-

anceship dates back about 50 years. to the old Martino Lowande Mexican Pavilion Shows. They talked of old-time one-ring mud shows. Wertley also visited Rube Nixon's attractions at Wildwood, and opines that Rube has a fever to take out a circus.

**RED EMERY**, ex-clown, otherwise known as Prof. George E. Emery, field secretary Massachusetts State College, is a guest speaker at a meeting of Holyoke (Mass.) Business and Professional Women's Club September 26. In a talk on "Personalities of the Circus" he recalls his former experiences under canvas following his graduation from college. The occasion was designated as "Circus Night," and James E. (Soda) Sullivan, formerly with Ringling, is featured with an acrobatic trio, and his daughter, Edna, giving an exhibition of dancing.

**EDWARD J. KELTY**, circus photographer, is closer than ever to the shades of Phineas T. Barnum, for William H. Hunt, manager of Hotel Barnum, Bridgeport, Conn., is decorating that hostelry with Keltly pictures. In an article in the current *Printer's Ink* on the right kind of copy to sell advertising, including proper phrasing beneath published photographs, Thayer Cummings, of an advertising agency, uses a third of the page to illustrate with Keltly's shot of freaks in the Ringling-Barnum side show. Photo is finely reproduced. Cummings comments on the picture and its interesting phases from a novelty angle.

**CIRCUS** and other showfolks at A Century of Progress, Chicago, have requested this publication to acquaint friends of Dee Aldrich, who has been with various shows, of Aldrich's need of bail funds, if possible before October 1. Aldrich is held at Cedar Rapids, Ia., on a charge of bank robbery. There are claims that he is a "victim of circumstances," having happened to be present when a bank was robbed. Further report is that he is not allowed to communicate with people and that his lawyer is trying to gain a continuance of the case. But bail money to the amount of \$1,500 is needed at once, and those who wish to give aid can get in touch with Aldrich's wife, Mrs. Tillie Aldrich, 3103 North Springfield avenue, Chicago.

**Tom Atkinson's**

Tom Atkinson's Combined Shows encountered various kinds of weather, including hot, cool, rain and wind, between September 8 and 18, in Nebraska, with business average as fair. Consecutively, the towns were Brule, Frant, Steele, Granton, Wellfleet, Maywood and Elsie City, some two and three-day stands. At Brule, Mr. Winn, of the Winn Carnival Company, Denver, paid the show a visit. His outfit played day and date. At Granton, Marie Loter joined and doubling in aerial acts, side show and on calliope. A welcome addition and she has a wonderful car and house trailer. Big Tom has been negotiating for additions to his menagerie and new stock is expected to arrive soon. The following folks have been asking "how far" to — Albertine, to Circleville, O.; Anita, to Belvedere; Hugh, to some cowboys; Tigie McCue, to anywhere; Teene, to Texas; I. Lee, to Christmas. Heavy rains made the roads from Elsie to Granton almost impossible—the last three miles in seven hours—the worst ever. At Maywood, almost a cyclone at 5 p.m. and some canvas torn, but the code, "The show must go on," was adhered to. **LEE TELLER.**

**Circus Saints and Sinners Club**

**NEW YORK**, Sept. 23.—Ben Chapman, considered by sports writers and followers of baseball as an all-round star, has applied for membership in the Dexter Fellows Tent. In the 100th anniversary number of *The New York Sun*, Chapman was given a whole page writeup in which he was called, by the New York Yankees' manager, McCarthy, the greatest baseball player of the age. We feel sure that the chairman of admissions, Robert L. Johnson, will put no obstacle in the way of Benny coming in.

A very important meeting of the executive committee of the Dexter Fellows Tent was held Thursday of last week at Hotel Gotham, at which many things of importance were discussed. Among those present were Walter Tresckow,

Ollie Oilphant, Robert L. Johnson, Carlton Hub, James B. Pond, F. Darius Benjamin and Ed Thornburgh. Mr. Johnson was elected chairman of admissions and Ollie Oilphant chairman of the executive committee for the year 1933-'34. Tony Sarg was definitely decided upon as president, to succeed Lowell Thomas. In view of the fact that the September luncheon meeting being the first of the season will be so largely attended, it was decided to hold it in the Hotel New Yorker. It was also decided to request the Richmond Tent to set the convention a week or two later in order to avoid the Air Pageant on October 7, in which many of our members will participate. **F. P. PITZER,** National Secretary.

**Peeping In  
On the Performers' Club  
of America**By **BERT CLINTON**

**CHICAGO**, Sept. 23.—Emil and Leona are in the gym rehearsing their teeter-board act in preparation for vaudeville season.

Heien Carlson is a busy young lady these days, entertaining her sister from Brooklyn and rehearsing her act in the club's gymnasium, and she informs the writer that she opens on a vaudeville route in the East in two weeks.

Buddy and Kenneth Gaudsmith are seen daily after their school hours in the gymnasium going thru their routines with Ike and Mike, their clever canines.

J. P. McLinn and Company played a fair this week at Portage, Wis.

Harley Rogers left last week for the East.

Seror Brothers and Sis are busy rehearsing their numbers, as Sis has fully recovered from her recent illness.

Lawrence Lester wrote from Los Angeles that with another batch of dates added to his route it would be some time before he returned to Chicago.

The chairman of the relief committee, Harry Coddington, reports there are no members at this time on the sick list.

**West Coast Jottings**

**VENICE**, Calif., Sept. 23. — Spud Redrick, bandmaster of Al G. Barnes Circus, will have the band at the Miracle Midway Circus and Miniature World's Fair at Washington and Hill streets, circus lot, September 30-October 8. The writer will use 12 circus clowns.

Arthur Borella, clown, left last week for Chicago to visit World's Fair for a day, then join Hagenbeck-Wallace Circus.

Mary Kinko, whose husband, noted clown, who after closing of Barnes Circus left to finish the season with Hagenbeck-Wallace, is living in one of Charles Post's homes in Los Angeles, where she will remain for the winter.

Marce Sweeney played the Orpheum in Los Angeles last week with her fast web and teeth act. Peggy Machell playing Hippodrome, Los Angeles, with her act beautiful. Was with Barnes Circus its past season. The Los Angeles County Fair, Pomona, had the following acts, booked thru Charles Hatch, of RKO booking office: Four Jacks, high tower; Bernie Grigg's "Funny Ford" — Bernie doing tramp, Fay Wolcott clown cop and Jack McAfee driving; Pat Cristman's Goats, worked by Mildred Douglass; Famous Wards Flying Return Act, Mamie Ward's double-trap act, Pauline Loretta's single traps and Blondin-Remlin's high-wire act.

Al and Vernice Mitchell, of Barnes Circus, moved to Venice, where they will remain for the winter.

Acts booked for the recent Gilmore Oil Company's Radio Circus at Shrine Auditorium, Los Angeles, by Charles Hatch were the Gilmore Band, Resto Trio, Jimmie and Kathleen Healey's wire act, Marce Sweeney's web and teeth act, Paul Taylor Quartet, Burnes and Elmore, Gilmore Clowns, Joe Warner and Clifford, Capt. Louis Roth and a group of six lions, Ronders Trio, Ben Hassan's Six Blue Streaks and Mamie Ward's flying return act—which was playing afternoons at the Pomona Fair. Lawrence Swaley was producing clown, with Roy Barrett, Ray Harris and Arthur Burson. Visitors were E. K. Fernandez, Charles Post, Mrs. Lawrence Swaley, Austin C. King, Huey Curtiss, Sid Murgatroyd and the writer.

A statement in a recent issue of *The Billboard* from Tucson, Ariz., credited to a circus press agent, that Al G. Barnes Circus held a 40-day contract with the Paramount studio to supply circus background and circus talent for the Mae West picture, *I'm No Angel*, and that most of the star acts would be kept for this engagement, was erroneous, as this picture was completed September 13, and all circus equipment and circus talent was furnished by Charles Cook, formerly manager of the Barnes Circus for many seasons, and animals were contracted from California Zoological Gardens, Los Angeles. **TOM PLANK.**

**FRED LEDGETT**, who had been equestrian director of the Sells-Floto Circus for a number of seasons, has been working for Ernie Young at the Manhattan Garden, Oriental Village, at A Century of Progress, Chicago, all season.



## The Corral

By ROWDY WADDY

AFTER Smokey Snyder received a dislocated collar bone at the Chicago show an erroneous report reached California, his native State, that he had died from a broken neck.

MR. AND MRS. GORDON W. LILLIE (Pawnee Bill) celebrated their 47th wedding anniversary August 31 at the beautiful home of Mr. and Mrs. Frank Stuart at Oklahoma City, Okla.

HARRY M. BELDING advises that the Frontier Days and Rodeo he staged at his home city, Palmyra, N. Y., September 17-18, was a success. Great interest was shown and Harry believes he has started an annual event.

THE MAMIE FRANCIS Rodeo Cowboys and Cowgirls had a very satisfactory engagement at fair at Charleston, W. Va. Happy Rocknie, however, received a broken ankle when kicked by a bucking bull after making an excellent ride, and is now announcing the show.

SEEN ON Hagenbeck-Wallace Circus lot at Oklahoma City: Pawnee Bill, Billy Gonzalez, Lefty Christian, Charles Mulhall, Clarence Kieffer (Mulhall and Kieffer staged a rodeo at Good Night, Okla., September 22-23), Mildred Carmichael Mulhall and Owen Acton.

EARL SUTTON, with some riders, etc., and 35 head of mixed stock passed thru Cincinnati Monday of last week en route from Clarinda, Ia., the closing spot of the Sutton-Taylor outfit, to Roanoke, Va., to start a string of fair engagements. Mrs. Sutton and others motored the trip eastward.

ARRANGEMENTS WERE made recently by Col. W. T. Johnson to present a rodeo at the Coliseum on the State fairgrounds at Sedalia, Mo., September 30-October 1. The event makes a stop-off for Johnson's stock and people between San Antonio, Tex., and the rodeo at Madison Square Garden, New York.

THAT THE CORRAL in *The Billboard* is read in foreign lands is attested by a story related to Herbert S. Maddy, of Col. Al Chase's Red Horse Ranch Rodeo, by Billy Binder, former cowboy and Wild West show owner, who is now located at Southboro, Mass. A short time ago this "column" had a bit of a story about Binder and it was read by a former rider in Billy's show who is now living in the wilds of South America. The rider immediately wrote to Binder and said he thought his former employer was dead.

SANTA ANA, Calif. — A rodeo was staged as the third day entertainment at the Fiesta Del Oro celebration here and was the biggest day of the three. Ralph McCutcheon was arena director; Abe Lefton, announcer; stock furnished by Andy Jauregui; judges, Hugh Strickland and Walter Lamb. Sam Garrett trick roped and rode, and Montie Montana trick roped and worked his high-school horse. Winners: Steer Decorating — Leonard Ward, Lloyd Saunders, Joe Edwards. Bronk Riding — Tom Brite, Frank Reho. Bareback Steers — Fox O'Callahan. Calf Roping — Dick Robbins, Bill McFarland, Andy Jauregui. Wild Cow Milking — Hugh Strickland, Boyd Furry. Wild Horse Race — Noah Henry.

DOUGLAS WIXOM'S Show has been playing fair engagements in Illinois, Wisconsin and Minnesota. The roster includes: Douglas Wixom, owner-manager; Shorty Butcher, arena director, also trick riding and roping; Pete Underwood, bronk and steer riding; Evelyn Underwood, exhibition bronk rides and trick riding; Montana Blackey, bronk and steer riding; Harry Towsey, steer riding; Douglas Howlett, trick riding; Johnny McGraw, bronk and steer riding; Scotty Birch, bronk riding; Housner brothers, trick and fancy roping. Eric Dodge, with his "bucking Ford." Following the rodeo at World's Fair, Chicago, seven Brahmas working there were purchased.

BOB CALEN, Floyd Randolph and Jimmy Ward arrived in Cincinnati recently, ready to contest in Fred Beebe's Rodeo at Redland Field (National League baseball park), starting September 30. Local interest in the rodeo, the

first actual contests event ever staged in or near Cincinnati, has been increasing weekly. The "Queen of the Rodeo" contest has become quite spirited. Railroads entering the Queen City have circulated heralds announcing "very low week-end fares," as the Baltimore & Ohio herald states it, and other interest-attracting phrases. Ben H. Voorheis has been keeping newspapers supplied with press stories and cuts, and Fred Beebe and others of the staff have made numerous talks on cowboys and rodeos at prominent civic clubs of Greater Cincinnati.

CONTESTANTS' Rodeo Association of America points scorings for this year, up to the World's Fair Rodeo, Chicago, were as follows, as provided for publication by Secretary Fred S. McCargar: Clay Carr, 2,200; Johnnie Schneider, 1,325; John Bowman, 975; Pete Knight, 950; Smokey Snyder, 900; Lloyd Saunders, 750; Frank Schneider, 625; Earl Thode, Shorty Ricker, Dick Truitt, Nate Waldum, Frank McDonald, Frank Sharp and Pat Burton, 600 each; Hugh Strickland, 550; Jake McClure, 525; Chuck Wilson, Harry Knight, Leonard Ward and Bill McFarlane, 500 each. Pete Knight was leading bronk riding, Shorty Ricker in bulldogging, Frank McDonald in steer decorating, Nate Waldum in bareback bronk, Smokey Snyder in bull or steer riding, Clay Carr in calf roping, John Bowman in steer roping and Hugh Strickland in team roping.

ON FRONT PAGE of *The Pawnee Courier-Dispatch*, Pawnee, Okla., of September 14, was a featured story with large cut of Maj. Gordon W. Lillie (Pawnee Bill) mounted on one of his favorite horses. The article was relative to the mayor and city council of Pawnee giving a surprise banquet to Major Lillie, and presenting him with a scroll Resolution which embodied "the sentiments of the community and the county and declaring Major Gordon W. Lillie to be the First Citizen of Pawnee and the State of Oklahoma," because of his half-century of untiring and ceaseless efforts toward the welfare of Pawnee and Oklahoma. The city attorney, Emerson R. Phillips, stressed in his speech that he was "Proud to pay tribute to the last of the five great historical figures who planned and were responsible for the opening of the Oklahoma and Cherokee Strip."

CENTRAL CITY, Neb.—The four-day rodeo in connection with Merrick County Fair, despite one day postponed because of rain, was a success, under direction of John A. Stryker and Lou Cogger. Winners: First Day—Bronk Riding — Doc Foust, Roy Copp, Bill Till. Bulldogging, Jasbo Fulkerson, Dan O'futt, Chick Hannan. Steer Riding, Joe Rock, Bill Till, Doc Foust. Second Day — Bronk Riding, Bill Till, Ray Brown, Bill Sawyer and Roy Copp split. Bulldogging, Chick Martindale, Chick Hannan, Clarence Miller. Steer Riding, Bill Watts, Chick Hannan, Red Herrington. Third Day—Bronk Riding, Bill Till; Roy Copp and Rube Nelson split. Bulldogging, Roy Copp, Rube Nelson, Bill Till. Steer Riding, Milt Freel and Chick Hannan split; Bill Till. Fourth Day—Bronk Riding, Rube Nelson and Bill Till split; Bill Sawyer. Bulldogging, Roy Copp, Red Herrington, Bud Spillsbury. Steer Riding, Joe Rock; Chick Hannan and Milt Freel split.

HYNES, Calif. — Under direction of Noah Henry a four-day rodeo was staged here recently. There were good crowds. Jess Byrd made best time in calf roping, 19 seconds. Winners were: First Day—Bull and bronk riding, L. L. Cox; bareback riding, Neil Wagoner and Bud Cook tied; calf roping, Bob St. Marie; musical chair, Lois Henry; stake race, Eddie Evitt; doggone race, Charlie Bartholomew; hay hauling, Fred Backers and Howard Frieze. Second Day—Bull riding, Bob Stevens; bronk, Lloyd Cox; bareback, Bob Murphy; calf roping, Jess Byrd; musical chair, Jack Hodson; stake race, Eddie Evitt. Third Day—Bull riding, Blondey Dillard; musical chair, Reece Conner; stake race, Boyd Furry. Fourth Day—Bull riding, Lois Henry and Bill Biggerstaff tied; bronk, Noah Henry and George Flisk tied; bareback, George Flisk; calf roping, Jess Byrd; musical chair, Mary Frampton; dispatch horse race, Reece Conner; stake race, Mary Frampton. Judges, Curley Wills and C. O. Crawford.

NEW YORK.—Col. W. T. Johnson's World Series Rodeo is prepared to launch one of the most spirited and interesting events of its kind ever staged here. At Madison Square Garden, October 11-29,

its third year under the Johnson banner. There will be 26 performances, including seven matinees spread over the 19-day stretch. Last year, 17 days, 21 shows. The Johnson cavalcade ships from San Antonio, Tex., September 21, headed for Sedalia, Mo., for a two-day show at the fairgrounds. Stock will be held there on the break-jump date until the night of October 4, when the contingent will leave for New York in 14 baggage cars, Pullman and day coach, arriving here October 6. There will be 550 head of stock. The band will be the same as last year, Simmons University Cowboy Band, of Abilene, Tex., management of G. B. Sandefer and guest conducted by Everett Johnson. Band will come from another point. Events and exhibitions will be practically intact on program. One change is in the shift from organized New York mounted teams playing basket ball to a cowboy group. Wild cow milking contest will again be put on, but on this trip probably against time. Price range is from \$1 to \$3.50. The slug admish is general, the rest reserved. End balcony, \$1.50; end arena and mezz, \$2.25; side arena and end boxes, \$3, and side boxes, \$3.50. On the morning of October 14 there will be a free performance for orphans and crippled children, affair in charge of Edwin M. Hydeman. Parade will be pulled off, as usual, on the first day, preceding the performance, from the 49th street side of the Garden, over to Fifth avenue, down the city's finest thoroughfare to Lafayette street, thence to City Hall to be received by Mayor John P. O'Brien and a reception committee. Pageant thru the city streets will then head back, on both runs to be led by Colonel Johnson. Fred Alvord and Bryan Roach will be back as arena secretary and arena director, respectively, while Al Frazin will resume the announcing post, a service he filled at the recent rodeo at the World's Fair. G. M. Jones and Everett Coburn are due back as judges, with the third man to be Claude Sawyer. Event is for the benefit of the Free Milk for Babies fund, of which Mrs. William Randolph Hearst is chairman. Manager Harold Dibblee and his chief aid, Frank Moore, are in the throes of co-ordinating the multitude of details forerunning New York's cowboy extravaganza, while the publicity brigade, headed by Porter Moore, with Francis Albertanti and Arthur Chapman in the assist, was to initiate its publicity "attack" on the local dailies this week.

## Ringling-Barnum

Oklahoma City offered rest and diversion to the personnel of the show, it being a Sunday town. Understand that Doc Stewart staged quite a party at his home, entertaining many of the executives and having Pawnee Bill and wife as honored guests. Hal Curyea renewed old friendships and took many people to show them his new night club, in process of construction, and gave a party for Mr. and Mrs. Ray Marlowe after the Monday night performance. Doc Miller was busy with his old-time friends, Jimmy O'Connor and Cushman. Fortune has been good to both these boys since they retired and settled at Oklahoma City. The writer called on Ralph Day, a great friend of Eddie and Norman Vaughan, and found him confined to his home with a broken leg.

The back yard of the show is now well protected from rain and sun by a massive canopy—that covers the entire back yard.

Manager Barret of the Oklahoma Biltmore Hotel was in evidence at Enid and Oklahoma City.

At Tulsa, Freddie Fisher, formerly of the Flying Fishers, spent the day with the show, coming from his home at Pawhuska. Also, Bill Morgan and daughter called on old friends. Bill was formerly boss candy butcher with the Barnum Show.

Clyde Ingalls, after quite a siege with pneumonia, rejoined the show at Little Rock.

Dr. Wise visited the show at Tulsa and was asking after his old friend, Plummer, from Huron. Claude Morris spent the day with the show at Tulsa and Mena Diller was on the lot but the writer did not get to see her.

At Muskogee, Bert Mayo was a visitor.

## With the Zoos

SAN FRANCISCO. — George Bistany, director of Fleishhacker Zoo, recently returned from a hunting trip to Africa, where he collected a group of rare birds and poisonous snakes for zoological parks in Washington, D. C.; St. Louis, New York and this city. Among the stock were a group of bustard birds and a secretary bird from the Sudan, shoebill and saddlebill storks from the White Nile, and other common birds and mammals; he also brought horned vipers, spitting cobras, Egyptian cobras, king cobras, puff-adders, regal pythons, blood pythons and Mastigure lizards. Fleishhacker Zoo, started less than four years ago, has grown rapidly. They are planning to enlarge by taking over a 40-acre tract adjoining the present location, and on this erect a permanent, up-to-date zoological park where animals and birds will be in natural surroundings, with barless dens and fenceless fields.

DULUTH, Minn.—Under management of Director B. E. Onsgard, Duluth Zoological Gardens have expanded from an exhibit of a single Virginia deer in 1923, to a varied collection at present. Fifty acres are set aside in Fairmount Park and four animal buildings and a monkey island have been erected. One of these structures is a model of its kind and is one of few two-storied exhibition buildings in American zoos. The topography affords a grade entrance at two levels and a series of large cages for lions, tigers, etc., flanks the lower floor on the outside. Small mammals are housed above. There are 145 mammals of 56 species, 118 birds of 26 species and 2 reptiles. Included in the collection are a formidable array of large mammals, 4 tigers, 2 leopards, 4 black leopards; 7 lions, including four cubs; an elephant; brown, grizzly, black and polar bears; hyena, mountain goat, wolves, coyotes, monkeys, 2 chimpanzees, etc. A group of swans, ducks, geese and cranes graces a large pool. The zoo is unfenced and admission is free. Management is vested in Mr. Onsgard under direction of city council, and the annual budget amounts to about \$20,000.

DETROIT—Detroit Zoological Park has been granted final relief from lawsuits against its mile and one-half miniature railway by Circuit Court. Neighboring residents have opposed the railway for two years on grounds of noise and nuisance, and the court ruled that it was as quiet as possible and entered a general order to use any silencing device that may be developed in future.

NASHUA, N. H.—John T. Benson, owner of Benson's Wild Animal Farm, said he has done 20 per cent more business this season than last. The season just closed was 16 weeks longer than that of any amusement park in New England. Gates will be open to visitors at all times. Employees will care for animals and make needed repairs.

He was formerly equestrian director with Sparks Circus.

Mr. and Mrs. Joe Nugent entertained the Carsons at Omaha.

Charley Baltzell was on during the past week and entertained with a swimming party.

Frank Head and Mrs. Maurice were visitors at Little Rock.

At Texarkana, Jules (Dusty) Wiggins met the squadron and stayed with the show until the polewagon drove off at night.

Arriving at Shreveport many visited Mrs. Danny Odom, who runs the Rex Hotel, and several accepted Sheriff Hughes' invitation to his yearly jail-house party, where he entertains his many friends to a fried chicken dinner, cooked and served from the kitchen of the parish jail. On arrival at Shreveport everyone was glad to get a rest after enduring one of the hottest weeks ever known to circus history.

STANLEY F. DAWSON.

## FOR SALE

25 head Young Buffalo, 30 head Spotted Saddle Horses, 10 head Bucking Horses, 1 new heavy Circus Freight Truck, built to carry 12 head of livestock; 8 head Long Horned Texas Riding and Bulldogging Steers. Address

G. W. LILLIE, "Pawnee Bill's" Old Town, Pawnee, Okla.

# KY. MAY JOIN FREE GATE

## Paid Figures Reduced by Heavy Demands for Paper in Louisville

*Officials and governor considering free admissions in 1934 or a cut to 25 cents—total attendance shows increase of 21 per cent over 1932—rain hurts start*

LOUISVILLE, Sept. 23.—A free gate fair in 1934 was predicted as the 31st Kentucky State Fair closed on September 16. Altho this year's exposition is believed to have stayed in the black, elimination, or at least reduction, of the gate is being looked to as a means of strengthening solvency of the annual event. Total attendance showed increase of 21 per cent over last year, but heavy demands for paper are believed to have had a less cheering effect on paid admission figures. There were complaints that the 35-cent gate charge curtailed spending on the grounds. Secretary Garth K. Ferguson said he considers free admission with favor, and Governor Ruby Laffoon is said to have given his approval.

In event of such action passes, already forbidden by law, would be outlawed absolutely for grand-stand and hippodrome. If gate admission is retained it probably will be cut to 25 cents.

### Midway Receipts Off

Rain during the first days gave a bad start to what was heralded as the "recovery fair," but good weather Friday and Saturday helped substantially. Day by day attendance, not limited to paid admissions:

	1932	1933
Monday	26,178	26,326
Tuesday	23,000	16,900
Wednesday	17,860	26,316
Thursday	29,320	30,006
Friday	16,233	23,744
Saturday	14,946	31,226

Totals 127,477 154,518

Charges of 50 cents for hippodrome and 35 cents for grand-stand, added to gate admission, it was pointed out, put a crimp in visitors' pockets. F. E. Gooding, of Gooding's Rides, estimated midway receipts were 25 per cent off from last year, considered a bad year.

Attendance was boosted by vigorous publicity by Thomas E. Basham and by (See KY. MAY JOIN on page 57)

### Badger Event, Assured for 1934, Made Financial Mark

MILWAUKEE, Sept. 23.—Plans for a 1934 Wisconsin State Fair, August 25-31, are under way.

"The 1933 fair established a financial record in that it cost the State less than any fair held since 1912," said Manager Ralph E. Ammon. "The fair will have a balance of between \$8,000 and \$10,000 left from \$25,000 appropriated. The appropriation for 1934 is also \$25,000."

Additional assurance for a 1934 fair was given in the statement by Governor A. G. Schmedeman.

"As long as I am governor," he said, "I shall do my best to keep the State Fair going every year. It has a large value in raising the quality of the people of Wisconsin and of the State's products."

### Exempt From Okla. Sales Tax

OKLAHOMA CITY, Sept. 23.—The State Tax Commission has ruled on application of the new State 1 per cent general sales tax to county and State fairs in Oklahoma. The law reads: "The tax herein levied (1 per cent upon gross receipts) shall not apply . . . to tickets or admissions to State or county fairs."

The commission decided the law shall be construed as an exemption on all sales of tickets or admissions to gates, grand stands or other buildings or attractions sponsored wholly by State or county fair associations and where total proceeds of such sales inure to benefit of the associations.

NASHVILLE, Tenn.—Blount County Fair Association, Maryville, has been granted a charter of incorporation by the secretary of state. Incorporators are P. A. Waters, Shan Wilcox, J. C. Gillespie, Thad Griffiths and Will A. McTeer.

### Lockport Holds Up Profit Records in Western N. Y.

LOCKPORT, N. Y., Sept. 23.—Niagara County Fair, September 11-16, maintained the Western New York 1933 unbroken profit record by closing in the black despite bad weather for three days.

Steuben County Fair, Bath, had a record first-day attendance and 200 more exhibits than any previous show.

4-H Clubs took over Ontario County Fair, which quit two years ago after selling its fairgrounds, and opened a street fair with \$3,250 in premiums.

### Auto Races to Rescue

READING, Pa., Sept. 23.—Auto races, postponed from Saturday to Sunday, September 17, because of bad weather early in the week, brought the greatest crowd to Reading Fair that has ever assembled on the grounds for any kind of event. Drawing power of the speed program brought financial returns that aided greatly in covering losses suffered early in the week when rain halted all attempts to stage programs. To witness the spectacular contests, won by Billy Winn, Kansas City, was the biggest crowd in Reading history. Grand stand, bleachers, infield and paddock were jammed, while every building adjacent to the track was black with people seeking vantage points.

### Fair Board To Stage Circus

MANCHESTER, Ia., Sept. 23.—Delaware County Fair Board is planning an indoor circus for October 10-14 in the new exhibit hall on the fairgrounds. The hall is 90 by 215 feet. There will be merchants' exhibits, side shows, concessions and special events, including wrestling and boxing. E. W. Williams, secretary of Delaware County Fair, is handling details.

## Nashville Jam Is 60% Boost

*Transportation facilities inadequate last two days—6-year record is set*

NASHVILLE, Tenn., Sept. 23.—With a great jump in gates and receipts over last year, Tennessee State Fair, September 11-16, worked up to an attendance climax which swamped officials and overtaxed transportation supervision.

James A. Cayce, director of concessions, publicity and amusements, and Phil C. Travis, manager of concessions, in the latter's office in the Administration Building about 5 o'clock Saturday afternoon faced not the question of how to pay off or what could be done about deficits, but what could be done with the crowds. All printed tickets for gate, grand stand, track seats and boxes had been sold. Crowds still streamed thru the turnstiles and hastily improvised pieces of paper were used in lieu of tickets.

All roads to the grounds were congested with traffic for half a mile or so in every direction. A call was made over amplifiers in front of the grand stand for every State, county and city officer not actually on duty to report at entrance gates to assist in an attempt to unsmarl the traffic jam, as street cars and taxis were cut off and thousands of people in autos could not get to the gates.

### Wheels on Midway

In addition to more than 30,000 who swarmed along the race track, it was estimated that no less than 25,000 covered the hillsides on the far side of the track outside the grounds.

"The automobile races on Saturday," said Travis, "drew the largest crowds in the history of racing at the fairgrounds."

Asked as to what he attributed the great outpouring at this year's fair, he replied: "Improved financial conditions of the country and better state of mind of everyone. I also think another factor in popularity of this year's fair was that a building 77 by 125 feet was converted into a mammoth beer garden, being on the main walk opposite the Big Dipper. Beer was also sold at one other place on the grounds. Merchandise wheels were operated for the first time

(See NASHVILLE JAM on page 51)

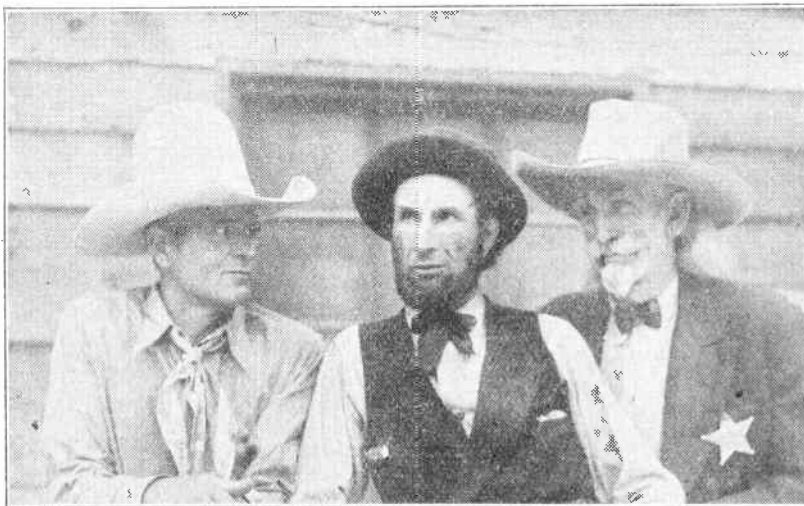
### Iowa Season Is Excellent, Reports Secretary Williams

CINCINNATI, Sept. 23.—The fair season just closing has been excellent for fairs in Iowa, according to a report from E. W. Williams, secretary of the Fair Managers' Association of Iowa.

At the time the report was received 72 county and district fairs had been held and of these at least 90 per cent had paid out and most of them had made a little money. Most events were favored by good weather except those held during the week of September 11. They had bad weather for almost the entire week but in spite of this three out of six held will pay out. Some were held over an extra day or two to recoup losses caused by rain.

"All fairs in the State cut overhead in every department," Williams states, "and most of the boys worked on a budget basis. The result is very clear. All had very fine exhibits, those in the stock departments being especially good."

CINCINNATI.—Al Ackermann, manager of the Seven Tip Tops, is visiting his home in Norwood, O., to see his son who is just finishing a course at a Cincy business school. The act closed its fair season at East Tennessee Division Fair, Knoxville, September 18-23. With the A. F. Thaviu Band and revue it played 10 fairs, including those in the class A Canadian circuit. The Tip Tops open in vaude in Milwaukee on September 30.



THREE PICTURESQUE CHARACTERS in the Days of '49 at A Century of Progress, Chicago. Left to right: Jack Wright, Oklahoma cowboy who has a trick horse that displays amazing intelligence; Jim Trec, Fort Apache, Ariz., who has posed for studies of Lincoln, appeared in "Cimmaron" and other motion pictures, and whose picture has adorned covers of many magazines, and Tex Cooper, sheriff of the Days of '49, for years with well-known shows, tented and stage, including the 101 Ranch Wild West, "Green Grow the Lilacs," and others.

## Brockton, on Way to Record Gate, Hit by Deluge But Gets Rain Risk

BROCKTON, Mass., Sept. 23.—After a record start, which brought attendance figures the first four days to a new high, Brockton Fair was literally "rained out" during concluding days. Beginning on Thursday, rain became so heavy on Saturday, final day, that not a single program event was staged. However, Brockton Fair Association will collect \$20,000 rain insurance for Saturday and \$18,000 for the Thursday debacle.

Interest had been so stimulated that attendance the first four days indicated new records would be set, and it was the hope of officials that a mark higher than any ever dreamed of would be set for the week. Opening on Sunday, September 10, the first Sunday date, there was 22,000 attendance. Monday, Children's Day, had 65,000, of which 40,000 were adult paid admissions. Tuesday, day of the locomotive head-on collision, drew 35,000, while Wednesday saw 30,000. This total paid attendance of 127,000 for

four days was far in excess of that in a similar period in any other year. Then came the deluge.

Thursday was Boston Day, always biggest in attendance, and preparations had been made for at least 75,000. But rain fell in torrents. Much of the program was staged as per schedule and races were run in a sea of mud. Attendance was around 20,000 and the midway did great business, as crowds were forced into shelter of canvas of the World of Mirth Shows. During the week the midway did well, even on Saturday, with the program off, there were some 6,000 on the grounds and they flocked to the midway. On Friday rain abated long enough to permit official inspection by Governor Ely and his staff. Mayor Curley, Boston, with members of his official family, also were guests.

This year the fair reduced gate from \$1 to 50 cents. That the reduction was (See BROCKTON, ON WAY on page 60)

# Bad Weather Whips London

**Prolonged cool spell cuts attendance 19,311 from '32 —Schooley revue popular**

LONDON, Ont., Sept. 23.—The Western Fair, September 11-16, after a final day increase of more than 1,000 as compared with Saturday of last year, finished 19,311 behind 1932 attendance.

Exactly 139,265 persons clicked the turnstiles. Saturday afternoon brought the first real warm spell of the week. The crowd of almost 9,300 on the final day was one which came in largely after 6 o'clock. Attendance figures:

	1933	1932
Monday	21,974	22,685
Tuesday	19,062	18,761
Wednesday	42,015	45,930
Thursday	30,159	34,806
Friday	16,711	28,261
Saturday	9,284	8,133

Totals..... 139,265 158,576

At 10:30 Saturday night work of dismantling exhibits began. Model Shows of America were loaded by 3 a.m. and departed for North Tonawanda, N. Y. Juan De La Cruze, 55-year-old midget, was ill and the midget show closed at 6 o'clock. He was running a fever and was put to bed under a doctor's care.

Mrs. Helen Mossman, Deposit, N. Y., and her husband, Putt Mossman, trick motorcycle riders and sharpshooters, were in a motor accident on their way to the fair. Mrs. Mossman was asleep in the trailer when her husband and John Crooks, Hollywood, Calif., at the wheel and partially asleep, lost control of the auto. The car overturned and became detached from the trailer. Mrs. Mossman was bruised about the head.

A review of the week's attendance is a story of battling against weather. Monday was fair, but adults remained away until later in the week. Tuesday was the only day on which attendance was on the right side of the balance sheet. Then came the prolonged cool period which whipped the exhibition this year. The big day, Farmers' Day, slipped back 3,000. Friday was the worst day so far as weather was concerned.

Already directors are making plans for next year. Thrills and beauty marked grand-stand performances this year. Acts were Pearl's Pets, animal act; Putt Mossman, dare-devil motorcycle rider, assisted by Johnnie Crooks and Miss Steele; the Costellos, riding act, and Hustrei Family, high wire. Schooley's *Winter Garden Revue* received columns of praise from the local critics.

## Parnell Says Clean Midway Will Have Effect Next Year

MEBANE, N. C., Sept. 23.—What is considered a precedent was set by Six Counties Fair here this year, when Max Gruberg's Famous Shows were on the midway without what officials considered any off-color concessions.

"I believe it was the first time in North Carolina annals that such a midway has been maintained," declared Fair Secretary C. S. Parnell. "It was a real relief to go thru a week without 'squawks' from visitors who had been 'clipped.'

"Before the fair I received letters, telegrams and personal calls about the Gruberg Shows with messages that they positively were not coming south, that they carried all kinds of gambling and some letters stated they had taken from the Gruberg Shows certain fairs in North and South Carolina. Shows arrived in Mebane Monday morning and were up in time for the fair. According to Mr. Gruberg, the shows made money and, using his own expression, he was 'pleased beyond any expectations' with the amount grossed.

"Mebane Fair was from every standpoint the best in a number of years, attributed in a major part to cleanliness of the Gruberg Shows, and it is predicted that the clean shows noted by all secretaries visiting here, the number of which was 30 from North Carolina, South Carolina and Virginia, will have a lot to do with the type of shows these secretaries sign next year."

## Premium Facts

Data collected from lists received by The Billboard.

DOYLESTOWN, Pa.—Doylestown Fair, 11th annual, September 26-30. 56 pages. Officers: Dr. H. W. Turner, president; Horace B. Wilgus, vice-president; Robert H. Engart, treasurer; J. Allen Gardy, secretary. Admissions: Adults, day, 35 cents; night, 25 cents; children under 12, 25 cents; autos, 35 cents; grand stand, day, 50 cents; reserves, 75 cents and \$1; night, 25 and 50 cents. Attractions: Grand-stand show, Ernie Young's Garden Revue.

HILLSDALE, Mich.—Hillsdale County Fair, 83d annual, September 26-30. 76 pages. Officers: C. J. Kellogg, president; J. I. Post, treasurer; H. B. Kelley, secretary. Admissions: Adults, day, 35 cents; children, 8 to 15, 15 cents; autos, 35 cents; night, 25 cents. Attractions: Free acts, harness races, horse-pulling contests, Jersey Parish Show, fireworks, midway.

SALISBURY, N. C.—Rowan County Fair, October 2-7. 52 pages. Officers: Walter F. McCanless, president; Paul W. Whitlock, secretary. Admissions: General, 25 cents; auto parking, 25 cents. Attractions: George Hamid grand-stand show, Cervone's Band, Abe Goldstein, Riding Castellos, Three Rixfords, Dave Castellos Attractions, Fearless Flyers, Royal Chin Lee Troupe, Pearl Haines Revue, running races, auto races, Ohio Display fireworks. Midway: Cetlin & Wilson Shows.

DALLAS—State Fair of Texas, 47th annual, October 7-22. 130 pages. Officers: Otto Herold, president; Rosser J. Coke, Hugo W. Schoellkopf, vice-presidents; W. O. Connor, treasurer; Roy Eupard, secretary. Admissions: Adults, 50 cents; children, 6 to 12, 25 cents; autos, 25 cents. Attractions: Stellar grand-stand show, three Schubert plays in State Fair Auditorium, rodeo, races, football, fireworks. Midway: Beckmann & Gerety's Shows.

CONCORD, N. C.—Cabarrus District Fair, 11th annual, October 10-14. 68 pages. Officers: J. F. Cannon, presi-

dent; Mary Cannon, vice-president; Dr. T. N. Spencer, secretary-treasurer. Attractions: Grand-stand show, Basile's Madison Square Garden Band, Schooley's *Sensations of 1933*, Moran and Wiser, Three Willys, Gardy and Macson, the Melinos, harness races, auto races. Midway: Rubin & Cherry Shows.

## Legion Maiden Tried Again

WHITE PLAINS, N. Y., Sept. 23.—Rained out at its first annual fair September 16 and 17 in Dutchess County, the American Legion post, undaunted, announced the fair would be repeated on September 23 and 24. The Legionnaires were able to present only their main attraction, Red Horse Ranch Rodeo, at one matinee. Commander George Goheen and Fred Woodward, chairman of the fair committee, went into a huddle with Col. Al Chase, of the rodeo, and it was decided to repeat the fair. Races, not given on original dates, were to be presented, with a balloon ascension and barbecue. The rodeo scheduled for two performances daily in front of the grand stand.

## Minnesota Projects Diamond Jubilee for Annual in 1934

ST. PAUL, Sept. 23.—Minnesota's 1934 State Fair, 75th annual, and to be known as the Diamond Jubilee Fair, will be on September 1-8.

The 1933 exposition is considered a tremendous success, having had record attendance of more than 430,000, an increase of about 100,000 over a year ago. It made a small profit. Exact amount will not be known until a checkup can be made of receipts. Reduction of admission to 25 cents, adoption of the "everybody pays" policy and educational and entertainment features combined to make this year's fair one of the most successful.

"The fine showing of Minnesota State Fair this year is adequate proof of the important part it plays in general business conditions in the Northwest," said Secretary Raymond A. Lee.

NINE acts were at Jackson (Mich.) Fair, including Dennie Curtis' six horses, dogs, pony and mule; Shorty Flemm, Mann Brothers and Ben Beno.

# Echoes of National City Fair Are Heard in Workers' Wage Demands

WASHINGTON, Sept. 23.—Echoes of the recent National City Fair at Benning, D. C., September 3-9, are being heard in connection with court proceedings here growing out of efforts of former employees to collect wages for services. With close of the fair, receivers were named by District Supreme Court, upon petition of creditors, to take over and manage its affairs. These, Milton Conn, Solomon H. Feldman and Phillip F. Biggins, have moved in court to dismiss a petition by certain employees to order payments made to them.

In filing an answer to petitions filed by employees, receivers have advised the court a previous order by it authorizing disbursement by receivers of one week's wages to laborers applied to laborers only and not to other petitioners which, it was set forth, were mostly ticket takers and with only about one week's wages due them. Payment of amounts due these complainants in full, it was further set forth, would result in other creditors receiving only a very small percentage of amounts due them.

The fair was under general auspices of Police and Fire Post, Veterans of Foreign Wars. It was elaborately staged, concessions, including displays by merchants, were many and inviting and the federal government even had worthwhile exhibits. Weather was favorable except for a light rain a couple of days.

There has been criticism of the fair management on the ground displays were not properly placed and that first contact with less interesting features was necessary in order for patrons to get to the space set aside for the really outstanding features. Labor Day, expected to bring a crowd of sufficient numbers to start the fair on its way rejoicing, furnished instead only probably around 5,000. Each night brought out about 4,000 to 5,000.

But contention developed, some of the proposed feature acts were withdrawn, circus friends who visited the fair ex-

pressed the view the wrong location had been secured, that parking facilities were unsatisfactory, grounds improperly laid out and that apparently errors of judgment in the planning as a whole were preventing what should have been a wonderful display, with A-1 features among free acts and good entertainment at the shows, and a record which should have been the forerunner of a big annual fair.

## FAIRFIELD COUNTY FAIR

### LANCASTER, OHIO

Day and Night, October 11 to 14  
Largest County Fair in Ohio

Wanted—Games and Shows. No Concessions on per cent.  
Write T. B. COX, Concessionist.

## MISSISSIPPI STATE FAIR

### JACKSON

OCTOBER 9-14—WITH FREE GATE

"Has Few Lunch Stands—Long Range Shooting Gallery—Scales—Photo Studio for Sale."

Wire MABEL L. STIRE, Secretary-Manager.

# Show Success For Altamont

**Hankinson management results in profit despite rain on the big days**

ALTAMONT, N. Y., Sept. 23.—With the big days rained out, Altamont Fair and Capital District Exposition, September 11-16, managed this year by Ralph A. Hankinson, showed a small profit and was the most successful from an exhibition and entertainment viewpoint.

Tuesday, September 12, with B. Ward Beam's International Congress of Dare-Devs, attendance showed a 700 per cent increase over the same day in 1932, with good weather prevailing both years. Wednesday was another winner, with a 400 per cent increase over 1932. Thursday was completely rained out, and, although Friday brought threatening weather, it was possible to stage the first auto-racing program after a belated start. Crowds equaled the 1932 Friday attendance despite unsatisfactory weather. Saturday was another rain-cut, forcing postponement of the second day of auto races until October 1.

Tuesday night following the fair found every bill paid and not one after-math detail unattended to. Aiding (See SHOW SUCCESS on page 57)

## New Mark in Covington, Va.

COVINGTON, Va., Sept. 23.—Allegheny County Fair, September 12-16, broke all records in recent years for attendance and midway and grand-stand receipts, reported Secretary Thomas B. McCaleb. Cetlin & Wilson Shows were on the midway.

WASHINGTON — Raymond and La France, slack wire and traps, were at National City Fair, Benning, September 2-9, after six weeks in and around Detroit and will go to Ohio for fair dates.

WANTED  
**EXHIBITION**  
**Verdun-Montreal**  
SHOWS, RIDES, CONCESSIONS  
GIGANTIC CELEBRATION  
4 Weeks—Open Air—18 Acres  
September 30 to October 28

CAN PLACE all kinds of Games, Merchandise Wheels, etc. None exclusive. Everything open. CAN PLACE first-class Shows. Biggest Fair ever staged here. Attendance over 1,000,000. Address all communications INTERNATIONAL EXHIBITIONS CORP. OF CANADA, 8140 Lasalle Blvd., Montreal, Que. Fitzroy 6391.

**FAIRFIELD COUNTY FAIR**  
**LANCASTER, OHIO**  
Day and Night, October 11 to 14  
*Largest County Fair in Ohio*  
Wanted—Games and Shows. No Concessions on per cent.  
Write T. B. COX, Concessionist.

**MISSISSIPPI STATE FAIR**  
**JACKSON**  
OCTOBER 9-14—WITH FREE GATE  
"Has Few Lunch Stands—Long Range Shooting Gallery—Scales—Photo Studio for Sale."  
Wire MABEL L. STIRE, Secretary-Manager.

**Now Booking Shows and Concessions for Greenville County Fair, Greer, S. C.**

We are now booking Independent Shows on 25%. Concessions booked for \$10.00, \$12.50 and \$15.00. Will book Bingo at \$35.00. No X. Have booked Ohio Fireworks Display for 5 nights. WILL BOOK a few more Free Acts, including High Diver.

**FREE ACTS—FIREWORKS** | **C. A. HERLONG, Greer, S. C.**



## Changes May End Agitation

*Switches in personnel of Midway spots expected—preparing for Legion*

CHICAGO, Sept. 23.—With the World's Fair approaching its last weeks, some of the internal troubles that have agitated several enterprises within the fair are coming to a head and as a result it is probable there will be changes in personnel around a few midway spots.

One spot in particular has been torn by a thousand jealousies and is at present a seething caldron that may boil over at any moment and spill some unsavory brew. Other lesser tangles are fairly numerous but are being kept as quiet as possible by interested persons. The strictly legitimate showmen know of these sore spots and deplore them, as it has made things tough for those who have wanted to work on the up and up.

Certain sinister influences appear to have conspired to block all efforts to remedy matters. However, it appears that counterinfluences are at work to force those who thru either ignorance of the situation or indifference to it have allowed these conditions to continue.

With the week of September 23-October 1 scheduled as Illinois Achievement Week, an eight-day program will be launched which will dramatize accomplishments of Illinois men and women in fields of art, science, welfare, literature, architecture, music, drama and education. This is not expected to greatly increase attendance. But large crowds are expected the following week when American Legion forces arrive for their national convention. Many special features are being arranged for the Legionnaires, with entertainment and amusement predominating, and during the Legion convention the biggest attendance since Labor Day is expected.

Bunny Dryden, tight-rope walker at Hollywood, after vainly trying to obtain permission from fair officials to walk the 1,800 feet across the cables connecting the two Sky Ride towers, finally slipped by the guards and made the trip while thousands looked on. On his descent he was ejected from the grounds, but the Hollywood authorities obtained an injunction restraining the fair officers from barring him from the grounds, and he is doing his wire stunt as usual in the Hollywood floor show.

Prof. William Heckler's Flea Circus is getting the business now that it has the proper setting and bally on the main midway.

Probably the best girl show in the Oriental Village is the new one framed by Harry Calvert to take the place of the Dance of a Century, which had begun to slip. In the new show an artist

### Fair Attendance

Thursday, September 14....	79,520
Friday, September 15.....	153,344
Saturday, September 16.....	169,074
Sunday, September 17.....	221,505
Monday, September 18.....	112,946
Tuesday, September 19.....	101,047
Wednesday, September 20...	121,645

Total attendance to and including Wednesday, September 20, was 15,944,744.

sketches a comely model and an Oriental girl poses for the edification of the audiences, while Shannon O'Day, herself a professional model and a swell-looking gal, gives an excellent lecture.

The big gambling casino in the Casanova Cafe in Streets of Paris is getting a play from patrons who are familiar with the gambling joints of Europe and like the atmosphere of the real gambling table.

Newest of the nickel and quarter-grabbing concessions in Streets of Paris is a ring-throwing game in which the target is the toe of a young lady who reposes on a platform a few feet away. She is enveloped in a wrap and if a player rings her toe she throws a small part of the wrap aside. Each time the toe is ringed more of the wrap is discarded until, if lucky, the player has almost completely disrobed the gal.

Frank D. Shean, publicity man of "Life," entertained Irene Rich, of the screen, the other day and Miss Rich seemed much interested in the show that "shows all, tells all."

A show called Dog Stars of Hollywood has opened at the south end of the grounds. Also a game, Walking Charlie, with a live "Charlie."

Bergman's Swiss Village is now on exhibition in the German-American Building on the island, being presented by G. Bruce Kempf. A booklet giving an interesting history of the village, which was first shown at the Paris Exposition in 1867, has been issued and is sold at the exhibit.

A Century of Progress will pay an additional 10 per cent of its \$10,000,000 gold note issue on October 1, it was announced this week. This payment is in addition to the payment of 20 per cent made on September 15.

Friday will continue to be Children's Day, with children under 12 being admitted to the grounds and to most concessions for 5 cents.

Without doubt the most popular music makers in the Streets of Paris are Tom Gentry and his orchestra, whose playing in the Casanova Cafe is enjoyed by thousands each evening.

Lew Backenstoe is back at Gorilla Villa and among other innovations has installed a colored cooch show as a 10-cent blowoff.

Turtle races installed at south end of the grounds on the site formerly occupied by the 101 Ranch Show have so far failed to attract much patronage and probably will be chalked up as one more of the fair's failures.

Eugene Maxwell, working on the front of the Chamber of Horrors in Streets of Paris, was adjudged the most versatile talker in a contest conducted last week. When Gene can't turn 'em they just won't be turned!

W. M. Calicut, who recently opened the Black Box show in Hollywood, is now on the front of Nudes of the Nations or was a few days ago. They change so rapidly in Hollywood it's difficult to keep track of them.

The Sky Ride continues to give on-lookers a thrill occasionally by blowing a fuse and marooning those in the cars for what seems like hours. This hap-

pened last Sunday when some 20 passengers were held for about 20 minutes when two cars stalled due to the blowing of a fuse in the control room. The cars were propelled to the tower by emergency power they carry.

"Dick" Lusse, of Skooter fame, has departed for Europe on a business trip.

Barry Gray, talking on the Dufour-Rogers "Life" show, is one of the real veterans of the show world. This is his 50th year in the business and he still can step along with the best of them. He was with the Ringling and Barnum circuses 20 years and for years in Dreamland Park.

Will Rogers' sons, Will Jr., 20, and James, 18, visited the fair a few days ago. The boys drove from the West Coast to Joplin, Mo., in a dilapidated flivver, which gave out at that point, and they made the remainder of the trip by train.

Engagement of Sally Rand has been extended at Ernie Young's Manhattan Garden and the fan dancer will be seen there for at least another week.

Now that the end of the fair nears, many showmen are planning to take their shows on the road. Most of them are reticent as to plans. It is understood *Wings of a Century*, the transportation pageant, will play several cities, and that the B. & O., Southern Pacific and several other railroads are interested. Ripley's Believe It or Not probably will be moved to another city or may play some road dates, and there is talk of Ernie Young's floor show at Manhattan Garden going south for the winter. Several other shows are known to be considering road tours or winter spots.

A monk that escaped from the Baby Ruth pool on the island early in the week was the biggest "free attraction" the fair has had. Ascending the steel framework of the Sky Ride, he led his pursuers a merry chase for hours. Four steel workers pressed into service made fruitless efforts to capture him. The monk finally came down from his lofty perch of his own accord and was returned to his cage.

Newest girl show is a Beef Trust ballet in the Spanish Fandango dance hall at the Days of '49. Feature of the show is a 300-pound fan dancer who uses two diminutive fans that look as if they might have been intended for the lilliputian dancer in Midget Village.

A three-day Indian celebration was held on Wednesday, Thursday and Friday, during which there were Indian ceremonies, an Indian opera, *The Chilkoot Maiden*, Thursday night, and on Friday the celebration wound up with an outdoor feast in which all six tribes in the Indian Village participated.

Jack Hardy, who has been confined to a hospital with a case of the flu, is back on the job in Oriental Village. While he was absent Harry Calvert efficiently looked after show details.

Among picturesque entertainers at the fair are the Elephant and the Flea, otherwise Al Devoe and Jay Eller, in the Bucket of Blood Saloon in the Days of '49. These boys have a novelty band—they're "it"—that entertains customers and furnishes music for Jane Gray's graceful "fan dance without the fans." The two boys have been together many years, having toured this country and Australia in vaudeville. After the fair they may take a fling at radio.

Altho Charles Docen came in quite late with his freak animal show and it is located at the extreme south end of the fairgrounds, the show is doing a nice business at a 10-cent admission. Docen has an excellent collection of freak animals and birds.

Mrs. Bessie Cunningham, a sister of Eddie Arlington, of circus fame, was a

## Pomona Has Great Gates

*Los Angeles County annual draws big—legal betting new source of revenue*

POMONA, Calif., Sept. 23.—Bright prospects attended the 12th annual Los Angeles County Fair here, September 15-24. Attendance on opening day was 30,000, exceeding by about 3,000 the initial day last year. Newly legalized pari-mutuel betting proved a valuable draw and big source of revenue. Newly constructed betting sheds are at the end of the grand stand. Program of harness and running races embraced the 10 days, with the Horse Show each night.

Counties in Southern California had wonderful showings, particularly Ventura County. Los Angeles County had its exhibit terraced around an immense fountain, with beautiful lighting effects.

Little San Dimas with a reproduction of the national capitol in fruits and dome of the capitol, with a flight of Blue Eagles soaring over it, was probably the most outstanding. There were more high-class horses for racing than ever before.

C. B. (Jack) Afflerbaugh and his associates did the usual thoro job, his efforts and those of Mrs. Afflerbaugh coming in for a big share of praise. There were set aside as usual special days and results exceeded expectations. Governor's Day drew a tremendous crowd. Exhibits in all departments were bigger than in any previous year. Altho many buildings for exhibits had been erected, it was necessary to provide two big tops, each 150-foot round tops with two 50-foot middle pieces.

The night horse show drew big crowds, stock shown being cream of the country. In personal appearance of movie stars were Donald Novis, Clark Gable, the Randall Sisters, Joe E. Brown, Will Rogers and other notables. Distinguished guests were present from all over the world, the crown prince of Hyderabad, India, and entourage were here and also governors of surrounding States. Canadian officials visited on opening day. The Gakewar of Baroda, Indian potentate, and party visited and seemed to marvel at the truly great show. Polycarpo Dutell came from Argentine to get ideas that may be used in that country.

Crafts' 20 Big Shows, somewhat augmented, did immense business. It was said that the first four days were big—

(See POMONA HAS on page 61)

## Short Biographies Of People Engaged in Fair Business

*Under this heading each week will appear a short biographical sketch of some person active in the fair field.*

### No. 53—C. C. HUNTER

Mr. Hunter was born in Owaneco, Ill., on January 1, 1886, making him 47 years of age. His home is in Taylorville, Ill., where he is secretary of Christian County Fair, having been active since it was organized in 1923, and in the secretarial post six years. From 1907 to 1915 he was tenor in the Elks' Quartet, widely known in Illinois. He is a member and past exalted ruler of Taylorville Lodge, BPOE, member of the Association of Commerce, and in 1928-'29 was manager of the Taylorville Association. In 1932 he was vice-president of the Illinois State Association of Agricultural Fairs. His hobby is county fairs and amusements. His wife, Mary Louise Hunter, is not active in fair work. They have two children, Eugene, 11, and Shirley Louise, 9 years old.

recent visitor at Ripley's Believe It or Not Odditorium, where she was the guest of Manager Clint Finney. Clint, by the way, was a protege of Arlington in his early circus days.

Julius Kuehnle, who recently opened with Susy, the elephant-skin girl, reports that business is very good. Kuehnle makes a splendid opening and the attraction is presented exceptionally well.

**NOTICE!**  
World's Fair Showmen  
The  
**Billboard**  
IS ON SALE EVERY WEEK  
AT  
**FISHER'S RESTAURANT**  
ZEBBIE FISHER, Prop.  
26th ST. — AT THE LAKE  
Meeting Place for Showmen  
BE SURE TO GET YOUR COPY—  
NO INCREASE IN PRICE

# Cut Fees Help At Allentown

Early paid admissions go over 1932 mark—old concession rates bar many

ALLENTOWN, Pa., Sept. 23.—With ideal weather, Allentown Fair opened on Tuesday. Children's Day, with attendance greatly increased over last year. Altho admission was cut to 25 cents this year, Tuesday's paid admissions totaled more than \$500 over last year with a 50-cent admission and Wednesday's were almost double. Grand-stand admissions were reduced 25 per cent from last year, with attendance greatly increased. Night admission to grand stand was reduced to 35 and 50 cents from 50 cents.

Exhibit halls had a much better line than in previous years, many old-time displays having been eliminated. Display of automobiles was far ahead of the last three years.

Number of autos parked in the infield was the largest on Wednesday in history of the fair. Afternoon attractions in front of the grand stand were trotting, pacing and running races and free acts, first four days. On Saturday auto races were under auspices of Hankinson Speedways.

For the first time since prohibition the fair's noted beer garden was open. Crowds were so great in the garden that 100 waiters were needed.

Grand-stand features, exceptionally fine, were presented by George A. Hamid and included Grady and Mascon, bicycle and motorcycle stunts; Relmut Troupe, high wire; Jack and Ruth, posing, acrobats and balancing; Tom Lomas Troupe, comedy stunts and acrobats; Moran and Wiser, jugglers; Professor Proske's Tigers; Uyenos Jap Troupe; Frank Libuse and Company, juggling waiter, and Four Queens of the Air, high aerial thriller.

Schooley's Sensations of 1933 revue was given at night in three parts on a special stage on the race track. Featured in the revue are Buddy Lake, m. c.; Myrtle Lansing, prima donna; Ruth Pryor, principal dancer; Marcella Williams Foursome, and Alex Karanoff, principal male dancer. Joe Basile's Madison Square Garden band gave concerts and played the acts and revue.

World of Mirth Shows on the midway brought 15 rides and 20 shows, taking up much more space than it did last year. Because of the long run and trouble in getting off the lot in Brockton, Mass., the shows were not set up until Wednesday morning, missing Children's Day. Another Children's Day was booked for Friday.

Concession space was not nearly filled, many oldtimers being missing. Reason given by many was that the fair association, while reducing gate admission, did not reduce price of concession space, but held it at prices which were in effect in prosperity years. Spending along the concession lines was light and not much stock went out.

## Legion Homecoming Success

ST LOUIS, Sept. 23. — First annual homecoming in East St. Louis, Ill., September 9-10, in Lansdowne, Park, sponsored by 124th Field Artillery Post, American Legion, was a big success. Lieut. Max M. Adelman was general chairman, assisted by W. F. Powell, Fred Whitlock, Paul Hodson, Capt. Edwin Popkess and "Buddy" Straub. Joe J. Smith, Entertainment Producers of America, St. Louis, was in charge for the Legion. Mrs. Charles Oliver had a Whip and Merry-Go-Round, and Ed Corey, Ferris Wheel, Kiddie Ride and Chairplane. Among concessioners were John K. Maher, William Piggott, Red Donnelly, Fred Oglethorpe, Joe Daur, Doc Ballmeir, Chubby Murphy, Lee Brock, Mrs. J. Read, Hi Dewey, Joseph Brock, Margie Burke, Alex Rubenstein, Carl Montague, Coak Wright, Lee Doherty and Tom Duun.

SMITH'S SUPERBA BAND, Gastonia, N. C., under direction of Prof. Yates D. Smith, opened the fair season at Eastern Shore Fair, Keller, Va., followed by Washington; Woodstock, Va.; Galax, Va.; Shelby, N. C.; Suffolk, Va.; Woodland, N. C.; Hickory, N. C., and Orangeburg, S. C. Hugh M. Smith is manager.

## Fair "Grounds"

BRUSSELS.—Principal midway attraction of the World's Fair here in 1935 will be "Le Vieux Bruxelles," reconstruction of picturesque spots of old Brussels. Nearly three and a half hectares have been reserved for this.

FREEMPORT, Tex. — Plans are under way to establish Brazoria County Fairgrounds, total cost with buildings not to exceed \$25,000, according to J. H. Sandlin, county agent.

UTICA, N. Y.—More than 7,500 attended Madison County Fair, Brookfield, on Labor Day. Midway was well patronized and the race crowd overflowed the grand stand.

ATHOL, Mass.—Trustees of Athol Fair, known as Worcester North Agricultural Society Fair, voted to lease the fairgrounds to the town of Athol for three years at \$1 a year, to be used for athletics. Trustees retain permission to conduct a fair, if advisable, during tenure of the lease.

FRANKLIN, Ind. — That the recent Johnson County Free Fair, under management of Franklin Post, American Legion, shows a profit of \$948.58, was revealed in a report by Neil Godwin, secretary and treasurer.

CELINA, Tenn. — Clay County Fair officials are pleased with results of this year's fair. Good crowds attended daily, and the show was staged without financial loss.

WELDON, N. C.—T. R. Walker is secretary of 1933 Halifax County Fair to be held here on October 16-21, with a 25-cent gate, day or night. Strong grand-stand show will be booked with fireworks and Mighty Sheesley Midway has been contracted.

CHARLOTTETOWN, P. E. I.—Increase in gate admissions at the 1933 Charlottetown Fair over the gross gate of 1932 was reported. Receipts for 1933 were \$10,662, and for 1932 \$10,008. For the 1931 fair \$11,392 was collected at gates.

WOODSTOCK, N. B.—Weather favored Woodstock Exhibition, August 29-31. Harness racing was held on the two closing afternoons. On the midway were the Pine Tree State Shows. Directors patrol the grounds and insist on elimination of "unlawful concessions and suggestive shows." This has been done for six years. The fair plant is on an island in the St. John River, a bridge connecting Woodstock. Attendance was reported improved over that of 1932.

MUSKOGEE, Okla.—For the 18th annual Free Oklahoma State Fair, September 30-October 7, Mrs. Ethel Murray Simonds, secretary, and the directors have booked for the night grand-stand show Al and Cleora Miller's Musical Revue. Afternoon entertainment will be Milt Hinkle's Texas Rangers Rodeo. On October 4 auto races, sanctioned by the International Motor Contest Association, will be held. Castle-Ehrlich-Hirsch Shows will be on the midway. W. J. Collins is arranging a night club and beer garden on the fairgrounds with a floor show.

OAKLAND CITY, Ind.—More than 100 business men will sponsor a fall street fair on Main street on October 30 and 31.

## Fair Elections

MANISTEE, Mich.—Vincent A. Miklas was elected a member of Manistee County Fair Association executive committee at the annual meeting. All other directors were re-elected.

PHILADELPHIA, Miss. — Neshoba County Fair Association elected Brown Williams, president; Earl Richardson, Robin Weaver, vice-presidents; Homer Turner, secretary, and Ira Lewis, treasurer.

DENHAM SPRINGS, La.—Kit Williams was elected president; L. W. Rainey, vice-president; Frank J. Ricard, secretary, and Mrs. J. W. Jones, treasurer, of Livingston Parish Fair, October 6-7.

## S. D. Crowds Brave Rain At New Auto Speed Events

HURON, S. D., Sept. 23.—Bad weather almost rained out South Dakota State Fair's inaugural AAA auto racing program on September 15, but failed to dampen ardor of thrill seekers and a crowd equal to that of the same day last year, when weather was fair, turned out.

Auto races were under direction of Hankinson Speedways, New York, with Jimmie Malone, Tampa, Fla., in charge. Johnny Sawyer, Milwaukee, won the major event, a 30-lap race, which he turned in 14:42, establishing a new South Dakota track record.

The new type of auto racing introduced by Secretary J. G. Venables and the fair board was enthusiastically received. N. E. Blood, Rapid City, supervised the program for the AAA, while Ed Dineen, Huron, was referee.

## Grand-Stand Shows

PAT and Willa Lerota and Romilda Sisters were at Vilas County Fair, Eagle River, Wis.

LATHAM'S Circus Unit put on bulk of attractions at McArthur (O.) Fair. After a string of Ohio and North Carolina fairs the unit, which has been augmented by another monk and pony, will play Southern houses.

GERTRUDE AVERY and Her Diamond Revue, Barnes-Carruthers booked, drew heavily in Albert Lea, Minn. The 42-people show is now playing State and district fairs until September 29 in Beaver Dam, Wis.

BENCH BENTUM Diving Sensation, at Willimantic (Conn.), Elks' Fair and Celebration, began their 14th consecutive week of the season, going to North Attleboro (Mass.) and Bristol (Conn.) fairs.

OSLO TROUPE, Harry LaPearl Troupe, Edythe Siegrist's Flyers and Banard Bros.' Circus were at Stark County Fair, Canton, O., last week.

WILFRED AND MAE, with a four-people act called the Wilfred Troupe, are playing fairs in New York and Pennsylvania.

## GAINESVILLE

(Continued from page 46)  
minded to offer to drive the people giving the show to their stand. All performers, musicians, property men work without pay—just for the thrill of putting over something unusual. The wardrobe for band, performers, property men is all very nifty. That worn by the girls is mostly made by them, but most of them wear very little. The props are neat, correctly made, many of them nickel plated. The performance, given in two rings and on two stages, consists of 17 numbers, including many extremely meritorious acts, some of them done with such reckless abandon that it causes chills to run down one's back. Especially is this true of the single trap and ladder numbers. The four girls are dare-devils and have the nerve to do many tricks not done by the average circus performer. Clown alley has some clever clowns who can also give the oldtimers some new ideas that went over big. The bareback riding, contortion, tumbling, statues, bar acts, muscle grinds, trained dogs, bucking mules, bucking Ford, high-school horses and every number excellent.

The female portion of the cast has plenty of youth pep, grace, good looks and figures and unsurpassed nerve for daring work, and the male portion is

right along with them. Had we not known it was a performance by non-professionals we would never have guessed it. From the time the equestrian directors entered the arena (one of them being a managing editor) until the final number the atmosphere of a regular three-ring circus prevailed. And we cannot yet understand why this particular city should be able to accomplish what no other city in the United States has done.

## NEWTON TALKS

(Continued from page 46)  
use of dime admissions. Any circus that has been able to conduct its business successfully during the last three years by the use of merchants' tickets or low prices of admission should be allowed to continue along those lines, and should not be interfered with or bound by any universal code." In the formulation of a code, Newton has suggested that there be incorporated into it an adoption that would make it impossible for one show using merchant tickets to come into direct opposition with another show using the same plan; also eliminating the unfair competition of one show covering another's poster advertising.

Mr. Newton, who with the object and purpose of co-operating with the MCO or any individuals connected with motorized circuses in formulating a code that would assure a fair and equitable deal to all circuses and not any few, has made a trip to Washington. On his return he announced that he had a fine meeting in Washington and got a four weeks' extension for presentation of code for motor truck shows.

## MONGE BROS.

(Continued from page 46)  
The opening "presentation," or "spec," is entirely costumed by Mrs. Dutton, who has been highly complimented on her taste in presenting the flashy opening, which is all in Colonial style. The elephant and camel, both the property of Mrs. Dutton, are natural features in the show.

Business conditions here seem to improve directly in proportion to the improvement shown in the United States. The movies still charge the equivalent of 40 cents minimum for first-run pictures, with prices going as high as \$2 for the best seats. American pictures predominate, altho some German and Spanish films are shown.

The only direct opposition the circus has had since arrival here was a bullfight last Sunday, and in spite of an enormous amount of opposition billing the circus did almost capacity business for three shows. It is reported that the bullfight also did excellent business, which is another indication of improved business conditions in the country. The circus is being presented in the Metropolitan (the old bull ring) and the bullfights in the New Circus (Neuvo Circo).

Among Americans visiting the show here were the Gregorys (four), former furniture juggling act, now operating a dancing school in Caracas.

The performances at the circus are directed by Rafael Monge, with Alfonso Tatali and W. McK. Bausman assisting. A feature added to the performance today is leaps, featuring three of the Monge Brothers and Howard Bryant, and Danny Mitchell clowning.

## WANTED SHOWS AND CONCESSIONS

FALL FESTIVAL, October 2-7, Inc., Cleveland, O. This will be good. BEV LUSE, Manager, 2408 Denison Ave., Cleveland, O.

WANTED—For 79th Annual Gibson County Free Fair, Pay Grandstand, Trenton, Tenn., October 11, 12, 13, 14, Rodeo or other Grandstand Attraction on Percentage Basis. Wire quick, JNO. R. WADE, Sec'y, Trenton, Tenn.

## Tampa - Jan. 30 - Feb. 10 - Tampa THE SOUTH FLORIDA FAIR

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FAIR DATES FOR 1933

ALABAMA
Athens—Limestone Co. Negro Fair Assn. Oct. 12-14.

ARIZONA
Douglas—Cochise Co. Fair Assn. Oct. 6-7. James H. Barrett.

ARKANSAS
Berryville—Carroll Co. Fair Assn. Oct. 5-7. W. M. Houston.

CALIFORNIA
Imperial—Imperial Co. Mid-Winter Fair. March 3-11. D. V. Stewart.

CONNECTICUT
Broad Brook—Enfield. Ellington & E. Windsor Fair. Sept. 27. B. R. Grant, Melrose.

FLORIDA
Orlando—Central Florida Expo. Feb. 20-24. Crawford T. Bickford.

GEORGIA
Americus—Sumpter County District Fair. Oct. 23-28. O. C. Johnson, pres.

ILLINOIS
Antioch—Antioch Fair Assn. Oct. 5-7. F. W. Horton.

INDIANA
Auburn—Auburn Free Fall Fair. Oct. 4-7. U. S. Raut.

IOWA
Ackley—Four-County Fair. Dec. 11-15. Martin J. Ryken.

KANSAS
Abilene—Central Kansas Free Fair. Sept. 26-29. W. A. Flynn.

MAINE
Acton—Shapleigh & Acton Agrl. Soc. Oct. 3-5. F. E. Young, Emery Mills, Me.

Cottonwood Falls—Chase Co. Fair. Oct. 4-7. Ernest McKenzie.

MISSOURI
Bowling Green—Bowling Green Fair Assn. First week in Oct. S. E. Horgan.

NEBRASKA
Beatrice—Gage Co. Fair. Sept. 26-29. A. N. Thomsen.

NEW HAMPSHIRE
Deerfield—Deerfield Fair Assn. Oct. 4-5. E. B. Hersey, R. F. D. Gossville, N. H.

NEW JERSEY
Trenton—Trenton Fair. Sept. 26-30. J. Fred Margerum, mgr.

NEW MEXICO
Clayton—Union Co. Fair. Sept. 29-30. Benny Hane.

NEW YORK
Dundee—Dundee Fair Assn. Sept. 26-28. L. R. Haumer.

NORTH CAROLINA
Apex—Apex Fair. Sept. 25-30. I. C. Hayes.

NORTH DAKOTA
Cando—Townier Co. Fair Assn. Sept. 29-30. D. K. Brightbill.

OHIO
Attica—Attica Fair Assn. Sept. 26-29. Carl B. Carpenter.

OKLAHOMA
Muskogee—Free Oklahoma State Fair. Sept. 30-Oct. 7. Ethel Murray Simonds.

PENNSYLVANIA
Altoona—Blair Co. Fair. Sept. 28-30. E. M. Woodring.

SOUTH CAROLINA
Anderson—Anderson Fair. Oct. 31-Nov. 4. J. A. Mitchell.

TENNESSEE
Centerville—Hickman Co. Fair Assn. Sept. 27-30. F. C. Adair.

TEXAS
Abilene—West Texas Fair Assn. Sept. 25-30. T. N. Carswell.

Bluffton—Bluffton Agrl. Assn. Dec. 13-15. Harry F. Barnes.

OREGON
Portland—Pacific Intl. Live-Stock Exp. Oct. 21-28. O. M. Plummer, mgr.

UTAH
Cannonville—Mojave Valley Fair. Oct. 1-4. W. A. Egan.

VIRGINIA
Martinsburg—Martinsburg Fair. Sept. 26-29. R. C. Lister.

WASHINGTON
Olympia—Olympia Fair Assn. Sept. 26-29. J. F. St. Clair.

WEST VIRGINIA
Martinsburg—Martinsburg Fair. Sept. 26-29. R. C. Lister.

WISCONSIN
Oshkosh—Oshkosh Fair Assn. Sept. 26-29. J. F. St. Clair.

WYOMING
Cheyenne—Cheyenne Fair Assn. Sept. 26-29. J. F. St. Clair.



CONVENTIONS

ALABAMA
Birmingham—Southern Commercial Teachers' Assn. Nov. 23-24. Mrs. B. B. Miller, care Wheeler Business College.

ARIZONA
Douglas—W. C. T. Union. Oct. —. Mrs. S. E. Moore, 371 2d ave., Yuma, Ariz.

ARKANSAS
Hot Springs—State Congress Parents-Teachers. Nov. —. Mrs. N. Mercer, McGeehee, Ark.

CALIFORNIA
Bakersfield—Kiwanis Clubs. Nov. 3-4. F. S. Kistemann, 452 Hotel Oakland, Oakland, Calif.

COLORADO
Colorado Springs—State Baptist Assn. Oct. 3-5. Rev. F. Palmer 611 Colorado Bldg., Denver.

CONNECTICUT
Bridgeport—Odd Fellows' Encampment. Oct. 17. W. S. Hutchison, Drawer 1689, New Haven.

DELAWARE
Laurel—Bro. of America. Oct. 3. F. J. Flanagan, 2615 Tatnal st., Wilmington, Del.

DISTRICT OF COLUMBIA
Washington—Amer. Fed. of Labor. Oct. 2-13. Frank Morrison, A. F. of L. Bldg.

FLORIDA
Jacksonville—State Florists' Assn. Nov. —. H. M. Smith, Winter Garden, Fla.

GEORGIA
Atlanta—Kiwanis Clubs. Oct. 19-21. J. S. Shaw, 210 Ga. Savings Bank Bldg.

IDAHO
Boise—Order of Odd Fellows. Oct. 16-18. P. F. Horn, Box 371, Caldwell, O.

ILLINOIS
Belleville—R. & S. Masons. Sept. 27. G. Warvelle, 159 N. State st., Chicago.

IOWA
Ames—Sigma Delta Chi. Nov. —. A. W. Bates, 836 Exchange, Chicago, Ill.

KANSAS
Arkansas City—State Christian Miss. Soc. Oct. 2-5. J. D. Zimmerman, 622 Topeka Blvd., Topeka.

KENTUCKY
Ashland—Eastern Ky. Education Assn. Nov. 9-11. H. R. Brown, Box 386, Paintsville, Ky.

LOUISIANA
Lake Charles—State Baptist Cong. Nov. 14-16. J. S. Raymond, Box 16, Shreveport.

MAINE
Brunswick—State Cong. Parents & Teachers. Oct. —. A. R. Carter, Gardiner, Me.

MARYLAND
Baltimore—Pat. Order Americans. Natl. Camp. Oct. 17-18. Mrs. M. M. Bowker, 427 Elm ave., Riverton, N. J.

MASSACHUSETTS
Boston—Degree of Honor. Sept. 27-28. Mrs. V. McQuade, 15 Zabella ave., Auburn.

MICHIGAN
Alma—State Council Religious Educ. Oct. 25. E. Halpenny, Mutual Bldg., Lansing, Mich.

MINNESOTA
Milaca—P. of H. State Grange. Oct. 17-19. Alice L. Overholt, Linden Hills Sta., R. 2, Minneapolis.

MISSOURI
Kansas City—State Bar Assn. Sept. 29-30. J. A. Potter, State House, Jefferson City.

MISSOURI (cont.)
Kansas City—Future Farmers of Amer. Nov. 11-17. C. H. Lane, 1800 E. st., N. W., Washington, D. C.

NEBRASKA
Beatrice—State Cl. Christian Educ. Oct. 23-24. J. C. White, care Y. M. C. A., Lincoln.

NEBRASKA (cont.)
Beatrice—State Baptist Assn. Oct. 11-15. Rev. H. Q. Morton, 1222 Farnam st., Omaha.

NEBRASKA (cont.)
Beatrice—State Parent-Teachers' Assn. Oct. 17-19. F. W. Muller, Box 555, Norfolk.

NEBRASKA (cont.)
Beatrice—State Parent-Teachers' Assn. Oct. 17-19. Mrs. H. V. Neal, 1261 Packard ave., Tufts College, Mass.

NEBRASKA (cont.)
Beatrice—State Parent-Teachers' Assn. Oct. 17-19. Mrs. G. Putnam, 541 Massachusetts ave., Boston.

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Omaha—Order of Odd Fellows. Oct. 17-19. E. S. Davis, Box 367, North Platte, Neb.

Mansfield—Sons & Daughters of Liberty. Oct. 3-4. J. W. Sellers, 799 Stadelman ave., Akron.

Ft. Worth—Adv. Clubs of Amer., 10th Dist. Oct. —. P. Harmon.

KY. MAY JOIN

(Continued from page 50)

enthusiastic co-operation of merchants. Col. Fred Levy, chairman of Retail Merchants' Day, and Smith T. Bailey, in charge of ticket sale, were given much credit.

Giveaway of two automobiles was plugged with a music wagon. Plugging of "carnival" idea and presentation of one car gave a tremendous lift to Saturday night attendance.

Minnie Autos Made Hit

Kentucky's great Horse Show, outstanding event nationally and biggest draw of the fair, reached a climax on closing night when Belle Le Rose, 8-year-old bay mare, won the grand championship five-gaited stake.

Entries in Louisville Kennel Club's All-Breed Dog Show increased from 135 last year to 243, breeds from 17 to 23 and individual prizes from 94 to 162. Entries in the Baby Show totaled 5,000 and drew a host of spectators for the final contest.

Sun Acts for Grand Stand

Gus Sun's grand-stand attractions were directed by M. B. Howard, with nightly fireworks. Lee's Concert Band provided music. Acts were Ben Hassan's Arabs; Agawa Jap Troupe; Billy DeArmo, tramp juggler; Flying Arbrooughs; Les Cattiers, high aerialists, rigging; Clarke and Clarke, perch; Aerial Solts and Aerial Howards.

F. E. Gooding had a layout of eight rides and 10 shows, including Nell (Whitey) Austin's Palace of Wonders, Barney Lamb's Side Show and Mabel Mack's Mules. Dave Tennyson had more than 20 concessions.

Also seen on the midway were F. R. Crawford, electric string game; Oscar Mallory's orange juice; J. C. Parker, country store; Dutch Rogers, huckley-buck; Harold Schotty, snowballs; John Wainstain, Petsy Petrone, novelties; Lige O'Neal, "nudist colony"; Matson's shooting gallery, Golding's pineapple whip, with Charles Golding, Jimmie Sheridan, Alice Shufflebarger and Heavy Blake; Oscar C. Wanke, Mr. and Mrs. J. P. Hudgins and Oscar Nelson, with gold-diggers, and Prof. and Mme. Abdue, readings.

SHOW SUCCESS

(Continued from page 51)

Hankinson in staging the exposition was Roy F. Peugh, secretary of Altamont Fair, retained in that capacity. Earl F. Newberry, Bill Breitenstein, Gaylord White, Danny Duval, Walter Nealand, Jake Marks, Hubert Shive and several other members of the Hankinson organization figured in promotional work.

Hankinson used 26 acts for grandstand entertainment, with Joe Basile's Madison Square Garden Band, and Gertrude Van Deine, soloist. Tony Lehman was master of ceremonies and his vocal numbers were highlights. Among featured acts were Vitcrio Zucchini, human bullet; Four Queens of the Air; Reimut Troupe; Schultz's Lions; Boe Huckman, wall crasher, and Billie Ritchie's Water Circus.

Horse racing was on Tuesday, Wednesday and Thursday, and Race Secretary Leo Krause, appointed this year by Hankinson, assembled the finest and largest field of harness horses ever started in Altamont.

From an exhibition standpoint all previous records were shattered. Increased activities of 4-H clubs, made possible by new quarters assigned by Hankinson, developed new interest. Co-operation of the press thruout the capital district was greatly responsible for success of the fair in face of weather.

Chickasha—Order of Odd Fellows. Oct. 17. Miss Verne Tewksbury, 828 N. 8th st. Chickasha—Rebekah Assembly. Oct. 17. Lucy Sanford, 1005 Colorado ave.

NEVADA

Las Vegas—State Medical Assn. Sept. 29-30. Dr. H. Brown, Box 688, Reno, Nev.

NEW HAMPSHIRE

Dover—P. M., Order of Odd Fellows. Oct. 11. Maj. K. S. Quimby, 26 Mead st., Manchester, N. H.

NEW JERSEY

Atlantic City—State Baptist Assn. Oct. 23-25. Rev. C. E. Goodall, 158 Washington st., Newark.

NEW MEXICO

Albuquerque—State Fed. Women's Clubs. Oct. 12-14. Mrs. B. C. Moxman, Roswell, N. M.

NEW YORK

Elmira—State Fed. Women's Clubs. Nov. 13-15. Miss E. Larkin, Le Roy, N. Y.

NORTH CAROLINA

Greensboro—State Baptist Conf. Nov. 14-16. C. B. Deane, Rockingham, N. C.

NORTH DAKOTA

Fargo—Fraternal Congress of Dakotas. Oct. 23. Grand Forks—Ship by Rail Assn. of N. D.

OHIO

Cincinnati—Amer. Unitarian Assn. Oct. 16-19. G. G. Davis, 25 Beacon st., Boston, Mass.

OKLAHOMA

Gettysburg—State Sunday School Assn. Oct. 11-13. W. E. Myers, 1511 Arch st., Phila.

Harrisburg—Ice Cream Mfrs.' Assn. Nov. 8. W. List Jr., 25 Johnson ave., Newark, N. J.

OREGON

Portland—W. C. T. Union. Oct. 16-19. Mrs. J. H. Thomas, Stock Exch. Bldg.

PENNSYLVANIA

Philadelphia—Kappa Phi Kappa Frat. Oct. 19-21. A. D. Wright, 726 Jackson place, N. W., Wash., D. C.

RHODE ISLAND

Central Falls—Order of Red Men. Oct. 25. Jas. Monroe, 175 Althea st., Providence.

SOUTH CAROLINA

Charleston—State Baptist Conv. Nov. 15-17. W. C. Allen, 1010 Henderson st., Columbia, S. C.

SOUTH DAKOTA

Aberdeen—State Parent-Teachers' Assn. Oct. 19-20. Mrs. J. C. Whitney, 312 W. 14th st., Sioux Falls.

TENNESSEE

Chattanooga—Daughters of Amer. Revolution. Nov. 1-3. Mrs. A. J. Moses, 324 Crestway drive.

TEXAS

Amarillo—Order of Eastern Star. Oct. 24. Miss C. Posey, Arlington, Tex.

VIRGINIA

Clifton Forge—Junior Order. Oct. 17-19. E. A. Chalkey, Box 591, West Point, Va.

WEST VIRGINIA

Charleston—Order Un. American Men. Oct. 17-18. J. W. Uhle, 610 Broad st.

WISCONSIN

Ft. Atkinson—State Farm Bureau Fed. Nov. 21-22. C. Huppert, 744 Williamson st., Madison.

WYOMING

Rock Springs—State Teachers' Assn. Nov. 2-5. H. Meyer, Rawlins, Wyo.

CANADA

Aylmer, Ont.—King's Daughters & Sons. Oct. 24-25. Mrs. W. Campbell, 78 Clergy st., W., Kingston.

ONTARIO

Ottawa, Ont.—Chamber of Commerce of Can. Oct. 11-13. W. Clarke, Bd. of Trade Bldg., Montreal, Que.

QUEBEC

St. Catharines, Ont.—Order of Samaritans. Oct. 6. F. Gore, Toronto, Ont.

NEW BRUNSWICK

Sherbrooke, Que.—Order of Eastern Star. Oct. 3-5. Mrs. E. Hopkins, 1290 Bernard ave., Outremont, Que.

ONTARIO

Sarnia, Ont.—C. E. Union. Oct. 7-8. Miss H. Johnstone, 77 Elm st., London.

ONTARIO

Toronto, Ont.—Canadian Educ. Assn. Nov. 7-8. W. Karr, Parliament Bldg.

ONTARIO

Toronto, Ont.—Engineering Alumni Assn. Nov. 9-10. K. Conn, 43 St. George st.

ONTARIO

Toronto, Ont.—Ont. Beekeepers' Assn. Nov. 28-30. F. E. Millen, O. A. C., Guelph, Ont.

# A. C. MAY EXTEND '34

## Ideas for Extra Week Are Aired

Added biz sought by leaders in amusement colony—talk augmented pageant

ATLANTIC CITY, Sept. 23.—With good results obtained in prolonging the past season thru the privately conducted Beauty Pageant, a movement is under way for extension of the 1934 season with a larger and more elaborate week of entertainment in which all amusement, hotel and business people would participate. Events would all be in the open and include a gigantic circus on the beach front, with seats at popular prices.

While the pageant this year was responsible for concessions and amusement places along the walk keeping open an extra week and getting much-needed biz, the private concern conducting it apparently was handicapped by lack of funds and events were not as elaborate as if they had been run by city.

### To Include Boardwalk

William H. Fennan, president, Atlantic Amusement Men's Association, is one of the first to get behind this proposition, with the warning, however, that if amusement and business interests do not forget personal gain and join hands for the good of all it will not be worth trying.

"Atlantic City needs this extra week of business," said Fennan, "more so now than ever, because of the falling off of usual mid-week biz. My idea is for a full week's show which would benefit both Boardwalk and avenue. Previous to this all events were on beachfront.

"What we need is something big and elaborate which will draw not hundreds but thousands. It must be within the reach of all. My suggestion is that bleachers again be placed on the Boardwalk, that 50 cents be top for any one event and that two-bit prices prevail wherever possible.

### Unity Is Demanded

"We can have for parades bands, orchestras, stars, names and plenty of good old bally. We can fill the city. Entertainment spectacles of gigantic proportion should be included with grand finale in the Auditorium, with a Mardi Gras on Boardwalk and avenues. Let money derived go toward expenses of 1935, when the events can be enlarged and cream of amusement talent brought here. This is my idea of Atlantic City's prolonging the season. For one group to try this is impossible. Everyone should realize the benefit and join hands."

Thomas Huselton, secretary, Chamber of Commerce, is stressing the idea further.

"I think such an event to hold over the crowds is now a necessity," he said, "and I should like to see some similar attraction tried by the city right after July 4. The week following this holiday is a bad one."

### Steel Pier Will Continue Flesh Bills This Winter

ATLANTIC CITY, Sept. 23.—Steel Pier will continue flesh programs thruout the winter, it was announced by President Frank P. Gravatt, who this week signed up first of five-act vaudeville programs. He said the circus would be discontinued the second week in October, but that he was building up a larger one for next season with imported thrill acts.

The baby zoo and sea elephant will be kept as winter attractions. Steel Pier steamship left for warmer waters this week. It will tour south as a showboat under management of Aldridge, who ran the cruises from the pier this season. The boat will be returned next year.

The Houdini exhibits were removed this week. Altho Gravatt announced he was considering magic, he has not decided on any definite program for next season. It is his belief that flesh will be important to drawing programs this winter.



BEN BENO, well-known free-act performer, who played a long season of parks this year prior to beginning his route of State, district and county fairs.

### Eastwood Has Free Rides

DETROIT, Sept. 23.—Only Detroit park to stay open following Labor Day week, Eastwood, had good late-season play on Sunday, with free rides on several devices. Tumblebug, Miniature Railway, Airplane Swing and Whip were listed as free, and drew crowds that built up good business for the rest of the park. All free rides went off at 9 o'clock. Sunday was final day for Eastwood and closing day for the Detroit season. Plans to continue the ballroom remain indefinite.

### Concessioners Are on Road

CANTON, O., Sept. 23.—Three veteran concessioners of Meyers Lake Park here have framed concessions on trailers and are making Eastern Ohio fairs. K. O. Take, Japanese roll-down concessioner for several years, has an attractive string game on a trailer. Bert Sinclair, many years in charge of frozen custard, who finished the season in the same capacity in Chippewa Lake Park, near Medina, has a custard outfit on a trailer, and Bill Clark, attache of the Old Mill, is out with balloons and novelties.

## Idlewild Has Biggest Attendance; Flesh Acts Are Played All Season

LIGONIER, Pa., Sept. 23.—Idlewild Park during the past season entertained more people than ever before in a single season, declared C. C. Macdonald, vice-president of the Idlewild Company.

"We had plenty of picnics, and crowds on week-ends exceeded those of 1931-'32, which no doubt was due to our daily broadcasts over KDKA, with artists' personal appearances on Sundays in the park," he said. "While we have always played flesh acts, we increased our budget the past season for this class of entertainment and played big circus acts continuously, starting late in June and until Labor Day, with fireworks twice or three times a month.

"Weather cut attendance somewhat in late August, but as a whole our attendance for the season was very gratifying. Picnic repeats for 1934 were almost 100 per cent.

"Up to and including July 4 our receipts were 55 per cent ahead of 1932. From the 'Fourth' until Labor Day receipts fell off somewhat, closing the summer season not to exceed 20 per cent ahead of 1932. In 1932 our receipts were 100 per cent over 1931 due to the fact that we completely remodeled Idlewild in the winter of 1931-'32, and everything was brand new to patrons.

"Idlewild is not really an amusement park, having only three rides, pool, launch, boating, refreshment and luneh, it should be classified as a recreational park with its 500 acres of natural forest, lakes, etc. Wild life, such as deer, grouse, pheasants, quail and squirrel abound in

## Biz Is Better For Salisbury

Despite bad-weather holidays, figures go up—publicity helped by State

SALISBURY BEACH, Mass., Sept. 23.—In spite of bad weather, business at Salisbury Beach showed an increase over the 1932 season, said Fred L. Markey. All holidays were seriously affected by weather. April 19, May 30, July 4 and September 4 were either rainy or cold. Weather on July 4 was colder than it was last Christmas Day by 2 degrees.

During the season there were 10 week-ends when rain interfered and there were 12 week-ends when weather was good. Daily records also show 68 good days during the season, 48 days when weather interfered with trading by cutting down crowds, and there were 10 days partly affected by weather.

There were no new attractions installed during the year except a marathon dance, still running and doing good business. Radio broadcasting direct from Ocean Echo Ballroom helped both the ballroom and beach in general considerably. Restaurant and unchroom business was pepped up by the 3.2 beverage.

Salisbury Beach received considerable publicity on account of Massachusetts taking over the 4½-mile stretch of sandy beach so as to conserve it forever for public use. State police and life guards were placed on duty by the State. Plans are now under way to fill a large section of marsh at the entrance of the beach for a parking space to accommodate 4,000 automobiles.

Attractions consist of large ballroom, Roller Coaster, two Doggem rides, two Merry-Go-Rounds, Whip, Airplanes, Ferris Wheel, roller-skating rink, sports arena and swimming pool. There are about 25 concession stands, most of which have been operated by the same tenants for 5 years or more.

LEIPZIG, Germany—Visitors to the big zoological garden here not only are admitted free, but are also granted free street car trips.

### NAAP Code Is In; First Of Seasonal Industries

NEW YORK, Sept. 23.—The "Code for Fair Employment and Fair Practice for Amusement Parks, Pools and Beaches" has been sent to Washington for submission thru Deputy Administrator Sol A. Rosenblatt, it was announced by Frank W. Darling, chairman of the NAAP special code committee. The code is tentative and must run the gauntlet of Federal approval. Being the first code submitted for seasonal industries the amusement branches interested probably will have to bear the brunt of educating NRA powers-that-be in problems peculiar to the business. The code makes two decided restrictions: No employment under 18 years of age and one day off a week for all employees except executives. It is estimated these two provisions will increase employment of individuals by about 20 per cent.

## Winter Season Sure At A. C. Auditorium

ATLANTIC CITY, Sept. 23.—City Auditorium will open its winter season on October 8 and will be principal amusement center of the resort for the cold months, announced Mayor Harry Bacharach, putting to rest rumors that the big hall would shut down. Philip E. M. Thompson will be general manager until further decision is made on naming someone for the post left vacant by resignation of Lincoln Dickey last April.

Football and hockey will be two of the main attractions, with much bally-hoo planned. It is believed the Canadian-Sea Gull fight of last season will be settled within the coming week and Canadian ice-hockey teams returned to this resort. There will also be week-end dance sessions all winter with "name" bands.

The Auditorium will lay out its football field for a semi-pro season to start on October 8. The hockey season will open on December 8. The annual horse show is again booked for May 16-19, 1934. The Walkathon now occupying part of main hall will terminate on October 2. There will be no similar amusement signed next year.

## Cedar Point Resort In Marked Increase

SANDUSKY, O., Sept. 23.—Cedar Point, Lake Erie resort, open to the public only 86 days thruout the year, during that period just past noted a degree of increased business along its extensive midway and concourse. Percentage of gain over last season, tho varied from concession to concession, was noticeably better for all rides and amusements, the increase being attributed to an upward trend in general business. The management plans to add new attractions and make changes in devices for 1934.

Free attractions served as an additional attendance incentive, those apparently having greatest appeal being pyrotechnical and aeronautical exhibitions, of which the most sensational was a double-delayed parachute leap into Lake Erie. A number of free features were employed thruout the season.

The mammoth Coliseum, housing the dance floor, enjoyed a large patronage. A new policy, by which current popular dance orchestras were booked for one and two weeks, proved most attractive to patrons.

In addition to Cedar Point's extensive amusements, there is the 1,000-room hotel, The Breakers. Altho the summer gave little indication of being near normal, the season as a whole was successful. Conventions and excursions now being booked lend promise of a still better year in 1934.

### Gilronan, Ill, Improving

YOUNGSTOWN, O., Sept. 23.—Eddie Gilronan, assistant manager of Idora Park, is reported improved at his home here, where he has been ill for some time with iritis. He was compelled to leave his duties in the park shortly after closing of the regular season on Labor Day.

# The Pool Whirl

By Nat A. Tor

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

I just had to take a vacation and, like the proverbial busman, as you read these lines, I'm spending a week of indoor swimming at a mountain resort; that is, if my money holds out. Since two columnists of The Billboard recently employed pinch hitters while idling and they have been snubbing me ever since, I've decided to turn this issue of the column over to one, Irving Zussman, known in the Eastern pool field as p. a. for the Van Cortlandt Olympia Pool, New York, and as one of The Evening Journal's crack sports staff. Mr. Zussman has some swell ideas on how to further interest in indoor swimming by proper exploitation. Lend an eye!

By IRVING ZUSSMAN

Altho pool owners have been acutely aware of the fact that indoor swimming has been steadily gaining favor during the last few years, they have generally been lax in taking advantage of the fact.

The most urgent time for exploitation of a promotion is the period when the project is beginning to bud. Success of indoor ice skating can largely be attributed to the fact that rink operators were most opportune in ballyhooing their places as soon as customers started to show interest. That is just the way it should be with indoor swimming operators. Interest in indoor swimming is rising now. Operators would be most wise in using various exploitation methods right now, while the time is ripe, in an effort to hold on to the regular patrons and to attract their friends and other outsiders at the same time.

There are various effective ways which can be used for exploitation of an indoor swimming pool. However, in the long run, it has been found that a campaign for newspaper mention is the most beneficial method of provoking interest for any sort of athletic project.

Most every newspaper is willing to give mention of the sport doings at an outdoor or indoor swimming pool if the news is properly submitted. There are exploitation men and exploitation men. However, any man on the sports desk will tell you that the concise and well-written article—preferably short—will always receive attention, while the flowery and all-ballyhooing article will go the way of all poor releases—to the wastebasket.

It is surprising to the sports desk men that many p. a.'s, after meeting rebuff and rebuff, still insist on sending in long releases bearing excessive complimentary phrases for their enterprises. This is particularly true of many pool p. a.'s. The fact that swimming is not considered a major sport, one consistently worth the headlines, makes long-winded swimming publicity particularly irritating to those on the sports desk.

It is imperative that publicity on pools be of news value. The size of the release should always follow the importance of its news value.

The sport editors are more favorable to announcements of swimming meets than any other form of publicity sent out by the swimming publicity men. Exhibitions by nationally known swimmers are fine as an attraction medium, but they hardly contain the news value of even the announcement of a small junior swimming meet.

Pool operators often say that they find it inadvisable to stage swimming meets inasmuch as folks patronizing pools like to swim and not be onlookers. This logic is all wrong. The meat of it all is that the p. a.'s at the pools where the operators think that way did not properly run off the meet.

An interesting swimming meet can be staged in the period of 25 minutes. That, you will grant, is but an insignificant respite for the patrons. By staging five real competitions in that time the pool can offer its patrons 25 minutes of advertisement.

The staging of such a meet enables the p. a. to have mention made of his pool on two different occasions. First, he is able to have announcement of the meet in the papers and then he can follow up with the results.

Two or three poor forms of releases can verily sour a desk man on a particu-

lar pool. That is one reason why pool operators should not intrust their publicity work to those who are not competent press agents. I think that I can easily show you the reason for that. A few years ago a prominent pool operator conceived of a splendid way of keeping his budget down. He decided that all there was to the matter of publicity was the forwarding of letters to sports editors. Therefore why not have one of his life guards do the trick.

Evidently this life guard had seen many pictures dealing with press agents and had read many books on the subject. His imagination was all fired as he set about tackling the job. In his first release he announced one (giving his own name) had taken over the publicity work for so-and-so. This new incumbent, he went on to say, had great virtues, having been in Hollywood for some time in a press agent capacity and also having edited a film magazine.

He splurged on in flowery terms, using the largest of words, telling all about the new man on the job, and finished off with an announcement on the pool. I happened to be sitting near the desk man when he looked the story over and howled with mirth. The name of the p. a. and the pool with which he was connected soon passed around the office and that particular spot was thereafter a constant source for amusement. Suffice to relate, the pool did not receive a line of publicity for the remainder of the season.

It is important for the pool publicity man to analyze the desk man. The latter is deluged with releases, day in and day out, some of them heralding the doings of nationally known sports enterprises. Even many of those are thrown in the basket by the busy desk man.

The chances of the pool's publicity man breaking a release entirely depends upon how favorably he can make his release appear to the desk man. And there is no way of gaining his favor like submitting a concise release possessing news value. While there is often insufficient space for long releases on nationally known enterprises, there is often room for two and three paragraph releases on pools and the like.

Now we come to the matter of stunts. This is perhaps the most important way of gaining attention and allowing for the pool to receive more than an ordinary amount of publicity. One pool publicity man conceived the clever stunt of staging a race for persons more than 220 pounds this summer and gained wide attention for his pool. Stories were written, pictures were in the papers and a newsreel was taken of the extraordinary event.

A competent p. a. can always conceive of an interesting stunt. Perhaps the cleverest stunt yet unfolded for a pool came about in a Bronx (New York) pool and gained country-wide attention. The p. a. induced a former Olympic star to swim the distance of a mile at his pool and make an attempt to break seven world's records while negotiating the distance. The papers went for this stunt in a big way.

Then, again, there is another way to obtain most favorable publicity. I am thinking of celebrity tieups. Along this line there are a number of ways of crashing the papers. The most venerable one and still effective is the one which has a stage, screen or radio star, appearing at a local house, play host to a number of kiddies. The stars can often be induced to do this as they are out for publicity just as well as the pools.

The last way of attract ing newspaper mention has another value for the indoor pool. The indoor pool by obtaining a star to play host to kiddies or a club indirectly has an attraction for box-office response. In most cases it is inconvenient and below the dignity of the star to put on a little show at an outdoor pool, while indoors the conditions are more favorable. The appearance of a star in an indoor pool is quite sure to lure a number of admissions.

However, the main way of exploiting a pool is by staging short meets. It is much more interesting to observe a swimming competition indoors than outdoors. At the same time it should be remembered that most sport pages are larger in cold weather than in summer and therefore are more responsive to giving space to the results of meets.

SEATTLE — The Funhouse, second largest building in Playland Park, Bitter Lake, was destroyed by fire, including Shoot-the-Chutes, revolving barrels, mirror rooms and spinning tops.

# NAAP

Manufacturers and Dealers' Section

By R. S. UZZELL

## Dudley Sherman Humphrey

Our beloved "D. S.," the Pop-Corn King, has passed on. While it has been expected all summer, the amusement park men and allied interests mourn deeply with his family.

He was to pop corn what the late Billy Dentzel was to the Merry-Go-Round. Neither could be thought of without recalling what his life represented. Dentzel was born into the Merry-Go-Round business founded by his grandfather, while Humphrey was born on a farm in Ohio amid the corn fields, where he unconsciously absorbed much knowledge of corn.

His father indorsed for others and had to pay. This, with 10 per cent interest demanded in those days, made it impossible to continue with the farm, on which the banker foreclosed, compelling Humphrey to start life anew, broke at 40 years of age, with a wife and two children to support.

The life on the farm had given him the hardiness and endurance for the task. With a country-school education and a little more than one year at Buchtel College, Akron, O., and the example of a thrifty Scotch father of high ideals, Dudley Humphrey, with his family, started where most men would have quit. His first "job" was sorting hardwood. Then he took up the training of race horses, when he was defrauded of his money and found himself again broke.

Once is enough for most men, but not enough to defeat this sterling character. He borrowed \$15 from an aunt and started his now internationally famous pop-corn business. Oddly enough, he bought out a man who was broke and could not make it go. The pop-corn concession at Euclid Beach, Cleveland, was given to him because of the merit of his corn. Here he could study the amusement park business, in which he began as a very small concessioner.

## Changed Beach Policy

The Beach had a pay gate, sold beer, was "tough" and went broke. Humphrey bought it on long terms and at once reversed the policy. His slogan of "Free gate, no beer, freaks, fakes or fresh guys" was supposed to spell defeat. The knowing ones said, "Those farmers know nothing of the park business and are sure to go broke." They could only remember that these men had been farmers and had pushed pop-corn wagons on the streets of Cleveland.

The Beach was about seven miles from Cleveland. Now the city has grown to and beyond the Beach. Twenty-five hundred feet of Lake Erie water front in Cleveland is worth some money even in this market. He soon acquired an additional tract of land across the street from the Beach for growing his pop-corn supply. It was used for that purpose until required for parking autos. Only a few years ago he bought back the old farm of about 500 acres on which he grew his corn supply. Oddly enough, he bought it back from a banker, the grandson of the banker who took the farm away from the family, at \$37,000 cash.

"D. S." tilled this farm to give perfect drainage for his staple crop, pop corn. The house has been modernized. One room was furnished by Mrs. Humphrey

and kept reserved for their exclusive use when visiting the farm. The barns and outbuildings were all improved and painted and a fine lake made by building a dam. The large dairy barn is used for pop-corn storage.

A pre-eminently successful pop-corn man, as this one was, begins with the selection of the seed. Then the preparation of the soil. His farm was specially prepared for pop-corn growing, followed by proper and timely cultivation. Then the all-important gathering of the corn in the husk and storing in bushel boxes made of slats to admit air. The boxes stored in a ratproof crib, with air coming in at the bottom and circulating thru the crib and escaping at the top.

The husk remaining on the corn serves the dual purpose of protecting the ear from insects and at the same time preserving the moisture in the corn and keeping it there until popped. Moisture removed cannot be so evenly distributed again. One machine husked the corn, shelled and cleaned it one hour before popping in an atmosphere saturated with oil. Then add salt and fresh, pure butter to popped kernels as big as quarters in a generous bag and you have the Humphrey pop corn which people drove miles out of their way to obtain. His reputation for such delicious and palatable corn was never allowed to wane. One is not astounded to hear that he sold \$100,000 worth of popped corn in one year.

## Memory Is Revered

Any man who by producing, thru such painstaking efforts, a product giving such joy and universal satisfaction to millions of people is surely entitled to become the king of such an enterprise. May the quality of his pop corn and the reputation which he gave to Euclid Beach live on. For years he successfully conducted an artificial ice-skating rink near where he first sold pop corn. He was a member of the Cleveland Athletic, Automobile and Midway clubs, Cleveland Chamber of Commerce, and for 15 years president of Ohio Federation of Good Roads and one of the organizers. In the Citizens' League he helped to establish the city manager plan for Cleveland. He was chairman of the Municipal Research Bureau, which gave better management to the city schools.

For years he was a director of the National Association of Amusement Parks and once its president; a devoted member of the Christian Science Church and one of its substantial supporters; a farmer, wood sorter, horse trainer, pop-corn king, amusement park owner and operator, artificial ice-skating producer and hockey team owner, newspaper writer. Public-serving, esteemed citizen of his city and State, a loving husband for more than 50 years, an indulgent and kind father, a sympathetic employer, a Christian gentleman and a staunch, loyal Scotch friend, leaving a heritage of 81 fruitful years of accomplishment.

He was more than a man; he became an institution. People from all walks of life attended his funeral and mourned

(See NAAP on page 60)

# FOR SALE CHEAP

Grunt Derby, fourteen units, in A-1 condition; as good as new. Also three Skee-Ball Alleys.

## Eastwood Park Co.

East Detroit, Mich.

## NEW ORLEANS CITY PARK

One of the largest and most highly developed Parks in the South will, on or about November 15, 1933, receive bids for the privilege of operating from four to six amusement devices in a large area, set aside for Children's Playgrounds.

Address all correspondence on this subject direct to ALFRED WELLBORN, Chairman, City Park Amusement Committee, 611 Common Street, New Orleans, La.



AUTO SKOOTER.

## 1933 AUTO SKOOTER—WATER

Both Devices Have Proven Very Successful and Immensely Popular Wherever Installed. COME AND SEE OUR AUTO-SKOOTER RIDE ON MIDWAY AT THE CHICAGO FAIR.



WATER SKOOTER.

LUSSE BROS., INC., 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.

## New York Resorts

CONY ISLAND—For the first time in its long history the Mardi Gras went into the postponement class. Rain was the cause. Two of the parade nights—Thursday and Friday—were to be staged on the respective nights of last week, with Saturday to be a day of general revelry uninterrupted by a program of events. The Baby Parade was held on the regular concluding Sunday of the celebration. Sunday, incidentally, was the only clear day of the latter portion of the week.

Every facility of Premier Isle is being diverted to the uses of NRA committees. Civics are working rapidly on various phases of the code.

Creamer's, Boardwalk and 30th street, opened with a dine-dance program of favorites. Harry Morton and Maurice Duke the hosts, with tunes by Joe Gallanti and Rhythm Maniacs.

The Penni-Arts still going strong as post-season entities. They include Fred's, Eddie's, Harry's, Moe's, Jean's, Louie's and Jack's.

Meeting held last week under auspices of United Merchants to discuss NRA and subscribe to its aims. Balmer's, Surf and Fifth, was the place.

Most of the beer gardens are remaining open until.

Friends of Monroe J. Ehrman, vet newspaperman, are plotting a testimonial dinner to him October 26.

Ye old nickel piece was the principal coin exchanged during the resortian semester. Even at that extra things were thrown in, especially by the food merchants.

Clayton Lampham, leader of Lampham's band, and Mildred O'Done, attractive soprano in the Lampham contingent, for their second year at Luna made more friends than any team in the Island. Two seasons aren't so long, of course, but by now they have been accepted as a sort of Luna tradition.

E. J. Kennedy was slated to take off for the beach in Frisco, making a couple of fairs on the way out and stopping at Chi and World's Wonder. With him were to be Serpentina, of World Circus; William Gregory, her manager, and Helen Metz, the lecturing nurse. . . . Herb Wyman, of Hall's Willow Grove, is herewith selected as fastest beer-glass filler in captivity. And he never misses a drop! . . . Sam Nevins, father of Bert, visited for first time in years and years and saw first Mardi Gras. Maybe Bert is such a good designer of stunts because his pop owns the Nevins Embroidery Works in Guttenberg, N. J. . . . Doc Zinbad is going the beer-sud way. Tells your fortune from the suds. That's a new one, anyway. . . . Three bags of confetti for 5 cents during fete. . . . Emsee Charlie Dodson was all fitted out in red hussar getup—and did he look majestic! . . . Someone cracked that the receivers will now have to go back to work. . . . Larkin's 13 Spook Street had one of the most novel floats in parade, a reproduction, brilliantly executed, of the walkthru. . . . Who, outside of the theaters, will be the first to sponsor talkies here? . . . Luna Roller Rink still open. . . . A man on Pacific Coast read of the kissathon in these columns, and now plans one of his own. . . . John E. Heppie returned after a long absence to assume the role of marshal of the Luna division in fete. . . . Luna's participation in parade included Willow Grove float, a honey; 100 people from rink on roller skates; ye old tally-ho, which was resurrected for occasion; George (Red) Haefely's Band, Lampham, and, of course, Professor Dodson as drum major. . . . A youth who is destined to get ahead is Johnny Sills, wide-awake manager of Hell Freezes Over.

ROCKAWAY—Finishing up successful season, Nurse Huxley counts new friends by the score. Her pitch store on Boardwalk at Seaside was great mecca. A. Edward Allees, director of Rockaways' pageant, selected her as one of judges of Baby Parade. Expects to return next summer, and meantime residing in Coney.

William E. Auer, president A. & K. Amusement Corporation, which operates largest kiddie park on Boardwalk, says several innovations will be made next season. Mrs. Auer is still recipient of congrats on her daughter Lillian's winning grand prize in float division. Float was largest in parade, with huge Blue Eagle heralding national recovery efforts.

John Ross, manager Bank of Manhattan, Beach branch, is leading movement to raise a fund for putting on regular fireworks next season.

Jack Bean, manager Thunderbolt, Sea-

side, will join Harry Baker, ride engineer and park builder, in establishing projects in West. Chicago is selected as headquarters for the winter. L. T.

## Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Consensus of opinion among show people around Island holds that season was shade better than last year and year before. . . . Vic Quintano and his musical gang around a bit. . . . Nat Scheider and Jack O. McDowall, two well-known figures in amusement circles, making a bid for political recognition. . . . Now that everything is over it means a vacation for Sam Weiss, enterprising Jamaica pool operator.

Richest bit of burlesque came off with men's bathing beauty contest, sponsored by Flushing's Gridiron Club, at Roosevelt Theater. . . . Frank Donoghue, laid low by illness, is having his press-agent biz attended to by his brother, Bill. . . . D. A. Elvin Edwards a busy figure around the Mineola Fairgrounds, acting as official greeter. . . . Burns and Kissen, vaude team that operated Show Place, Lynbrook, and who spent most of summer serving as subjects in Long Beach bathing suit test cases, have gone back to New York.

ROCKAWAY BEACH: Summer was not so good for Harbor Inn and Moulin Rouge. . . . Hans Klein, Playland Park's pool dictator, making vacation plans after busy summer. . . . Thunderbolt ride did as well as any, packing 'em in aplenty, on Saturday nights in particular. . . . Boston Jack's business proposition at Seaside was a success. . . . Gang at New Chrystal went over to Mineola en masse to catch the fair. . . . And Joe Follette is keeping himself busy quoting election betting odds.

Don Santo has gone. . . . Pete Palmer promoting Swagger Club. . . . Willie Allen says he didn't do enough biz to make him tired enough to want a vacation. He'll take one anyhow.

Murray Kraut's Boardwalk Museum made itself a paying proposition, the result of last-minute spurt. . . . Now that the summer's over, Manager Joe McKee, of Playland Park, will organize a crew to dismantle. . . . Dick Smythe is studying promotional ventures. . . . Irving Prince is casting his amusement interests overboard for the time being to put pressure behind his campaign for alderman. . . . Hank Margolis, the publicist, back from vacation.

From the Mineola Fair Fred Thorpe, who held forth here all summer, heads directly to Florida for the winter. . . . A. Edward Allees, the pageant promoter and publisher of *The Beach Time Guide*, goes into New York for the winter. . . . Lou Priestly says he already signed a few concession contracts for next season. . . . Lou Ross has an eye on California and his old colleague there, Dan Ginzler.

LONG BEACH: At the moment Long Beach is all wrapped up in its forthcoming election, and rumor has it there will be much ado about Boardwalk during campaign. . . . Tommy Reardon was at Mineola Fair, then to Florida. . . . Phil Day, along with frau, will stay a short while in their country cottage on Island. . . . What Castle Theater on Boardwalk will do during winter nobody yet knows. . . . Merel McAllister is a tangle. . . . When's the government coming across with that dough to patch up the Walk? . . . Morty Gottlieb, the barrister, got a new hat to match his auto. Same day rain washed a new paint job off car. . . . Taps Beekman'll be in Coney Island next summer.

## Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Sept. 23.—Sudden letup in storm on Sunday brought crowds, and ice cream, beer and hot-dog concessions did unexpected biz. Steel Pier outdoor circus until second week in October. Resort's "baby," new Garden Pier Showboat, did extra two weeks and folded for winter. . . . going big on beer garden and revues for next season, says Capt. Billy Fennan. . . . straight vaude bills failed to click.

Auditorium opened winter dance season with Al Hollander and orch. . . . to have individual acts in ballroom. . . . Buck Taylor moved zoo to Philly during week and left pier for winter. . . . will go to Chi Fair. . . . Egyptian ballroom of pier to remain open all winter. . . .

## Germainn Sues for \$60,000, Claiming Loss in Business

NEWARK, N. J., Sept. 23.—Charging loss of business by forced closings of his boardwalk concessions and trespassing, Harry Germainn, of Newark and Long Branch, has filed a \$60,000 damage action in Essex County Supreme Court against Ocean Pier Amusement Corporation and Daniel J. Maher, as president, both of Long Branch.

Action is brought on three counts, Germainn suing Maher for \$10,000 on the first, charging concessions he had rented were closed September 3, 1932. In the second count he seeks \$25,000 from Maher, alleging Maher sought to close his three concessions, which he had rented from the Wolfe Baths on the boardwalk, on September 5, 1933, and did close them September 7.

Maher, as head of the amusement company, brought suit in District Court on August 11 on an affidavit charging Germainn was a nonresident of the State and seeking a writ of attachment on his property. The case was dismissed and the goods ordered returned. In the third count Germainn asks \$25,000 from the amusement corporation on the same grounds as the charge against Maher. In a District Court suit heard at Long Branch August 25 an action against Germainn was heard, in which the amusement corporation, thru Maher, sought to obtain \$280 claimed due as rent, electric bills and the like. The court awarded the company a \$16.50 judgment.

## Walkathon at Summit Beach Brings Up Vote of Council

AKRON, Sept. 23.—Vote to repeal an ordinance limiting theatrical performances to six hours a day lost, nine to four. Agitation which led to the council vote this week was started by opposition forces to the walkathon in progress 55 days in Summit Beach Park here. Jack Dow, alleged promoter of the event, classed as a theatrical performance, was arrested and is awaiting hearing on a charge of violating the ordinance.

City council more than a year ago passed an ordinance barring marathon dances. Permit for the walkathon was obtained under the new six-hour theatrical ordinance.

Theater operators also protested the six-hour ordinance. So far there has been no effort to make theaters comply with it.

## Park Gleanings

SALT LAKE CITY.—Swimming was the most popular sport in recreation centers this summer. A total of 2,285 children learned to swim in special classes. More than 3,000 passed in one or more series of proficiency tests.

AKRON.—Crystal pool, largest artificial one in Eastern Ohio, in Summit Beach Park, closed the season on Labor Day. This summer it was under management of Ed Latshaw, who for several years operated the pool for the builders and owners. Patronage held up all summer, according to Latshaw, who said improvements will be made before next May.

SOUTH BEND, Ind.—A. Harold Weber has filed bond in Circuit Court as receiver of Springbrook Park Amusement Company, operator of Playland Park here. He was appointed on petition of Jerome C. Claeys, confectioner, a creditor.

Walkathon in Auditorium scheduled to fold on October 2.

Ambrose McDade, veteran doorman of Steel Pier, at close of season celebrated his 21st anniversary as part of pier personnel. . . . Million-Dollar Pier net hauls to be continued thru winter. . . . Dr. Martin Couney closed baby incubator on "Walk at Arkansas avenue. . . . will be back in '34. . . . Vince Martino, who took over Golden Slipper, renaming it with colored shows. . . . change weekly. . . . all-winter proposition.

Al Steinberg taking over Auditorium p. a. job while Bill Hanstein, regular p. a., is in Europe. . . . Noel Sherman and Billy Arnald arranging vaudeville act for "Miss America" of recent beauty pageant. . . . Ritzy Gardens boarded up for winter. . . . Ambassador grille to play week-ends with "names."

## Lufkin Mayoralty Aspirant

FITCHBURG, Mass., Sept. 23.—Robert S. Lufkin, owner of Rose Garden Park, Rose Garden Animal Farm and Rose Garden Restaurant at Lake Whalom, Whalom Park, will run for the mayoralty of Fitchburg at the election in December. He has been at Lake Whalom 25 years.

## NAAP

(Continued from page 59)

as a relative would. He leaves a golden memory to his devoted wife of over half a century and to two noble daughters and one dutiful son, all of whom revere his memory as one ripe and full of honors and devotion to his family, city, State and to his God. His many friends mourn him as a dear relative.

Dudley Sherman Humphrey is not dead, for to live in the hearts of those who are left behind is not to die. Here is a mariner of life who had no fear when he crossed the bar.

## BROCKTON, ON WAY

(Continued from page 50)

popular was disclosed by the large number of paid admissions the first four days. Grand-stand prices also were reduced nearly one-half and the stands were crowded whenever it was possible to show. As usual, the Horse Show was one of the big features. The rings were moved to a position in front of the grand stand, giving a much clearer view. Entry list was larger than usual.

Grand-stand acts on a huge stage adjoining the Horse Show rings were again directed by Joe Cahill with his usual skill. Mary Wiggins, "stunt girl of Hollywood," was featured. On Thursday, "Mary Wiggins Day," she gave a demonstration in the rain of all of her stunts as a double for movie stars. She was slightly injured in a slide for life, when harness holding her shoulders broke and she was thrown to the ground, but she gamely went on. Among other acts were Pallenberg's Bears, Uyeono's Jap Troupe and Dare-Devil Flyers. American Fireworks Company provided displays, including the spec, *The Burning of Rome*.

## "Bill" Rice Has Stunts

W. H. (Bill) Rice had charge of the public wedding, crowning of "Baby Monarch" in the baby parade, head-on locomotive collision, collision of two speeding autos, crowning of "Miss Brockton," staging of Mary Wiggins' stunts and other unique features.

Exhibits surpassed in quality and beauty any that have been shown here. Despite burning of one of the largest exhibition halls several weeks before the fair, space was found for all, some exhibitors being under the grand stand. World of Mirth Shows had 11 shows and 7 rides. This year the fair management barred all girl shows and athletic shows. Rain interfered with the rides, but everyone appeared satisfied with results on the midway.

A novel departure from regulation programs was each day saw some new and unusual stunt, and this spelled repeat business so long as the weather remained favorable. Entertainment was stressed heavily, altho exhibits were not slighted.

## Taboo Put on Passes

Frank H. Kingman, secretary and only paid official of the association, was given much credit for the best fair Brockton fans have beheld. For weeks before the fair he had been outlining the program. The unusual style of paper and lithographs this year was the work of Harry Tolman, Tolman Davidson Company, one of the fair directors. Auto races on the final day were called off. They were to have been staged under direction of Ralph A. Hankinson.

Because of the big early attendance and rain insurance, the association will come out on the right side. Press in Boston was handled by Howard Noble, with Floyd Bell, formerly of Ringlings, as contact man and handling the press thruout New England. The Brockton shoe workers' strike apparently had no ill effects; it may have aided to the extent that idle men and women had time to attend the fair.

The pass list was practically eliminated. In years past this had grown to astounding proportions. Only members of the working press, those who had granted space favors and fair employees were admitted at the pass gate this year. Thousands who received pass favors in the past seemed to take the new ruling with good grace.



By CLAUDE R. ELLIS  
(Cincinnati Office)

DANNY AND EDDY, dancers on roller skates, are at the Bal Tabarin in Paris.

ROLLER SKATING will be introduced in West View Park Ballroom, Pittsburgh, and will continue thru fall and winter. Two sessions will be held daily except Sunday.

RIVIERA PARK Roller Rink, Belleville, N. J., opened on September 9 with sessions nightly except Mondays and Tuesdays, and matinees on Saturdays, Sundays and holidays. Rink is one of the largest in the East. Attractions will be played. Dutch Keller, pro roller speed skater, has his old post, the skateroom. Joe Donato is proprietor and manager.

DICK MAIER, formerly with Van Cortlandt Rink, New York City, and now skating for the Interboro Skating Club of New York, won a gruelling five-mile Class A amateur roller race in Bear Mountain Park Rink, Bear Mountain, N. Y., on August 27. This was a surprise, as he bested such men as Vic Shankey, home mountain boy, and Eddie O'Rourke. The latter two finished in the order named. Time was 15 minutes and 23 2-5 seconds.

ALTHO retired from general management of Ridgewood Grove Rink, New York City. J. Wesley Hamer declares that he has not withdrawn from the sport of roller skating. At the last meeting of the United States Roller Skating Association in the office of its president, William Grant Brown, in New York City, Hamer submitted his resignation as secretary-treasurer on the ground that he is no longer connected with any rink. The resignation was rejected, it being felt that Hamer's usefulness to the association would be enhanced by such disassociation. He was continued as secretary-treasurer without being required to pay dues. "Aim of the USRSA is to expand to the limits of the United States," said Hamer. "We are now firmly established in New York, New Jersey, Pennsylvania and Connecticut, and we would like to hear from promoters who might be willing to organize for us in other States. Except for payment of a \$15 annual fee to keep the national body functioning, the States operate on an independent financial basis, retaining fees for registration of amateur skaters, sanctions for meets, etc., except national or international meets."

MALCOLM and Jesse Carey opened Carman Rink, Philadelphia, for the fifth consecutive season on September 14 to about 700 paid admissions, reports Jack Delaney. Floor has been resurfaced. Three Red Rockets, fancy skating act, were visitors and entertained the throng. As in the past, policy will be booking

of novel attractions, team races and roller-hockey matches. Opening staff was Bill Holland and Jack Delaney, on the floor; Harry Hartung, at the console; Tom Rutledge, cashier; Ben Meade, refreshments; Bernard Gormley, Jim O'Brien, checkroom, and Jimmy Boyle, Tom Kyle and Allen Neff, skate boys.

"THRU kindness of Murray Gorman I received an entry blank for the proposed Detroit 21-day race under sanction of the NSA," writes Jack Gillespie, Middle Village, L. I., who claims the international 6-day title. "After reading the agreement blank, I feel it my duty to answer in a professional way. It is well known that I was one of the members of the team sponsored by Ridgewood Grove Sporting Club (at that time managed by J. Wesley Hamer, the man who tried so hard to put this sport where it belongs) for the race in Madison Square Garden, June 9-16. According to the agreement for the Detroit race one item provides that a team shall cover a minimum distance of 4,500 miles in order to be eligible for prize money consisting of \$900. If I understand English this is to be a roller-skating race, not an automobile race. After competing in Madison Square Garden against such skaters as Tireless Harley Davidson; that iron man, Joe Laury, and the man who will set pace for anybody, Flying Joe West; Malcolm Carey and others, I now ask them (five years later) if they think it can be done—a minimum distance of from 210 to 215 miles a day! I also ask the promoters of this race to show me three men in Detroit or elsewhere who will skate this distance in one day and I will gladly bring a team to skate the race free of charge. Please note that the distance covered in the Golden race was 1,246 miles and 8 laps, and I don't remember sleeping for the first three days. I am saying this so that professional skaters throughout the country will see and understand that as long as contracts are drawn up like this one we will always be where we have been the last five or six years."

SAM KESSELMAN, assistant manager Luna Park Roller Rink, Coney Island, N. Y., and Roland Cioni, his partner-manager, will operate skating thru the winter, with matinees from 2 o'clock to 5 o'clock and evenings from 7 o'clock to 11 o'clock seven days a week. A mailing list of some 3,000 patrons has been used to refresh skaters' minds on the Coney idea of winter skating. There will be a six-day one-hour-a-night Class A amateur two-man team race of six teams. Also a 26-mile 385-yard marathon for pros in which Arthur Eglinton, European ace, who won such an event several years ago in Fordham Rink, New York City, will defend his laurels. A 25-mile team professional contest of five two-man teams also will be held.

PLAYLAND, Rye, N. Y., the country's largest park project, now in its sixth year, opened its roller-skating season in the Casino on September 16. Gene Suple and band, Bridgeport, Conn., supplied music. Roller skating is an innovation at Playland, and the management, the Harry Morton-Fred Miller concession partnership, is planning to promote a series of contests and novelty programs, including the organizing of a roller-skating hockey league, Miller's great aim. A Silver States Derby and an Eastern championship meet are likewise in the formative stages. Maybe a Westchester County title meet, too. Johnny Moroso, assistant press agent at the park during the summer season, is hooked up with the rink on the press and promotion end and is headquartering in Paul Morris' office, the press bureau of Playland. Rink is staggering its hours on the following basis: 3 p.m. to 5 p.m. and from 8 to 11 on week days; four sessions on Saturdays and Sundays, 10 a.m. to noon, 1 to 3, 3 to 5 and 8 to 11. Private parties are given special sessions. Instructors are on hand to coach the customers in plain and fancy maneuvers. Admission of 40 cents is being charged for adults and 25 cents for children. Free parking is provided.

WORLD'S YOUNGEST roller skater? A "scientific baby," a boy, who at 16 months of age, among other accomplishments, coasts down hill on roller skates, was described at a recent Chicago meeting of the American Psychological Association by Dr. Myrtle B. McGraw, of New York's Columbia Medical Center. Scientific psychological training is the reason given by Dr. McGraw, who gave the infant special exercises from the age of 20 days, as a twin brother brought up according to the orthodox method boasts none of these accomplishments.

### NSA Notations

By BERT RANDALL, Secretary

Bill Johnson, formerly of the California Padres roller-hockey team, has signed a contract for the Detroit team the coming season. He is one of the best goal keepers in roller hockey.

Jerry Jackson, foremost contender for the vacant Michigan amateur championship, has returned from California and has entered for the championship race to be held before the 21-day race.

Will all rink owners communicate with this office, 5544 John R street, Detroit, and submit a code which we are presenting to Washington?

It is difficult to draw a code to please all rink owners, but if they will give some suggestions as to salaries for different kinds of rink employees and hours of work then we can condense them and have a good national working code.

Will Joie Ray and Cloyd Cawthorn communicate with this office at once?

George A. Caraway has been appointed second vice-president of the National Skating Association to fill one of the vacancies. He has had much experience with organizations of this character and is well known in the automobile industry, having been an executive with one of the largest firms for 15 years.

New members include Fred C. Clark, Jewel King, Lil Mathay, Bernice Clark, Mary Jubara, Ethel Doman, Lillian Rakoczy and Emily Zugar.

Don Brown, Omaha, has been suspended by the officers of the NSA as a member of the association due to charges that he has been posing as an officer of this association, which he is not and never has been.

A governors' meeting will be held in Detroit Saturday evening, September 30.

Among skaters who have signified their intention of entering or who have entered the 21-day race are Ed Marquardt, St. Louis; Dutch Keller, Jack Casey, Belleville, N. J.; Fred Goss, Omaha; Jimmy Frampton, Donald Van Tuyl, Roy Haupin, Joe Gornal, Jamestown, N. Y. Entries positively close at midnight on October 14.

Helen Walker La Fond has been appointed by Promoter Barry McCormick to be in charge of the program, and Mike Paulson as director of trainers.

Armand J. Schaub has signified his intention of sending, if possible, a team from Cincinnati.

Prior to start of the 21-day race Saturday evening, November 4, Michigan State amateur championship races for men and women will be held. However, this does not limit skaters to Michigan, and entries will be received from bona fide amateurs from other cities.

### POMONA HAS

(Continued from page 52)

gest in history of the shows, the rides doing especially well.

Charley Hatch handled the free acts, including the Blondin Remlin Troupe, high wire without a net; Sensational Jacks, working 105 feet in the air; Pauline Loretta, Mayme Ward, Elsie Kyle and Charley Smith, flying return act; Collinette Ballet of 16; De Rosa and "Snooky," movie chimpanzee; Bernie Griggs and Jack McAfee; the Funny Ford; Monte Reger and Bobby, long-horn steer. Monte Montana, Jack Schaller Acrobatic Troupe and Hadji Ali on stage in Exhibition Hall with Ula Wolf's Spanish Orchestra and Girl Revue.

Concessions were handled by the fair management this year. There was a big lineup and all reported doing nicely.

Attendance on opening day (Friday) was 30,357; Saturday, 44,520; Sunday, 70,060; Monday, 27,355; Tuesday, 34,720; total first five days, 206,952, an all-time record, and the Sunday crowd was the biggest in history. Patrons seemed to be in a money-spending mood.

### NASHVILLE JAM

(Continued from page 50)

in 20 years, being set up on the main walk and also on the midway occupied by Dodson's World's Fair Shows."

Travis has worked tirelessly for years to have wheels on the grounds. Eight merchandise stands were in operation and one ball game.

"Despite the fact," he said, "that our dates conflicted with Louisville, Ky., and Jackson, Tenn., the 28th annual Tennessee State Fair will show a handsome balance after all bills are paid as contracted, in addition to taking care of a \$25,000 deficit left over from 1932.

Paid gate admissions compared with last year:

	1933	1932
Monday	3,153	5,009
Tuesday	7,073	3,666
Wednesday	11,902	5,260
Thursday	15,161	12,894
Friday	20,775	14,188
Saturday	31,123	15,568
Total	89,187	56,585

### Auto Record Is Set

Dodson's Shows were ready on Monday. The circle was pulled in some and not all rides were set up. The psychological effect, however, was good. It concentrated crowds and gave talkers bigger audiences and better chances to sell shows. C. G. Dodson said business had been excellent, that it was the bright spot of the season and the first real break in two years.

With the exception of Graham's Western Riders, Graham, Betty Loraine, Ralph and Baby Jean; grand stand acts were supplied by the Dodsons. Valencia, with his aerial swaying pole act and cloud swing and Capt. Dan Cherry in a 100-foot ladder dive into a net were featured. Jack Howe, clown contortionist, and his diminutive pig brought laughs. Walter Herod, Nashville acrobat, did a loop-the-loop trapeze act. Mrs. Valencia did the announcing. Al Sweet's Band gave two concerts daily and played the Horse Show each night. Nightly displays were by Ohio Display Fireworks Company, under direction of A. T. Vitale.

Auto racing on Saturday, with many crack drivers, was thrilling and without accidents. Gus Schrader, Cedar Rapids, Ia., set a new official record on Cumberland Park oval in 44 3-5 seconds, clipping 1 1-5 seconds off the previous record. Jack Hancock, Jackson, Miss., was referee; Harold Hagen, Chicago, judge; Raymond Johnson, head timer, and Ray Repp and Alex Sloan, starters.

### Horse Show Big Draw

The Horse Show centered around Arabian stock, breeding of which has taken an impetus in this section. Crowds were unprecedented and Saturday night every seat in the huge covered amphitheater was taken, with railbirds eight deep around the oval, the largest crowd in the building since its erection some 10 years ago.

Charles W. Green, Sedalia, secretary of Missouri State Fair, was judge of the show, with Mason Houghland, Brentwood, Tenn., judging Arabians and jumping entries.

Among concessioners were Jack Cashman, vegetable knives and jewelry; W. C. Martin, Tampa, Fla., merchandise wheels; George Reinhart, cookhouse and grab; Mrs. C. E. Sherman, palmistry; Desplanter Brothers, Chicago, novelties; George Golding, Indianapolis, cookhouse and pineapple whip; Kohr Bros., Inc., Atlantic City, frozen custard; E. B. Kismet, palmistry; Walter Long, Indianapolis, cookhouse; W. H. Stinson, Sandusky, O., sugar puff waffles, and B. F. Wehr, Florida, grab.

All of the 93 booths in Exhibition Buildings Nos. 1 and 2 were taken by local and State manufacturers and merchants, with a few foreign exhibitors. The three floors of the Women's Building were crammed with handiwork and exhibits. State of Tennessee, under O. E. Van Cleave, commissioner of agriculture, was a large exhibitor, taking nearly one wing of the Agricultural Building. Live-stock exhibits were large and varied, with 4-H Clubs heavy participants in premium money. Prof. J. B. Fitch, Manhattan, Kan., was chief judge, assisted by Prof. W. W. Yepp, Urbana, Ill.



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No. 779

# BIZ GOOD FOR MANY SHOWS

## Some Even Doing Big, Others Setting New Records at Fairs

*Encouraging reports from all quarters indicate definite increase in receipts—majority of shows, large and small, benefiting from improved conditions*

CINCINNATI, Sept. 23.—The prediction that all signs pointed to a definite up-trend in business, based upon information gathered from many points, and the unprecedented activities of fair secretaries, which recently appeared in *The Billboard*, appears to have already come true. Gratifying news is coming in from all directions, and despite the recent spell of rainy weather, the majority of shows, from the largest to the smallest, report business good. An outstanding example is the success scored by Royal American Shows at Minnesota State Fair, when the show's receipts almost tripled the gross of last year's midway. Dodson's World's Fair Shows at Tennessee State Fair, Nashville, did more than 50 per cent more than the preceding year's carnival. F. E. Gooding's rides and the independent shows, despite intermittent showers during the week, enjoyed splendid business at the Kentucky State Fair, Louisville, while from Covington, Va., comes news that Cetlin & Wilson Shows broke all midway records at Alleghany County Fair.

Mid-South Fair at Memphis gave Model Shows of America an increase of \$1,200 over last year, and J. C. Weer Shows at Indiana State Fair, Indianapolis, it is stated, beat last year's receipts. Max Gruberg's Famous Shows, at New York State Fair, Syracuse, had a wonderful week. Encouraging words also come from Castle, Erlich & Hirsch Shows, New Deal Shows and Leo Broughton Shows.

With millions already back to work and the country-wide publicity given to A Century of Progress midway stimulating interest, it seems assured that the majority of carnivals will close winners this fall.

## Merchandise Wheels at Fair Due to Efforts of Travis

NASHVILLE, Tenn., Sept. 23.—Phil C. Travis, superintendent of concessions at the Tennessee State Fair, is receiving congratulations on all sides for the part he played in putting the fair over to a profit this year. It was due to the untiring efforts of Travis that merchandise wheels were permitted to operate for the first time in 20 years, with gratifying results. In all, eight merchandise stores and one ball game were in operation.

Wednesday night during the fair Mr. and Mrs. Travis entertained Mr. and Mrs. P. T. Strieder and daughter, Elizabeth Ann, of Tampa; Mr. and Mrs. Milton M. Morris, Mr. and Mrs. L. (Peasy) Hoffman and son and Mr. and Mrs. W. G. Martin at a chicken dinner in the private dining room at the fairgrounds. After dinner the ladies of the party went to the Travis home for the evening, where they were later joined by the men for a spaghetti supper.

As a token of esteem for 10 years' service, Mr. Travis was presented with a 14-karat solid gold 17-jewel watch with a sizable diamond on the back and Travis' monogram on the front. On the inside is inscribed the following: "Phil C. Travis, from the Tennessee State Fair in consideration of 10 years of faithful service—1933." Presentation was made by James A. Cayce, director in charge of the departments looked after by Travis.

## Barney Lamb in Cincinnati

CINCINNATI, Sept. 23.—Barney Lamb was a visitor to *The Billboard* offices and reported having had an excellent week with his Ten-in-One Show at the Kentucky State Fair at Louisville, despite some rain every day with the exception of Saturday. Lamb stated that the splendid co-operation of Floyd E. Gooding made the week very pleasant. He will play independent fair dates for the balance of the tented season. Lamb further infoed that Austin & Kuntz's Palace of Wonders topped the midway, with him running second, the two shows being located directly opposite each other.

## Feather in Cap for Beckmann & Gerety

TULSA, Okla., Sept. 23.—Beckmann & Gerety's World's Best Shows, playing this week at Tulsa State Fair, is receiving many compliments thru an unusual action on its part. All independent game concessions booking under Beckmann & Gerety were compelled to pay \$10 a foot in advance. After two days' work the boys decided that the conditions under which they had to work did not warrant the high privilege and overtures were made to the show management. Beckmann & Gerety immediately closed the concessions and refunded every dollar that they had paid.

## Firemen Make Profit

SPENCERPORT, N. Y., Sept. 23.—Spencerport Carnival, staged by volunteer firemen, ended last week with a substantial profit after a run of excellent weather drew crowds from surrounding towns, even including Rochester.

Emerson Shows, with trained ponies and dogs as the headline, was chief attraction. Midway cleaned up profitably under individual independent bookings. Free acts were staged by amateur dancers from Rochester dancing schools.

## Smuckler Stepping in Fla.

TAMPA, Fla., Sept. 23.—Berney Smuckler, general representative Royal Palms Amusement Company, has signed contracts to furnish the midway under the auspices of Tampa Police Benefit Relief Association November 27-December 2. Following this engagement Royal Palm Shows will play St. Petersburg, Fla., for the Shrine. Another town just contracted by Smuckler is Dublin, Ga., which will be played at an early date.



QUADRUPLE FERRIS WHEEL UNIT, presented for the first time in carnival history at Minnesota State Fair on Labor Day, topped all other rides on the Midway. E. C. Velare, C. J. Sedlmayr and C. J. Velare, owners of Royal American Shows, have had the idea in mind for several years, and now that it has proven a financial success the four wheels will remain a permanent fixture with the show.

## Dodson's Shows Get Meridian Centennial

CINCINNATI, Sept. 23.—M. G. Dodson, general representative of Dodson's World's Fair Shows, advises *The Billboard* that he has closed contracts to furnish all shows and riding devices during the Centennial, which will be held in Meridian, Miss., under the direction of the Chamber of Commerce, for seven days and nights, commencing Sunday, October 22.

On the opening day it is planned to have a chorus of 5,000 voices. The remainder of the week free acts, bands, football and baseball games, carnival attractions, concessions and parades will make up the program.

## First in Two Years

NEWPORT NEWS, Va., Sept. 23.—Marks Shows and Jack Rinehart's Wild West and Circus will end a week's stay here today. Show is first carnival in this section in more than two years.

## Rubin & Cherry Closing Early

*Show will fold its tents this week at Trenton Fair and will winter there*

TRENTON, N. J., Sept. 23.—Rubin Gruberg announced today that he has decided to close Rubin & Cherry Shows at the conclusion of the Trenton Fair September 30, and that winter quarters would be established at the fairgrounds.

This is the first time that one of the Gruberg units has spent the winter above the Mason-Dixon Line, and for many years spacious quarters have been maintained at the State fairgrounds, Montgomery, Ala. Last winter one of the shows was housed at Tampa, Fla.

Mr. Gruberg stated that after careful consideration he had deemed it advisable to close at this time and winter the show in the North, with the idea in mind of overcoming the costly experiment of bringing the show up from the South in the spring, with the usual rain and mud to contend with.

Model Shows of America will play all the Carolina fairs contracted. They are scheduled to close at Spartanburg, S. C., October 28, unless the weather permits one or two additional dates, and will winter in Montgomery, Ala.

## Francis Launches New Unit

ARDMORE, Okla., Sept. 23.—J. Crawford Francis, owner of J. Crawford Francis Shows, announced here last week that he would reorganize John Francis Shows. The outfit will consist of 12 shows and eight rides, and will play West Texas coincident with the tour of J. Crawford Francis Shows down the Rio Valley.

## Latlip Shows in Quarters

CHARLESTON, W. Va., Sept. 23.—Latlip Shows closed their season after playing Charleston 4-H Fair and the equipment will be stored at the fairgrounds. During the winter Mrs. Latlip will place all of the famous Latlip girls in school. Captain Latlip states that the sudden closing of his show was due to the new West Virginia State law regarding shows, rides and concessions.

## Norfolk Legion Books Jones

NORFOLK, Va., Sept. 23.—W. M. Leslie, general representative Johnny J. Jones Exposition, has closed contracts with American Legion for a two weeks downtown festival at Ninth and Granby streets, opening September 25. Leslie also stated that the show was booked for fair dates until December 2.

## Clifford Breaks Leg; Attractions Close

PERU, Ind., Sept. 23.—Tragedy stalked Jack Clifford Attractions here, following an accident which befell Clifford at Tipton, Ind. A woman's tears and heart sobs could not stop dissolution of the amusement organization. Members of the show have scattered to all parts of the country, with some remaining stranded in this city. Business on the week here was absolutely nil, and despite the valiant efforts of Mrs. Clifford, it was found impossible to carry on.

At Tipton business was all that could be desired and the dreams of Mr. and Mrs. Clifford seemed about to be realized. The night of August 31 Clifford was informed that boys had placed a plank between two buildings overlooking the Athletic Show and that scores of youngsters were hanging over the side of the building. Calling for several policemen to assist him, Clifford ventured first across the board, which broke and dashed him 40 feet into a paved alley, causing a triple fracture of the left leg. He is now confined to his bed at Kokomo, Ind.

## Pays Taxes in Pennies

COLUMBIA CITY, Ind., Sept. 23.—The treasurer of Whitley County went off the NRA schedule for a while one day last week, when a little overtime work was made necessary by the collection of \$20.59 worth of taxes in pennies. The taxes were paid by C. O. Taylor, head of the C. O. Taylor Amusement Company, owners of Merry-Go-Rounds, Ferris Wheels, Whips and other riding devices. Taylor saved the pennies from admissions to his rides.

## Royal American Shows May Winter at Tampa

CINCINNATI, Sept. 23.—E. C. Velare sends word to *The Billboard* that plans are being formulated for Royal American Shows, which was recently awarded South Florida Fair and Gasparilla contract, to winter at Tampa.

It is Sedlmayr and Velare's intention during the layoff to build a better, but not bigger show.

**Showmen's League of America**

CHICAGO, Sept. 23.—Everything moving along nicely and preparing for the opening meeting on October 5. This, together with activities in the Cemetery Fund and Membership drives, is keeping everyone busy, and it looks like a very active winter season for the League.

President Fisher and Chairman Nat D. Rodgers, of the membership committee, were again delighted with correspondence from our good brothers on the Conklin All-Canadian Shows. This included applications for membership from Harry Friedman, John E. Ogden and Leslie D. Sturgeon; also advice that they are giving attention to the Cemetery Fund list. Looks like theirs will soon be the banner show in League members.

Brothers Lew Dufour and Joe Rogers presented the Cemetery Fund drive with a check for \$63. Names of donors were Lew Dufour, Joe Rogers, George Halsey, Harry Lewiston, Nate Eagle, W. C. Jones, R. W. Smith, W. B. Jackson, Frank D. Shean, A. J. Humke, J. T. Ryan, Guy T. Waters, Barry Gray, Dick Cole, Robert W. Curtis and Caus Hillis. In addition to this donations were received from Charles Vanderlip, Nat D. Rodgers and our good friend, Carey Jones, who never misses the opportunity to contribute to this cause.

Brother Lou Keller, in addition to his work on the Cemetery Fund drive, found time to hand in the application of Meyer Rosenberg.

Mrs. Ernie A. Young, wife of our vice-president, Ernie A. Young, was at Mercy Hospital for observation.

Brother Charles Vanderlip, of Winnipeg, was a caller at the League rooms. He came in on business and for a visit to A Century of Progress.

Received the sad news of the death of Mrs. Rose Polk, wife of Brother Jack Polk. Interment was made at Showmen's Rest. Services by Brother Colonel F. J. Owens.

E. Nagy and Paul Kruger, with concessions at the Ukrainian Village, were recent callers at the League rooms.

Brother Harry Illions, in addition to his many duties, has announced that we may expect full co-operation from him on all activities of the League. At present he is confining his efforts to the Membership and Cemetery Fund drives.

Earl and Frank Taylor back in town for a short stay, dropped into the League rooms for a visit.

Brother Edward J. Young advises that he will join the Liberty Fireworks Company at an early date and will be with us at times during the coming winter season. Pleased at this report.

Brother Jack Benjamin has taken his rides to play a celebration at Galesburg.

Callers at the League rooms during the week were Charles McCurren, Charles Vanderlip, Louis Claver, Peter Rogers, Frank Leslie, Nat Hirsch, E. Nagy, Paul Kruger, H. M. Shoub, Harry Coddington and Jack Polk.

Just a reminder that a number of the brothers have heeded the call for payment of dues. This is important, and we hope others will follow their example.

And to again tell you that the annual banquet and ball of the League will be held in the Hotel Sherman on Tuesday, December 5.

**Corey Wins Assault Case**

WOODSTOCK, N. B., Sept. 23.—In the local Police Court a charge against Martin Corey, of the Pine Tree State Shows, was dismissed. Corey was accused of assaulting a local boy. The evidence disclosed that while the boy and two companions were peeping thru a slit in the Athletic Show tent the complainant received a kick or punch from the inside of the canvas. None of the three boys were able to swear who delivered the kick or punch and the magistrate decided there was not enough evidence to convict. The concessioners at all the shows had been harassed by persons cutting holes and slits in the canvas.

**Aiton to Bar-Brown Shows**

CINCINNATI, Sept. 23.—Thomas Aiton left this city last week to join Bar-Brown Shows as special agent for balance of season. He joined at Russellville, Ky.

**Philadelphia "Pickups"**

PHILADELPHIA, Sept. 23.—The finishing weather last week was a heart-breaker for all fairs and amusements in this section, four full days of rain cut business all to pieces.

Doc LaMarr left for A Century of Progress, where he expected to place his exhibition.

Eighth Street Museum still continues to do excellent business, this week's attractions consist of Professor Herbert, magic and new sword illusion, "Fighting the Flames"; Bob Clark, mechanical man feature; Stetson, cartoonist, and Zip, pinhead. In the annex are Zoma and Lita Leah, featured dancers.

Danny Gorman returned from Chicago with his attraction, Callahan, and left for Allertown Fair, where he expected to exhibit.

Hank Shylow returned and reports a very poor season at the fairs, undecided what connection he will make for the winter.

Bill Tucker, well-known Philadelphia concessioner, is playing the fairs, reports business not picked up much yet. Will go south and winter in Miami.

Quite a few block parties are still operating, but the weather has greatly interfered with business, this being one of the roughest Septembers in many years.

Operators of the South Street Museum announce that they will open about November 1 and also will operate one in Camden this winter.

**Poole Shows Open**

HOUSTON, Sept. 23. — I. B. Poole Shows had a successful opening Labor Day. Show will play Houston lots for a while, with occasional jumps to near-by picnics and a few fairs. Poole, who has two companies playing in his tab house, has placed another tab show on the carnival lot, also the Ida Cox colored musical comedy show. Poole is owner; Tommy Hunter, manager; Mrs. Poole, secretary-treasurer; Ned Jacobs, agent; B. C. McDonald, publicity; Larry Rowe, superintendent of lot and rides; Captain Farnsworth, announcer, and John Poole, cookhouse. Poole has a Ferris Wheel, Mixup, kiddie ride, train and callopie. Twelve concessions include Mr. and Mrs. Bert Brown, Alex Downing, E. F. Ohmstead, Jack Sapp, Edna Hulingsworth, Marie LaBelluic and Poti McMillan. Colored company, headed by Ida Cox, includes Pewee Grant, Stella Walker, Mamie Griffin, Pat Jackson, Bernice Allen, Seraf White, Sweetie Walker, Richard Grant, Jessie Crump, Charles Hooks, Elmore Allen and William Brown. There is an eight-piece outside band and a five-piece orchestra. Show got away to a good start and is now playing a 10-day date for one of Houston's leading churches. Mr. and Mrs. Poole are kept on the jump operating their three shows, but are apparently well pleased with their job.

**Town Gets First Carnival**

PEPPERELL, Mass., Sept. 23.—For the first time in its history this town has had a carnival. The show, a small one known as Blotner Carnival and Amusement Company, carries a Ferris Wheel, Merry-Go-Round and several stores. It played on the town field. Business was wonderful. The kiddies of the town went wild over the rides, which were the first to ever be set up in the town. The parents, too, entered into the spirit of the affair by becoming children again and riding like they did when they were kiddies. According to the organizers, the town of Pepperell had plenty of pep during the visit of the carnival. Before leaving town the owners promised to return again next season on account of the fine reception given during their first visit.

**License Fortune Tellers**

AKRON, O., Sept. 23.—Legislation to license fortune tellers and others engaged in that character of business, has been prepared by the city law department and will be presented for council consideration in the near future. Legitimate fortune tellers, palmists, clairvoyants, astrologers and phrenologists who qualify will be given a license. The proposed ordinance provides penalties for operating without permits.

**O. J. Bach Shows Close**

WATKINS GLEN, N. Y., Sept. 23.—O. J. Bach Shows closed for the season in this city September 22.

**Pacific Coast Showmen's Association**

LOS ANGELES, Sept. 23. — Meeting Monday night largely attended, there being 47 members present. However, several officers were absent, which gave George Tipton opportunity to preside. Treasury report shows a balance greater than has been in the treasury at this time of the year in many years. Especially of interest was the report of the committee on new membership drive. Ten new membership applicants posted on board for action of committee, three reinstatements and Ed F. Maxwell came in as the newest member. The fall outing will very likely be held at Brother Jim Jeffries' Ranch. Special committees appointed by the chair to handle this affair, awaiting opportunity until more of the officers are present. Several members acknowledge letters from Eddie Brown, president, whom we hope to have with us soon. It is most gratifying to note the splendid spirit that prevails in PCSA. Much enthusiastic effort is being put forth, especially by Brothers S. L. Cronin and Theodore Forstall. They have given most valuable aid. Clubrooms each day have gatherings of considerable size and the usual "Do you remember when?" sessions held. Doc Hall writes Louis Bissinger from Idaho Falls that last two weeks have been bad from weather standpoint. However, he states they are still going on, doing nicely when weather permits and plan closing about November 1. Sick committee reports Doc Barnett, convalescing at General Hospital, will be out in three weeks, and J. Sky Clarke is in about the same condition as last noted. The club has had opportunity to make quite a few placements from the membership at the studios. The flicker industry is picking up and shooting several films of outdoor show life. Jack Grimes in for a visit at club. Is engaged in publicity game. Harry Levy has taken a home in Beverly Hills for winter. Felix Burk came out from retirement and made Sacramento Fair to nice business. During the Los Angeles County Fair made usual visit to the club. John Miller visitor Monday. Ed Mozart, convalescing from recent indisposition, joined the winter colony this week. Eddie Gemmill in for a chat, returning from year and one-half in the Orient, on way to Chicago for A Century of Progress. The PCSA staged fine Dutch lunch at close of meeting, this will be a weekly affair. Showfolk who are not members of PCSA should think seriously of the advantages in being enrolled.

**Scholibio Visits Chi Fair**

CHICAGO, Sept. 23.—Joe Scholibio, former publicity man and assistant manager of the Morris & Castle Shows, was a Chicago visitor this week, coming up from St. Louis with Mrs. Scholibio to visit the World's Fair. For the past year Scholibio has been off the road, remaining at his home in Houston, Tex. It is likely he will be found back in the game shortly.

**New Deal Shows**

Huntsville, Ala. Week ended September 16. Madison County Fair. Weather, fair. Business, excellent.

Congeniality and hospitality prevailed during entire engagement. Much space from local papers and all carrier boys entertained, Manager Detrick being the escort. Mr. Finney, managing director of association, and Marie Dickson, secretary, made our work easy by good co-operation. The show, since the arrival of Mrs. Bertha Melville with her three beautiful rides, has received four new fair contracts via mail. Lou O. Morton joined with his Wild West Show, making the present lineup eight rides, 12 shows and 27 concessions.

FLOYD R. HETH.

**BINGO CORN GAMES**

FROM 20 TO 300-CARD SETS.  
20, 35, 50, 75, 100, 150, 200, 250, 300 Cards.  
20-Card Set.....\$1.00  
35-Card Set.....5.25  
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Send for Free Sample Cards and Price List. We pay postage except C. O. D. expense. Instant delivery. No checks accepted. Established 10 years.  
J. M. SIMMONS & CO., CHICAGO, ILL.  
109 North Dearborn Street.

**WANT REID GREATER SHOWS WANT**

Shows of all kinds with own outfits, except Girl and Ten-in-One. Very good proposition to Minstrel. Concessions of all kinds except Cookhouse. Winter rates. Long string of Carolina Fairs and Celebrations. Fair Secretaries in Carolinas and Georgia note. Have few open dates. EARL A. REID, General Manager, Apex, N. C., Fair, this week.

**ATTENTION CARNIVALS**

Want to hear from first-class Carnivals for one-week engagements in our city under Park Commission auspices. Excellent location, with County and City Licenses furnished, also Light, Water, etc. Also want to book several Repertoire Companies for week engagements on percentage basis. Wire or write, giving size of lot required and other details to N. B. RICE, Park Commissioner, Forrest City, Ark.

**AT LIBERTY AFTER A CENTURY OF PROGRESS WALTER B. KEMP'S LION MOTOR DROME**

Book anywhere. Featuring Marjorie Kemp's Automobile Riding Lions. Also presenting Dips of Death around jungle-bred lions. Only motordrome show of its kind in entire world. This show selected by Floyd Gibbons and Palmer House Combination Book Tickets as one of eleven leading attractions at A Century of Progress. Have for sale LIONS, male, female, assortment of ages, from cubs three weeks old to jungle-bred male, black maned, 12 years o.d. Seat broken. No inbreds. All guaranteed. Address  
**WALTER B. KEMP, Lion Motor Drome, Century of Progress, Chicago, Ill.**

**Wanted for the Harford County Fair**

DAY AND NIGHT, AT BEL AIR, MD., OCTOBER 10, 11, 12, 13, 14.  
Shows and Concessions of all kinds. No exclusive. What have you to offer? Come on, Boys. WANTED—Girl Show that knows how to work. All rides are booked. Racing Days and Nights. Only twenty miles from Baltimore. Joe Conley answer. Address  
**MONUMENTAL AMUSEMENT CO.**  
L. E. STALEY, Manager, 700 E. Baltimore St., Baltimore, Md., Until October 6; Then Bel Air, Md.  
P. S.—Wonderful opportunity for large Bingo Game, and 20-ft. Blanket Wheel.

**Wanted for Original Southern Amusement Co. UNDER MANAGEMENT FORMER OWNER**

Shows of all kinds, on liberal percentage terms, with or without your own outfits and transportation; Tilt-a-Whirl and Mix-Up with own transportation. Concessions of all kinds at winter time prices. Will furnish complete outfit for Five-in-One and Hawaiian. Athletic Show wants Boxers and Wrestlers. Ride Help wanted. Get a winter home with the man that knows Texas for past thirty years. Write or wire H. B. (DOC) DANVILLE, Manager, Wilson, Okla., week of Sept. 25.

**SOL'S LIBERTY SHOWS, Inc.**

Can place a few legitimate Concessions for balance of season.  
Fulton, Mo., Free Street Fair, Week October 2.  
Address, this week, Beaver Dam, Wis.

# CARNIVAL MUTTERINGS

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**SEWARD'S 1933 HOROSCOPES**  
Four Sizes. Samples, 25c.  
SEWARD'S Full Line of Books on Character Delineation, Numerology, Etc.  
A. F. SEWARD & COMPANY,  
3620 Rokeby St., Chicago, Ill.

**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price, **\$12.00**

**BINGO GAME**  
75-Player, complete, \$5.25. Including Tax.

Send for our new 1933 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties. Send for Catalog No. 133. Heavy Convention Walking Games. The Hit of the Century of Progress. Price per Gross, \$22.00.

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Our name or ads do not appear in any book.

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Instant Delivery. Send for Wholesale Prices.

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Send for Price List.  
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New 12-Yr. Readings (1933 to 1946)  
Over 30 Pages. Beautiful, Comprehensive. Your name imprinted free. Lower prices than old type one-year Forecasts. New positive money makers. Sample 25c. None free.  
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New HOROSCOPES, Spanish and English.  
Send 25c for samples and info.  
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Now ready, reduced prices. 1, 4, 7 and 27-page readings. Nine styles. Books, Buddha Papers, Crystals and Mind-Reading Apparatus and Supplies.  
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Hawaiian and other Clean Shows, Old Washington, Ohio, Fair, week September 25; Nelsonville, Ohio, week October 2. HOWARD ATTRACTIONS.

## AT LIBERTY

Kiddle Ride, Spillman make Two-Abreast, Auto and Twister Car. Would like to play some Southern Fairs. Have it on my own trucks. Address  
**D. B. STOCK**  
Glick Shows, Warren, Pa., week September 25; then York, Pa., week October 2.  
WE BUY Concession Tents, Candy Floss Machines, Guess-Weight Scales, Evans Wheels and Games of all kinds. Pay cash. Write details. WEIL'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa.

ETA LOUISE BLAKE. The personification of everything that goes to make a successful girl show manager.

"WILL WINTER IN FLORIDA" is the message on many postcards received daily.

H. T. FREED announces that he is opening Freed Bros.' Shows for the fall season this week at Grady, Ark.

BILLINGSBY'S HOPI INDIANS, according to information received, topped the CNE midway at Toronto on Labor Day.

JOE TRACY EMERLING has left the U. S. Veterans' Hospital and will shortly be connected with a side show or traveling museum.

NAT HIRSCH AND MURRAY POLANS are back in Chicago from Vancouver, B. C., after working for Edward A. Hock during his Canadian tour.

MRS. L. H. JOHNSON, of Jackson, Tenn., was the guest of her son, Harry Lee Johnson, talker on the Oriental Village at A Century of Progress, the past week.

BLANCHE DUTTON is at Jackson Memorial Hospital, Miami, Fla., and ex-

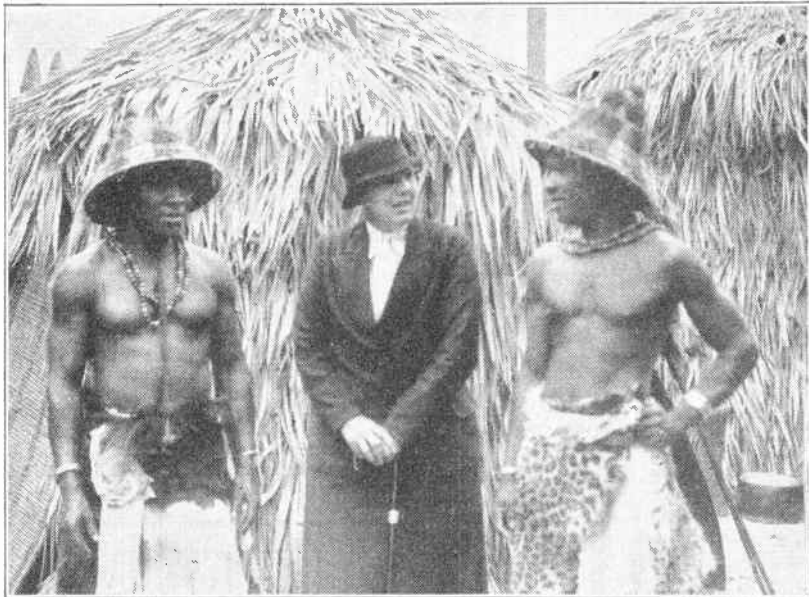
CAPTAIN SMITHEY, Art Eldridge and Rex M. Ingham were luncheon guests of Dr. William M. Mann, director of the National Zoological Park, when the West Shows played the Washington Fair recently.

MR. AND MRS. Harry Hunting recently closed, with their Chairplane, with Jack Clifford Shows and after a few days' stay at Peru, Ind., left that city to join F. H. Bee Shows in Kentucky.

CARL E. RATLIFF infers that he has fully recovered from his long stretch of illness and is itching to get on the road once again. Mrs. Ratliff has had five concessions working in Chicago during the summer.

ON BUNTS' MIDWAY: Georgia (Slim) Stone, veteran Ferris Wheeler, did a repaint job on his favorite device and beamed considerably. Show has been in South Carolina all season and doing excellent business in good weather. There's a new light plant.

E. T. NUBSON AND EDDIE ARGUS, operating as Allah Rajah, were on the Big Walk at the Tennessee State Fair. Nubson said it has been five years since he played the Nashville Fair and was



DR. MARION J. JOHNSON, formerly of Columbus, O., and who is now engaged in missionary service at Walikali, Congo, Africa, recently visited Dufour and Rogers' Darkest Africa at A Century of Progress, and renewed acquaintance with two of the Karamoon tribesmen, conversing with them in their native tongue.

pects to be for a considerable time. She would be pleased to hear from her friends.

LEO-LEOLA, while playing Brockton, Mass., Fair with World of Mirth Shows, was visited by Peggy Poole and many old times were cooked up and reshaped.

C. A. (DUD) LAWRENCE visited W. A. Atkins recently at Elgin, Ill. He reports business with his concessions very good at some spots in Iowa and Illinois. Last year Lawrence was contracting agent for Sam B. Dill's Circus.

"MANY HAPPY RETURNS" must be the motto of Tilley Amusement Company. The show recently played a return date at Joliet, Ill. Now comes Waukegan, Ill., and then Elgin, Ill., both return dates.

LUCILLE AND CLARENCE POUNDS, Mrs. Fred Thomas and Doral Dina, all of Mighty Sheesley Midway, motored to A Century of Progress for a two days' visit during the Sheesley engagement at Bay City, Mich.

CRAFTS' 20 BIG SHOWS features the neat appearance of its working men. Each man, no matter what he does, or on what ride he works, must be always dressed the same. It is compulsory that their uniforms be kept clean and that the men be shaved every day.

glad he came, as business was swell all week.

RUMOR has it that one of the best known carnival showmen, who has been off the road this summer, will shortly announce his affiliation for next season as general representative with a major show that has lately been considerably in the limelight.

E. C. GESELE, owner of the Gesmo Animal Farm at Amsterdam, N. Y., has been playing fairs in New England with his attraction, Gorilla Land. Has just added two new chimps to his family, one being purchased from Warren E. Buck.

WILBUR PLUMHOFF, despite the fact that he is the Human Pin Cushion in Believe It or Not Odtorium, is the proudest chap at A Century of Progress when he sits at the wheel of Cash Miller's new car and drives his boss and manager around.

BABY GENE LYNCH, daughter of Mr. and Mrs. Eddie Lynch, celebrated her fifth birthday in Towes United Shows' Athletic top at Mitchell, Neb., September 13. A delightful party was staged, with all members of the show participating and enjoying the ice cream and cake.

TIPS AND TOPICS for August, in an article, How To See the World's Fair In

One Day, says: "To the south is the midway. Ninety acres of thrilling rides. . . with only a day to spend, most of these can be passed up; you can always take them in at the home town carnival or amusement park."

MRS. RAY VanWERT, of the Dee Lang Shows, and Mr. and Mrs. H. W. Morey, of Hornell, N. Y., were A Century of Progress visitors a few days ago and also paid a call at the offices of The Billboard. Mrs. VanWert said she has had a satisfactory season with the Dee Lang Shows and is rejoining them this week.

ARDMORE JUNIORS Concert Band, a 15-piece organization of the young folk of Ardmore, Okla., played for the J. Crawford Francis Shows around the midway and at the showing of the free acts at the recent Free Fair. Their showy uniforms and snappy playing caused much favorable comment. F. P. Dustin Jr. is the leader of the band.

ROBERT BANKS is working on one of the dancing concessions on the Boardwalk at A Century of Progress, and his sister, Lois (under the name of Jackie LaMar), is dancing there. She formerly appeared in Streets of Paris at the fair. They are the nephew and niece of Princess Flozari, well-known poetess and Oriental dancer.

ED BONSCOEN, accompanied by Cleo Stafford, called at the Cincinnati offices of The Billboard last week en route to West Bros.' Shows, Alamo, Tenn. Bonschoen will put on a new Hill-Billy Show with West, in addition to the Hawaiian Show he is now operating with that show. He reports that business during the last three weeks has been good.

"THE RACKET killed this spot on the opening day," writes a reputable correspondent, referring to a prominent Southern fair, "so now we have to suffer with our rides and shows for the remainder of the engagement." The handwriting on the wall becomes more distinct each week, and if its message of warning remains unheeded there can be only one answer.

MRS. CONNIE McCANN (Donahue), concessioner, has been discharged from a Philadelphia hospital, where she was admitted after undergoing three serious operations in University Hospital, Columbus, O. Her illness has prevented her tramping this year. She has been with Cetlin & Wilson Shows, J. L. Cronin Shows, R. H. Wade Shows and Ben Williams Shows. She will rest a while at her home in Nova Scotia.

ROBERT HUGHEY, manager of Hughey Bros.' Shows, gave a fried chicken dinner to the entire show September 17. Mrs. Robert Hughey, Mrs. Clyde and Mrs. Mayfield cooked an excellent repast. They finished at night with a potato roast and old-time camp-fire supper. Among those at the table were Mr. and

**RUSSELL BROTHERS CIRCUS**

have recently added more BIG ELI TRAILER EQUIPMENT. This proves that their other BIG ELI TRAILERS have given satisfactory service.  
We are ready to tell you more about BIG ELI TRAILERS.  
**ELI BRIDGE COMPANY**  
Builders,  
Case & Wolcott, JACKSONVILLE, ILL.

**SHOW PROPERTY FOR SALE**  
\$ 3.00 Flood Lights, Electric, 10".  
\$ 1.25 Richardson Rink Steel Skates. Big Selection.  
\$ 1.00 Reel Film, 35mm. Good Subjects.  
2 Pools B Moving Picture Machines. Cheap.  
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Forschner "Guess-Your-Weight" Scale. Sell Cheap.  
\$ 5.50 New Heavy Waterproof Tarpaulin, 8x10 Ft. Other Sizes Cheap.  
WEIL'S CURIOSITY SHOP,  
20 South Second Street, Philadelphia, Pa.

**HEY-DEY FOR SALE CHEAP**  
Good condition. In operation on Fair Ground.  
**M. E. DYER**  
Ross Hotel, AMARILLO, TEX.



Mrs. Robert Hughey, William Hughey, Mr. and Mrs. J. W. Clyde, Mr. and Mrs. Mayfield, Jack Fetters, Bobby Clyde, Johnny Steffes, Tommy Thompson, Slim Clark, Wilfred Meiers and others.

**TEXAS SLIM WILLIAMS** has been playing the tobacco markets with his animal show. He carries seven interesting subjects, including a freak that defies description. It is a mixture of squirrel, rabbit, coon, chicken and pig and was caught in West Virginia. Williams has the entire show on a truck and customer space holds about 10. He opens at five in the morn to get the folks who bring their tobacco to market and winds up around 9. Has been doing well.

**BENNIE SMITH** joined Krause Greater Shows at Spruce Pine, N. C., to handle the front of Ballessen's Mechanical City, but found the show was low money on the midway. After a private interview with his famous drum, Smith went to Ballessen and said: "Henry, I'll bet you a hat and a pair of shoes that I'll top the midway today," and he did, and ran away from everything in sight. Bennie Krause, Mr. and Mrs. Walsh and others congratulated Smith, but he doesn't say whether he got the hat and shoes.

"PICKUPS" from Panama Shows: Mosquitoes took possession of the show at McCrory, Ark., and remained the dominating feature thruout the engagement. However Austin and Forrest City proved banner spots. Everyone is happy, and Curly looks like a million dollars in the corn game. Claims the jinx has left the show. Mr. and Mrs. Hunter with two concessions have just joined. Fair season starts October 2-6 at Prairie County Fair at De Valls Bluff. Show carries 5 shows, 3 rides, 10 concessions, free act and 5-piece band.

**DUFOUR & ROGERS' Coconut Grove** at A Century of Progress has been doing such a thriving business that it was found necessary to enlarge the place, and 10 more tables are in use. George Haley, manager, has added four waiters and two bus boys. Larry Monohan, better known as the Turk, required the assistance of another bartender and an assistant. Standing with a party of friends at the bar one night recently Lew Dufour remarked, "Just think of all the beer I have bought all these years, and now I am selling it."

"PICKUPS" from Roberts and Roberts Shows: Enjoyed two good weeks' business at Paintsville and Jenkins, Ky. Frank Faust's midway cafe always busy. Mrs. Hal Roberts' Bingo Game, with its new fash, had its big week in Paintsville. Mr. Nugent joined with shooting gallery and two other concessions. Major John, with Roy Boucher, on front. New cars, purchased after the Washington Court House Fair, making good time on the Kentucky highways. General Agent Percy Martin is back from an extended Southern trip and reports conditions look better down there this fall.

**FRANK J. ELLIOTT**, proprietor of the Bluenose Shows, is the donor of a silver cup, to be awarded to the angler who catches the largest trout in the Amherst, N. S., zone this year. The trophy is known as the "Frank J. Elliott Cup" and has been exhibited with advertising matter for the shows in Amherst store windows. This carnival played Labor Day week at Amherst, in a tieup with local merchants, for a community-ouying celebration. There are now about 100 large trout entered for the Elliott trophy. The Bluenose Shows will close October 1.

**E. S. HOLLAND** saw what he describes as an unusual sight in Laurinburg, S. C., in the McDougald Funeral Home, which exhibits a mummy of one Frenzo Conseprio, an Italian musician with a carnival, who was struck over the head with a stake by a countryman when the show appeared in McColl, 12 miles away. Conseprio was taken to the hospital at Laurinburg, where he died in the spring of 1909. His father announced that he did not have the money for burial and the body was turned over to the funeral home. Charges were not pressed against Conseprio's attacker, as both were aliens. Holland says trouper are welcome to stop in for a look.

THERE IS ALWAYS plenty of happenings around a carnival that would make good news for readers of *The Billboard*. But it must be authentic in every respect. Recently three different parties heretofore reliable have sent in

misleading and erroneous stories. In addition to writing the usual show letters, press agents can help by sending in stories of news value without, of course, violating any confidences of your employers. *The Billboard* is your paper, always has been and always will, and with the co-operation of every individual in the business the carnival department will become vastly more interesting week by week.

**AN OLD SHOWMAN** writes: "Depression or no depression, at A Century of Progress all rides, shows and concessions are doing an excellent business. It's a treat to meet so many real showmen. Men who clinched their fists and did things to keep the exposition from being a flop. Old showmen who visit cannot help but admire such men as Harry Illions, of Maynes-Illions firm of ride builders; Joe Rogers, Lew Dufour, Jack Hardy, and Rene Zouary (Ali Pasha), the energetic manager of Morocco. Other show people I met on the midway were Captain Walter, Jack Crook, Jack Fenton; Vic Peralta, dean of outdoor show painters; Big Hat Al Fisher, James Perlberg and V. Neilson.

### World's Fair Midway Gab

Larry Boyd, well-known showman, has been renewing acquaintances along the midway.

Homer Sibley joined the staff of Dufour & Rogers' Darkest Africa a few days ago and is alternating with Judge Brewer at the mike.

Mr. and Mrs. C. J. Sedlmayr, or Royal American Shows, have been in Chicago several days, spending most of their time on the fairgrounds. Carl is negotiating with Walter Kemp for his motordrome next season.

Queenie, lioness at the Lion Motordrome, is expecting a visit from the stork about September 25. There are now 13 "cats" at the drome.

Dufour & Rogers' Darkest Africa got a wonderful break when James O'Donnell Bennett, feature writer for *The Chicago Tribune*, spent several hours viewing some of the natives and gave the show a story occupying some 27 inches under the title *Africa Speaks at Fair With Drums*.

### J. J. Page Shows

*Week ended September 16. Somerset, Ky. Location, Porch lot. Business, fair. Weather, fair and warm.*

Located one block from the courthouse on the Porch lot, the show had an ideal location and fine weather prevailed thruout the week. As business was only fair at this spot, altho the midway enjoyed the largest crowds of any still date this season, it was obvious there was a scarcity of money. Doc Johnson's new home on wheels is in its last stage of completion and according to specifications when the interior is finished and appointed it can truly be called a de luxe model. This week was a week of birthdays, and upon a compromise Thursday night was designated as the gala night for a birthday party. Buddy McCall, son of Mr. and Mrs. Everett McCall, who has just completed his fourth round of the calendar, was the guest of honor. A luncheon, refreshments and a fine program made an enjoyable evening. Buddy had a big time, received numerous gifts and wants to know when the next birthday party is to be staged. George Brockhahn was accompanist and Roy McWilliams proved an able master of ceremonies. Princess Mite stole the show several times with her well-timed quips. Those present were: Mr. and Mrs. McCall and son, Buddy; Mr. and Mrs. B. Willse, Mr. and Mrs. Dick Siscoe. Mr. and Mrs. Clyde Birkitt, Mr. and Mrs. Geo. Brockhahn, Boots and Chubby Walton, Princess Mite, Joy Morris, Chief Lone Wolf, William Sparks, Charles Young, George Gardner, Roy McWilliams, Curley Johnson and the writer.

TREVOR E. MONTGOMERY.

### J. Crawford Francis Shows

*Ardmore, Okla. Week ended Saturday, September 16. Carter County Free Fair. Business, fair. Pay gate. Weather, unsettled fore part of week, some rain. Estimated attendance Friday (Old Settlers' Day), 20,000.*

The first three days were marked by rain, which reacted on the night busi-

ness. Because of this the fair management extended the date over Sunday, keeping all exhibits in place and other fair activities going on as usual. On account of the short run to Paris Mr. Francis kept the show on location thru Sunday and a satisfying business was enjoyed at night. Noble Farley joined with his Tilt-a-Whirl. To accommodate the added tonnage and conform to Texas highway rules, six more trucks and trailers have been added to the show. The Ardmore date was given the finest kind of newspaper publicity and it is worthy of note that the midway was given unusual space as a part of the fair program. When the writer arrived at the office of *The Ardmoreite* he was met by Mr. McWilliams, managing editor of the paper, with the request that more press matter was needed to put over Francis Shows! Every cut, story and review clipping had been used in the advance. Ardmore Fair has no platform acts, their place being taken by the Gainesville Community Circus, a three-ring performance, given under a big top with a seating capacity of 3,000 people. Visitors included Mr. and Mrs. Joe Lenord, of *The Gainesville Register*; George J. Carrol and Mr. Morris, of Gainesville, Tex. Harry Lowenstien, manager of the local theaters, and the officials of the city and county. Taken as a whole the date was like a homecoming.

W. X. MacCOLLIN.

### Dodson World's Fair Shows

*Nashville, Tenn. Week ended September 16. Tennessee State Fair. Weather, showers. Location, fairgrounds. Business, big.*

First railway accident of season in railroad yards shortly after arrival. In making flying switch cut of cars bumped too hard, injuring Mrs. May McCauly and Mrs. Ward, wives of Fat McCauly, show's mechanic, and Doc Ward, lot and lay-out man and owner three big freak shows. Neither of the women badly hurt, and after a week in Nashville hospital, up doing their bit with show. J. M. McCurdy taken to Owatonna hospital with pneumonia, back on show. Ed Cantrell and J. P. West have joined forces of Dannie LaRouch in his dining tent and German Village "frameup." Rex Howe has Mickey Mouse exhibit, built and presented along new lines. Wild Dick Owen with his Wild West and rodeo, a new unit. Simpson's Deep-Sea Exhibit, featuring a whale and a school of octopus, swimming in large glass (See *Dodson World's Fair* on page 73)

## OFFER POPULAR Rewards and Prizes



## WHISTLING TEA KETTLE

The most attractive and cheerful item ever developed for the kitchen. It whistles when water boils. Gets immediate attention and makes instant sales for your games wherever displayed.

Made up in pure aluminum or solid copper. Aluminum model retails at \$1.25, and the Copper model retails at \$1.50. Liberal discounts to concession operators.

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Are familiar with the fact that the American Legion presents THE GREATEST SHOW ON EARTH and, therefore, THE ENTIRE CITY WILL BE A PART OF THE GALA SPIRIT ON MICHIGAN AVENUE, DAY AND NIGHT, during this big event.

Only Legitimate Privileges Will Be Tolerated. WANT—Blankets, Ham and Bacon, Groceries and other Merchandise Concessions. WILL PLACE all kinds of Skill Games, such as Ball Games, Pitch-Till-You-Win and Privileges of similar kind. Also Palmistry, Eating and Drinking Stands, Ice Cream, etc.

Time is short, as the Big Date starts the latter part of this week,

SEPT. 30-OCT. 1-2-3-4-5

Everybody address

WOODLAWN SERVICE CO.

616 SOUTH MICHIGAN AVENUE, Room 316,

CHICAGO.

## Royal American Shows Can Place

TWO MORE SHOWS for string of Southern Fairs. Must be good. We are playing some of the best spots in the South.

C. J. SEDLMAYR, Royal American Shows

Week of October 2-7, Southeastern Fair, Atlanta, Ga.; then Columbus, Ga.; Macon, Ga.; Orangeburg, S. C.; Anderson, S. C., and into Florida.

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DOVER, N. J., OCTOBER 9 to 14

Auspices Mayor's Committee Unemployed Fund. First Show with Midway in Years. WANTED—COWBOYS, COWGIRLS, INDIANS, RODEO STOCK and PEOPLE IN ALL LINES. FREE ACTS, RIDES AND SHOWS. LEGITIMATE CONCESSIONS OF ALL KINDS. NO GRIFT. BANNER and TELEPHONE MEN. Hort Campbell and Texas Seymour wire or come on at once. William Shultz Animal Act wire. Demonstrators for Exposition, County N. R. A. Parade, County Fire Prevention Week. Town to be decorated. It's going to be a big week, that's all. Address MORRIS COUNTY RODEO & EXPOSITION COMMITTEE, 18 South Sussex Street, Dover, N. J. P. S.—Merchants' Ticket Men wire.

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A Quality Keen-Edge Blade, 5 to Package, Attractively Cellophanned. A Sure Repeat Order Getter. Per 100..... **95c**  
Same, on Display Cards, 24 Packets of 25. Per Card..... **65c**  
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**NO. 50—Box of 25 Beautiful XMAS CARDS**..... **\$3.00**  
Each with Envelope. Dozen Boxes...  
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**FAST SELLERS**  
Going Over Strong. Boys Are Cleaning Up. Why Not Get a Mop and Clean Up, Too?

9x11. Stamped Price 50c. Heavy Silverite on Blue and Black Card-board. Ten thousand sold last week. Cost 6c; 50 Signs, \$3.00; 100, \$6.00. Postpaid in U. S. A. Cash with order, 12 samples (6 of each), \$1.00, postpaid.

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SAMPLE, 25c.

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By GASOLINE BILL BAKER (Cincinnati Office)

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Instead of their presence being a hampering condition in retail stores, professional demonstrators and salesfolks of specialty merchandise, when they conduct themselves and their sales properly, are outstanding assets to local trade institutions.

Thru watching and listening to intrinsic manipulations and talks of specializing demonstrators-salesmen, and studying their mental tact and impressive vocabulary of words, hundreds of practically "dormant" counter clerks in 5-and-10 and department stores have received inspiration to pep up and become active and remunerative (to the store) sales people. Also, visitors to stores involuntarily get into a purchasing mood, and not only at the demonstrators' stands, but at other counters. There is a vast difference between the usually droll clerk question, "Can I wait upon you, please?"—possibly an afterward "Here is something nice, don't you think?" and the spirited action and talk of professional demonstrators-salesmen. The buying spirit "gets into the blood" of store visitors and "sightseers."

This editor recalls an instance of about 20 years ago: A large department store in a large Central States city annually for several weeks preceding Christmas had what the executives considered "high class" local "demonstrators" in its toy department. About 90 per cent of them were high class as to looks and social culture, but uncultured in the art of productive sales. A professional itinerant demonstrator happened into the city, broke, and no manner of getting stock. He applied to the toy department manager and received the reply, "No, Mister, we have more demonstrators on our list than we can use. You can see several of them already in their places." "Yes," answered the pitchman-salesman, "I can see them, and I also can see that none of them know the first principle of real demonstrations and sales." Made a hit with the manager, who offered, "Well, we have about 100 pieces of an article that does not seem to sell well and we are not pushing it. If you want to take the item and see if you can sell what we now have of it on hand you can do so." "I'll work it," said the man. And he surely did! Gave real demonstrations, got prospective customers (also practically the entire force of clerks and "special demonstrators") interested, with the result that arrangements were made for large shipments daily of the "couldn't be sold" stock, and every salesperson on the floor pepped up and trying to make top-gross sales each day. This caused by the work and knowledge of a real worker.

Really, it is this writer's opinion that store managements should be eager to have efficient and energetic, located and itinerant, professional demonstrators working in their establishments at intervals, if not constantly. In fact, the professionals are practically "tutors" for store clerks.

McLane's snake story in a recent issue was good. Here's one some of the oldtimers may remember:

Dr. Dwight Wilcox had a medicine show working along a railroad down in Texas, and carried a goat, which was used in one of the acts.

The goat was always collared and roped, like a dog, and carried in baggage car. Between Abilene and Big Springs it got loose and ate the labels and tags off the trunks, which got the baggage man all mixed up; also the railway president's "nanny," and he made a ruling that in the future all goats carried must be crated.

H. J. LONSDALE.

**THE FOLLOWING FOLKS . . .** are herewith notified, writes Joe Krauss, from Brockton, Mass., of appreciation of their desire and generosity to send remembrances to the late Jack Tobin, who passed away September 3 at No. 3 Orange street, Newburyport, Mass.—the widow, Mrs. Martha Tobin, received the remembrances and was most grateful for them: Archie Smith, Al Katz, Al Franks, McGier and Lawson, Myer Fin-gold, Frank Haskins, Hyman Abramson, George Hanley, Mary and Tom Barrows, Lew Yessner, J. V. Reed, A. Allen, George V. Covell, E. J. Campion, Keegan and Larry Friedman. Krauss concluded his letter thus: "We all say good-by, Jack! A good oldtimer—not many left."

**DOC A. ANDERSON . . .** with his trusty writin' stick, scribed: "Still in Virginia and right now (September 17) thinking of dry land, after the storm and high water we had here (Norfolk). Last night I had company, Old Jeff Farmer came in a rowboat, three and one-half blocks, from his hotel. Nope, I am not dreaming, the water really was three and four feet deep in and around City Hall avenue. I was all set to work the Market on Saturday, but couldn't get within three blocks of the place. Here's some dope on Newport News: High reader and if you buy one you can't work within 150 feet of any local business, so you are out of the running—thanks to flukem. By the time some of the boys are as old as I am I wonder where they will work—by the way some have been going it looks like a slow death to Pitchdom —think it over!"

**"EN ROUTE . . .** from Los Angeles to Seattle found all the small towns very good," reports Clancy. "Am now on my way to Chicago to make the American Legion convention."

**DUSTY RHODES . . .** quotes: "No man, or anybody, is going to give you something for nothing, but make you think so."

**FROM CHANUTE, KAN. . . .** Jack W. Thomas postcarded: "Way out here now, but am soon leaving for Columbus, O. Got a letter from Mahoney today. Tough for pitchmen here; at least, so I am told."

**HARRY DELL . . .** recently piped of a show unit sponsored and produced by Silver Dollar Health Institute as having heavy attendance at Springfield, Pa., under auspices IOOF. Roster included: Doc Weiner, lecturer; Slim Jim, manager and comedian; Grace Peters, personality girl; Vivian Flisk, formerly of Flsk and Krantz, pianist and comedienne; Mrs. Louise Caldwell, widow of Doc Dave Caldwell, who died recently, vocalist, and a four-piece orchestra, directed by Hill, piano and violin; Ronald Moore, sax and clarinet; Bert Smith, violin and clarinet. Hill wants pipes from Doc Rolling Thunder, Madam Mayfield and Charles Lane.

**ALTHO D. L. (HOOT) McFARLAND . . .** is not a "Ripley," he scribes of a "Believe it or not." "Was at Rockford, Ill.," sezze; "struck rain on Tuesday, Wednesday and Thursday; Friday started to work to a good-looking tip and soon there was an 'unemployed army' mass meeting across the street in the courthouse yard." However, he got a good play from ruralites on Saturday. Rockford followed a good 10 days in a cigar store at Dubuque, Ia. "This town (Rockford) has about 40 furniture factories," says Hoot, "but at this writing all are closed and a lock factory is on strike. Doc George M. Reed, of corn punk note, is here in a chain 5-and-10 store and tells me they are mean people to do business with, but he is getting a good gross on the week, his third week here. Many a man in Reed's physical condition would lose working heart. His hearing,

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**SEW-NO-MORE** is the amazing product that mends rips, tears, holes in any cotton, wool or silk fabric—instantly—neatly—**INVISIBLY** without needle or thread. Better than darning or sewing. Patterns matched perfectly. Mends heaviest work clothes as well as sheersst chiffons. Washing, boiling, ironing or rough handling do not affect it. Anyone can use it. Takes only a few minutes. Popular priced.

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Rush name and address for **FREE** Sample of work done with Sew-No-More. **FREE** Outfit Offer. Easily demonstrated.

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**MEDICINE MEN PITCHMEN DEMONSTRATORS**

Send a Post Card Today for **PRICE LIST**

High-grade Medicines, put up in Attractive Packages, Under **YOUR OWN LABEL**, at No Extra Cost!

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309 South 4th St. COLUMBUS, O.



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We now offer several **Cleaning Set** Combinations with the well known **Handy Lightning Mincer** (Approved by Good Housekeeping Institute). These sets have been assembled to meet present day competition, and to fit every need and requirement, at prices that will make you sit up and take notice. If you are looking for better merchandise and bigger profits, send today for complete details concerning our unparalleled line of **Peeler Sets**.

Announcing the New **Handy Lightning Mincer** (Approved by Good Housekeeping Institute). This Mincer is fitted with a green enamel wood handle and is put up in an attractive three color box with the Good Housekeeping Institute Seal printed on each box in two colors. This is by far the most profitable package ever offered, at a price that defies competition.

**GELLMAN BROS.** 119 NORTH FOURTH ST. MINNEAPOLIS, MINN.



Money for Everybody in My **NEW VACUUM FILLER**, and My **Combination PEN-PENCIL**. Get My New Price List.

**JAS. KELLEY, The Fountain Pen King**  
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.  
Factory: Arlington, N. J.



**Papermen!**

Here is the biggest thing out. You work with State petitions. Taproom owners welcome too. Ten cents for samples.

**The American TAP and TAVERN**  
1018 Callowhill Street, PHILADELPHIA, PA.



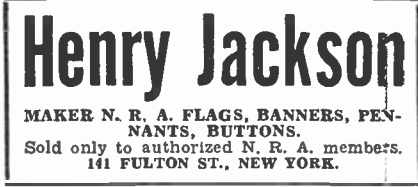
**NEW STROPPER**

Boys Getting Top Money.  
**WALLENBECK MOLAND MFG. CO.,**  
4th and Elm Streets, SANDWICH, ILL.



**Henry Jackson**

**MAKER N. R. A. FLAGS, BANNERS, PENNANTS, BUTTONS.**  
Sold only to authorized N. R. A. members.  
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**PEN ASSORTMENTS**

New Stocks. Latest Colors all year round. Send your orders to **BERK'S** for quick merchandise and prompt shipments. Send \$1.00 for Samples.

**BERK BROS. NOVELTY CO.,**  
543 Broadway, New York City.



as his acquaintances know, is bad and his eyesight is poor; but he carries on. He is the only man I have met on the road this season who is getting \$s—there is something for you young fellows who are in good health but keep squawking about hard times to think over! Gummy Williams is here, but that about tells everything. Frank Binden is here working strop holders and looks like money; says he's well satisfied. A man named Thompson and a pitchman whose name I did not get were working horn nuts in a doorway here. They jumped out to a 'Sourkroust Day' and got money enough for a 'Model T' and have headed south. More power to them! I am leaving tomorrow (September 20) for Madison and expect to work several other towns in Wisconsin, then to the Atlantic Coast and Maine until January, then to Florida—if I have the ambish. I hope that some of the old heads who are working two sticks of razor paste, a blade holder and a strop for 20 and 25 cents in and around South Bend will soon run out of stock. I'll admit they are hard to follow. I had hope of running into Jim Knight in this section, but no such luck. I missed him at Springfield, as he was then in Des Moines."

**GENE GOLIN** . . . has been making fairs in the North Central States. After a few more in Michigan and Indiana he will start south for a string of fairs and pen sales.

**VERN MARSHALL** . . . postcard: "Spent a day at Tennessee State Fair, Memphis. Think all the boys got a break there. Met Madam LaVern, who before leaving for further south purchased a Lincoln coupe—another girl 'Mr. Depression' has missed. She had as visitors Mr. and Mrs. Andy Kelley, of Sam B. Dill's Circus."

**TED GOODFELLOW** . . . who has been working a number of articles, was in Cincy last week. He has crisscrossed the country.

**SUNSHINE ROGERS** . . . infoed that the U-Ta-Ka Show would close in Virginia October 1, then to the South. Business has averaged fair this season. Richmond and vicinity n. g. for the show.

**DETROIT "PICKUPS"** . . . Doc J. H. Wahl has a store on Monroe and is doing well. On the staff with him are Doc Thomas and partner, of Los Angeles. . . . Doc Ed Ross and associates, from Atlantic City, have a store on Woodward avenue, and are working Rodex. . . . Doc Soapy Williams and wife, Trudy, have a lot on Woodward avenue; have been here about three weeks. . . . Doc (Australian) Lewis and Prof. Fredericks, astrologist, are splitting time on a lot on Woodward avenue. . . . Jockey Ross and Bill Ruis have teamed up and departed for the open spaces. . . . Doc Floyd R. Johnston and wife have a lot on Woodward avenue, and work twice daily. . . . A State officer is

busy collecting \$25 of all med workers for a year's reader. . . . Tisha Bhuta and company were here after a new car and someone said they would go to Philly to open a store. . . . Mr. and Mrs. Slim Murphy are plenty busy, making three factories a day. . . . The downtown lot has four low workers on it every day.

**WHO WERE** . . . the fellers "charging" lightning rods on houses and barns in Arkansas some time ago, using a small electric unit attached to the rear of their auto?

**SEEN IN LOS ANGELES** . . . during a recent week: S. Miles Jones, Bob Meyers, Dobson, Downer, Dad Parker, Birdsong and Doc Howard, all getting ready to play the fair at Pomona, Calif.

**H. J. LONSDALE** . . . typewrites from Los Angeles: "We are all hoping that the NRA will help make business better."

**IF AND WHEN** . . . the 18th Amendment is "killed," and Federal and State laws allow a return of a lot of "ye olden days," there probably will be a number of liquor trades for the activity of boys of the sub'n's field.

**JACK SHARDING** . . . health book worker, passed thru Cincinnati early last week. Was en route from Kentucky State Fair, Louisville, to the fair at Lebanon, O. Had much to say regarding his fifth time working at the Kentucky State Fair. Stated that despite economic conditions his privilege price was doubled this year, and with his location being outside one of the main buildings, there were sound-equipped cars advertising a promotion feature running about the grounds, with shrill music; squatters and other collection grabbers, with instrumental and vocal music and various other voice-killer noises, and that despite complaints of such handicap noises, fair executives did nothing to overcome the situation.

**MRS. COLEEN JOHNSTON** . . . wife of Doc E. Johnston, lecturer with Mack-Murray Players, arrived in Cincinnati last week, having motored from the West, to join her husband and the show. Earl V. Johnston postcarded the info.

**FRANK LIBBY** . . . A letter to you, from "Bill," has been returned from St. Paul. Another address, please.

**JOHN W. JORDON** . . . down Georgia way, is getting back into the medicine show business. Will have a seven-piece string band (colored) and will himself operate Punch and Judy and his two ventriloquial (knee) figures.

**JESSIE GRAMMER** . . . informed that she was just out of hospital, after undergoing two operations, and during her convalescence would appreciate letters (108 Hansford street, San Antonio, Tex.) from her paperite and show acquaintances.

**CHIEF DEERFOOT** . . . closed the outdoor season for his Fun Makers September 18, in Illinois, and after he and the missus visit World's Fair, Chicago, and some relatives he will again open in halls for winter months. Show opened last May 15. Says business was okeh except at East Peoria, where he had the worst of the tour. Roster remained the same as at the opening, with three additional performers; in all 12 people, with band and hillbilly orchestra as features. Al Grant and wife, of the Universal Theaters Concession Company, visited the show at Gridley, Ill., and Doc Bennett and wife at East Peoria.

**JACK LOVELY** . . . who has been operating a platform show out of Sapulpa, Okla., since last April, reports an improvement in business during recent weeks. Despite considerable adverse weather conditions he advises that he has lost only 10 nights.

**DOC KENNETH DANIELS** . . . whose Satanic unit has been having a satisfactory business in Kansas during this season, was in Kansas City on a business mission last week.

# RICHARD DIX

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In His Latest RKO Picture,  
**"NO MARRIAGE TIES"**

From start to finish of the picture,  
**60 LAUGHS A MINUTE.**

The greatest fun maker of the day.  
Fastest money maker for salesmen.

Send 10c for Sample

**MAGIC FLOTE NOVELTY CORP., 325 W. Huron Street, Chicago, Illinois**



Every woman craves this bathroom novelty!

**SELLS ON SIGHT! BIG PROFITS FOR YOU!**

**NON-SKID BATH MAT AND TOILET COVER SET**

Made of closely woven plush with rubberized non-skid back. Beautifully tinted in varied color effects, contrasting with backgrounds of GREEN, ORCHID, PEACH, GOLD. Also BLACK ON WHITE.

Exceptionally fast seller for agents. Great prize item for lucky numbers and games of skill. Sells for \$3. Costs you only \$1.12 1/2 per Set.

Here is a money-making proposition for you: RUSH Trial Order! One Dozen Sets, \$13.50. Send 25% deposit, balance C. O. D. (We pay postage if you send cash in full.) Sample Set by mail prepaid on receipt of \$1.50. MONEY REFUNDED. Booklet on request.

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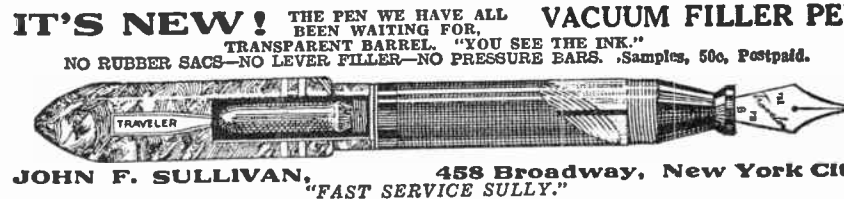
**IT'S NEW! THE PEN WE HAVE ALL BEEN WAITING FOR.**

**VACUUM FILLER PEN**

TRANSPARENT BARREL. "YOU SEE THE INK."

NO RUBBER SACS—NO LEVER FILLER—NO PRESSURE BARS. Samples, 50c, Postpaid.

**JOHN F. SULLIVAN, 458 Broadway, New York City**  
"FAST SERVICE SULLY."



**OTTO JOHNSON** . . . recently joined the Freeman Silvertone Medicine Company in Western Missouri to do the lecturing.

**BOB SPERRY** . . . has closed his platform show and opened in halls in Missouri. Bob says he has several spots lined up that haven't had a "med" show for several years.

**CHIEF LONE WOLF** . . . who quarters out Los Angeles way, postcarded from Dayton, O., that he had dropped in on Doc J. G. O'Malley and his show, and had a pleasant time. Pronounces O'Malley a likable fellow and a dandy lecturer and working 10 people, featuring a "cremated alive" act. Lone Wolf would like pipes from Chief Gray Horse, Frank Riggs, Doc J. Miles and Mabel and Kilgore.

**JEFF FARMER** . . . "marooned" at Norfolk, Va., says the water was so high during the recent storm he had to use a boat to visit Doc Anderson. "This section now quite slow," opines Jeff, "so before I have to pay a local merchant reader I think I'll scam." Farmer wants pipes from Doc Eiler and Doc Ford.

**MACK-MURRAY PLAYERS** . . . with Doc E. Johnston as lecturer and a versatile cast of actors in a repertory of old-time favorite three and four-act bills, has remained in Southern Ohio all summer. Last week the show, which, incidentally, has a good-sized tent and motorized transportation, including housecars, played Monroe, O., which fol-

**ELECTRIC BEER SIGNS** NEON COLOR EFFECT.

Where Beer is sold they buy Neonette Signs. Read, "We Sell Real Beer," or "Beer on Tap." Size 8x14 in. Art-Metal Case, Cord, Lamp. One Plate, \$2.50; some get \$3.00. Sample, \$1.00, Postpaid. Dozen, \$16.00, F. O. B. Factory. CURRIER MFG. CO., 171 Terminal, Minneapolis, Minn.



**NEW COUNTER CARDS** COMPLETE LINE

LEADS THE FIELD In Completeness, Variety, Quality, Attractiveness, Large Profits and New Products.

Now comes Celerity-vee—new 10c Head-on-tail transparent display—Dime-Lax, new Chocolate Laxative, on brilliant latest sellers. Half dozen different displays. Over 75 different.

Earn Up to \$65 Weekly, eagerly on new Repeat Regan. New Free Goods offer. Start without investment if desired. Big Catalog free.

**WORLD'S PRODUCTS CO.,** Dept. 988-C, Spencer, Ind.

**NEW SALES PLAN**



**TIES BUY DIRECT**

Silk Lined, Tailor Made, 360 Sellers. Sample Dozen, \$1.50; 6 Dozen, \$8.00; 1 Gross, \$15.00. 10% Deposit on All Orders.

**NATIONAL NECKWEAR MFG. CO.,** 359 Broadway, Brooklyn, N. Y.

When Writing to Advertisers Mention The Billboard.

**VACUUM FILLER FOUNTAIN PEN**

Transparent Barrel, no sack, no lever, at reasonable price. Send 50c for Sample. Other Pens from \$12.00 per Gross and Up. Sets from \$25.00 per Gross and Up.

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**ELGIN—WALTHAM WRIST WATCHES**

Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

**H. SPARBER & CO.,** 2d Floor, 119 N. 7th St., St. Louis, Mo.

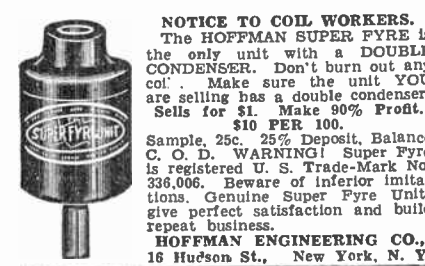
**2.95**

**NOTICE TO COIL WORKERS.**

The HOFFMAN SUPER FYRE is the only unit with a DOUBLE CONDENSER. Don't burn out any coil. Make sure the unit YOU are selling has a double condenser. Sells for \$1. Make 90% Profit. \$10 PER 100.

Sample, 25c. 25% Deposit, Balance C. O. D. WARNING! Super Fyre is registered U. S. Trade-Mark No. 336,006. Beware of inferior imitations. Genuine Super Fyre Units give perfect satisfaction and build repeat business.

**HOFFMAN ENGINEERING CO.,** 16 Hudson St., New York, N. Y.



**RED HOT COMIC XMAS CARDS**

6 Colors, 25 Kinds, 100 for \$1.00, or \$5.00 a 1,000. NOVELTY PUB. CO., 28 N. 5th St., Phila., Pa.

**Fair Workers! Peeler Workers!**

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### ACME SAFETY GRATERS

(All above approved by Good Housekeeping Institute)

**SEND YOUR ORDER NOW! IMMEDIATE DELIVERY**

**Acme Metal Goods Mfg. Co. 2-24 Orange St. Newark, N. J.**

**TIES YOU CLEAN UP**

**A YEAR'S PROFITS FROM NOW TIL XMAS**

NEW HOLIDAY LINE READY

**ACTIVE AGENTS EARN BIG PAY EVERY DAY**

Full-Time or Spare Time Work

**BIG DEMAND MAKES SELLING EASY**

The Newest, Exclusive Patterns and Designs are used. For Quality of materials, tailoring and workmanship, MICHAEL CRAVATTS are supreme. You sell MICHAEL CRAVATTS neckwear and boxed assortments as fast as you can show them—Sell to friends, canvas office buildings and factories, or call on folks at their homes. **SALES BUTTES WILL SHOW YOU WITH EASY PROFITS**

**NO EXPERIENCE NEEDED**

MICHAEL CRAVATTS is the one complete line of neckwear that will help you to turn every 5 minutes call into several DOLLARS. From now until Christmas you can earn a year's profits under our GUARANTEED SALES PLAN.

**DON'T WAIT... START NOW**

RIGHT NOW is the time to cash in on the SURE-FIRE SELLERS. Don't lose money by waiting a little longer. Order an assortment of AMERICA'S FASTEST SELLERS and start on the ROAD TO PROSPERITY.

SILK LINED TIE FULL CUT	12.75 DOZEN	\$150.00 GROSS
SILK LINED OPEN END TIES	12.75 DOZEN	\$150.00 GROSS
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Also complete line of Neckties, Neckwear, Neckwear, Bow Ties, Christmas Bows, Tie Slides and other Fall and Holiday Neckwear Novelties.

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**CARDED ASPIRIN, LAXATIVE, DRUG SUNDRIES, HOUSE ITEMS, EGG SEPARATORS, ETC. E-Z-WAY RAZOR HONE, Extra Large, \$1.75 Doz. Sample, 25c Each.**

**NORWALK, PARAGON, RUBIE, T R O P H Y, BLADES!!**

Double Edge  
5 CELLOPHANE WRAP. Per 100, 90c.  
Large 6-Oz. VANILLA, Packed 16 Bottles, .96c  
Also 8-Oz. EXTRACTS.

**NEW 7 AND 8-BAR SOAP DEAL**

Cash, or 25% Deposit. Include Postage.  
814-S Central St.,  
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**GUM 19¢ BOX**

20-5¢-FULL-PACKS

SPEARMINT PEPPERMINT APPLE

3 COLOR LABELS - FLASHY DISPLAYS  
OVER 100% PROFIT - SEND DEPOSIT

AMERICAN CHEWING 4th & Mt. Pleasant  
NEWARK, N.J.

**SLUM JEWELRY \$1.00 gross**

Waldemar Chains, Assorted. Dozen.....\$1.75  
Plated Pocket Knives. Dozen..... 1.25  
Tie Holders, Assorted. Gross..... 3.50  
Collar Holders, Assorted. Gross, \$2.00 and 3.00  
25% deposit with order, balance C. O. D.

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Offset pension cuts. Build a monthly route. **PATRIOTIC CALENDARS** are hot now. **HOLIDAY ISSUES, Soldiers' Jokes and Stories, wit, humor, snappy illustrations.** 15 fast sellers, 2c to 5c to you. **VETS. SERVICE MAGAZINE**, 157 Leonard St., New York.

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For personal or business purposes a New York address is an asset to you. Prompt, reliable service. **\$2.00 MONTHLY.**

Mail forwarded daily. Phone calls received.  
**NEW YORK MAIL SERVICE, 15 Park Row, N. Y.**

**New STOLEN Invention**

Your car, accessories, gas? Invisible, mystic Alarm prevents it. Easy installed. Guaranteed. Only \$2.00. Cash, Money Order. Dealers, big profits.  
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**CARTOON BOOKS, PHOTOS, ETC.**

Postal Cards, Miniature Photos, Readers. 50 Mixed Samples for \$1.00, and List.  
**PAPRIKA NOV. CO., 1615 N. 30th St., Phila., Pa.**

lowed its engagement at Springboro. Doc Johnston most of the summer has commuted between Cincinnati and the show's stands. Doc Marcell recently made a return visit to the opry and was pleased with the manner in which Johnston and his show-company salesfolk aids were selling Marcell's Miracle Mineral. Marcell, by the way, has started his individual lectures in auditoriums, etc., in the Central States.

**DOC BAKER, . . .** of Baker Bros.' Show, over Virginia way, is using a radio tieup three times daily to advertise his show and line of med. Doc opines it will prove okeh. At least, providing publicity. Says business not so hot.

**RICTON . . .** shoots that his show is in mountains of Tennessee and says: "Business great, beats Kentucky." F. A. Bolander, mentalist, recently joined the show.

**TOM KENNEDY . . .** was at Montpelier, O., recently. Incidentally, Tom "whispered" something to "Bill" to relay via "whisper" to Blacky Kessler, should Blacky arrive in Cincy.

**FLORENCE FISCHER . . .** postcarded that she had closed with Toby's Fun Makers to join her sister and brother-in-law, Mrs. and Mr. Johnny Hoffman, who have concessions with Beckmann & Gerety's Shows (carnival).

**JACK HALLEY . . .** is still working pens (business not good) at St. Petersburg, Fla. Wants pipes from I. C. Lehman and J. P. Price.

**GEORGE COVELL . . .** This editor has not had word from you in many (very many) moons. A few lines, either personal or for publication, will be appreciated.

**DOC F. G. KREIS INFOS . . .** that, altho Doc DeForest and Doc Lowell did not join his show as he expected, the opry opened September 11 at Clifford, Pa., and, altho first five days had rain, business held up surprisingly; in fact, so good the show remained for a second week. Kreis included in his pipe (September 20) "Nick Drabot and Orland Musl are going over big with magic, comedy and musical specialties. Helen Rex was the honored guest at a local quilting party, while the writer was guest soloist at the Methodist Church, and tonight the entire show personnel is invited to a party and corn and weenie roast being held by a Sunday school class, and my next stand is in a church. Hence, the 'good ship Manatowac' sails merrily on."

**THE JERRY FRANTZ SHOW . . .** with one of the best and most entertaining lineups of acts and repertoire bills ever under its banner, has been playing large towns in Pennsylvania and neighboring Atlantic Coast States to satisfactory business considering general business conditions. Carries 15 people, and equipment includes four housecars, four sleeping tents, dining tent and a 20x14-foot stage. Besides one-act farces and many specialties on regular nights, on featured nights old-time rep bills of three and four acts are staged. Doc Frantz does the lectures. Mrs. Frantz has the lunch and cold drinks stand. Among the performers: Fay, Franklin and Virginia Frantz, acrobatic, tap and

adagio dancing, sax, cornet and drums; Eddie Blandey, magic, acrobatics, wire walking, singing and dancing, guitar, banjo and uke; Frank Varro, blackface, singing and dancing, contortion, paper tearing and comedy musical act; the Nortons, comedy and dramatic sketch team; Mundee and June, characters, juggling and singing and dancing specialties; Dave Riggan, piano and orchestra leader. Frantz opines that the salvation for a medicine opry these days is to put on a good show and that this season has proved the deduction. Easton, Pa., was the banner stand so far this year, with an average of 3,000 people on the lot.

**ART SHRADER AND WIFE . . .** who work motor gas savers, motored thru Cincinnati last week while en route to Virginia and Southern fairs and spent a few minutes at the Pipes desk. They infoed that Jack Mahoney and wife, who work peelers, are making the same schedule of fairs as the Shraders. The four worked a number of fairs in Indiana, including State fair at Indianapolis, where they saw the Ragan twins working books; Jack Charding, books; Herb Ragan and P. A. Mitchel, rad, and many others. The Shraders are wondering, "Where are Mrs. Jeffries and Mrs. Hubbel?"

**A VETERAN . . .** road man, James V. Harris, who has pitched many specialties, recently arrived in Cincy for a stay of indefinite time. James worked in Australia and other foreign countries for several years. Returned to the United States about three years ago.

**IT BEHOOVES . . .** of manufacturers and salesmen of packaged pharmaceutical products and cosmetics to write senators and congressmen of their respective States in Washington relative to two bills up for federal passage, as was mentioned in a communication from Sid Hirsch, Long Beach, Calif., in last issue. Some manufacturers and salesmen have already become active toward their own and others "business and personal liberty" interests. Among these is the Ohio Medicine Company, Columbus, O., of which H. T. Maloney is secretary and who has mailed to the Pipes desk carbon copy of a long but profuse in detail sample of letter to be mailed to senators and congressmen, the first two paragraphs of which read as follows: "As a legalized voter and ——— of established, packed cosmetics and pharmaceutical products, ——— urgently request your careful consideration of the proposed repeal of the present Food and Drug Laws of the United States as submitted by Dr. Copeland, of New York, in his Senate Bill No. 1944, and also that of Dr. Sirovich, of New York, in his House Bill No. 6110, which in character and promise are not only discriminative, but if enacted as law to replace the present Food and Drug Laws will eventually force present cosmetic and medicine manufacturers of packaged goods out of business and act to confiscate such industries that employ thousands of men and women and prevent them from complying with the President's Industrial Recovery Act in full measure as desired." Second paragraph: "In the two bills mentioned above the definition of the term 'Drug' has been enlarged to include all substances and preparations other than food and all devices intended to affect the structure or any function of the body. 'This would bring within the law substances and articles which are not intended to affect pathological conditions.' The remainder of the sample letter is of too great length to print herewith. In Sid Hirsch's communication (printed in last issue) he stated, in part—as suggestion to those who are or should be interested: "I would advise your getting a copy of each bill by writing to Washington. The numbers of the bills are S-1944, by Senator Copeland, and HR-6110, by Congressman Sirovich."

**Beckmann & Gerety Shows**  
Springfield, Mo. Five days, ended September 15. Rain one night. Business, only fair.

Engagement here limited to five days in order to open Sunday at the Tulsa State Fair. Owing to long run from Keokuk and train being held up for several hours at the St. Louis terminal, it was past noon Monday before show arrived. The long haul to the lot, cou-

### Castle-Ehrlich-Hirsch Shows

Topeka, Kan. Week ended September 16. Weather, three days rain. Business, good.

Opened Sunday to fair business. Monday, kiddies' day. Thursday and Friday were fair and thousands milled about the midway until late at night. Saturday night, just at a time when the people had started to throng the midway, swarms of tiny bugs arrived. They came in such numbers as to drive the people home. They were so thick that it was impossible to read the banners. This caused an early closing and by 11 o'clock everyone was down. Ray Marsh Brydon engaged almost the entire personnel of Al G. Barnes Side Show, which closed Labor Day in Phoenix, Ariz. It is seldom that as strong a side show is presented as the one Ray has now in Miller's Modern Museum. New arrivals are: The Royal Hawaiian Four, Arthur Windecker, assistant manager and inside lecturer; Ward Hallings, tattooer; George Genac, front talker; L. V. Brown, front talker; Elizabeth Cramer, presenting Delmores, Sword Mysteria. Brydon, thru the agency of Dr. Dalton, of Kansas City, is also showing a fine specimen of a two-headed baby born in Kansas. This is presented by Slim Jim Harris, his masterful openings and the very capable lecture by Mildred Cramer make this a most attractive added attraction. Many visitors from Kansas City were around and among these were Gregg Wellinghoff, representative of *The Billboard*; Mr. and Mrs. Tony Martone, Dave Stevens and wife, Art Brainerd and wife and Mr. and Mrs. Paul M. Branson. Tom Dalton, Kansas State food and drug inspector, accorded the shows every consideration possible. Many concessioners formerly with the show rejoined here. Among them were Danny Pugh, Whip Kastle, Red McGuire, Fred Zschille and Mrs. J. C. McCaffery. Ray Cramer, of the India Show, entertained his mother and father during the week, and the Cramers had the pleasure of having their little four-year-old daughter with them during the engagement. Shorty Batz, of frozen custard fame, was around the midway saying hello to old acquaintances. The following performers of the Garden of Allah left to accept engagements at the World's Fair: The Shooly troupe of Russian dancers, Quintas and Amor, Mona Carmen and Betty Sutter, dancers. Baba and Amorita Delgarian also left for Chicago. Baba to perhaps engage in other fields of amusement. The Bernards, mentalists, are now with Miller's Modern Museum and are going over big. Mrs. Bernard celebrated a birthday Saturday and received many beautiful presents as well as the good wishes of the entire show. Hughie Mack returned to take up his duties on the front of "Believe It or Not" and was royally received by everyone. Chubby Nextau, who has been in charge of ticket takers during the season, is looking forward to returning to his chicken ranch located near Shreveport. Ray Elder and brother were also around. Ray was formerly manager of carnivals.

JACK A. RYAN.

pled with congested traffic conditions, made it impossible to get but a portion of the paraphernalia in readiness for Monday night's showing. The last baseball game of the season on Tuesday night, and also the deciding game in a close pennant race in the Western League, of which Springfield is a member, was the magnet that took the folks to the ball park instead of the carnival. Rain Wednesday night, champion wrestling matches on Thursday night, left us only Friday to really interest the home-folks in our amusement offering. Buster Shoate, son of Mr. and Mrs. Jess Shoate, producers and managers of the Harlem Minstrels, returned to Houston this week to resume his high school studies after spending the summer with his mother and father. Visitors during the week included Mr. and Mrs. William Snapp, of the Snapp Amusement enterprises; Tony Bernardi, well-known wrestler; Mr. and Mrs. Frank Baker, former carnival troupers, living in Springfield, where Frank is connected with police department. Clark Mathews, former press agent for Rubin & Cherry Shows, now in the advertising department of *The News-Leader*, Springfield's leading daily paper. Velma Gordon, widow of the late Burr Gordon, carnival agent; Gene Berni and Orville Hennies, in from Kansas City for a short visit. Harry Hennies has returned to the show for the rest of the season to give his personal attention to his various attractions.

KENT HOSMER.



### Cole Concludes Catapulting Magnanimity of One Big Top Holland, Lynch and Tidbits

By LEONARD TRAUBE  
(New York Office)

LAST week Harry W. Cole, writing interestingly on cannon-act performers, dwelled on Zazel, Farini and Lulu. His letter is herewith concluded:

"Smalley's London letter in *The New York Tribune* in March, 1880, said: 'The catapult is simply a platform of a size to hold a human body. Rubber springs are concealed beneath and at one end is a hinge on which the platform makes a partial revolution. On this platform, raised some 20 feet above the floor, Zazel places herself, lying on her back at full length. When she has adjusted herself to her liking she gives word to her assistant by her side, and he pulls a lever. The springs beneath thrust the platform and its human freight suddenly forward as if about to describe a complete circle, and something more. The momentum and direction imparted to the body by the upward thrust of the platform are sufficient to cause it to perform a somersault in the air during its progress forward, and it is expected to fall flat into a net about 50 feet from its starting point and some 10 feet lower than the catapult.

"When I saw this performance everything worked smoothly, and the female missile was accurately thrown into the net. But it happened the other afternoon, accurate calculations to the contrary notwithstanding, that the figure was flung thru the net and down 10 feet on the floor. The good-looking young woman, who a moment before had been smiling at the spectators, was a heap of quivering and apparently lifeless flesh and broken bones."

"The account of Zazel, later known as Ada Costello, the wife of Dave Costello, rider, published in the *Henderson* (N. C.) paper, stated that she came to this country with her mother and sister in 1880, when she was 16 years old. All of them were circus performers. How she came to get the engagement for the cannon act with Barnum's Circus was not explained. In pictures of the act the cannon was shown suspended by a rope sling in the air. Zazel was shot from the cannon to a high wire, which she caught and upon which she performed, then did a high dive into a net. Being shot from a cannon was just part of the act.

"Forepaugh brought out George Loyal in a similar act the same season. W. C. Coup had 'The Beautiful Flying Lulu' in 1881. A young man impersonating a young woman in a catapult act. In 1882 Barnum presented Zazel in her same act of 1880, also Lulu in the catapult act. These were the only shows giving the catapult acts these seasons, altho it is customary for some circus historians to say that the tents were full of catapult acts for a while. Zazel may have had an understudy, to provide for cases of accident. Whether she duplicated Zazel's acts, if she performed, is something else again.

"In 1881 Zazel was playing with W. O. Stevens' Australian Circus, a one-ring trick, playing Boston all summer. She hurt her spine in a 50-foot dive into a net, according to a *Clipper* item, and was taken to New York about the middle of June for treatment. The information prompted Rosa Richter, on the John B. Doris Snow, to write *The Clipper* that she was the 'Original Zazel.' Can you beat it?—and that the woman in Boston was a ringer. Miss Richter did not say what she did on the show.

"For the season of 1888 the name of Zazel was revived again in this fashion in a *Saginaw* (Mich.) paper in July: 'An African anaconda, the largest and most valuable of boa constrictors, yesterday shed its skin, which was secured by Mrs. George O. Starr, wife of Mr. Bailey's confidential agent and the lady introduced in the program as "Zazel," who made the thrilling leap at both per-

formances, and presented to Jacob Seligman."

"Nothing more about Zazel until 1891, when a review of Forepaugh's Circus in Detroit closed with 'Fire jump of the after-show.' A *Billboard* trouper, who said he was with the circus that season, took exception to the item, saying that no riding acts were presented in concert; that program was a vaudeville bill. I have never tried to verify it further. My friend Fred Gay, long out of the troupering game by illness, wrote me last summer, stating that he was always under the impression that Dave Costello's wife was the original Zazel and was managed by Al Rouch. Now I ask you, who was the original Zazel? And who was G. A. Farini?"

A circus outfit more tricky than generous opened near Indianapolis not so long ago and hired workingmen at \$14 a week, deducting \$10 for room and board. Room was on a wagon, under a wagon or on dirty canvas—it doesn't matter. Musicians were brought on at \$10 and cakes and had to take a \$2 cut on arrival—right off the bat. As they hitch-hiked it in, they had to take it. What will happen when the circus code is in force?

ESNOWDEN HOLLAND, earth's premier confession eliminator, has worked the ticket plan most skillfully as advance representative of Allen Bros. Circus. . . . Carolina Fun Show, operated by Liniger Bros., appears to have done better than okeh thru South Carolina this season. The Paul-Harry combo given the credit. . . . H. Boswell Lynch, press agent of Rockaways' Playland, Rockaway Beach, also comes under the heading of success story. After some neat stuff put over in behalf of the Joe McKee playground, he has led radio juveniles over a string of fine vaude dates. He's now busy plugging Miriam Rosen, 12-year-old songstress. . . . We like the souvenir book put out by Lew Dufour and Joe Rogers for their World's Fair Darkest Africa. Book is edited by Mrs. Dufour and the photographs are by Frank D. Shean. . . . With a change of dates and operation on reduced admission basis, General Manager Fred Margerum of Trenton Fair, current this week, was looking forward to a sterling event. A pop brand auto firm is staging its largest outdoor exhibit ever held outside of Chicago, with 100,000 ducats being given away in Trenton territory for opportunity to win a wagon to be awarded Saturday night. . . . It's cheering news to learn that Harry Ford, head of the Massachusetts Agricultural Fairs Association, has recovered from recent illness and is back in the w.-k. fold plugging the interests of his mainmost avocation—the agricultural fair. . . . And, incidentally, other fair associations might take a tip and emulate the work of Laurence B. Boston, of the Bay State agricultural department, whose monthly fair letters are lively and serviceable.

It's never too late to mention that Ben Beno, the trapeze artist with the bagful of interesting gab, received a world of stuff on the occasion of his appearance at the Duquoin (Ill.) State Fair. So did the Dodson Show, the revue, Edwin Vosburg's speed races, Clown Shorty Flemm, Liazeed Troupe, Honey Troupe, Australian Woodchoppers, International Four and others. But it's Beno that holds the limelight with stories on his world tours.

HASTY trip to the Allentown (Pa.) Fair last Thursday evening. . . . Driving rain, breaking at 9 o'clock, showed what real attendance the Big Thursday brought out. . . . It was easily one of the grandest days ever. . . . Linderman's World of Mirth midway looked like four shows in one, what with the several channels of segregated spread. . . . The jolt rides, like the Heyday and the Ridee-O, seemed to be playing to a nice portion of cash customers. . . . Once again saw "Tuba," recently of the Manny Brown concession brigade, always a very clever ribbing gentleman who somehow cannot get on your nerves. . . . By the way, how are your nerves these torrential days and nights? . . . Sure it rained, but was there a seat left in the grand stand? . . . Say not so. . . . The multitude watched the *Winter Garden Revue*, with Impresario George Hamid making the speeches extraordinary in between and drawing rounds of applause. . . . The huge stage was wet and dangerous, but the big ensemble numbers went on just the same. . . . So that variety performers who squawk about limited facilities indoors

haven't experienced the real knocks and roughness that open-air showdom connotes. . . . That Indian number was the goods—fine silk of the Cheney-Mallinson quality. . . . Textile trade papers needn't be alarmed that we're stealing a march on 'em. . . . After all, isn't it Mallinson that features the sacred white elephant and used—perhaps still does—a life reproduction of a bull in ivory? . . . Maybe that's how they derived those tub silks from the props used by pachyderm trainers. . . . But where were we? . . . Oh, yes, the revue. . . . Fan dance sold the whole show, captivating the spectators to the finish. . . . Mrs. Hamid was out in front on the eternal watch. . . . To her, as he is to in-on-the-know others, he is the premier al-fresco producer. . . . Managing producer is what she calls him. . . . Out in the rain as stage manager, introducer, ballyhooist and trouperish Simon Legree in the best sense, he wound up behind the w.-k. eight ball with a cold and a slight temperature. . . . To see him at the outside gates telling the crowds about the extravaganza within is to see an indefatigable man who doubles in brass and thinks nothing of it. . . . Bill Lombard, of Luna Park, Coney Island, visiting with the missus and two daughters, then touring thru Pennsylvania. . . . We think this is one fair where the 25-cent outside gate admission helped. . . . The depression did not skirt past Allentown or its steel and mining environs. . . . Ralph Hankinson, promoter of the auto races, was in and out. . . . The "out" was a rush trip to Mineola, N. Y., for his races there. . . . Joe Basile was the calmest of the bunch as he led the ork, succeeded by a special conductor for the revue. . . . A Fanchon & Marco rep saw revue. . . . It seems the F.-M. revue plays Bloomsburg (Pa.) Fair this week.

Johnny Goodwin just in. Has been away from native Los Angeles for some weeks and plying in this here town as a purveyor of clocks to fraternal lodges. Says he's out of the promotion game.

### Rubin & Cherry Shows

London, Ontario. Week ended September 15. *Western Ontario Fair. Weather, rain and cold. Business, poor.*

After three weeks of ideal weather and a fair engagement at Toronto, the weather man decided to let us have it. When we arrived London Sunday afternoon an ill wind began to blow. Then it rained, then got cold and the balance of the week it rained and continued cold, until Saturday the sun smiled. It was too late, however, as a bad week had already been registered, with receipts way under those of last season. We picked up \$200 over Saturday of 1932, but that couldn't overcome the discrepancy of the other days. Larry Boyd was a visitor in London, as was J. C. McCaffery. Many jackpots were cut up around the office wagon by these two celebrities of the show world. Jesse McTaggart, of *The Mail & Empire* staff, Toronto, was a visitor on the midway in London. The press of London was exceptionally liberal, as was *The Windsor Border City Star*. Mrs. Edith Gipstein returned to the shows after a visit in Philadelphia. All the sick folks were back on the job after their days off in Toronto. Joe Redding, Mrs. Gruberg and the writer being among the sick ones to return. A quick getaway was made with the shows leaving for North Tonawanda about 8 o'clock Sunday morning. FRANK WINCHELL.

### Atwell Redecorates

CHICAGO, Sept. 23.—Harry A. Atwell's studio here, which is a rendezvous for circus and other showfolks, has undergone some remodeling and complete redecoration during the last two weeks. A fire in the building recently gave tenants a scare, but did little damage other than that caused by smoke and water. The redecoration job tied up work in the studio for some time, but Harry now has things back to normal and the boys no longer have to dodge fresh paint, scantlings and what not.

### 101 Ranch To Tour in '34

CHICAGO, Sept. 23.—Word filters thru from 101 Ranch Show headquarters that the show will go out in 1934 under the management of Messrs. Gordon and Eriggs with practically all new equipment and possibly a "name" attraction as the feature. Opening date will be some time in April, according to present plans.

### Cetlin & Wilson Shows

Covington, Va. Week ended September 16. *Alleghany County Fair. Weather, good. Business, good.*

This makes five consecutive years that the show has played this fair, and each year has shown an increase. Attendance this year was the largest since holding the fair on the new fairgrounds. Saturday night drew the largest crowd ever on the fairgrounds, with 12,000 paid admissions. Secretary McCaleb highly pleased with the show this year and said the best that was ever on this fairgrounds. Had to close at midnight Saturday, with a crowd of about 5,000 still on the midway. A race between Carrell's Monkey Show and Aarons' Monsters from Sumatra for top money, Aarons just nosed him out. Carrell's Caterpillar was top money ride, with MacNaughton's Tilt-a-Whirl second. All shows and rides enjoyed a very nice week's business. Mrs. Leo Carrell celebrated her 19th birthday, and her husband presented her with a new car. June Bug Parker also had a birthday party in the Minstrel Show tent and all the little kiddies on the show were present. Local newspaper very generous in space, and co-operated 100 per cent with the show. Mr. Weaver, secretary of Rockbridge County Fair, a visitor, also Mr. Pierce, secretary of Hinton, W. Va. Mrs. Frank Savage joined her husband to remain the rest of the season. Tommie Carson joined after being at the beach at Norfolk, Va., all season. Mrs. Buck Denby has rejoined her husband after a visit home. Daily meetings of the Jack Pot Clut are held at Tommie Allen's grab joint. Fred Utter has taken his wife, Tobe, to the Sanitarium at Catawba, Va. I. Cetlin away on a trip into North Carolina and reports that everything is in good condition down there. GEORGE HIRSHBERG.

### Max Gruberg's Shows

Mebane, N. C. Week ended September 16. *Six County Fair. Weather, ideal. Business, wonderful.*

Show made an 800-mile move from Syracuse and all shows and rides were on location and ready to go Monday night. Mr. Parnell, the director of the fair, and his associates gave Max Gruberg their full co-operation and they were so well pleased that they immediately contracted the shows for their 1934 fair. Many executives from other fairs, which have contracted the show, were visitors during the week and all were greatly impressed at the general appearance of the show. Top money on the week was the Garden of Beauty Girl Revue. John T. Hutchin's World's Circus Side Show was in second place, with Mrs. Jimmy Simpson's Hot Chocolate Revue taking third honors. The Lindy Loop, managed by Orval Williams, and the Whip, managed by William Wright, were top money for the rides. Mrs. Gruberg's concessions, managed by J. Doubles, and Frank Pope's string of concessions all enjoyed a good week's business. These concessions are all strictly stock stores. En route from Syracuse the writer and wife stopped over at Milton, Pa., and had dinner with dad and mother (Mr. and Mrs. Charles Montague). Among this week's visitors were Harry Ramish of the Marks Show; Issy Cetlin, of the Cetlin & Wilson Shows; Mr. and Mrs. George Gorman, of Cetlin & Wilson Shows, and many others. JACK A. MONTAGUE.

### Leon Broughton Shows

Glen Flora, Tex. Week ended September 3. *No auspices. Location, Main street lot. Weather, mostly rain. Business, good. Ellinger, Tex. Week September 10. Auspices, Fieren. Location, City square. Weather, good. Business, fair.*

Shows and rides this season are enjoying nice business. Concessions only fair. We have certainly had our share of rain since July 15. Sugarfoot Green and his minstrel troupe are really getting over, as the territory the show is now in is strong for their kind of performance. Leon Broughton has practically fully improved from his accident of last season and has entire charge of show. Mrs. Broughton is on a vacation in West Texas and states she is having a wonderful time. We are looking for her early return. William Nealy, wrestler, met with an accident while show was playing Port Arthur and returned to his home. Willard, magician, pulled in town last Sunday and as we were working Sunday night all came over and many conversations were heard regarding days of old. GEORGE CLARK.

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Only advertisements of used machines  
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No machine may be advertised as used or  
second-hand in The Billboard until 60 days  
after the machine is first advertised in  
The Billboard by the manufacturer or dis-  
tributor.

**ALL GOOD AS NEW — ERIE DIG-**

gers, \$25.00; Iron Claws, Electric, sacrifice,  
\$98.00; Mutoscopes, 1c Moving Picture Ma-  
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\$13.50; Dandy Venders, \$8.75; Columbus Pea-  
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prices. Machines furnished with Penny or  
Nickel Slides. Write. **W. C. FAIRBANKS,**  
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Practice, \$5.00 each; 10 5c Mills Official Pin  
Tables, \$12.50 each; 25 Columbus 1c Peanut  
Vendors, \$3.50 each; 10 Columbus 5c Peanut  
Vendors, \$4.50 each; 3 Five Star Final Pin  
Games, with Metal Stands, \$6.00 each. Send  
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Jackpots, \$17.50 each. **KENTUCKY GUM  
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beautiful walnut machine, mechanically per-  
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new. Write for particulars. **BISON NOVELTY  
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Size, 28x54 in., perfect condition, \$15.00.  
Will exchange for and buy Advance Number  
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Little Dukes Penny Play Jackpot Vendors,  
complete with Stand, original models, \$27.50  
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with Coin Selectors, complete with Stands,  
\$45.00 each; 75 Mills Penny Play Golden  
Award Vendors, \$65.00 each; 15 Nickel Play  
Gold Award Vendors, \$75.00 each; 5 Mills 10c  
Play Gold Award Vendors, \$77.50 each; 10  
25c Play Mills Mystery Gold Award Vendors,  
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Play, complete with Legs, \$15.00 each; 10  
Wings Penny Play, complete with Metal  
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Machines. Get on our mailing list. You  
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Brownie Slot Machines with or without  
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oc21

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**ORCHESTRA ETON JACKETS,**  
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Workers for \$30—Recipe, complete informa-  
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**FOUR SKEE BALL ALLEYS, \$5.00**  
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**PRICES WILL SOON ADVANCE ON**  
Champion Poppers, Stoves, Burners, Tanks,  
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—Colored Mouse Circuses, Ossified Outlaws,  
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all, Wagon Center Pole, Organ, 3 Wagons,  
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PITCH - TILL - WIN, COMPLETE, with Anchor, Concession, Tent, 8x10; 10x12 Living Tent, all first class. CARRAY, Havre de Grace, Md.

HELP WANTED

MUSICAL TEAM—CHANGE OFTEN, Double Acts. Own car. Share equally. Med. platform. HARRY FREEMAN, Edger-ton, Mo.

WANTED—WIRE WALKERS, FAST workers, doing dancing for standard act. State routine, salary wanted. Address BOX C-116, Billboard, Cincinnati, O.

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PIANIST, TO TRAVEL WITH ACT. Wire PAT AND MARY, Warrensburg, Mo.

TEACHER—GUITAR, VIOLIN AND Banjo. State experience, reference, age, salary expected, and also a photo. BOX C-111, Billboard, Cincinnati, O.

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LEARN VENTRILOQUISM BY mail; small cost. 3c stamp brings particu-lars. GEO. W. SMITH, 125 North Jefferson, Room S-885, Peoria, Ill.

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WANT TO BUY — USED BAZAAR Booths, Merchandise Wheels, Prizes, Deco-rations, etc. BOX 418, Billboard, New York City.

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TOP MOUNTER for Hand-to-Hand and Ground Tumbler. Do Three-High Hand-to-Hand and Three-High Back Dive into Hands. Work on Trampoline Bed, Flying Bar and Casting Leapers. Like to join troupe, Bar Act or Flying Acts. Formerly with Six Dorothys. Like to hear from troupes or comedy acrobats. BILLY STAN BEDELL, 23 Sec-ond, Norwich, Conn. oc7

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AGENT AT LIBERTY—Route, post, wildcat. Open for house or tent shows. Go anywhere. GEORGE CHANDLER, 116 E. 24th St., Chester, Pa.

AT LIBERTY OCTOBER 1—Agent and Publicity Manager for road attraction or theatre, prefer-ably Mind Reading, Magic, Musical, Repertoire. CARL COOKSON, Essex St., Lawrence, Mass. oc7

AT LIBERTY—Agent-Manager, who through ex-ploitation made name acts as high as \$1,500.00 per week, wants offers from girl, colored or ex-ceptionally talented orchestra or freak act that can be plugged to first place. Connections that will give steady work at once. Send photos, clippings and complete details. BOX C-112, Billboard, Cin-cinnati, O.

AT LIBERTY October 1—Successful Roller Rink Manager or Floor Manager. 18 years' ex-perience in the roller-skating game. First-class refer-ences. This is my second season here. WM. FRASER, Funk Lake, Winchester, Ind. se30

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A-I STRING ENSEMBLE—2 VIOLINS, PIANO, Bass, Cello doubling Sax. Concert and popu-lar music. Soloists. Young, professionals, reasonable. Ideal for radio station, hotel. KESHNER'S ENSEMBLE, 721 Chestnut St., Olney, Ill.

BILLIE O'BRIEN AND HIS NEW YORKERS at Liberty October 1. Eleven-piece orchestra featuring the latest interpretations of modern dance music, special arrangements, singing and novelty numbers. Smart appearance, cos-tumes and stands. Write Recreation Park, Fulton, N. Y. se30

MODERN DANCE TRIO — YOUNG, UNION. Piano, Saxophone, Guitar. Can augment. Like to hear from clubs or others interested in small orchestras. Go anywhere. At Lib-erty after October 1. Thoroughly experienced Night Clubs, Hotels. Presentation our Spe-cialty. Don't misrepresent, we don't. MU-SICIAN, 901 Iris Ave., Baltimore, Md.

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.

ACCORDION GYPSIES—ALL-GIRL ACCOR-dion Trio, doubling hot sax; solo and blues singing at liberty October 15 for night club or beer garden. No percentage without cash guarantee. Flash costumes and a real act. Address GYPSY GRIFFIN, Dellroy, O.

AT LIBERTY October 1st—One of the best or-ganized orchestras in New England, twelve members, union. This unit playing only best spots in this territory. Hotel, ballroom and club man-agers, attention. BOX C-103, Billboard, Cin-cinnati, O. se30

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DON PABLO'S SERENADERS (formerly Victor Recording). Modern library, also Spanish music played modern. Winter location wanted. Will suggest or reduce to suit. Write CAFE DU MONDE, Streets of Paris, Century of Progress, Chicago, Ill. oc7

EXPERIENCED GIRLS' Dance Orchestra wishes location or individual club bookings. New York City or vicinity. MANAGER, 24 Sterling Place Brooklyn, N. Y. oc7

TOM AND BUD DEWEY and Their Pennsylvanians conclude their summer's engagement at the Bay of Naples Hotel, Maine's finest hotel. Ten men, appearance, flash, vocalists, hokum, Public Address System, presentation stands. Interested in any reliable proposition. TOM DEWEY, Great Bar-ington, Mass. se30

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SINGER, colored, young, single, wants to hear from shows, acts, orchestras, cabarets or any-thing reliable, large or small. Write SINGER, 601 Houston St., Pittsburgh, Pa.

AT LIBERTY DRAMATIC ARTISTS

GENERAL BUSINESS, WITH SINGING SPE-cialties, appearance, wardrobe, ability. JACK QUINN, 222 Horton, London, Ontario, Canada.

AT LIBERTY MAGICIANS

NOW BOOKING FROM OCTOBER 1 ON—METAL-LO European Illusionist. Available for clubs, societies, indie houses, etc., 200-mile radius of New York. Complete settings. Any reasonable offer considered. Will cut to suit. Act endorsed by Dean of American Magicians. Address LARRY CATALINE, 34 Hallowe'en Blvd., Stamford, Conn. se30

AT LIBERTY MISCELLANEOUS

A-1 REFERENCES, GENERAL OFFICE, trouble shooting, responsibility, personality. What have you? LEAH PRATT, 608 Green-wood, Jackson, Mich. oc7

MEDICINE LECTURER, ORIGINALLY DIF-ferent, invites offers, propositions. CAPTAIN SMITH, 636 North Cheyenne, Tulsa, Okla. (Permanently.)

IF YOU ARE AT LIBERTY FOR ENGAGE-MENTS AT BEER GARDENS, CAFES, HOTELS, ETC., YOU WILL FIND IT PROFIT-ABLE TO ADVERTISE CONSISTENTLY IN THIS COLUMN.

COLORED AND BLACK AND WHITE REVUE—Pretty girls, good principals, fast steppers. For theatre, night club, beer garden. A. BUSH, 350 Lenox Ave., New York City. oc7

WORLD CHAMPION CONTINUOUS Strength En-durance Body Rocker who years ago outtrooked the world, astonished the medical profession, phys-ical culturists and newspapers by swinging his spine against a huge clock pendulum for 1,400 hours, making the clock register the correct time. Promoters, here is your chance to make real money promoting a regular Rocking Chair Marathon against body rocking. I will defeat them all re-gardless of age and sex. This marathon will be positive health educational to all ages and attrac-tion to millions to see and prove the endurance in their comfortable rockers against my actual body rocking. Write or call personally for demonstra-tion. ALEXANDER MEYER, Apt. 4E, 1735 Fulton Ave., Bronx, New York, N. Y.

AT LIBERTY M. P. OPERATORS

CHICAGO PROJECTIONIST, 11 years' Chicago ex-perience. Expert on all makes, Chicago city license. Go anywhere. BOX 130, Billboard, Chi-cago, Ill.

PROJECTIONIST wants job immediately, sound or silent. Go anywhere and will consider anything. Married, reliable and punctual. Available now. BOX C-46, Billboard, Cincinnati, O.

AT LIBERTY MUSICIANS

LADY ACCORDIONIST, PI-anist, Organist, Shorthand, Typist at Lib-erty. Reasonable salary. RUTH BRINCK, West Point, Ia. se30

A-I VIOLINIST DOUBLING SAX AND CELLO —Experienced all lines. Soloist, young, reli-able. Wife A-1 Pianiste, Organist. Prefer radio, theatre, hotel. WM. KESHNER, 721 Chestnut St., Olney, Ill.

A-1 TROMBONIST AT LIBERTY — HOT, sweet and modern. Singer and entertainer. Young, neat appearing. All-round experi-ence. BILL NEWTON, R. 5, Fulton, Ky.

A-1 DRUMMER—VIBRAPHONE, MARIMBA-xylophone and Machine Tymps. Sight reader, union, single and dependable. Ex-perienced in all lines. Feature Marimba-xylophonist. FRANK REISENAUER, Hustler, Wis. oc14

ALTO SAX DOUBLING CLARINET, VIOLIN—Union. Location only. LEO JOHNSON, 2107 Slauson Ave., Racine, Wis.

ALTO SAX-CLARINET—GOOD READER, EX-perienced, willing worker. Desire first Sax. Age 19. State terms thoroughly. Write JOS. J. JUHAS, 52 W. 6th Ave., Coatesville, Pa. se30

AT LIBERTY — RHYTHM GUITAR MAN, double Tenor Banjo. Read or fake. Union, experienced and neat. Age 24. Write MUSICIAN, 516 Willow Street, Kewanee, Ill.

AT LIBERTY—TRUMPET, FEATURED SING-er. Plenty of experience. Go anywhere on reliable proposition. All replies answered. MARVIN WETZEL, Parkview Hotel, Columbus, Ohio.

AT LIBERTY — MODERN RHYTHM DRUM-mer and Piano man. Cut or no notice. Must be reliable. Write BOX 277, Midway Hotel, Kearney, Neb.

IF YOU ARE AT LIBERTY FOR ENGAGE-MENTS AT BEER GARDENS, CAFES, HOTELS, ETC., YOU WILL FIND IT PROFIT-ABLE TO ADVERTISE CONSISTENTLY IN THIS COLUMN.

Bbb SOUSAPHONIST — DANCE, HOTEL, night club or repertoire shows. Cut it. Age 26, single. Don't misrepresent. I don't. Refer-ences. Address ROSCOE HENKE, Maxwell House, Nashville, Tenn. se30

BASSOONIST—25 YEARS' PROFESSIONAL experience. Go anywhere. Letters an-swered. Don't misrepresent. WM. O'NEIL, 740 N. Dearborn, Chicago, Ill. oc21

CELLO PLAYER—RADIO, HOTEL, CONCERT. Absolutely first class. Address BOX C-49, Billboard, Cincinnati, O. oc14

CONCERT BAND LEADER WANTS LOCA-tion. Reliable and sober Library; no salary job; important. Write; results guar-anteed. References. BOX C-110, care Bil-board, Cincinnati, O. oc14

EXPERIENCED DANCE DRUMMER—JUST finishing summer season. Plenty of rhythm, also voice. Can join at once. Good outfit. All offers will be considered. TOM WRENN, General Delivery, Lenoir, N. C.

FLUTIST - ABSOLUTELY FIRST CLASS. Soloist. Theatre, hotel or radio. RAY RHEAUME, North Stevens St., Rhineland, Wis. se30

MODERN TRUMPET - RELIABLE, EXPERIENCED dance, radio and vaudeville. Modern arranger, voice, age 24, single and union. NORM BROOKS, 10 Center St., Concord, N. H. oc7

MUSICAL DIRECTOR-PIANIST AT LIBERTY. Fifteen years' experience Keith, Orpheum, Loew's vaudeville and presentation. Three-trunk library, standards and popular. References from St. Louis, Detroit, Chattanooga. BOX C-109, Billboard, Cincinnati, O. oc7

RHYTHM GUITAR, DOUBLING TENOR Banjo. Harmony solos, obligatos, breaks, strokes, read, fake and arrange. Age 22, personality, single. Consider vaudeville, hotel, dance or radio work. Willing to go anywhere. Write, stating all in first. EDWARD GRAHAM BEECHWOOD JR., 1916 Holland Ave., Utica, N. Y. oc7

SAX, DOUBLING PIANO-ACCORDION, Tenor or 3d Alto. Dance band, also Cello if desired for concert. Write MUSICIAN, 1001 N. Carolina Ave., S. E., Washington, D. C. oc7

TENOR SAX, DOUBLING CLARINET, Soprano. Read, improvise, take off plenty. Feature sub-tone clarinet, nigger tenor. Sing and arrange. Union. Name band experience. Hams, lay off. Don't misrepresent, I don't. Wire or write, stating all particulars. Have car. Can join immediately. VERNE ADAMS, 1105 Vance, Memphis, Tenn.

UNION DRUMMER AT LIBERTY-EXPERIENCED in all lines. Prefer vaudeville house, but will consider anything steady. Complete outfit. Will troupe. DORSIE MANN, 108 Virginia St., Wheeling, W. Va.

VIOLINIST DOUBLES GUITAR, BANJO-EXPERIENCED theatre orchestra. LEADER, 1404 N. Raynor, Joliet, Ill.

A-1 BAND ORCHESTRA Director, instructor of Violin, all Strings, Brass and Reed instruments, wishes engagement with any good school or good location. Concert Violinist. Radio Artist. Address MASTER TEACHER, 2819 Cahoun Ave., Chattanooga, Tenn. oc14

AT LIBERTY-Experienced Theater Trumpet, rounded in all lines. Years of experience. Union. Write or wire LEW RANDALL, Big Flats, N. Y. oc7

AT LIBERTY-A-1 best Baritone Euphonium, Bb Sousaphone or Bass Drummer. Wire, write condition. Young, plenty reference. DeCARLOS, 604 10th St., Columbus, Ind. se30

BAND AND ORCHESTRA LEADER-A-1 man, wide experience, excellent library, teach all instruments. 10 years in schools and city band. Best references. Schools, cities, factories, BOX C-106, Billboard, Cincinnati, O. oc14

DANCE DRUMMER-Modern swing. Young and reliable. read and fake. Good outfit. KEN TRISKO, Owatonna, Minn.

DRUMMER with modern outfit (including Pedal Tympani and Chimes) wishes to connect with professional organization. Theatre, dance or symphony. BOX C-108, Billboard, Cincinnati, O.

FIRST-CLASS Clarinet and Sax for band, orchestra, or teach all instruments. JOHN SCHMIDT, 948 Addison Avenue, Chicago, Ill. oc7

ON ACCOUNT road show closing-Alto or Tenor Sax doubling legitimate Clarinet. Will travel or locate. Good reader, very experienced, nice tone. PHIL B. MYERS, Y. M. C. A., Louisville, Ky.

THIRD ALTO, CLARINET, Arranging, double Piano. Modern phrasing and Dixieland ride. Particularly familiar with studio work. All reasonable propositions will be answered. Unmarried, willing to go anywhere but North and no clank. Neat, reliable and congenial. Write or wire MUSICALIAN, 67 East Oak St., Room 27, Chicago, Ill. se30

TROMBONIST - Experienced vaudeville pit man. R. K. O., Pantages and others. Good reader, good tone, neat, reliable. Available at once. FRED LOVE, 1532 Grandville Ave., Grand Rapids, Mich. se30

ULTRA-MODERN DRUMMER-Young, neat, single and Vocalist. Photo furnished. Ride smooth or kick. Plenty experience. Go anywhere with reliable band. MAROTTA, 416 So. 2d Ave., Sioux Falls, S. D.

WELL-KNOWN BANDMASTER wishes directorship of municipal, industrial or fraternal bands, also interested in school bands and orchestras. Teach all band instruments. Finest of references. Address BANDMASTER, 1204 Atwood Road, Overbrook, Philadelphia, Pa. oc7

AT LIBERTY PARKS AND FAIRS

RUBE PERKINS - FREE Acts. Holton, Kan. se30

BALLOONISTS-BOYS AND GIRLS IN SENATIONAL Leaps from Balloons and Airplanes. THOMPSON BROS. BALLOON CO., Aurora, Ill. oc28

BEST FREE ACT-THRILLING FIVE DIVE with body and water all ablaze; also spectacular high fancy diving by SENATIONAL REGNELL, 47 Wayne Street, Jersey City, N. J. oc14

IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC., YOU WILL FIND IT PROFITABLE TO ADVERTISE CONSISTENTLY IN THIS COLUMN.

RADKE SISTERS, IN ACROBATIC, RISLEY and balancing act, are at liberty after September 22. Write 318 Chicago Avenue, Goshen, Ind.

THE SENATIONAL BLACKS - THREE high-class, guaranteed acts available for late fairs. Price and literature, write or wire BOX 179, Des Moines, Ia. oc7

AT LIBERTY for bazaars, fairs, celebrations-Slack Wire, Combination Juggling. FRED CAILEY, 115 9th Ave., New York, N. Y.

CHARLES THOMPSON open for all doings-The Handcuff King, Clown, Comedy, Musical Comedy Act, Punch and Judy, Magician. Address CHARLES THOMPSON, Hudson, Mich. se30

CHAS. LA CROIX now booking fairs, fall festivals, celebrations and indoor circus and carnival events. Do one high-class act, but a real one. The only act of its kind in the world. Original Novelty Gymnastic, Aerial Balancing Trapeze Act. Nice apparatus, wardrobe, etc. A real act. Price very reasonable. Can furnish cash bond for appearance. For full particulars wire or write my permanent address CHAS. LA CROIX, 1304 South Anthony Boulevard, Fort Wayne, Ind. se30

DASHINGTON'S CIRCUS - Dogs, Cats, Monkeys. No. 1: 8 Dogs, 2 Cats. No. 2: Acrobatic Clown, Dogs and Monkeys. For fairs, theatres, circus. Go anywhere. General Delivery, Philadelphia, Pa. se30

FOUR STANDARD ACTS - Aerial and Ground. Two ladies, two men. Fairs and theatres. Make good any place. TIERNEY TROUPE, General Delivery, Springfield, O. oc14

LATHAM'S CIRCUS UNIT-Trained Dogs, Ponies, Monkeys, also Aerial and Comedy Acts, for all outdoor or indoor events. Priced right. Address Attica, O. this week.

SAVILLAS, two men, one lady, three acts. Salary reasonable. For description write H. J. SAVILLIA, 2002 Cass Ave., St. Louis, Mo. oc7

WHIRLWIND TUMBLING CLOWNS and European Gymnastic Novelty. Two distinct acts of wide reputation. Reputed the cleanest, fastest and funniest in the business. Both acts original and copyrighted. For name, price and descriptive literature, write ACROBATS, P. O. Box 52, West Allis, Wis. oc7

AT LIBERTY PIANO PLAYERS

AT LIBERTY-PIANIST. SINGING SPECIALties at Piano. Appearance ability. Play alone or with orchestra. MAURICE LUCKETT, Eddyville, Ky.

EXPERIENCED PIANIST-COMPETENT, REliable, single and union. BOX C-96, care Billboard, Cincinnati, O. se30

EXPERIENCED PIANIST - YOUNG, CONgenial. Want orchestra, night club or beer garden engagement. Read, fake, modern style. EDGAR TRIMBLE, 1609 7th Street, Charleston, Ill.

PIANIST, DOUBLE TROMBONE, WANTS location. Vaudeville, theatre pit man. BOB SMITH, 1381 Dwight St., Springfield, Mass.

IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC., YOU WILL FIND IT PROFITABLE TO ADVERTISE CONSISTENTLY IN THIS COLUMN.

AT LIBERTY-A-1 Dance Pianist. Read, fake, etc. Tuxedo. Earl Hines style. Young, neat appearing. No boomer. Been with Garber, Oxley, Fulcher and Meyer Davis. Write or wire DORSEY POWERS, Y. M. C. A., Louisville, Ky.

AT LIBERTY-A-1 Lady Pianist. Several years' experience in hotels, cafes, vaudeville and picture theaters. Three years staff pianist and accompanist for radio station. Excellent sight reader. Can also double Organ. Union. Reliable and congenial. Address PIANIST, 169 Adams St., Jackson, Miss. oc7

DANCE PIANIST-All essentials; experienced; go anywhere; join immediately. MUSICIAN, 501 Sioux Apts., Sioux City, Ia. oc14

EXPERIENCED DANCE PIANIST - Good Band man, plenty rhythm, fast reader. Salary reasonable, but must be sure. State all. JAMES OGLE, care Billboard, Kansas City, Mo.

FEATURE MALE SINGING PIANIST, immediately. Single. Age 32, sight reader. Tuxedo. Direct from Toronto, Canada, Exposition; show closing. State particulars, salary, hours. Ticket. "MACK PIANIST," General Delivery, Trenton, N. J.

PIANIST-A-1 dance or concert; experienced; read anything. CARL J. CRIST, 318 S. 5th St., Reading, Pa. oc7

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY - SENATIONAL CRYSTAL Gazing act. A novel and original presentation effectively staged. Unusual box-office feature for independent theatres. Can place girl assistant. THE MYSTERIOUS MR. AL-LISON, 105 East 15th St., New York City. Phone, Stuyvesant 9-0120.

AT LIBERTY-LADY PERFORMER. SING-ing, Dancing and Talking Specialties, change two weeks. A-1 in acts and bits. Address GUSSIE FLAMME, General Delivery, Batavia, N. Y. se30

BANJOIST, DOUBLING RHYTHM GUITAR. Solo on both instruments, hot or sweet. Young, neat, reliable and personality. Would like stage-band work or connect with some musical act. Capable of leading orchestra. State full particulars and salary in first letter. EDWARD GRAHAM BEECHWOOD JR., 1916 Holland Ave., Utica, N. Y. oc7

IF YOU ARE AT LIBERTY FOR ENGAGEMENTS AT BEER GARDENS, CAFES, HOTELS, ETC., YOU WILL FIND IT PROFITABLE TO ADVERTISE CONSISTENTLY IN THIS COLUMN.

AT LIBERTY OCTOBER 1-For halls, Black and Toby Characters, 100 Afterpieces, 10 Comedy Musical Acts, 2 Comedy Magic, 2 Cartooning, Rag Pictures, Singing and Talking Comedy Acts, Bustle Dance, long Comedy Stocking, big Comedy Watch, Dancing Sambo, Trumpet Calls for Bally-Hoo, Understand Med Biz thoroughly. GEORGE (MUSICAL) SIMS, R. D. No. 1, Elizabethtown, Pa.

AT LIBERTY for rep. tab, vaudeville-All-round man. Comedy, Leads, Characters; good Singing and Dancing Specialties. HOWARD VAIL, 915 Elm St., Cincinnati, O.

AT LIBERTY - Versatile Comedian with good Singing Voice, also do Popeye Comic Strip Cartoon Characters. Reliable, sober. Go anywhere. CHARLES GOLDEN, 507 Northland Ave., Buffalo, N. Y. oc7

MAGICIAN-Young, neat, clever, different. World's unequalled Novelty Manipulator and Sleight-of-Hand Artist. Open beer gardens, cafes, hotels, orchestra, revues, unit shows. Just what you have been looking for. MAGRUM, 2852 11 1/2 Ave., Rock Island, Ill.

NOVELTY MUSICAL ACTOR-Play musical instrument with ears, also ten pieces at once. KING ALPHONSUS, care Mrs. A. Mickenas, 245 Vrooman Ave., Amsterdam, N. Y. oc7

Rogers', Elton A., Freeze Act (Fair) Greenville, Tex. Rosamond (Paramount) New York. Rose Harry (State) Newark, N. J. Rosette & Lutman (Capitol) New York. Roye & Maye Revue (Met.) Brooklyn. Rugel, Yvette (Gates Ave.) Brooklyn. Runaway Four (Hershey Community) Hershey, Pa.

Saranoff, Carrie & Eddy (State) Newark, N. J. Schaller's, Jack, Aerial Devils (Fair) Doylestown, Pa.; (Fair) Winston-Salem, N. C., Oct. 2-7. Schaller's, Jack, Sensational Jacks (Fair) Shelby, N. C. Sedley, Roy (Paradise) New York. Shade, Lillian (Pal.) Chicago. Sherman, Emilia (International Music Hall) New York. Show Boat Minstrels (Pal.) San Antonio, Tex. Shuffle Along (Orph.) Sioux City, Ia. Smith & Hart (Boulevard) New York. Solis & Garza (Zaragosa) San Antonio, Tex. Spitalny, Phil (Earle) Washington, D. C. Stanvek, Barbara (Stanley) Philadelphia. Starnes, Jack & Co. (Fox) Philadelphia. Stone & Vernon (Boulevard) New York. Strike Me Pink (RKO Downtown) Detroit. Stuart, Eddie (Met.) Boston. Sunkist Beauties (Bloomsburg Fair) Bloomsburg, Pa. Sweet & Proctor (Academy) Fall River, Mass., 28-Oct. 1. Swinford, Nancy (Texas) San Antonio, Tex. Sydel, Paul, & Spotty (State) Newark, N. J.

Thornbrooke Revue (Lyric) Endicott, N. Y. Thrillers, The (Pal.) Cincinnati. Thurston (Earle) Philadelphia. Trade Twins & Co. (Orph.) New York. Turner, Alma (Valencia) Jamaica, N. Y., 27-28; (Savre) Sayre, Pa., 29; (Keystone) Towanda 30.

Vallee, Rudy (Paradise) New York. Van, Gus (Fox) Philadelphia. Vercelle & Sinnott (Old Roxy) New York.

Wahl, Walter Dare (Paramount) Brooklyn. Weber, Fred, & Co. (Orph.) Boston. Waring, Cebe (Paradise) New York. Whiteside Troupe (Fair) Altoona, Pa. Wiest & Stanton (Pal.) New York. Williams, Herb (Stanley) Philadelphia. Wohlmen, Al, & Gang (Ritz) Elizabeth, N. J.

Zimballist (Old Roxy) New York.

VAUDE-PRESENTATIONS

Agawa Troupe (Strand) Cincinnati. Allen, Beverly (Lincoln) Lincoln, Neb. Allen & Kent (Earle) Washington, D. C. Apollon, Dave, & Co. (Century) Baltimore. Arline & Tyrell & Co. (Gates Ave.) Brooklyn. Avery, Gertrude, Diamond Revue (Fair) Beaver Dam, Wis. Ayres & Renee (Stanley) Philadelphia.

B. B. B. (Bloomsburg Fair) Bloomsburg, Pa. Barnes, Lillian, & Co. (State) Newark, N. J. Barrie, Gracie (Earle) Washington, D. C. Bates, Eddy & Peg (Lincoln) Lincoln, Neb. Bellit & Lamb (Met.) Boston. Benny, Jack, Show (RKO Boston) Boston. Beno, Ben (Fair) Hillsdale, Mich. Berle, Milton (State) New York. Bergen, Edgar, & Co. (Gates Ave.) Brooklyn. Block & Sully (Pal.) New York. Blue, Ben (St. Louis) St. Louis. Boswell Sisters (Loew's Fox) Washington, D. C.

Bower Sisters (Fox) Detroit, Mich.; (Capitol) Pontiac 28-30; (RKO) Flint Oct. 1-2. Bowman, Patricia (International Music Hall) New York. Brown, Georgia (Hershey Community) Hershey, Pa. Bryant, Rains & Young (Pal.) Chicago. Burns & Allen (Met.) Brooklyn.

Calloway, Cab, & Orch. (Valencia) Jamaica, N. Y. Carlos & Chita Revue (Bloomsburg Fair) Bloomsburg, Pa. Carroll, Earl, Vanities (RKO Keith) Syracuse, N. Y. Cass, Mack & Owen (Stanley) Philadelphia. Claire, Bernice (Albee) Brooklyn. Cole, Lester, & Soldiers of Fortune (Paramount) New York. Collegians, Five (Lincoln) Lincoln, Neb. Cook & Langton (Strand) Cincinnati.

D'Arcy Girls (Fall Festival) Knox, Ind.; (Fall Daley, Pat, Co. (Strand) Cincinnati. Dancing Some (Orph.) New York. Dayton, Joe & Eddie: Greenville, Tex. Festival) Fulton, Mo., Oct. 3-6. DeLong Sisters (Orph.) Boston. Demarest, William (Pal.) Cincinnati. Detrick, Orve & Norma (Lincoln) Lincoln, Neb. Deusch, Emery, & Paramount Orch. (Paramount) New York. DeVito & Denny (Gates Ave.) Brooklyn. Diamonds (Capitol) New York. Donald Sisters (Boulevard) New York. Downey, Morton (Orph.) New York. Duchin, Eddie, & Orch. (Met.) Boston.

Earl, Jack & Betty (State) New York. Eckler, Hilda (International Music Hall) New York. Eugene, Bob, Troupe (Fair) Oklahoma City, Okla. Farrell, Billy, & Dad (Boulevard) New York.

Route Department

When no date is given the week of September 23-29 is to be supplied. In split week houses the acts below play September 27-29.

Faye, Herbert, & Co. (Loew's Fox) Washington, D. C. Foye, Alice (Paradise) New York. Finlay, Lloyd (Texas) San Antonio, Tex. Flash, Serge (Century) Baltimore. Florence & Alvarez (Paramount) Brooklyn. Frick, Ford (Loew) Jersey City, N. J.

Gale & Carson (Met.) Brooklyn. Gary, Sid (Paramount) Brooklyn. Gautier's Toy Shop (Gates Ave.) Brooklyn. Gay Boys, Five (Pal.) Youngstown, O. Gordon's Dogs (Pal.) Chicago. Gracella & Theodore (Pal.) Cincinnati. Grant, Barney, & Co. (Pal.) Cincinnati. Gray, Alexander (Old Roxy) New York. Griffin Accordion Gypsies (Fair) Attica, O. Gregory & Raymon (Bloomsburg Fair) Bloomsburg, Pa. Gwynne & Co. (Orph.) New York.

Hall, Bob (Orph.) Boston.

HELVERA TWINS

Two-Girl Fast Double Trapeze Act, featuring Long Break-Away Finish. Mail address N. V. A. Club, New York.

Hickey Bros. (Prospect) Brooklyn. Hill, Leitha (Valencia) Jamaica, N. Y. Hoffman, Gertrude, Girls (Paramount) Brooklyn. Holtz, Lou (Pal.) Chicago. Hutton, David (Pal.) New York. Hyde, Alex, & Girl Orch. (Orph.) Boston.

Joe, May & Doty (State) Newark, N. J.

Kavanaugh, Stan (Earle) Washington, D. C. Kay, Katya & Kay (Hershey Community) Hershey, Pa. Kirbery, Ralph (St. Louis) St. Louis.

La Marr, Kenny & Casey (Bloomsburg Fair) Bloomsburg, Pa. Laurie Jr., Joe (Loew) Jersey City, N. J. LaVier, Jack (Orph.) New York. Lawrence Family (Lincoln) Lincoln, Me., 26-27. LeFleur, Arthur, & Co. (Met.) Brooklyn. Leibert, Richard (International Music Hall) New York. Le Paul (Hershey Community) Hershey, Pa. Lewis, Sid (Strand) Cincinnati. Lucky Boys (Paramount) New York. McPherson, Aimee Semple (Capitol) New York.

Mann, Jerome (Met.) Brooklyn. Manning & Class (State) Baltimore 28-30; (Circle) Philadelphia Oct. 2-4. Mayfair, Mitzi (Pal.) Chicago. Melson & Irmanette (Orph.) Boston. Memory Lane (Loew) Jersey City, N. J. Menken, Hal (Earle) Washington, D. C. Merman, Ethel (Paramount) New York. Milanese Sisters (Zaragosa) San Antonio, Tex. Miller, Eddie (Capitol) New York. Mills Bros. (Loew's State) Providence. Mills, Gold & Raye (Century) Baltimore. Milo (Boulevard) New York. Minnevitich, Borrah (Paramount) New York. Monroe & Grant (Loew's Fox) Washington, D. C. Montgomery, Marshal (Century) Baltimore. Murdock, Lew & Millie (Strand) Cincinnati.

Nash & Fately (St. Louis) St. Louis. Nardo, Leon (Loew's Fox) Washington, D. C. Nicodemus (Valencia) Jamaica, N. Y. N. T. G. & Paradise Revue (State) New York.

O'Donnell, Vincent, & Co. (Century) Baltimore.

Oakley, Bob (Club Powatan) Detroit 25-Oct. 7. Orlando, Joe (Mulner Tavern) Great Neck, L. I., N. Y. Oscar, Paul, Ballet (Paramount) New York.

Page, Sig. & Co. (Old Roxy) New York. Pansy the Horse (Bloomsburg Fair) Bloomsburg, Pa. Pexinos (Loew) Jersey City, N. J. Penner, Joe (Albee) Brooklyn. Pollock, Lou, & Co. (Pal.) Cincinnati. Pops & Louis (State) New York. Preisser, Cherry & June (Paramount) New York.

Queen High Show (Fox) St. Louis.

Racketeers, Three (Loew) Jersey City, N. J. Radcliffe & Rogers (Valencia) Jamaica, N. Y. Radio Aces (Capitol) New York. Redman, Don (Loew's State) Providence. Reeves & Leu (Met.) Boston. Rimacs, The, & Orch. (Pal.) New York. Ripa, Bob (Paramount) Brooklyn. Ritz Brothers (Paramount) Brooklyn. Robinson's, Bill, Revue, Goin' to Town (RKO Pal.) Rochester, N. Y. Robyn, William (International Music Hall) New York.



Inspector Charlie Chan: (Hollis St.) Boston 25-30.  
Late Christopher Bean: (Garrick) Philadelphia 25-Oct. 7.  
Let 'Em Eat Cake: (Shubert) Boston Oct. 2-18.  
Music in the Air: (Colonial) Boston 25-30.  
Pursuit of Happiness: (Walnut St.) Philadelphia 25-30.  
San Carlo Grand Opera Co.: (Auditorium) Chicago.  
Spring in Autumn: (Tremont) Boston 25-30.  
Take a Chance: (Erlanger) Chicago.  
Uncle Tom's Cabin: (Studebaker) Chicago.

**BANDS AND ORCHESTRAS**

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked, "Address Insufficient," if proper designations are not made.

**EXPLANATION OF SYMBOLS**

b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, p—amusement park, nc—night club and r—roadhouse.

(Week of September 25)

Aces of Melody: (Tower Inn) Lyons, Ill., c.  
Adcock, Jack: (Sunken Gardens Restaurant) Philadelphia, c.  
Agnew, Charlie: (Stevens) Chicago, h.  
Alberto, Don: (El Chico) New York, c.  
Alvin, Danny: (100 Club) Chicago, nc.  
Amen, Louis: (Kleiman Inn) Pittsburgh, c.  
Antobal's Cubans: (Maison Royale) New York, nc.  
Arnheim, Gus: (Beverly-Wilshire) Hollywood, Calif., h.  
Austen, Harold: (Dellwood Lodge) Buffalo, N. Y., b.  
Ballew, Smith: (Forest) New Orleans, nc.  
Baranco, Don: (Club Alabam) Chicago, nc.  
Barnett, Charles: (New Kenmore) Albany, N. Y., h.  
Bartal, Jeno: (Ambassador) New York, h.  
Beck, Marty: (Gloria Palast) New York, c.  
Beecher, Keith: (Club Leisure) Chicago, nc.  
Belasco, Leon: (St. Moritz) New York, h.  
Bentz, Verne: (Club Arabia) Sheboygan, Wis., nc.  
Berger, Matt: (Club Picardy) Chicago, c.  
Bergere, Maximilian: (Park Lane) New York, h.  
Bernie, Ben: (Pabst Casino, World's Fair) Chicago, c.  
Bestor, Don: (Biltmore) New York, h.  
Blue Rhythm: (Cotton Club) New York, nc.  
Bocho, Rudolph: (Savoy Plaza) New York, h.  
Borr, Mischa: (Waldorf Astoria) New York, h.  
Brown, Ted: (Kings Terrace) New York, c.  
Brigode, Ace: (Merry Garden) Chicago, b.  
Buckley, Joe: (Frolics) Chicago, nc.  
Burnett, George: (Casa Loma) Chicago, c.  
Calloway, Cab: (Cotton Club) New York, nc.  
Calvet, Don: (Marta) New York, c.  
Carlin, Herb: (Casino de Alex, World's Fair) Chicago, c.  
Carlos, Don: (Drake) Chicago, h.  
Chattell's: (Playground) Chicago, nc.  
Chick, Johnny: (New Penn) Pittsburgh, c.  
Childs, Reggie: (Roosevelt) New York, h.  
Cirina, Gene: (Ohn Lee Restaurant) New York, c.  
Coleman, Emil: (Marden's Riviera) Fort Lee, N. J., r.  
Cole, Richard: (Palmer House) Chicago, h.  
Conn, Irving: (Arrowhead Inn) New York, c.  
Cooper, Art: (Chateau Des Plaines) Chicago, c.  
Cornelius, Paul: (Swiss Garden, on Reading road) Cincinnati, O., nc.  
Covato, Etzi: (Plaza) Pittsburgh, c.  
Cozzi, Mike: (Old Mexico) Chicago, c.  
Crane, Lee: (Edison) New York, h.  
Crawford, Al: (Mayfair) New York, nc.  
Cugat, Xavier: (Waldorf-Astoria) New York, h.  
Cummings, Bernie: (Aragon) Chicago, b.  
Cutler, Ben: (Astor) New York, h.  
Dahl, Ted: (Club Malibu) Hollywood, Calif., nc.  
Danzig, Eli: (St. George) Brooklyn, h.  
Davis, Charlie: (Hollywood Restaurant) New York, c.  
Davis, Meyer: (St. Regis) New York, h.  
Denny, Jack: (Waldorf-Astoria) New York, h.  
Dietrich, Roy: (Old Heidelberg) Chicago, c.  
Douglas, Clifford: (Blue Willow Inn) San Antonio, Tex., nc.  
Duchin, Eddie: (Foss Fenton Farms) Deal Lake, N. J., r.  
Duke, Doug: (Reese-Wil-Mond Hotel) Harlingen, Tex., h.  
Eppinoff, Ivan: (Chicago Beach) Chicago, h.  
Evans, Rex & Coogy Fairchild: (Algonquin) New York, h.  
Evers, George: (Southtown) Chicago, b.  
Falvo, Joe: (Byerly Crest) Pittsburgh, c.  
Farrar, Art: (Coconut Grove) Pittsburgh, nc.  
Felton, Happy: (William Penn) Pittsburgh, h.  
Ferdinando, Angelo: (Garden City) Long Island, N. Y., h.  
Fernando, Don: (Vanity Fair) Chicago, c.  
Fischer, Charlie: (New Burdick Gardens) Kalamazoo, Mich., b.  
Fluke, Red: (Paris Inn) Pittsburgh, c.  
Franz, Ernie: (Chin's Restaurant) New York, c.  
Freeman, Jerry: (Paradise) New York, c.  
Frische, Herbert: (Monoco Beer Garden) Pittsburgh, c.  
Gallasi, Frank: (Brown Derby) New York, c.  
Garber, Jan: (Blackhawk) Chicago, c.  
Gasparre, Dick: (Ambassador) New York, h.  
Geller, Irving: (Powell Inn) Colonie, N. Y., cb.  
Gentry, Tom: (Casanova, World's Fair) Chicago, h.  
Gerun, Tom: (Chez Paree) Chicago, nc.  
Gerston, Roger: (Village Barn) New York, nc.  
Gleistine, Jack: (Pullman Inn) Chicago, c.  
Godoy's Argentine: (Embassy) New York, nc.  
Gracious, Jack: (Lion's) Chicago, b.  
Graham, Al: (Hartford) Riverside, Calif., b.  
Grant, Bob: (Embassy) New York, nc.  
Greene, Murray: (Ward Manor) Bronx, N. Y., h.

Gregor, Marty: (Gay Paree) Pittsburgh, nc.  
Hall's Angels: (Paramount) Chicago, nc.  
Hall, George: (Taft) New York, h.  
Hallett, Mal: (Paradise Restaurant) Troy, N. Y., nc.  
Hamilton, Frank: (Wonder Bar) Chicago, c.  
Handler, Al: (Via Lago) Chicago, c.  
Harris, Phil: (Pennsylvania) New York, h.  
Henderson, Lee: (Richman Tap Room) New York, c.  
Henschel's: (Days of '49, World's Fair) Chicago.  
Hicks, Art: (Biltmore) St. Louis, cc.  
Himber, Dick: (Essex House) New York, h.  
Hines, Earl: (Grand Terrace) Chicago, c.  
Hoffman, Earl: (De Alex) Chicago, c.  
Holst, Ernie: (Lexington) New York, h.  
Horlick, Harry: (Bismarck) Chicago, h.  
Hungry Five: (Old Heidelberg, World's Fair) Chicago, c.  
Imperial Alexanders: (Casa de Alex) Chicago, c.  
Jamesworth, Senor Alfredo: (Biltmore) New York, h.  
Johnson, Charles: (Small's Paradise) New York, nc.  
Johnson, Herbie: (Melody Mill) Riverside, Ill., b.  
Johnson, Johnny: (Monmouth) Spring Lake, N. J., h.  
Kahn, Art: (Coffee Cliff's) New York, c.  
Kaye, Bob: (Maduras' Danceland) Chicago, d.  
Kaye, Sammy: (New China Cafe) Cleveland, O., c.  
Kaysner, Joe: (Merry Garden) Chicago, b.  
Kennedy's Georgians: (Stables) Chicago, c.  
King, Henry: (Pierre) New York, h.  
Kirwin, Bob: (19th Hole Cabaret) Twin Lakes, Wis., cb.  
Kiss, Joe: (Gypsy Camp) Chicago, c.  
Kratzinger, Ernie: (Old Heidelberg) Chicago, c.  
Kulolia, George: (Madison Hotel) New York, nc.  
LaMarr, Frank: (Yoeng's) New York, c.  
Lada, Anton: (Beverly Gardens Ballroom) Chicago, b.  
Lampton, Jack: (Imperial Theater) Zanesville, O.  
Lang, Sid: (Club Royale) Chicago, nc.  
Largent, Logan: (St. Angelus Hotel) San Angelo, Tex., 24-30.  
LeGrand, Harry: (Oasis) Chicago, c.  
Lehr, Ivan: (Maisonette Russe) Chicago, nc.

Paige, Jack: (L'Aiglon) Chicago, c.  
Pancho: (Central Park Casino) New York, c.  
Panzo, Nick: (Caruso's) Pittsburgh, c.  
Parker, Ray: (Jeffrey Tavern) Chicago, c.  
Peary, Bob: (Devoort) Chicago, h.  
Peck, Jack: (Dells) Pittsburgh, nc.  
Pendarvis, Paul: (Muehlbach) Kansas City, h.  
Peppard, Doug: (Allerton) Chicago, h.  
Peri, Lou: (Club Shalimar) Chicago, c.  
Petis, Jack: (Ritz-Carlton) Atlantic City, h.  
Pool, Burgess: (Washington-Youree) Shreveport, La., h.  
Poth, Eddie: (El Patio) Aspinwall, Pa., nc.  
Potter, Jerry: (Limehouse) Chicago, c.  
Purcell, Bob: (Hollywood-at-Fair) Chicago, p.  
Raeburn, Boyd: (Harvey's) Chicago, c.  
Rainbow Ramblers: (Plum Island Ballroom) Plum Island Beach, Mass., b.  
Rapp, Barney: (New Yorker) New York, h.  
Read, Kemp: (Hotel Lincoln Palm Garden) New Bedford, Mass., nc.  
Rendo, Vito: (Maroni's Beach View Gardens) Chicago, c.  
Ritoff, Stan: (Moulin Rouge, Streets of Paris) Chicago, c.  
Rivers, Lee: (Natl.) Pittsburgh, p.  
Robbins, Sam: (McAlpin) New York, h.  
Rogers, Buddy: (College Inn) Chicago, c.  
Rogers, Mack: (Saint Anthony) San Antonio, Tex., h.  
Rosenthal, Harry: (Embassy) New York, nc.  
Roth-Andrews: (Ha-Ha) New York, nc.  
Rupp, Carl: (Book Cadillac) Detroit, h.  
Russell, Jack: (Casino Moderne) Chicago, c.  
Russell, Luis: (Roseland) New York, b.  
Russo, Dan: (Oriental Gardens) Chicago, c.  
Scalzo, Gregorio: (Smithfield Grill) Pittsburgh, c.  
Schaeffer-Englert: (Nixon) Pittsburgh, c.  
Schmadel, Fred: (Palador Inn) Pittsburgh, Pa., c.  
Schuster, Mitchell: (Roseland) New York, b.  
Scotti, William: (Montclair) New York, h.  
Sears, Carl: (Childs Restaurant) Paramount Bldg., New York, c.  
Shou, Don: (Longview Farms) Pittsburgh, c.  
Singer, Irving: (Rainbo Gardens) Chicago, b.  
Siry, Larry: (Simpson) New York, nc.  
Small, Allan: (Arcadia) New York, b.  
Smith, Eddy: (Davenport) Spokane, Wash., h.  
Smith, Joseph C.: (Westchester Bath Club) Mamaroneck, N. Y., nc.  
Sosnik, Harry: (Bismarck) Chicago, h.

Delmar, Great, Hypnotis: (Wood River) Wood River, Ill., 25-30.  
Harlan's Show: (Fair) Mt. Gilead, O., 25-30.  
Kirby Players: Waldron, Ind., 25-30.  
Kenny, Magician, Allan T. Wilson, mgr.: Towanda, Pa., Oct. 2-7.  
Mack & Williams: Ennis, Tex., 25-30; Haskell, Oct. 2-7.  
Marine-Firestone Co.: Ennis, Tex., 25-30; Denton Oct. 2-7.  
Museum of Wonders, Mary Milligan's: (Street Fair) Bluffton, Ind., 26-30.  
Potts Jolly Pathfinders Co.: Bradner, O., 25-30.  
Question Mark, magician, mentalist: Cullman, Ala., 26-27; Decatur 28-29.

**TWENTY-SIXTH WEEK RICTON'S SHOW.**  
Vaudeville under canvas. "The Barnum of the Sticks." 15 People. September 25, 26, 27, Jasper, Tenn.; September 28, 29, 30, Trenton, Ga.

Rose, Horace, Magician: (Cairo) Richmond, Va., 25-Oct. 7.  
Schneider's, Doc, Yodeling Cowboys: Pierre, S. D., 26-27; Belle Fourche 28; Deadwood 29-30; Rapid City Oct. 1-2; Hot Springs 3; Scottsbluff, Neb., 4.

**Additional Routes on 78**

**DODSON WORLD'S FAIR**

(Continued from page 65)

water pool, shedding ink as in native state, attracting educators and school children. Peggy Parsons, with "Frozen Sweets," exceeding all previous successes. She sports new car, as also does Howard English, chief man in office wagon. All concessions, shows and rides went way over the top as to receipts. Alice Melville's *Follies Revue* topped the midway, doing more than \$400 Saturday night. Fire department called to dining tent of Dannie LaRouech. Gas tank on big cooking range exploded. Rear of tent destroyed. Joe Sparana, cook, burned badly on left side and arm. Hurried to hospital. Returned bandaged but moving about. Entertainers with show, headed by Verna Grace, wife of the Great Valencia, kept busy broadcasting from two world-known stations here. Decided tribute paid the Dodson free acts by the State Fair officials using them in front of grand stand—the Great Valencia, in his high perch and cloud-somersaulting acts, and Dan Cherry, in his high dive into a net. The writer preached in fashionable Belmont Heights Baptist Church, addressed clubs, schools and Eastern Star chapters. Newspapermen's attention called to Edward Bruer, special advance representative. Quick to discern in him the double of Al Smith. Result, feature stories and pictures in papers to prove fact. Melvin Dodson away contracting home-stretch stands, mostly fairs in Mississippi and in direction of Florida. Visitors: Dr. F. R. Kenton and wife, Mrs. Josie Tyler, Mrs. A. M. Howard and Mrs. Vernon Sneed, all of Memphis; Joe Haworth and wife, of Raleigh, N. C.; Hon. Joe Chambers and Judge Vandiver, of Talladega, Ala.; Parson Waddell, Gordon Ebert, Sam Waldon, Herman Studer and Kenneth Tatman, with their wives, Chillicothe, O.; Mr. and Mrs. Edward Garrett, Kingston, O.; Billy Arnold, old-time minstrel comedian, and his company of funmakers, who are scoring well in Dixieland; Milt Morris and wife, and, as they took departure, Morris positively declared: "I'm thru with the show business," and L. (Peasy) Hoffman, with his wife, from Model Shows of America, Mr. Hoffman doing the work ahead of that carnival. Frank Capp, traveling representative Baker-Lockwood, Kansas City tent manufacturing company, and right-hand aid, Harry Sommerville, spent two days with the Dodsons. Not a few new canvases tops will come to the show at Lawrenceburg and at Yazoo City, Miss., Fair week September 25. Showfolks' "service of the dawn" observed by the Dodson's Shows in remembrance of late "Pop" Geers, whose home was at Columbia, near here, and for late Pat Doud, Nashville detective, who always was friendly to shows and show people. Dottie Moss, Motordrome rider, new addition to thrill program of H. Norman Smith's Wall of the Miraculous show. **DOC WADDELL.**

**Golden Valley Shows**

Ironton, O. Week ended September 16. Auspices, American Legion. Business, fair. Big crowds.

Stanley J. Western decided to take out a winter show after taking his father and sister to the World's Fair to entertain them after the death of their mother August 13 at Portsmouth, O.

Sam Collins is agent and Heavy Jones, manager. The show consists of 3 rides, 6 shows and 20 concessions. All rides and shows have just been repainted for the Southern fairs. A. G. Lawe just arrived with cookhouse. **HEAVY JONES.**

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Lentz, Al: (Old Colonial) New York, r.  
Leslie, Len: (Bertolotti) New York, c.  
Lidenton, Louis: (Metropolitan Club) Poplar Bluff, Mo., nc.  
Light, Enoch: (Governor Clinton) New York, h.  
Lombardo, Guy: (The Dells) Chicago, nc.  
Lopez, Vincent: (Schroeder) Milwaukee, h.  
Lown, Bert: (Park Central) New York, h.  
Luke, Emil: (Crystal) Chicago, b.  
Lynn, Correy: (Congress) Chicago, h.  
McCormick, Charlie: (Schenley) Pittsburgh, nc.  
McCoy, Ted: (Gay) Chicago, b.  
Magee, Sherry: (Alamac) New York, h.  
Maher, Billy: (Aloha Beer Garden) New York, c.  
Makins, Eddie: (Harding Tavern) Chicago, c.  
Mandell, Al: (DeWitt) Chicago, c.  
Marney's Music Makers: (Casa Loma) Chicago, c.  
Martin, Freddy: (Bossert) Brooklyn, h.  
Martin, Nat: (Lum's Restaurant) New York, c.  
Mayno, Artie: (Ritz Ballroom) Bridgeport, Conn., b.  
Melody Masters, Henninger's: (Crystal Lake) Beaver Dam, Wis., b.  
Meroff, Benny: (Terrace Gardens) Chicago, c.  
Meyers, Jack: (Surf Club) New York, nc.  
Miller, Fritz: (Palm Garden) Chicago, c.  
Miles, Jack: (Silver Slipper) Memphis, nc.  
Mitchell, Al: (Arcadia) Providence, b.  
Moble, Earle: (Webster) Pittsburgh, h.  
Modern Rhythm Ramblers: (Chatter-Box Beer Garden) Pocomoke City, Md., nc.  
Molino, Carlos: (Congress) Chicago, h.  
Monahan, Tommy: (Lido) New York, nc.  
Moore, Walker: (New Towne) Pittsburgh, nc.  
Morantz, Joe: (Russian Arts) New York, nc.  
Morse, Gene: (Gammon's) Pittsburgh, c.  
Murray, Jack: (Eddie Jackson's Rendezvous) Brooklyn, N. Y., c.  
Nagar, Pat: (Rialto Gardens) Chicago, d.  
Nichols, Red: (Shadowland) San Antonio, Tex., nc.  
Noone, Jimmy: (Club Lido) Chicago, c.  
O'Hare, Husk: (Canton Tea Gardens) Chicago, c.  
Oishanetsky, Al: (Club Plaza) New York, c.  
Osborne, Will: (Long View Country Club) Hastings-on-Hudson, N. Y., cc.

Sears, Walt: (Fol' Castle Ballroom) Columbus, O., 25-30.  
Speciale, Mike: (Elks Club) Brooklyn, c.  
Spielman, Milton: (Village Nut Club) New York, nc.  
Stanton, Maurie: (Minuet) Chicago, nc.  
Stein, Jules: (225 Club) Chicago, nc.  
Stewart, Rex: (Empire) New York, b.  
Sutland, Steve: (Sky Tavern) Chicago, c.  
Sveck: (Libus) Chicago, c.  
Tapp, Furman: (Honeymoon Club) New York, b.  
Taylor, Jack: (Polo Inn) Chicago, c.  
Towne, Floyd: (The Brewery) Chicago, c.  
Trace, Al: (Streets of Paris) Chicago, c.  
Tucker, Tommy, Californians: Savannah Beach, Ga., b.  
Turk, Al: (Majestic) Chicago, b.  
Turner, Charlie: (Arcadia) New York, b.  
Valencia, Al: (El Flamenco) New York, nc.  
Varsity Club Orch.: (Earl and Carol's Stables) Chicago, c.  
Waddell, Roy: (En-Zee Tavern) Chicago, c.  
Wadsworth, Waddy: (Berlin, World's Fair) Chicago, c.  
Waldman, Herman: (Gunter Roof) San Antonio, Tex., h.  
Walker, Fredina: (Mirador) Pittsburgh, nc.  
Weems, Ted: (Trianon) Chicago, b.  
Weitz, Eddie: (Villa Royale) Pittsburgh, c.  
West, Ray: (Cafe de Paree) Los Angeles, c.  
West, Tommy: (St. Clair) Chicago, h.  
Whidden, Jay: (Miramar) Santa Monica, Calif., h.  
Whitehead, Dick: (Tower Inn) Lyons, Ill., c.  
Williams, Fess: (Rosemont) New York, b.  
Williams, Freddie: (Cafe de la Paix) Chicago, c.  
Wilson, Irene: (65 Club) Chicago, c.  
Woods, Chuck: (Gunter Cave), San Antonio, Tex., c.  
Yellin, Gieb: (Kretchma) New York, nc.

**MISCELLANEOUS**

Arizona Cowboys, H. B. Blackburn, mgr.: Kannapolis, N. C., 27; Siler City 28; Sanford 29; Asheboro 30; Greensboro Oct. 2-3.  
Daniel, 2-10, Magician: Bradner, O., 25-30.  
DeCleo, Mystic: Marysville, O., 25-30.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post
Ayres, P. C., 19c Bireckett, Mrs. C. Mack & Fay, 3c
Allen, L. 20c Dauphine, Owen M., 20c Gifford, Ova Blake, 17c
Wreaver, Mrs. Olive, 38c Macker, 17c Stanley, Geo., 17c
Wise, Mildred, 18c

Ladies' List

Alkens, Gladys Floyd, Mary
Alizear, Rosalee Francis, Mary
Aldrich, Mrs. Bobby Gallagan, Mrs.
Alice's, Lady. Pets Carlepy, Jeanne
Anderson, Mrs. Grettet, Sue
Anderson, Mrs. Alice Gene, LaGene
Anderson, Lucille Won
Anthony, Mrs. Gerren, Marjorie
Gethricher, Mrs. W.
Archer, Mrs. J. V. Gibbons, Nonie
Askew, Mrs. Leo G. Gibbon, Mrs.
Atherton, Mrs. Maud Gertrude
Avery, Catherine Fink, Marie
Backer, Mrs. Earl Givniwan, Norma
Bahnsen, Mrs. Goswell, Mrs. R.
Bailey, Cora Bessie
Barber, Mrs. Fannie
Barchus, Belle
Barrett, Mrs. Margaret
Barron, Mabel
Bartels, Mabelle
Bartial, Mrs. Stella
Baxter, Mrs. Stella
Beadmans, Dee
Beers, Sadie
Belenger, Germain
Bender, Mrs. D. W.
Bennett, Mrs. Ruth
Billick, Mrs. Babe
Biscow, Mrs. E.
Bizzell, Roseetta
Blizard, Mrs. Frank
Blue, Mrs. Marlon
Boots & Her Suddies
Bovnea, Gysey
Bowen, Mrs. Marle
Bowman, Mae
Braden, Mrs. Emma
Branson, Hazel
Breed, Mrs. H. S.
Brown, Lillian
Brown, Mrs. W. J.
Brown, Mrs. S.
Buchanan, Opal
Burleson, Mme.
Burns, Mary
Burns, Nellie
Cadelle, Lester
Calhoun, Henrietta
Carman, Mona
Carson, Mrs. Andy
Cavanaugh, Mrs. Cleo
Chapin, Myrtle
Charlotte & Betty
Chickola, Mrs.
Chin Chee Toy Betty
Princess
Clark, Cora Lee
Clarke, Mrs. Ruth
Clemans, Mrs. Betty
Clevenger, Rubie
Clifton, Carrie E.
Clifton, Edna M.
Coleman, Bertha
Coleman, W.
Combs, Mrs. Ruby
Conner, Mrs. L. R.
Cooper, Mrs. Helen
Cornelle, Vi
Coughnor, Paty
Courtney, Mrs. Grace
Cox, Jeanette
Crider, Mrs. Grace
Cronin, Mrs. J. L.
Curry, Mrs. Chas.
D'Arcy, Greta
Daniels, Mrs. Johnnie
Darkes, Mrs. R. B.
Davenport, Greta
Davis, Lillian T.
Davis, Rose
Day, Mrs. Agnes
Day, Mrs. Jean
DeMillis, Mrs. Dorthea
DeNaye, Yvonne
Dean, Jenette
Decker, Bobbie
Dennis, Gene
Dennis, Mrs. Leah
DeZember, Libby
DesCourt, Venita
Diamond, Caroline
Doris, Madame
Driscoll, Juanita
DuVell, Hunny
Dunn, Leo
Dunn, Ruby
Dutton, Mrs. Nellie
Dyers, Mrs. Bill
Edson, Fannie
Ellet Sisters
Elliott, Mrs. Opal
Ellis, Mrs. Chas.
Ellis, Mrs. Denny
Evans, Anna
Evans, Mrs. Jack
Evelyn, Mrs. John
Evon, Madam E.
Ewing, Marion
Farley, Mrs. T. H.
Fine, Mrs. Carrie
Louise (Kelly)
Fisher, Mrs. Bob
Flitz, Maggie
Flitzgerald, Sadie M.
Flammie, Gussie
Floyd, Mame
Forrester, Buster
Foster, Mrs. Janet

Miller, Louise
Miller, Lenore
Miller, Mrs. C. W.
Miller, Mrs. Lucy
Miller, Mrs. Barbara
Miller, Mrs. Margaret
Miller, Peggie
Moffatt, Mildred
Money, Marion
Moore, Mrs. Mollie
Morgan, Virginia
Morris, Blanche
Morris, Lillian
Morris, Mrs. Robt.
Mullins, Mrs. Lawrence
Moulton, Helen
Myers, Mrs. Ted
Napier, Mrs. H. E.
Nash, Madeline
Neal, Ernestine
Nixon, Mrs. R. B.
Novarro, Carmen
Nunn, Mrs. Reba
Nutt, Mrs. Ed C.
O'Brien, Mrs. Geo.
O'Dell, Mrs. Desmie
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Palmer, Geraldine
Parho, Frances
Pearl & Griffin
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Perrin, Vivian
Pickard, Nettie
Polk, Mrs. Ollie
Pompestra, Eva Mae
Porth, Geraldine
Powers, Mrs. Billie
Purtle, Mrs. Earl
Raye, Ronnie
Raymond, Mrs. Anna
Regan, Evelyn
Reynolds, Babe
Reynolds, Doris
Reynolds, Mam
Rice, Mrs. Gertrude
Roberts, Mrs. J.C.
Roberts, Mrs. Ruby
Roberts, Ruby G.
Roberts, Mrs. H. A.
Robinson, Babe
Robinson, Tetu
Rocco, Mrs. R. W.
Roderick, Olga
Rogberg, Esther
Ross, Katherine
Ross, Mrs. Milton E.
Russell, Billie
Ryan, Dotts
St. Arno, Mile.
Sanders, Mrs. Nell
Santry, Mrs. Henry
Saulsburg, Mrs. Mary
Schaeffer, Mrs. H. G.
Schruager, Marc
Scott, Frances
Scott, Mrs. Edna
Seymour, Mrs. Carmen
Sharpless, Margery
Katz, Mrs. C.
Keith, Dorothy
Kelley, Mrs. Jack
Kelly, Madelyn P.
Killey, Margie
Kilian, Rose
King, Clara
King, Mrs. Nellie
King, Robain
King, Vonie
Klitterman, Mrs. Tony
Knauff, Mrs. S. J.
Kortas, Mrs. Marie
LaClede, Amy
LaVelle, Blossom
LaVERN, Madam
LaVola, Mrs. Don
Lamont, Mrs. Frank
Larrie, Garnet
Lathin, Virginia
Lawson, Mrs. Blucher
Leford, Mrs. Mavis
Levith, Lehelle
Lee, Mrs. Stack
Lee, Patsy
Leesha, Madam
Levitt, Mrs. Victor D.
Lewis, Mrs. Irving
Libby, Mrs. Frank
Limerick, Mrs. Caroline
Lindman, Mrs. C. W.
Lindmar, Mrs. C. W.
Loomis, Rose Mary
Lord, Pauline
Lucas, Mrs. Harold
MacFarland, Mrs. Josephine
McCue, Mrs. R. B.
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McNulty, Mrs. Ann
Mack, Mrs. Montana
Mack, Helen
Mancha, Jessie R.
Mann, Mary
Marion, Louise Therlas
Manzone, Thelma
Marsh, Mrs. Arthur
Martin, Evelyn
Martin, Lucille
Mathews, Marion R.
Mattl, Jean
May, Elsie
Miller, Bernice
Dean

Letter List

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

Westaway, Mrs. R. J.
Whitaker, Martha
White, Clara
White, Frances Del
Whitevost, Bessie
Wilkinson, Mrs. Clara
Orman, Mrs. Besse
Orton, Iva May
Palmer, Geraldine
Parho, Frances
Pearl & Griffin
Pence, Mrs. W. L.
Penmont, Mrs. Nora
Perrin, Vivian
Pickard, Nettie
Polk, Mrs. Ollie
Pompestra, Eva Mae
Porth, Geraldine
Powers, Mrs. Billie
Purtle, Mrs. Earl
Raye, Ronnie
Raymond, Mrs. Anna
Regan, Evelyn
Reynolds, Babe
Reynolds, Doris
Reynolds, Mam
Rice, Mrs. Gertrude
Roberts, Mrs. J.C.
Roberts, Mrs. Ruby
Roberts, Ruby G.
Roberts, Mrs. H. A.
Robinson, Babe
Robinson, Tetu
Rocco, Mrs. R. W.
Roderick, Olga
Rogberg, Esther
Ross, Katherine
Ross, Mrs. Milton E.
Russell, Billie
Ryan, Dotts
St. Arno, Mile.
Sanders, Mrs. Nell
Santry, Mrs. Henry
Saulsburg, Mrs. Mary
Schaeffer, Mrs. H. G.
Schruager, Marc
Scott, Frances
Scott, Mrs. Edna
Seymour, Mrs. Carmen
Sharpless, Margery
Katz, Mrs. C.
Keith, Dorothy
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LaVola, Mrs. Don
Lamont, Mrs. Frank
Larrie, Garnet
Lathin, Virginia
Lawson, Mrs. Blucher
Leford, Mrs. Mavis
Levith, Lehelle
Lee, Mrs. Stack
Lee, Patsy
Leesha, Madam
Levitt, Mrs. Victor D.
Lewis, Mrs. Irving
Libby, Mrs. Frank
Limerick, Mrs. Caroline
Lindman, Mrs. C. W.
Lindmar, Mrs. C. W.
Loomis, Rose Mary
Lord, Pauline
Lucas, Mrs. Harold
MacFarland, Mrs. Josephine
McCue, Mrs. R. B.
McCune, Mrs. Anne
McGill, Mrs. Walter
McGoldrick, Mrs. Mary
McGregor, Mrs. Pauline
McKee, Mrs. Edna
McKinnin, Maxine
McLaine, Mrs. J. M.
McMaster, Allie
McNeal, Viola
McNeesse, Mrs. Leland
McNulty, Mrs. Ann
Mack, Mrs. Montana
Mack, Helen
Mancha, Jessie R.
Mann, Mary
Marion, Louise Therlas
Manzone, Thelma
Marsh, Mrs. Arthur
Martin, Evelyn
Martin, Lucille
Mathews, Marion R.
Mattl, Jean
May, Elsie
Miller, Bernice
Dean

Gentlemen's List

Acker's Show
Acuff, Homer
Adams Mender Co.
Adams, Ned
Adams, Walter E.
Airs, Bobbie
Aldright, Gus
Aldridge, Eugene
Alfred, Jack & June
All, C. W.
Allen, Tom
Allen, A. P. (Pete)
Allman, Grant
Ambler, Walter
Anderson, A. A.
Anderson Jr., A. L.
Anderson, Capt.
Anthony, Milo
Appelbaum, Sam
Arbuckle, H. R.
Arden, Mr. Alyenne
Arnabuster, Joe
Arnold, Walter
Arquette, Boyd
Atkins, Al
Atkinson, J. A.
Austin, Prof. Slim
Autry, Gene
Avery, Robert
Avalon, Bob
Ayers, Dr. T.
Ayers, Percy C.
Bailey, E. E.
Bailey, John
Baikoff, Daniel
Ballard, James D.
Ballard, P. L.
Balwin, Jack
Bane, Billie
Bard, Edw.
Bard, Jack
Barbour, E. S.
Bareford, J. C.
Barho, Bill
Barthes, Phil M.
Barnes, Norman
Barnett, Harvey
Barrick, Ralph
Bartel, Prof.
Butler, (Fire Act)
Butler, Tom J.
Bartlett, Fred C.
Barth, Henry
Barthel, C.
Bartone, B.
Comedy Co.
Bates, C. A.
Baugman, Frank
Bausman, Wm
McKenna
Bayles, Floyd
Beamer, Hugh
Beard, Jack
Beasley, Alfred E.
Beckett, Harold
Beche, Sylvan
Beche, Clayton
Behning, H. R.
Behling, Ray
Belford, Jack
Vaude. Agency
Bell, C. A.
Belmont, Harry
Belmont, Jack
Benge, James T.
Benjamin, H.
Bennett, Happy
Bennett, J. A.
Benson, H. L.
Berg, Carl
Berge, L.
Bertons, T.
Blackstone, Joe
Blackstone, Vick
Blackwell, J. F.
Blank, Jimmie
Billick, Harry
Bills, J. E.
Birthead, John M.
Bistany, Leo
Black's Trained
Animal Shows
Black, L. E.
Blair, Wesley A.
Blakely, George
Blitz, Finkey
Blondin, Leonard
Blondin, L. E.
Bolton, J. C.
Bond, Fred
Borns, Robt.
Bosucas, George
Boswell Jr., S. V.
Boswell, W. S.
Botson, A. E.
Bowen Jr., S. V.
Bowers, Carl
Bowman, C. M.
Bowman, Steve
Boyd, Johnnie
Boyd, Wm. A.
Bozua, George
Winninger, Mrs. John D.
Wolf, Mrs. Jack
Wolfe, Monie
Wooden, Mrs. Betty
Wray, Mrs. Mary
Yates, Mary Lue
Yates, Mary Lia
York, Mrs. Doris
Zarlington, Mrs. Ray
Zinn, Ruth
Cody, Harry W.
Cogswell, J. H.
Cole Bros. Circus
Coleman, E. E.
Coleman, V. & M.
Collier, Chas.
Collins, Dick
Collins, J. H.
Collins, Sam
Conner, Tom
Conrad & Eddy
Cookson, M. C.
Cookston, M. (Doc)
Cooper, S. E.
CopeLand, Al
Copping, Harry
Coral, Tito
Corbin, James
Corbes, Jack
Cormier, Eddie P.
Couch, Cash C.
Conley, Emil
Courtney, John
Cowan, Bud
Cowen, Sherman
Cox, Arthur
Cox, Eugene
Cox, L. Raymond
Cox, L. Raymond
Coxwell, L. R.
Cradcock, Bob
Crally, Elmer
Crandell, Anthony J.
Crandell, Chas. W. (Curley)
Crandell, Harry E.
Crawley, M. G.
Cramer, Sidney
Cronin, J. L.
Crosby, Chester J.
Cross, J. B.
Cross, Skeet
Crossley, E. E.
Crouch, Del
Crozier, R. E.
Cullen, Pete
Curry, Fred
Cunningham, Fred C.
Curson, Samuel
Cushman, J. M.
Dale, Clyde
Dalley, Joe D.
Dalle, Billy
Damms George D.
Darrah, Don
Davidson, H. H.
Davis, Howard
Davis, Dr. Linn
Davis, Jack X.
Davis, Lineal
Davis, Prof. C. M.
DeLuca, Joe
DeLucia, Joe
DeOsoto, Tony
DeRosia, Robert
DeSaunze, Dr. V.
DeSylva, Brown
DeSylva, Henderson
DeVore, Harry
DeWitt, T. R.
DeWester, Melvin
Dell, Wm.
Delmar, Chris
Dempsey, Pete
Dennis, Heyward
Dexter, Bob
Diamond, J. W.
Desik, Al
Dimick, G. A.
Dixon, N. L.
Dixon, Walter
Dodgson, Guy
Dodo, King
Doerr, Richard
Dolan, John
Donohue, Donny
Doran, Robt. A.
Dorman, Geo. F.
Doty, Burt C.
Dougherty, Harry
Doyle, Buster
Doyle, Eddie
Drane, Billie
Drane, Medicine Co.
Drew, Liwai
Du Kane, G. B.
DuQuess, James
DuVell, Grant
Duby, F. J.
Duffy, John B.
Dunahoo, W. L.
Dunn, A.
Dunn, Jimmie D.
Dunn, Lyman H.
Durand, Fred
Durante, Joe
Durnell, Hank
Durnell, Lewie
Dunlap, Armand
Earle, George B.
Earnest, Doarl
Earp, Virgil
Eaton, B. H.
Eason, Slick
Eastman, C. L.
Edgelfeld, George
Edwards, Bill
Edenfield, Harry S.
Edwards, Frank J.
Elder, R. C.
El Vino, Doc.
Family
Elder, Charley
Ellis, Al
Ellis, M.
Elms, Robert
Emerling, Joe
England, Frank
English, C. L.
English, Jerry
Escalantis, Ihe
Estes, J. W.
Evans, Bill
Evans, Ed
Evans, F. X.
Evans, Frank
Evans, Henry
Evans, Joe A.
Evans, Wando
Farrow, E. E.
Fedenpil, Bernard
Fieglman, Saul
Fily, H. Garth
Fitchione, John
Finn, Sam
Finn, Frankie
Finnerty, Patrick
Fisher Bros. (Jugglers)
Fisk, John A.
Fitch, H. H.
Fletcher, Goldie
Fitzpatrick, Fred
Flannigan, R. E.
Flaming, Mad
Flitcraft, John K.
Flamnagan, Ralph
Fletcher, Ken F.
Fogelman, S. A.
Forbes, Sax Lee
Forester, Pete
Forster, JackCurle
Forth, Allen
Foster, Charles L.
Foustino, Roy C.
Fox, Stanley
Fox, Thomas
Foy, Tharlie
Francis, Jimmy
Franks, H. J.
Frantz, Jerry
Franz, Wm. H.
Frederick, J. K.
Fredrickson, Knud
Friend, Robert
Friend, Adam
Friman, Ray
Frits, H. W.
Frost, Dr. F. L.
Fulton, L. B.
Punny, Julius
Gage, Harry
Gallagher, Roy M.
Gamble, Buford
Gardner, Andrew
Garland, E. D.
Garrett, Eddie
Garrett, Joe
Garrison, Ted
Garvey, Eddie
Gathier, Woodie
Gear, Billy
Geharth, John H.
Genho, W. E.
George, Louis
George, William
Geyer, Jack
Gibson, G. G.
Gifford, H. E.
Gill, Steward
Gillman, Harry A.
Gipe, Howard
Gloth, Robert
Goldberg, A. G.
Golden, Sam
Goldenberg, Sam
Goodwin, Doyle A.
Goodwin, Joe
Goodwin, Ted
Gordon, Bob
Gordon, John
Gordon, R. L.
Gordon, Robt.
Gorman, Jack
Goshert, Max
Gothelf, Louis
Gould, Harry
Gowda, Whitey
Grabs, Otto
Grace, G. W.
Graham, Joseph
Graham, Zeph D.
Grandstand Shows
Grant, Sol
LaPalina
Graves, Walter G.
Gray's Gr. Shows
Gray, Jack Smoke
Gray, Raymond
Gray, Roy
Great Eastern
Green, Lou
Green, Sias Shows
Greenhaw, L. B.
Greenlund, Forrest
Gregory, L. B.
Griffin, John N.
Griffin, L. E.
Grissom, C. M.
Grissom, Claud
Groffo, Ephram
Groffo, Miller
Groth, Dr. Otto
Guerrin, Frank
Guthrie, J. C.
Gunter, Ray
Guthrie, Ferris
Guthrie, Fred S.
Gwin, Cowboy
Hadies, Hilton
Hagan, Bobby
Halden, Charles
Halstead, G. D.
Halsted, Jack
Hamel, Harry
Hamilton Family
Hamilton, Leo
Hamilton, W. D.
Hamilton, Billy
Hammond, Bob
Handwerk, Charles (Shorty)
Hansen, Heavey
Hanson, Paul
Harcourt, Frank
Harian, Ralph E.
Harmont, G. B.
Harms, Inc.
Harper, Eddie L.
Harper, John
Harris, J. C.
Harris, Ben
Harris, Buddy
Harris, Frankie
Harris, Harry & Lula
Harris, I. W.
Harris, Jack
Harris, Ray
Harris, Sonny
Harrison, Naylor
Harrison, Robert
Hart, Harry
Hart, Loyal
Hart, Thomas D.
Hartman &
Herman Shows
Hartman, Full-
house Ed
Hartman, Boots
Harvey, R. F.
Harvey, William
Harwood, Happy
Hasselback, Joseph
Hatzberg, Amos A.
Havill, G. A.
Haynes, Sam
Hayes, Billy Curly
Haynes, Harry D.
Haynes, Joe
Hayworth, C. B.
Hastings, A. J.
Healy & Garella
Heck, Wm.
Hegner, Arthur W.
Heibenstret, Harry
Hennigan, Arthur
Henry, Raymond
Herber, Ray
Herrman, Arthur
Hershey, Frank
Hettinger, Ray
Hewitt, Joe
Heyne, Fred
Hickey, Bill
Hickman, A. G.
Hicks, H. L.
Hicks, Lee
Hild, Oscar
Hilgenga, John
Hill Bros. Circus
Hilton, Bill
Hitter, Dr. Otto
Hobbs, Warden
Hoben, Francis
Hodges, Jimmie
Hodges, Oliver B.
Hodson, C. C.
Hogan, Mickey
Holeman, N. C.
Holden, Happy
Holland, E. D.
Holland, E. S.
Hollingsworth, J. S.
Hollywood Players
Holman, S. L.
Holt, Doc
Holtzman, Fred
Hoon, Charles E.
Hooper, Frank
Hoover, A. A.
Hopper, Arthur
Houdeen, Billy
House, C. V.
House, Jack
Housner, Sam
Houston, Sam
Howard, George
Howard, John
Howard, (Shir Sue)
Howard, Tex
Howard, White
Howell, Ed Seal
Howell, Mack
Howell, R. M.
Howell, Red
Hoyaux, H. E.
Hubbard, Jimmie
Hubbell, George M.
Hubel, Joe
Huber, Jack
Hull, John J.
Hull, Len
Hume, Clem
Humphreys, Jimmie
Hunt, Thomas R.
Hurd, Walter W.
Hutchinson, Tom
International Saxotette
Hyatt, Paul S.
Ihle, Joseph T.
Inghly, Robt.
Irving, Martin
Jacobson, Doc W.B.
Jacques, Jean
Jales, Valley
James, C. E.
Jeff
Jewell, W. E.
Johnson, C. B.
Johnson, Jaun
Johnson, J. W.
Johnson, Newt
Johnson, Prof. Tom
Johnston, Ralph
Johnson, Rev. E.E.
Jones, Allen C.
Jones, E. B.
Jones, Jack
Jones, Spider
Jordan, E. L.
Josephson, Henry
Joseph, Louis Di
Joy, Chas.
Joyce, James
Joynar, Jimmie C.
Kaalo, Jack
Kain, Albert
Kailekko, Mitch
Kane, Earl
Kane, Val R.
Kaneko, Hatsutaro
Kaplan, Ben
Kaplan, Edw.
Kaplan, Samuel
Kara, Paul
Kare, Fred
Kea, James
Keith, Dr. Frank
Kellean, Otto W.
Kelley, C. K.
Kelley, H. L.
Kelley, Joe
Kelley, John J.
Kelley, W. H.
Kelly, Jack
Kelly the Magician
Kent, Billy
Kenton, Phil
Kern, L. F.
Kerr, S. A.
Ketchell, Stanley
Kickey, Raymond J.
Kiley, Bill
Kilrain, Joe
Kling, J. Francis
Kling, George E.
King, Howard
King, I. V.
King, Jack
King, Players
King, Tattoo Fred
Kingard, Leonard
Kinter, Vance M.
Kissinger, Chas. F.
Klekotta, Edw. C.
Kling, Pete
Knight, A. H.
Knight, Harrell
Knight, Humana-
Jim
Knight, Jack
Knight, Jerry
Knowles, Jesse
Kocch, Harry
Kolb, Snubby
Kramer, L. W.
Kratz, Wm.
Krause, Geo. H.
Krause, Simon
Kreitz, Chester
Kritz, Heinie
Krooner, Ralph A.
Kubner, Otto
Kyer, Kay
LaCros, Billy
LaGrant, Leonard
LaMaar, G. F.
LaMarr, A. J.
LaMonte, Carlton
LaPearl, Jack & Reta
La Rowe, Arad
LaRue, Esco
LaSare, T. B.
LaVoyer, George
Lacey, H. C.
Laisey, Ed
Lamb, Ray
Lambert, (Herman)
Lambert, J. W.
Lamont, Charles
Lamont, Jas.
Lamont, R. M.
Lamore & Frances
Landers, Lewis
Lane, R. F.
Lange, Lew
Lanham, Zack
Larson, Pete
Lasele, Rey
Lathip, Captain
Lawrence, S. T.
Lawson, Jack
Lawson, Russell
Layton, Bob
Lazalias, Aerial
LeBurno, Bob
LeFors, Mario
LeFors, Louis
LeVans, Flying
Leach, Roy
Leaver, Robert
Ledgett, Fred
Lee, Buck
Lee, Capt. Harry W.
Lee, Duddle
Lee, Eddie
Lee, Joe Jacob
Lee, Rex
Lee, Rusty
Lee, Spencer H.
Lehr, Raynor
Leiderman, B.
Leone, Dr. & Lady
Leslie, Burt
Lewis, C. Willie
Lewis, Jay
Lewis, Jimmy
Lewis, Shorty Joe
Lewis, Ted W.
Lieberwitz, Joe
Lieberwitz, S.
Lightning Flashes of 1933
Linal, Morris
Link, Shanghai
Linkenhooker, G. T.
Lipman, Eddie
Lippincott, M. B.
Littlingford, Buster
Litts, G. F.
Lockhart, W. C.
Lockwood, Jack
Lowan, Harry
Lone Star Amuse. Co.
Lockwood, Roy
Lory, George
Lovitt, Sid
Lowe, G. H.
Lowe, Robert
Lowry, Willie
Loyd, Joe
Lubin, A.
Lucas, Eli
Lucky Seven Trio
Ludwig, Chas.
Lue, Charles
Luigi, Bill
Lyons, Boyde
Lyons, Jack
Lyons, Joe
MacFarland, Harry J.
MacFarland, Hoot
McAlister, Tate
McAllister, Jerry
McAlister, Joe
McAvoy, Dan
McBain, C. S.
McBride, Wm. H.
McCabe, Arthur
McCall, H. L.
McCargar, Fred S.
McCarthy, Ambrose
McCay, Edward
McDaniels, Tressie
McDonald, Guy C.
McDonnell, Joseph
McFarlin, Harry J.
McGill, Carl
McGill, Leo
McGinnley, Hugh
McKain, Lawrence A.
McKeen, Ben. F.
McLane, J. T.
McLaughlin, P. S.
McLendon, E. F.
McMahon, W. E.
McNalley, A. F.
McQuage, Frank
McQuage, Busic
Mack, Bill (Peanuts)
Mack, George
Mack & Long
Mackey, William
Madison, Frank
Mae, Doc Don
Magnity, E. L.
Maguire, W. A.
Malin, Fred
Malloy, Jack
Manning, Bro.
Manning, Frank
Marcus, A. B.
Marko, George
Maroney, Steven
Marr, George S.
Mars, Walter J.
Marshall, Hubert
Marshall, Rosco H.
Marshall's Sunny
South Show
Martin, Calvin
Martin, Charles
Martin, C. J.
Martin, F. E.
Martin, Jackie
Martin, Jr., Oscar
Martin, Richard
Marion, L. O.
Mathewson, Jim
Mathews, R. H.
Maulsby, Arthur
Maults & Wood
Maxwell, N. T.
Maxwell, Walter
Maybe, Edward
Mefford, Buddy
Meinel, Charles
Mello, Melville
Melzeras, Flying
Menke, E. J.
Mercier, G. I.
Meredith, Ed
Metro, Charlie
Muttler, Ray
Meyers, George L.
Michell, Arthur
Michels, S. R.
Michien, Bert
Miller, Raymond
Miller, Alfred
Miller, C. T.
Miller, Chris
Miller, Cusley
Miller, Frank
Miller, Kline Co.
Miller, Morris
Miller, Ralph A.
Miller, Barago
Miner, Art
Minkin, Sam
Minnig, Jac
(Master Mystery)
Mitchell, Russell
Miracle, Edgar
Mitchell, Chnie
Mitchell, S. W.
Mitchell, Frank C.
Mitchell, Geo. W.
Mitchell, John
Mitchell, Louis
Mitchell, Mark
Mitchell, McMillen
Mitchell, Mike
Mitchell, S. W.
Mitchell, Willie
Mohawk Valley Show
Moichonan, Howard
Monarch Expo.
Monahan, G. S.
Montgomery, Jim
Moore, Jack
DeLeon
Moore, Rector
Morales, Dogs
Morales, Frank
Morales, Joseph
Morgan, F. P.
Morgan, H. E.
Morgan, E. J.
Morrel, John W.
Morris, Alphonso
Morris, James A.
Morris, J. R.
Morris, Frank S.
Morris, Milton M.
Morris, R. E.
Morrison, John
Morrison, Tommy
Morrow, Wallace D.
Moss, Miles
Mosser, Aubrey
Motens, Bennie
Orch.
Mott, C. W.
Mullins, Jack
Mullins, Parker
Mund, Sec. W. L.
Murry, William
Murphy, A. H.
Murphy, George F.
Murray, Jack
Murray, Arthur
Musselman, Geo.
Myers, C. N. Doc
Myers, E. M.
Myers, E. M.
Myers, Emory E.
Myers Family
Glass Show
Myers, Herman
Myrie, Sam
Myrka, E. M.
Myrka's Wonder Dogs
Names, Art. Co.
Neal, Lee
Neff, Sherman
Nelson, G. Roland
Nelson, Harry S.

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



**ADALBERT**—Max, 58, one of the ablest of German stage and screen actors, died in Munich September 7. He was touring with the company doing *Eine Frau um jeden Preis*. He has appeared in several German films which have been seen in this country.

**ALPERT**—Mrs. Gertrude, 56, mother of Mickey Apert, radio entertainer, died at her home in Brookline, Mass., September 18 after a long illness.

**BENJAMIN**—John Conklin, 41, sound recording engineer with Electrical Research Products, Inc., died at Danbury, Conn., after a long illness. Surviving him are his widow and a daughter.

**BISHOP**—W. B., 64, president of Annapolis Exhibition since it was organized 20 years ago, died at his home in Lawrencetown, N. S. He had been a member of Nova Scotia Exhibition Commission, operating Halifax Fair, six years. He was a bachelor and is survived by three sisters. Baptist funeral services and interment were in Lawrencetown.

**BLUNTACH**—John A., one-time composer of popular songs and writer, died at his home near Rochester, N. Y., last week after a brief illness. He leaves his wife, Mrs. Kathryn Driscoll Bluntach; a sister and two brothers.

**BRENNAN**—Bill, veteran Southern League umpire, at one time connected with the Warner Theater, Knoxville, Tenn., in the winter season as publicity director, died recently in that city.

**COOK**—Mrs. Madge Carr, 77, famous 30 years ago as a stage celebrity in England and America, died September 20 in Syosset, L. I., in the home of her daughter, Mrs. Eleanor Robson Belmont. She had suffered from pneumonia for 10 days. She was on the stage for half a century, having begun her career as a child of three as Florence in *Macbeth*. Her last engagement was in *If I Had Money* in 1909. Most renowned of her roles was that of Mrs. Wiggs in *Mrs. Wiggs of the Cabbage Patch*.

**CRAIK**—Robert, 38, actor, singer and artist, died from a cerebral hemorrhage on his way to the hospital in Louisville, Ky., September 18. After finishing his education at Trinity College he joined the Stuart Walker Players and later appeared in a prominent role in *Desert Song*, the play. He later went on the concert stage. He is survived by his mother, three brothers and a daughter, Barbara Craik.

**CUMMINS**—Harry, brother of Samuel Cummins, motion picture producer and distributor, died September 18 from a tumor on the brain. He had been associated with his brother for five years.

**DENNIS**—Walter E., 43, who was with various outdoor shows before he retired two years ago, died in Augusta, Ga., September 18. Survived by widow, Mrs. Susie Johnson Dennis.

**DODSON**—William T., 41, parachute jumper and film stunt man, died at his home in Hollywood, Calif., September 17. He is survived by his wife.

**DOUGLASS**—Stanley L., carnival concessioner and executive, died suddenly at Yakima, Wash., September 13. He was lot superintendent with Pacific States Shows, and with his wife operated several concessions. Interment at Yakima.

**DREW**—Charles, a native of New Orleans and member of the theatrical profession for more than 35 years, died September 17 at the United States Veterans' Hospital, Hines, Ill., after a year's illness. At an early age he became connected with the theater, doing juvenile leads in stock companies thruout the Middle West and Eastern sections of the United States. His last stage appearance in New Orleans was with the St. Charles Stock Company. He is survived by a brother and a sister. The body was shipped to New Orleans and interment was made in the Metairie Cemetery.

**FABRE**—Maurice, 68, opera singer, died at his home in Montbard, France, on September 6.

**PECKER**—Mrs. Sophie Fox, 68, died in Walnut Beach, Milford, Conn. She was one of the pioneers of Walnut Beach Amusement Park and was well known in Eastern park circles.

**FRISBY**—Allen T., 61, connected during the last 20 years with Milwaukee theaters, including the Wisconsin and Davidson, in a mechanical capacity, died September 14 at his home in that city. He is survived by his widow.

**GARNER**—George, 78, father of George Garner Jr., internationally known colored tenor, died September 20 at his home in Chicago.

**GRESSE**—Andre, French composer and music critic, died at his home in Paris, France, on September 6.

**HEAD**—Willis L., 43, motion picture operator, was killed instantly and his

## THE FINAL CURTAIN

car demolished when he struck a street car in Los Angeles September 22.

**HILL**—F. K. (Jimmie), known as the "Millionaire Tramp," who had been in the tabloid field, died in Wilmington, N. C., September 6. He had been ill for some time. Is survived by his father, J. R. Hill, and a sister.

**HOFFMAN**—Douglass R., 57, died recently at his home in Chicago. Of late years he was prominently identified with the steel business. He was a native of Circleville, O., and was a pioneer of the old Sells Bros.' Drum Corps, organized by the late Theo Long. Funeral services and interment were in Chicago.

**HUMAN**—Theodore, 81, violinist and conductor, died at his home in Brooklyn September 20. Born in Leningrad, then St. Petersburg, Russia, he later came to this country and was one of the original members of the Boston Symphony Orchestra. He made a tour with Walter Damrosch as first violinist. He was also composer of numerous works, including *Dramatic Prelude* in commemoration of President McKinley. He is survived by two daughters and three sons, six grandchildren and one great-grandchild.

**KELLY**—Alderman W. W., 79, died at Liverpool, Eng., September 19. Born in Philadelphia, when he was 30 he went to England and achieved a reputation of one of the most astute theatrical managers in London. He discovered Grace Hawthorn in 1883 and brought her to London in 1886, opening at the old Olympic Theater. In 1881 he produced *A Royal Divorce* at the new Olympic Theater, from which he realized a fortune. For 20 years the part of Empress Josephine in the play was played by his wife, Edith Cole, who died in 1927.

**KNOWLAND**—Mrs. Rose, mother of Harriet Knowland (Meyers and Nolan), of vaudeville, died at the family home in Kansas City, Kan., September 19.

She is survived by her husband, seven children and six grandchildren. Interment at Memorial Park Cemetery, Kansas City.

**KORST**—Arthur, 55, who was known to many troupers and who aided show-folk, died recently in Buffalo. He was in the hotel business.

**KRONSHAGE**—Ernst, 58, editorial writer for *The Wisconsin News*, Milwaukee, and one of the organizers of the Pabst English Stock Company and the Modern Players in that city, died September 19. He is survived by his widow and three daughters.

**MCBRIDE**—Johnny, 27, of Fort Worth, Tex., died September 14 at Pueblo, Colo., while traveling with a carnival. His father and a brother survive.

**MCCORMACK**—Gerald, Irish tenor, died in Chicago September 16.

**MORGAN**—Robert L. (Bob), for many years in charge of advance cars and crews with circuses, died suddenly at his home at Salisbury, N. C., September 9, supposedly of indigestion and high blood pressure. Mr. Morgan expired as he started to enter his automobile to visit his father, T. J. Morgan, who has had a billposting plant at Salisbury more than 40 years. The past summer Mr. Morgan was in advance of the Walter L. Main-World Bros.' Circus. Was with Walter L. Main Circus last three years. Years ago he was with the John Robinson Circus, and for a while in advance of Wolcott's Rabbit Foot Company. For some time he was in charge of the brigade with Sparks Circus and with other circuses in advance capacities, including Hagenbeck-Wallace, also Al G. Barnes under Frank J. Frink. He is survived by his widow and three-year-old daughter. He was a member of Talladega (Ala.) Lodge of Elks, the IABPB, IATSE and other organizations.

**POLK**—Mrs. Jack, wife of Jack (Polack) Polk, formerly in musical comedy and burlesque, died September 19 at

the American Hospital, Chicago. She had been in ill health for more than a year. Burial was in Showmen's Rest in that city September 22.

**ROSCHÉ**—George F., 78, veteran music publisher, died at his home in Chicago September 19. The company which Rosche founded specialized in choir music.

**ROSS**—George W., 75, who was for many years legal adjuster with circuses, among them Frank A. Robbins, Howe's Great London, John Robinson and Gentry Bros., and last 40 years prominent as a deputy sheriff and a detective in Maine, died at his home in Vanceboro, Me., September 14 of angina pectoris. He is survived by a sister, Mrs. Marion R. McIver, Vanceboro, at which city funeral services and interment were conducted September 15.

**ROSSLEY**—Jack, 73, died in Montreal, Can., on September 15 following an illness of six months. He had been identified with the stage for 48 years and was a pioneer tap dancer in a vaude single before joining with his wife in their singing and dancing act. Mrs. Rossley died two years ago. In St. Johns, Nfld., they leased three theaters, two for the movies and one for the production of musical comedies under joint auspices of the Rossleys. They moved to St. John, N. B., and leased the Strand dance hall, which they renamed the Pavlowa. Surviving are a son, Victor, a stage employee in St. John, and a daughter, Mrs. Archie Roberts, New York, a chorus girl known as Bonnie Rossley. Interment was at Montreal.

**SLEIGHT**—Orma, 16, trick rider in rodeos and films and known as Sox, was killed at Long Beach, Calif., September 17, when she was thrown from a partly broken horse to the ground, striking her head on the curb. Funeral and burial were held in Davidson City, Calif. Her parents survive.

**SMITH**—Harry F., 67, musician, died at Guerneville, Calif., recently.

**WAGAR**—Duane H., 54, former casting director and theater operator, died at Ocean Park, Calif., September 2. His mother and sister survive.

**WARFIELD**—Mrs. Louise, 89, mother of David Warfield, died at San Francisco September 16. She is survived by two sons, David and John, and two daughters.

## MARRIAGES

**CAMPBELL-NELSON**—Jack Campbell, tenor with Johnny Hamp's Orchestra, and Nelle Nelson, crooner and torch singer at the Club Royale, Chicago, were married at Crown Point, Ind., September 19.

**CAPARELL-STANFORD**—Ellen Jean Stanford and Basil A. Caparell, both of New York, were married in Fairfield, Conn., on September 13. Miss Stanford was formerly on the staff of a woman's magazine, but lately been engaged in scenario writing.

**DE ANGELIS-DOUGLAS**—Richard DeAngelis, motion picture actor, was married to Chloe Douglas on September 14 at Hollywood, Calif.

**DEVÖE-STAWN**—Ray DeVoe, until recently with the Royal American Shows, and Evelyn Stawn, nonprofessional, of Winnipeg, Man., Can., were married on September 6 at Minneapolis. They motored to Chicago, where they visited the World's Fair. After their visit there they went east, where DeVoe will work in a string of theaters.

**EWING-CHURCH**—Robert Ewing, head of the scenic studio at the Mars Theater in La Fayette, Ind., and Josephine Church, of La Fayette, were married recently at the home of the bride.

**FLAVIN-BROWNE**—James Flavin Jr. and Lucille Browne, film actress, were married at Tijuana, Mex., September 17.

**FORBES-JACKSON**—John Forbes and Jane Jackson were married in Newport News, Va., September 9. Mr. Forbes is a doorman at the Paramount Theater there.

**GALLOWAY-DOLLING**—Morgan Galloway, stage and screen actor, and Sally Dolling, film actress, were married at Yuma, Ariz., in July, they disclosed at Hollywood this week.

**GARMES-YBANEZ**—Lee D. Garmes, motion picture director and photographer of the Fox company, was married to Ruth Hall Ybanez, film actress, known as Ruth Hall, at Hollywood, Calif., September 10.

**HICKS-BROGAN**—William Hicks and Patsy Brogan, motion picture employee, were married in La Vegas, Nev., recently.

**LAIDLEY-CALDWELL**—Fentress (Red) Laidley, rodeo performer, of San Antonio, Tex., and Lela Heath Caldwell, non-professional, were married recently at San Antonio.

**MICKEL-ARCHER**—Owen Harlan Mickel, trick rider and film actor, was

## SIME SILVERMAN

Sime Silverman, 61, founder of *Variety*, died in Los Angeles at the Ambassador Hotel last Friday, September 22. He had been in ill health, and had been ordered to California by his doctor in order to rest. He arrived there Tuesday, and his wife, the former Hattie Freeman, intended to join him there later.

He was found dead in his hotel suite Friday morning by a maid, who called the house physician. Death, it was pronounced, came as the result of a lung hemorrhage which he had suffered at some time during the night. He had reached the bathroom, and it was there that his body was found.

The body will be brought to New York for burial. Services will be held Wednesday, September 27, from the Riverside Memorial Chapel, at 180 West 76th street, New York.

Sime Silverman was born in Cortland, N. Y., May 19, 1872, the son of George and Rachel Silverman. His father was in the loan business, and after Sime had finished his grammar school education and had taken a course in a business college he became associated with his father in Syracuse. He was, however, attracted by the show people who played in the city, and decided to enter, or at least become closer associated with, the show business. Coming to New York, he got a job on *The Morning Telegraph*, but was discharged by William Eugene Lyons, then editor, because of a disagreement. He managed to borrow \$1,500, and with that he began to publish *Variety*, with Al Greason and Epes Winthrop Sargent associated with him. The first issue appeared in 1905, turned out from an office in the old Knickerbocker Theater Building. It was a 16-page sheet, and was written and assembled by its staff of three. Later the paper was moved to its present address at 154 West 46th street.

Sime Silverman was a close friend of thousands of important figures in the show business, and his name was familiar to all of Broadway. Thruout his career he prided himself upon his editorial independence, and his vigorous policy, particularly in his earlier days as editor, drew him into many sharp editorial battles, notably those with the Shuberts, B. F. Keith and the NVA.

His policy toward his associates was unflinchingly kind, fair and generous, and he was the idol of his staff. His own personality permeated all the pages of his publication. Arthur Ungar, *Variety* Coast representative, was so affected by news of the publisher's death that he suffered a heart attack when he went to the hotel room to view the body.

Mr. Silverman—or Sime, as he was known to all of Broadway—is survived by his widow; a brother, George; his 96-year-old mother, who lives at the Hotel Alamac; two sisters, Anne Silverman and Mrs. Sallie Goldsmith, both also residing at the same address, and Sid, an only son. Mr. and Mrs. Silverman had made their home at 135 Central Park, West. Sid will continue as owner and editor of *Variety*.

married to Adelaide Louise Archer, rodeo star, in a Western wedding at the county fair at Pomona, Calif. The entire bridal party were on horseback, including the minister.

**MILLER-JUNOT**—D. C. (Pony) Miller, of Chicago, and Esther Virginia Junot, of New Orleans, were married several months ago in Myrtle Grove, La., and are now making their home in Gulfport, Miss.

**MITCHELL-GALEN**—Raymond Earle Mitchell, composer and former motion picture critic, and Liana Galen, concert pianist and singer, were married at Agua Caliente, Mex., September 19.

**MOREAU-NORRIS**—A. J. Moreau, district manager for Public theaters in Maine, Vermont and New Hampshire, and Ailee Norris were recently married in Pine Bluff, Ark.

**NEWBURY-WILSON**—Woody Newbury, of KHJ's Three Rhythm Kings, was married to Doris Wilson September 17 at Alhambra, Calif.

**PRITCHARD-GOOLSBY**—Pauline Goolsby, stage and radio blues singer, of Fort Worth, Tex., and V. L. Pritchard, nonprofessional, were married recently in Oklahoma.

**PYKE-McCORMACK**—Gwendolyn McCormack, only daughter of John McCormack, famous tenor, and Edward Pyke were married in London, Eng., September 16.

**ROSSON-HARLOW**—Jean Harlow, platinum blond film star, was married in Yuma, Ariz., September 18 to Harold G. Rosson.

**SALKIND-BEABER**—Martin Salkind, talker on a show in the Streets of Paris at the Chicago World's Fair, and Marion Beaber, of the Oriental Village at the fair, were married in Chicago a few days ago.

**SAULYS-SALVATINI**—Jurgis Saulys, Lithuanian minister to Berlin, and Mafalda Salvatini, widely known prima donna of the Berlin Opera House, were married September 19 at Berlin.

**SHIPLEY-HILL**—Irene Hill, of Orient, Ia., was married to Frank E. Shipley, manager of the Crest Theater at Creston, Ia., September 16.

**SIMPSON-DE WITT**—Allan H. Simpson, actors' agent, was married to Marian De Witt September 22 at Los Angeles.

**SPARLING-TUCKER**—Ray Sparling, University of Southern California football star and former all-American football player, who last year went on a personal appearance tour, was married to Hazel Marguerite Tucker on September 19 at Glendale, Calif.

**STARR-GORE**—Irving Starr, motion picture supervisor, and Dorothy Gore were married at Agua Caliente, Mex., September 2.

**STEVENS-McMAHON**—Franklin C. Stevens II and Betty McMahon, motion picture actress, were married in Yuma, Ariz., September 19.

**WEBB-ROBERTS**—Robert Wilson Webb, studio casting director, was married to Barbara Roberts, motion picture and stage actress, at Los Angeles September 18.

**WRIGHT-HELLBLIN**—Jack Wright, Oklahoma cowboy, who has a trick horse at the Days of '49 at A Century of Progress, Chicago, and Edith Hellblin, employed at the same concession, were married in a public ceremony at the Days of '49 Friday, September 22.

**COMING MARRIAGES**

Fifi D'Orsay, film comedienne, announced in Los Angeles that she is engaged to marry Maurice Hill, of Chicago.

Margaret Nichols and Wallace Hickman, film actor and son of Howard Hickman and Bessie Barriscale, former stage and screen stars, have announced their engagement at Los Angeles.

Marion Valentine, studio reader, and Donald McKay, representative of Neil Hamilton, film star, have announced their intentions to wed in Los Angeles.

Announcement was made last week of the forthcoming marriage September 28 of Laura Schible, one of the Boudvi Sisters of the La Haraja mental act, which played Million-Dollar Pier, Atlantic City, all season, and Norman Selby Jr., who assisted La Haraja in the same act.

**BIRTHS**

An eight-pound boy was born to Craig and Molly Ferguson on September 18. The father is in the band on Downie Bros.' Circus.

A 10-pound boy was born to Mr. and Mrs. J. W. Everett at the King Memorial Hospital, Bristol, Va.-Tenn., on September 3. Everett will be remembered by showfolk as manager of Everett's Cafe in Bristol.

A son was born to Mr. and Mrs. Walter L. Clark at Shelby, Ala., September 19. The father is a billposter and son

of W. C. Clark, who this year was with Mighty Haag Circus. Baby has been named Carl Wallace Clark.

A daughter, Lois Avonelle Page, was born to Mr. and Mrs. H. B. Page, of Seattle, Wash., at the Good Samaritan Hospital, Kokomo, Ind., August 26.

A 7½-pound son, Russell, was born to Mr. and Mrs. R. L. Stewart at Columbus Hospital in Chicago September 6. Mrs. Stewart, a dancer, was with Gibson's Shows last season.

An eight-pound daughter, Anne Carolyn, was born September 17 to Mr. and Mrs. J. H. (Dutch) Schmonsees at the Preston Retreat Hospital, Philadelphia. They were at the Lyric Theater, Charleston, S. C., for a number of years. Schmonsees was stage manager at the Lyric and had been stage electrician with *Tiger Rose*, *Shore Leave*, *Merchant of Venice* and *Bird of Paradise* companies.

A son was born September 16 to Mr. and Mrs. Dick Frank in New Orleans. The father is manager for United Artists there, and the mother is the former Effie Dyer.

A seven-pound boy, Robert L. More III, was born to Mr. and Mrs. Robert L. More at the Methodist Hospital in Fort Worth, Tex. The mother was formerly Ann Christy, of movie fame.

An eight-pound daughter was born September 16 to Mr. and Mrs. Diego at Owensboro, Ky. She has been named Ella May.

A son was born to Mr. and Mrs. Ralph Wilk at the Cedars of Lebanon Hospital in Los Angeles September 8. Father is a publicist.

Mr. and Mrs. Ralph Dostal are announcing the birth of twin daughters, born recently at San Francisco. Mr. Dostal is a booker for Columbia studios.

A son was recently born to Mr. and Mrs. Herman Reinberg at San Francisco. Father is a musician at Station KFRC.

A daughter, Georgia, was born to Mr. and Mrs. Carl Brown at the Cedars of Lebanon Hospital in Los Angeles August 30. Father is a motion picture representative.

A 7½-pound boy was born to Mr. and Mrs. Johnny Mack Brown at the Cedars of Lebanon Hospital in Los Angeles September 20. Father is a motion picture actor and mother is former stage actress.

A seven-pound boy was born to Mr. and Mrs. A. Ronald Button at the Benedict Hospital in Hollywood September 21. Mrs. Button is the former Gladys McConnell, Wampas baby star.

A son was born to Mr. and Mrs. Weinrott in Los Angeles recently. The father is on the KHJ radio continuity staff.

A nine-pound son was born to Mr. and Mrs. James Stephens, of Evangeline Shows, August 18. The boy has been named James Carrol.

**DIVORCES**

Baroness Elvira Nattoni, film writer, obtained a divorce from Baron Andre Nattoni, Austrian actor, at Los Angeles September 18.

John Harvey Gahan, showman, has filed suit for a divorce from Josephine Gahan, actress, at Los Angeles.

Sibyl Wilbur Stone, author and scenarist, filed a suit for divorce from John Stowe in San Diego, Calif., September 2.

Fran Menjou, film writer, filed a suit for separate maintenance against Henry A. Menjou, brother of Adolphe Menjou, film actor, at Los Angeles September 18.

Sally Eilers, film actress, was granted a divorce from Hoot Gibson, Western film star, in Chihuahua, Mex., August 28, according to an announcement made by Miss Eilers in Hollywood last week.

Fern James was granted a divorce in Milwaukee on September 15 from O. W. James, former manager of several Milwaukee theaters.

Dorothy Coslow, former stage and screen actress, was granted a divorce from Sam Coslow, singer and composer, at Los Angeles September 20.

Lenore Utric was divorced from Sidney Blackiner August 17 in a secret decree in Mexico, it was revealed this week. The grounds were incompatibility.

Patsy Ruth Miller, motion picture actress, and her husband, Tay Garnett, were divorced by an Austrian court September 18.

Blanche Quirk, actress, filed a petition for a divorce against Charles Quirk, member of the Beverly Hillbillies, radio entertainers, in Los Angeles September 21.

Jerry Miley, motion picture actor, won an annulment from Elsa Petersen Miley, film actress, at Tijuana, Mex., September 20.

Violet Dunn McFadden, stage and screen actress, received a divorce from

Hamilton McFadden, film director and writer, at Los Angeles September 21.

Gus Sounenberg filed suit for divorce from Judith Allen, Paramount studio contract player, at Reno, Nev., September 20.

Ben S. McGlashan, radio station proprietor, asked for a divorce from Adele J. McGlashan at Los Angeles September 21.

Kenneth Newell Avery, film artist, was divorced from Elizabeth Avery at Las Vegas, Nev., September 22.

Harvey B. Snodgrass, former tennis champion of California and once the seventh ranking tennis player in the United States, who has recently been making motion picture shorts, received a divorce from Frances J. Snodgrass in Los Angeles September 22.

Madonna Cecilia Aselin, film actress, who held the title of "Miss Los Angeles" in 1931, was granted a divorce from Richard Theodore Swanson at Los Angeles September 17.

Jean Negulesco, motion picture artist, filed suit for a divorce from Winifred Negulesco September 22 in Los Angeles.

**REVIEWS**

(Continued from page 9)

life, giving the seating capacities of halls she has filled and, once or twice, the box-office receipts. There may be glitter on the surface of the evangelist's lot, but, take it from Sister Aimee, the actual sufferings are enough to cow a less staunch heart than hers. Thru it all she seeks to pull in personal pity with both her hands, smearing the thick sentimentality of paid religion over all her utterances. It may be, as she says, that she came to Broadway to gather souls to God—but thruout her talk God has to give right of way to Aimee Simple McPherson.

The pit crew merges the recurring strains of *Adeste Fideles*, which gets the evangelist off, with a hotcha number that introduces a scene in which the Hale girls do some good work and Rosette and Luttmann offer an excellent routine in the modern manner, furnishing a second very effective scene.

The picture is Herbert Marshall in *The Solitaire Man* (MGM).

EUGENE BURR.

**Paramount, New York**

(Reviewed Friday Afternoon, Sept. 22) (First Show)

A welcome change is at the Paramount this week, a layout that's an all-round show and one that spells money. Looks like another holdover. Judging from the SRO sign hung out at this viewing. Pix is a draw—it's *Too Much Harmony*, starring Bing Crosby and featuring Jack Oakie and others. Stage show is a humdinger, replete with punchy entertainment and is smooth and fast running (even at this first show). Ethel Merman has a spot by herself, while the rest of the show is a production.

The production, *The Last Roundup*, is a credit to Paul O'Scald, who put it on. It's colorful thruout and staged effectively, but best of all is spotted with real talent. No girl line this week, with Lester Cole and his Soldiers of Fortune (singing group) taking the fine's place. Part of the "roundup" is Borrah Minevitch and his Rascals, Cherry and June Preisser, Lucky Boys and Rosamond, kid accordionist. Cole and his boys are on stage thruout the cowboy production.

Ethel Merman, spotted between the cverture and the newsreel, does a 10-minute session, with Roger Edens assisting at the piano. She got a big hand coming and an ovation on the bowoff. Wanted to oblige with an encore, but backstage willed otherwise. Still in grand voice and perfect in delivery, but her songs could be better. Handicapped by being unable to use her production hits.

*The Last Roundup* opens picturesquely with a set of the great open spaces, used here before, and Cole and his 16 boys singing the delightful *Last Roundup*. A nice choral group. In this early going a girl of kidlike build is brought on for an accordion solo, using overture music. She is a master of that instruments.

Lucky Boys follow in this production setup with their neat Risley and hoke act. Took too much time, especially at the finish, but went over very big just the same. They work fast, noisy and clever, with the hoke mingling cleverly with the skillful Risley acro.

Cherry and June Preisser fared tremendously. It's all due to that youngster, June, but Cherry is there also from the standpoint of looks alone. She'll wind up in the movies one of these days.

June is a whirlwind, a comedienne of the first order and a trouser beyond comparison. She works untiringly, hotchaing and doing sensational acro routines.

Borrah Minevitch and his Harmonica Boys, garbed as cowboys, are as ever a panic. The dwarf gets even bigger laughs with those woolly pants twice his size. Their harmonica music is still a treat and all in all a decided hit for any audience. In this session Borrah brings on Mrs. Evelyn Oakie, Jack's ma, who for no reason at all did a recitation, *I'm Glad That I Am I*. The finish is given over to *The Last Roundup* tune again.

Emery Deutsch and the house band handle the overture well, with Deutsch a feature with his excellent violin playing.

SIDNEY HARRIS.

**Chicago, Chicago**

(Reviewed Friday Evening, Sept. 22)

Duke Ellington is the box-office magnet this week. Sally Rand, fan dancer, enters her eighth week and is set for two more. No production to speak of, relying on drapes and lighting effects.

An excellent overture, led by Cherniavsky, with a mixed costumed chorus of 15, and John Ehrle and Electa Leonard as soloists, started the bill with a bang. Labeled *Selections From Famous Musical Comedies*, the tunes started with *Stout-Hearted Men* and ended with *Song of the Vagabond*. The combined efforts of the singing ensemble the soloists and the vigorous directing of Cherniavsky, together with the lighting effects on the silk Russian blouses of the musicians, was a terrific wallop and came in for salvos of applause. After a newsreel the curtains parted on the Evans Ballet, eight girls in a sort of French maid routine featuring toe work, which led up to the introduction of Sally Rand, who went thru her now famous fan dance to the tune of *Reflections in the Water*, with a vocal chorus by the ensemble who are still in the orchestra pit. Nice hand.

Duke Ellington and his orchestra (14) closed the stage portion of the bill. Their first number, *King Them Bells*, was followed by *Creole Love Call*, featuring some low down trumpet playing. Jerry and Turk, man and a golliwogish appearing female, put over two furious dances to fair returns. The business of the girl rubbing the rear extremities of the man during one of the dances is in poor taste and should be eliminated. Louis Bacon, one of the band, sang *Under a Blanket of Blue* and seemed scared stiff. A little personality injected into his delivery would help considerably. Earl "Snakehips" Tucker was next and shook a wicked torso. He rocked in rhythm in jelly roll manner. Seemed like there were no bones in his body and he finished a hit. The band then did *Dinah* and *Sophisticated Lady*, the latter giving Duke a chance to show what he can do at a piano. A sweet trombone and a muted brass section were highlights of this tune also. Ivy Anderson was introduced and put over three songs, *I'm Satisfied*, *Give Me a Man Like That* and *It Don't Mean a Thing*, and chalked up an individual hit. The last number was also the finale with the entire company on at the curtain.

F. LANGDON MORGAN.

**NEW PLAYS**

(Continued from page 4)

McFadden has written. The first act, setting the situation, is filled with omens and foreboding; the second seems to go off on the tangent of Victoria's unbelievable mental cruelty to all who surround her, and in spots is definitely dull. The last act, however, as remarked before, rallies gloriously and gives the customers one of the theater's finest thrills.

Yet, thruout, you never know how much of the effect is due to the splendid direction, direction which whipped a cast into such shape that even the tiny detective bit, played by William Foran, was perfect. For cast credits the entire lineup should be cited without a single omission. And that, I submit, is high praise.

But praise, above all, should go to Mary Morris, who played Victoria breath-takingly, ominously and with a soft power that was tremendous. It was one of the grandest examples of underplaying, of terrifying restraint, that has come to the stage in months. It was something to see and to applaud.

The customers did see, and did applaud, with the curtain going up and down at the end until the stagehands must have been dizzy. At last the new season has found a production that rates success.

EUGENE BURR.



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**Chesterfield County Fair**  
 At Chesterfield Court House, Va., October 19 and 20, 1933. J. C. McKESSON, Manager, RFD No. 8, Richmond, Va.

- Golden Belt: (Fair) Linden, Tex., 25-30.
- Golden Valley: (Fair) Honaker, Va., 25-30; (Fair) Hazard, Ky., Oct. 2-7.
- Great Lyric: (Fair) Owingsville, Ky., 25-30.
- Greater American: (Fair) Tracy City, Tenn., 25-30; Shelbyville Oct. 2-7.
- Greenland Expo.: (Fair) Lexington, Tenn., 25-30; (Fair) Calhoun City, Miss., Oct. 2-7.
- Gruberg's, Max, Famous: (Fair) Lumberton, N. C., 25-30; (Fair) Asheboro Oct. 2-7.
- Hames & Williams: (Fair) Lufkin, Tex., 25-30; (Fair) Center Oct. 2-7.
- Hansen, Al C.: (Fair) Booneville, Miss., 25-30; (Fair) Columbus Oct. 2-7.
- Happyland: (Fair) Yale, Mich., 26-29; (Fair) Fowlerville Oct. 4-7.
- Howard Attrs.: Old Washington, O., 25-30; Nelsonville Oct. 2-7.
- Jones, Johnny J., Expo.: (American Legion District Fair) Norfolk, Va., 25-Oct. 7.
- Keystone Attrs.: Altoona, Pa., 25-30; Beaverdale Oct. 2-7.
- Krause Greater: Asheville, N. C., 25-30; Cherokee Oct. 2-7.
- Landes, J. L.: (Fair) Abilene, Kan., 25-30; (Fair) Hillsboro Oct. 2-7.
- Lang, Dee: Sikeston, Mo., 25-30; Blytheville, Ark., Oct. 2-7.
- Lewis, Art: New Britain, Conn., 25-30.
- Littlejohn, Thos. P.: (Fair) Marietta, Ga., 27-30.
- McFarland, Ed: (Fair) Carrollton, Tex., 25-30; (Fair) Richardson Oct. 2-7.
- Metropolitan: Sylvester, Ga., 25-30.
- Mighty Sheesley Midway: (Fair) Lynchburg, Va., 25-30; (Fair) Suffolk Oct. 2-7.
- Mississippi Valley: Logansport, La., 25-30.
- Model Shows of America: (Fair) Shelby, N. C., 25-30; (Fair) Winston-Salem Oct. 2-7.
- Monumental Am. Co.: Baltimore, Md., 25-Oct. 6.
- Nelson Bros.: (Fair) Taos, N. M., 25-30.
- New Deal: Grenada, Miss., 25-30.
- Page, J. J.: Athens, Tenn., 25-30.
- Panama: Des Arc, Ark., 25-30; (Fair) De Valls Bluff Oct. 2-7.
- Rainbow: (Fair) Crockett Mills, Tenn., 26-30; (Fair) Friendship Oct. 2-7.
- Reid Greater: (Fair) Apex, N. C., 25-30.
- Roberts & Roberts: Norton, Va., 25-30.
- Rogers & Powell: Warren, Ark., 25-30; (Fair) Hampton Oct. 2-7.
- Roland Expo.: (Fair) Appomattox, Va., 25-30.
- Royal Palms: (Fair) Covington, Ga., 25-30; (Fair) Canton Oct. 2-7.
- Royal American: Rome, Ga., 25-30; Atlanta Oct. 2-7.
- Rubin & Cherry: (Fair) Trenton, N. J., 25-30.
- Shugart's, Doc: Keo, Ark., 25-30; Stuttgart Oct. 2-7.
- Smith, H. L.: Wake Forest, N. C., 25-30; Oxford Oct. 2-6.
- Sol's Liberty: (Fair) Beaver Dam, Wis., 25-30; (Street Fair) Fulton, Mo., Oct. 2-7.
- Southern Am. Co.: Wilson, Okla., 25-30.
- Speroni, P. J.: Mendota, Ill., 25-30.
- Thomas, Dug: (Fair) Marionville, Mo., 26-30.
- Tidwell, T. J.: Ennis, Tex., 25-30.
- Tilley Am. Co.: Waukegan, Ill., 25-30; Elgin Oct. 2-7.
- Valley: Buffalo, Tex., 25-30; (Fair) Franklin Oct. 2-7.
- Wade, R. H., Park Attrs.: Smithfield, O., 25-30; Barnesville Oct. 5-7.
- Wade, W. G.: Sturgis, Mich., 25-30; Auburn, Ind., Oct. 2-7.
- West Bros. Am. Co.: Tusculumbia, Ala., 25-30.
- West, W. E., Motorized: (Fair) Shidler, Okla., 25-30; (Fair) Kingfisher Oct. 2-7.
- Weydt Am. Co.: (Fair) Gays Mills, Wis., Oct. 4-6.
- World of Mirth: Bloomsburg, Pa., 25-28; Richmond, Va., Oct. 2-7.
- Yellow Stone: Taos, N. M., 27-Oct. 1.
- Zeiger, C. F., United: (Fair) Amarillo, Tex., 25-30.

**Additional Routes**  
 (Received too late for classification)  
 Allison Fun Show: Portland, O., 25-30.  
 Bush Show: Howard, N. Y., 25-30.  
 Cox, Harv., & Montana Cowboys: New Eflington, S. D., 27; Lisbon, N. D., 28; Grand Rapids 29; Chaska, Minn., 30.  
 Elliott Show: Juneau, Wis., 25-30.  
 Hale Comedy Co.: Peach Bottom, Pa., 25-30.  
 Howard Family Show: Wabbaseka, Ark., 25-30.  
 Jung, Bee & Marie: (Great Lakes) Buffalo 23-29.  
 Ifane Attractions: Weidman, Mich., 25-30.  
 Kirby Players: Waldron, Ind., 25-30.  
 Kridello Show: Eagle Rock, Va., 25-30.  
 La Verne & Lewis Show: Hampton, S. C., 25-30.  
 LeGrange Concert Co.: Penn Yan, N. Y., 25-30.  
 McNally Variety Show: Pine Plains, N. Y., 25-30.  
 Miller Med. Show: Lenox, Ga., 25-30.  
 Original Floating Theater, Chas. M. Hunter, mgr.: Hopewell, Va., 25-30; Portsmouth Oct. 2-7.  
 Silver Star Players: Hallowell, Kan., 25-30.  
 Toby's Funmakers: Resaca, Ga., 25-30.  
 Tomlinson Show: Ruby, S. C., 25-30.  
 White, Odell, Tent Show: Bartow, Ga., 25-30.  
 Wing Show: Meredosia, Ill., 25-30.  
 Wright's Comedy Players: Austell, Ga., 25-30.

**CODE IS VITAL**  
 (Continued from page 3)  
 coming convention." The tentative program:  
 Tuesday, October 31—Exhibitors' Day, meeting advisory board, meeting board of directors.  
 Wednesday, November 1—President's address; program committee's report; *Thru Field Glasses*, DeArv G. Barton; *What Is the Future of the Amusement Park Business?* (from one on the inside), N. S. Alexander, (from one on the outside), Barratt O'Hara; committee report on NRA code; executive session.  
 Wednesday Evening, November 1—*Getting the Afternoon Business* (speaker to be announced later); *How Playland Arranges a Day Off Each Week for Employees*, Fred A. Church; discussion of the NAAP NRA code (discussion open to all members and delegates).  
 Thursday, November 2—Program Manufacturers and Dealers' Division of NAAP, program American Association of Pools and Beaches, meeting advisory board, meeting board of directors.  
 Friday, November 3—*Outstanding 1933 Promotion*, A. B. Gurtler, E. E. Foehl; *Significant Trends* (speaker to be announced later); *Lessons From A Century of Progress*, Harry G. Traver; *Obsolescence in Amusement Parks*, Sylvan Hoffman; *Enchanted Island*, N. A. Owens, A Century of Progress; a symposium on results from beer, John J. Carlin, Mrs. B. J. Hassard, George F. Schott, H. A. Byfield; final report on NRA code and adoption; reports of committees.

- CIRCUS AND WILD WEST**
- Allen Bros.' Wild West Circus: Anderson, S. C., 28-30.
  - Dill, Sam B.: (Fair) Amarillo, Tex., 23-27.
  - Downie Bros.: Albemarle, N. C., 26; Rockingham 27; Fayetteville 28; Hartsville, S. C., 28; Lancaster 30.
  - Eastern States: (Auditorium) Sault Ste. Marie, Mich., 25-30; Owosso Oct. 2-7.
  - Hagenbeck-Wallace: Columbia, S. C., 26; Augusta, Ga., 27; Macon 28; Columbus 29; Montgomery, Ala., 30; Memphis, Tenn., Oct. 2; Jonesboro, Ark., 3; Little Rock 4; Eldorado 5; Monroe, La., 6; Camden, Ark., 7.
  - James, Glenn: Hermann, Mo., 28; Linn 29.
  - Lee Bros.: Oakland, R. I., 27; Chepachet 28; Rice City 29.
  - Ringling Bros. and Barnum & Bailey: Houston, Tex., 26-27; Beaumont 28; Baton Rouge, La., 29; New Orleans 30-Oct. 1; Tuscaloosa, Ala., 2; Birmingham 3; Florence 4; Nashville, Tenn., 5; Chattanooga 6; Knoxville 7.
  - Seal Bros.: Stillwater, Okla., 28.
  - Sells-Sterling: Grenada, Miss., 27.
  - Silver Bros.: Vesta, Va., 26; Laurel Fork 27; Hillsville 28; Dugspur 29; Willis 30.
  - Sutton Rodeo Co.: Lynchburg, Va., 25-30.
  - Wixom 808 Ranch Rodeo: Sterling, Ill., 30-Oct. 1; Rochelle 7-8.

- REPERTOIRE**
- Alexander Players: Callaway, Minn., 25-30.
  - Barnes Players: McColl, S. C., 25-30.
  - Fillroy's Comedians, Billy Wehle, mgr.: Jesup, Ga., 26; Brunswick 27; Waycross 28; Baxley 29; Hazlehurst 30; Dublin Oct. 2; Eastman 3; Cochran 4; Hawkinsville 5; Montezuma 6; Fort Valley 7.
  - Bishop Show: York Springs, Pa., 25-30.
  - Elythe Players: Antwerp, N. Y., 25-30.
  - Bob & Peggy Players: Meeteetse, Wyo., 25-30.
  - Brook's Stock Co.: Sabula, Ia., 25-30.
  - Burke & Gordon Show: Bellmore, Ind., 25-30.
  - Chase-Lister Show: O'Neill, Neb., 25-30.
  - Childers Players: Sutersville, Pa., 25-30.
  - Choates Comedians: Christopher, Ill., 25-30.
  - Goff's Comedians: Belts, Tex., 25-30.
  - Hawkins, Bud, Tent Show: West Plains, Mo., 25-30.
  - Heffner-Vinson Show: Eastman, Ga., 25-30.
  - Leonard Players: Rockymount, Va., 25-30.
  - Lewis, H. Kay, Players: Pocatello, Ida., 28-30; American Falls Oct. 2-4; Burley 6-8.
  - Loomis, Allertia, Players: Rising Star, Tex., 25-30.
  - Morgan, Hill, Show: Columbia, Mo., 25-30.
  - Obrecht Show: Farmington, Minn., 29.
  - Russell Players: New Canton, Va., 25-30.
  - Sadler's Owl Co.: Crosbyton, Tex., 25-30.
  - Sweet Players: Storm Lake, Ia., 25-30.

**CLUB BOOKERS**  
 (Continued from page 3)  
 charge that Peonies' getting 50 per cent of every show they bring in to the UEP is unethical by pointing out that "the EMA has tried to achieve that very result for years, save that it never offered 50 per cent."  
 Kelgard says the new UEP booking office asked the co-operation of the Peonies, offering performers 50 per cent of the profit of any booking they bring in. "Booking by the performer is no secret. Let us bring it out in the open, and, by so doing, promote and stimulate private entertainment, which is dying because of rotten methods, petty jealousies, greed and selfishness, which are traditional in the business." He adds that "almost every performer has opportunities to book some sort of entertainment and if he is assured that he can do so openly, that he will not be listed, lounded and banned, but will receive a fair compensation for his effort and honesty and that he can still be an artist and work for any agent," then the club will be a more "legitimate business" than it is now.

**WANTED, SHOWS**  
 With own outfits, Stock Concessions of all kinds, for South's Largest and Best Fairs: TALLULAH, LA., week October 3; JASPER, TEX., week October 3; HAZLEHURST, MISS., week October 3. SAN AUGUSTINE, TEX.; MANSFIELD, LA.; GLOSTER, MISS., all week October 9. FRANKLINTON, LA.; NATCHITOCHE, LA.; NEW ROADS, LA., all week October 18. CAN PLACE Shows and Concessions for all winter's work in New Orleans, La., on White Lots, opening November 6. All communications for Texas Fairs to MISS. VALLEY SHOWS, Logansport, La., this week. All other information.  
**MISS. VALLEY SHOWS, Inc.**  
 Baton Rouge, La.  
**Metropolitan Shows Want**  
 General Agent who knows Georgia and Florida. John B. Davis wire. Also good Promoter to assist committees promoting Fairs and Celebrations. CAN PLACE Rides, Shows and Concessions. Wire answer to Sylvester, Ga. A. M. NASSER, Manager.

# CETLIN & WILSON SHOWS, Inc.

America's De Luxe Attractions

Rowan County Agricultural State Fair, Salisbury, N. C., week October 2, with Greater Danville Fair, Danville, Va., to follow, and all Big Fairs until Thanksgiving. We control all Midway Attractions, fence to fence. What have you to offer? Address, this week, Greensboro, N. C., Fair.

# Wanted---Royal Palms Shows

Owing to disappointment can place good Minstrel Show with own outfit, also good Illusion Show; any other Show that does not conflict. Can place few more Concessions. Eight good Georgia County Fairs; Police Benefit, Tampa, Fla., last week in November; Shrine Celebration, St. Petersburg, Fla., first week December; more Florida Fairs and Celebrations following. Show stays out all winter. Covington, Ga., this week; Canton, Ga., next week. J. J. Fontina, come on. **BERNEY SMUCKLER, President.**

# B. & B. Shows Want

For nine more weeks of Fairs, Girl Show that can produce and put on a decent show. Have complete outfit ready (Al Ingram answer or come on immediately). ALSO WANT Five or Ten-in-One with own outfit that has a show inside. CAN USE a few more Stock Concessions (Merle Grehot answer or come on). This week, High Point, N. C., Industrial Fair; next week, Spring Hope, N. C., Fair, followed by Fair dates consecutively until we close. All address **J. P. BOLT, Manager, as per route.**

# WANTED FOR SUFFOLK, VA. FOUR-COUNTY FREE FAIR

Independent Shows and Concessions. Rides already booked. Concession Space selling at \$2 and \$3 per front foot. This is not a promotion, but a bona-fide Four-County Fair with Horse Racing, Fireworks, Free Acts and Rodeo. Wire **FOUR-COUNTY FREE FAIR, HCWARD SMITH, Midway Manager.**

# NORTH CAROLINA STATE FAIR

RALEIGH, N. C., OCTOBER 9-14, 1933

Offers a few choice locations on lot for Soft Drinks, Grab Joints, Dining Hall, etc.; also some good spots in main buildings, \$6.00 per front foot; minimum \$50.00. **NORMAN Y. CHAMBLISS, Manager.**

# WANTED CLEAN SHOWS, CONCESSIONS, ACTS

For FALL FESTIVAL AND STREET FAIR to be held Thursday-Friday, October 12-13, PLATTEVILLE, WIS., sponsored by merchants, direction of W. C. Tracy. First Celebration held down town in years. Can use one good sensational Free Act. Expect 16,000 people on the two days. Address **W. C. TRACY, AVALON THEATRE, PLATTEVILLE, WIS.**

CENTERVILLE, TENN., FAIR, Week of September 28.  
 PULASKI, TENN., FAIR, Week of October 2.  
 ATHENS, ALA., FAIR, Week of October 9.  
 COURTLAND, ALA., FAIR, Week of October 16.  
 RUSSELLVILLE, ALA., FAIR, Week of October 23.  
 HUNTSVILLE, ALA., COLORED FAIR, Week of October 30.  
 One More Fair To Follow.  
 All Stock Concessions open except Bingo. Want Shows with own outfits. Address **F. H. BEE SHOWS**  
 Centerville, Tenn., Fair This Week, or Come on and Join Us.

# GREENLAND EXPOSITION SHOWS

**FREE ACTS UNIFORM BAND**  
**12 SHOWS 6 RIDES 30 CONCESSIONS**  
 WANT Ten-in-One. Lon Morton, Johnny Webb write or come on. Also Monkeydrome, Fat Girl Show, Concessions of all kind. Can place you. Price reasonable. No exclusive except Cook House, Calhoun City, October 4 to 7; Marks, October 9 to 14; Clarksdale, October 16 to 21; Leland, 23 to 28; all Mississippi. All Fairs. Eight more in Mississippi Delta to follow. All mail and wires, **GREENLAND EXPOSITION SHOWS, Lexington, Tenn., Free Fair, this week; then as per route.**

# Cleveland Golden Autumn Festival

CLEVELAND STADIUM, ONE DAY ONLY, OCTOBER 12

WANTED—Outdoor Acts. Thrillers, Aerial, Comedy, Acrobatic, etc. State lowest and all first letter. Headquarters, 254 Hotel Statler, Cleveland, Ohio.

# Showman's Letter Wins Out of 10,000

CINCINNATI, Sept. 23.—Frank P. Spellman feels highly honored. Out of some 10,000 complimentary letters received from people who saw the Firestone exhibit at A Century of Progress in Chicago, the Firestone Tire Company selected the one from Spellman as the best written and the most complete in detail. The letter is featured (in photostatic style) in the September issue of *The Firestone Dealer*, which goes into the hands of every Firestone dealer in the country—and they are numbered by the thousands. Spellman's nearest competitors were a president of a railroad in the West and a president of a large drug company.

Spellman was in Cincinnati this week on a hurried business trip. In addition to imparting the above information on a visit to *The Billboard*, he stated that he now has on the staff of Spellman, Inc., George E. Arthur and Charlotte (See *SHOWMAN'S LETTER* on page 87)

# Head-On Collision and Acts Are To Be Presented in Chi

CHICAGO, Sept. 23. — A company known as the Amusement Construction Company has arranged to stage a head-on collision between two locomotives on October 1 at a location in the north-west part of the city.

For six days preceding the collision a show will be staged each night as a buildup for the climax on Sunday. This show will be free.

Acts to be presented, according to the promoters, include Selgrist Troupe, Haas Brothers, Flying Fishers, Flying Thrillers, Buck Baker Troupe of Cyclists, Riding Davenport, Two Collins, Two Jansleys; Billy Boy, rope act; Alfredo, heel-and-toe catch, and possibly a cannon act. Chris Cornalla is in charge of acts. There will be fireworks each night, also concerts by a large band.

# CONCESSIONS OF ALL KINDS

No exclusives. Monkey Show, Pit Show. Concessionaires, why play behind 50c gates? Look at our route in heart of every town. First show in years in all of these: Washington, N. C.; Wilson, N. C., Downtown; Durham, auspices Shrine; Burlington, Fayetteville, N. C. Address Norfolk, Va., this week.

**J. J. JONES SHOWS**

# J. J. PAGE SHOWS WANT

for Parsons, Tenn., Free Fair, week October 2; Dresden and Trenton, Tenn., Fairs to Follow—Cook House and all Concessions and Grind Shows. Harry Harris, come on. Address **J. J. PAGE SHOWS, Athens, Tenn., this week.**

# WANTED

Independent Shows and Concessions for Bentonville, Ark., Free Fair, on streets, October 2 to 7. For space wire or write **CLARK E. BOBBITT, Care Chamber of Commerce.**

# GUYMON, OKLA. Free Fair, Oct. 11-12-13

WANT legitimate Concessions. We hold exclusive on entire Midway. Write, wire or come on. **BRODBECK BROS. SHOWS, Guymon, Okla.**

# Want for Balance of Season

Out till Christmas, Cook House, \$25.00; Corn Game, 50/50. Must have neat frameup. All Concessions open. Terms reasonable. Address as per route, week September 25, Hayti, Mo.; week of October 2, Clay County Fair, Piggott, Ark. **THE GALLER SEOWS.**

# DELTA STAPLE COTTON FESTIVAL

CLARKSDALE, MISS., WEEK OCTOBER 2. Concessions, come on. Get well. WANT Hawaiian Show. Must have Musician Band for Minstrel Show. Tusculumbia, Ala., this week; Clarksdale, Batesville, Jackson, Gulfport, all Mississippi; Mobile, Ala., Paragoula Fish Fry. All Fairs. **WEST BROS. AMUSEMENT CO.**

WANT Shows and Concessions of all kinds for following Celebrations: Moulton, Ia., week of September 27; Memphis, Mo., Fall Festival, October 2 to 7. Wire at once. **DIAMOND SISTERS AMUSEMENT CO., Moulton, Ia.**

# VALUES GALORE

**HARMONY BLUE STEEL BLADES**

Also **75c**  
 White Steel. Here's real Quality in a beautiful Cellophaned Package. Packages of 5 and 10.  
 100 Blades - - - - -  
 AS ABOVE—On Cards. 24 Pkgs. of 2s. Retail \$2.40. Card... 48c  
 AS ABOVE—On Cards. 24 Pkg. of 3s. Card ..... 65c

A NEW SMASHING DEAL—10 Harmony Blue Steel Blades, Celloph. Wrapped; 35c Shaving Cream, Blade Sharpener and Styptic Pencil. Deal (Four Items) ..... 15c

HARMONY NEWEST SINGLE-EDGE BLADES—A Real Product in Pkgs. of 5 or 10. Celloph. Wrapped. 100 Blades ..... 1.00  
 AS ABOVE—On Cards. 24 Pkgs. of 3s. Card ..... 78c  
 AS ABOVE—24 Pkgs. of 4s. 96 Blades—Card ..... 95c  
 HARMONY AUTO-STROP TYPE BLADES—100 Blades ..... 1.10  
 NORWALK BLUE STEEL DOUBLE-EDGE BLADES. 100 Blades ..... 85c  
 NORWALK SINGLE-EDGE BLADES. Latest Type. 100 Blades ..... 95c  
 TRIUMPH BLUE STEEL BLADES—For All Double-Edge Razors. Highest Quality Unconditionally Guaranteed. In Pkgs. of 5 or 10. 100 Blades... 1.45

THOR DOUBLE-EDGE BLADES—Finest Quality Produced. In Pkgs. of 5. Cellophaned. 100 Blades ..... 1.35

STYPTIC PENCILS. Gross ..... 59c  
 COMBINATION DENTAL CREAM AND TOOTH BRUSH, in Cellophaned Container. Complete ..... 9 1/2c  
 ADHESIVE PLASTER—In Litho. Tins. 1/2 Inch x 1 Yard. Gross ..... 2.20  
 FIRST AID KITS—Contains 5 Different Items. Doz. .... 70c  
 MACHINE OIL. Dozen ..... 35c  
 BOWL DEODORANTS — Celloph. Assorted Colors. Doz. .... 48c  
 MOUTH TABS—Small Size. Doz. .... 33c  
 AS ABOVE—Large Size. Doz. .... 55c  
 HOT POT HOLDERS. Doz. .... 25c  
 SCISSOR SHARPENERS—In Envelopes. Doz. .... 30c  
 CARDED ASPIRIN. SODA MINTS. VIOLETS BREATH-LETS. Retail at \$1.00 per Card. In Assortment of 25 Cards. Per Card ..... 11c

Free catalog. 25% deposit with order.  
**UNIVERSAL MERCHANDISE CO.**  
 123 S. Wells Street, 14 E. 17th Street  
 CHICAGO, ILL. NEW YORK, N. Y.

# MACON, GA. STATE EXPOSITION

WEEK OCTOBER 16

Some good Concession Space open on Main Midway for legitimate Games, Merchandise Wheels and Grind Stores, but must be square shooters with the public and no gyp. Best FAIR prospects in several years. Address **ROSS JORDAN, Secy.**

# WANTED

RIDES, SHOWS AND CONCESSIONS. Will be out until January 1. Also Ball Game Workers. Phil Draper, write. Address

**ED. WARREN**

Imperial Hotel, Columbia, S. C.

# MAX GRUBERG FAMOUS SHOWS

Can Place

For Randolph County Fair, Asheboro N. C., week of October 2, with eight more good Fairs to follow, first-class Grind Shows, Concessions. WILL BOOK OR BUY Kiddie Chair-Plane. All Wheels, Grind Stores and Grab joints come on. Reasonable rates.

# Wanted

# EXPERIENCED PHONE MEN

Immediately. Booked solid till Xmas, strongest auspices. No lusers. Write

**THE WATTS PUBLISHING COMPANY**

306 Springfield Nat'l Bank Bldg., Springfield, Mass.

WANTED Freaks and Novelty Acts. Send photos and full particulars first letter. **E. J. RENAUD'S MUSEUM, 2370 Workman St., Montreal, Can.**

# AMUSEMENT-VENDING

## COIN MACHINES

A Department for Manufacturers, Distributors, Jobbers and Operators

Edited by Walter W. Hurd

Address All Communications for This Department to WALTER W. HURD, Care The Billboard, Chicago Office.

## Optimism in Trade Reports From Manufacturing Firms

**Fall market season begins earlier than in two previous seasons—large orders being placed by distributing firms—code for operators being discussed**

CHICAGO, Sept. 23.—The state of the coin machine trade this week revealed a very optimistic feeling in manufacturing circles. Practically all reports indicated that production facilities were having to be rushed to fill orders received from distributors and jobbers. The buying season seems to be beginning almost a month earlier this year than in the previous two seasons. Manufacturers had stated that for two years a real demand for new machines had not been felt until after October 1. Leading manufacturers of amusement machines, however, had maintained a steady sale of machines thru the summer of 1933, thus upsetting the proverbial summer slump.

The announcements of new machines already made indicate a fairly equal distribution among all types of machines; if anything, there is a slight preponderance in favor of the small counter-type machines, suggesting that the heaviest competition for the present season will be in this field. The new machines placed on the market thus far are improvements in appearance, mechanical refinements and playing appeal, continuing a trend that began more than a year ago. The table games continue to use pins, but the emphasis is not on pins. Scoring devices are the features emphasized in the standard tables at the present time.

There was a general effort this year to get samples of new machines in the hands of jobbers before making a general announcement to the trade, and this is expected to have a good effect on the operator's buying. Nothing so original and startling as to upset the present types of machines has yet been placed on the market. The present machines will depend on quality and also some fine improvements have been made in playing appeal. There are some new machines about which full information is lacking at the present time that may tend to upset this trade report.

The biggest news coming from operating circles relates to movements to frame a code covering the operating field. Efforts in this direction are being made in Michigan, in Texas and on the Pacific Coast.

The anti-piracy clause in the manufacturers' code as submitted by the National Association of Coin Machine Manufacturers is likely to be the center of attention for a time. This code is now in Washington awaiting a hearing. The manufacturers' organization, formed for shaping and administering the code, is now well located in the Northwest Tower Building, 1608 Milwaukee avenue, Chicago. C. S. Darling has been named manager and is now actively at work getting the associational affairs well organized. As soon as the code has been approved at Washington, it will then become effective in the manufacturing circles of the trade.

The Coin Machine Manufacturers' Association, which conducted the successful trade exhibits in 1932 and 1933, is making plans for the 1934 exposition. Lee S. Jones, executive director, and J. O. Huber, secretary, will have charge of these plans.

### Against Price Cutting

NEW YORK, Sept. 23.—Nate Gottlieb, manager of the local office of D. Gottlieb & Company, has taken a very definite step to eliminate cutting prices on Gottlieb products here. A communication has been sent to all jobbers in the East, asking their co-operation in regard to preventing price cuts. The communication also states frankly the firm has made a definite policy to maintain standard prices, and that any jobber who violates the policy will be cut off their list.

## Jobbers Take Office Suite

NEW YORK, Sept. 23.—A group of coin-machine jobbers of New York have opened a suite of offices in 820 General Motors Building, 1775 Broadway. Charles Lichtman, president of the New York Vending Company, informed a reporter that John Fitzgibbons, of the Budin Specialty Company, would be the prime mover of a group of 12 jobbers who have opened this suite. The purpose is to make them available to all out-of-town visitors who might wish to show products to the New York jobbers.

A cordial invitation is being extended to managers and salesmen in other cities to call at Room 820 with their line and to make their headquarters while in New York at this office. Full co-operation is promised by the group.

### Places Initial Order

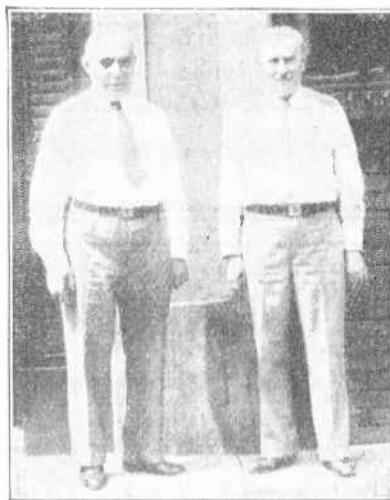
NEWARK, N. J., Sept. 23.—George Ponsler, manager of the Supreme Vending Company, reports placing an order for 350 World's Fair Jig-Saw games. This is an initial order and was placed with Nat Cohn, Eastern distributor for the Jig-Saw games.

## Would Regulate Direct Sales and Commission in Operators' Code

DETROIT, Sept. 23.—A maximum percentage figure to the location owner and protection of the operator from direct sale to the location owner were vigorously advocated this week by F. E. Turner, president of the Automatic Merchandisers' Association of Michigan. In view of the organized effort of the operating organizations to establish these practices legally under the NRA code, Turner's statements call for direct presentation at Washington before final hearing on the codes.

"The law—the NRA—does not allow the establishment of a monopoly, despite a popular impression to the contrary," Turner said. "The trade practices which are allowable are stopped short at this point. Price fixing can be allowed in one vertical direction only. For instance, either the established price to buy or sell, or a minimum but not a maximum. Because of the necessary limitation in the blanket powers given the Administration, the operators will have to agree among themselves upon the direction of limitation.

"The operators may agree upon a maximum percentage to be paid to the location owner—say 25 per cent. However, if some operators are good enough salesmen there is nothing whatsoever to



A. L. DOUGLAS and DAVE BEIN, of Daval Manufacturing Company, who gave the Chicago Club House to the trade.

### Report Resorts Poor

NEW YORK, Sept. 23.—Operators returning from the mountain resorts in Sullivan County were gathered at the Irving Bromberg New York City show-rooms this week, comparing experiences and telling fish stories.

The general opinion was that for the last two seasons the mountain resorts thruout Sullivan County have been showing poor results. Operators recently returning say that they not only had poor results but that the law is also becoming very strict toward machines.

### Reports Big Scale Biz

BALTIMORE, Sept. 23.—S. Carl Mantell, of the National Coin Machine Company, reported a recent sale of 200 Royal scales to an operator who has been in the scale business for the past 12 years. Mr. Mantell states that the operator was "sold on the new Twenty Thousand series mechanism in the Royal scales and also the reasonable price." The scales are made by the Royal Scale Company, a Pennsylvania firm.

prevent them from putting machines in on 15 or 20 per cent. Only not over the maximum—25 per cent—may be given to prevent unfair competition.

"Whether the prohibition of direct sale of machines to the location owner by the manufacturer will go thru depends upon the method of attack the operators use. An entire trade group would be eliminated by the general spread of such a practice, since operators would become superfluous as well as jobbers and the manufacturer would be thru with the distribution process when he sold to the store or other location owner.

"Such a policy is probably directly contrary to the purpose of the NRA, because it increases rather than decreases unemployment.

"A limited protection certainly seems possible on this point. For instance, the code might be modified to stop the sale of machines directly to any location owner where the same location already has machines placed by an operator. This would protect all established business, while still allowing a continuance of the practice of direct selling. While not wholly satisfactory to either side, it might prove the only acceptable basis of compromise."

### Anti-Piracy Story

Telephone calls received by the Chicago office from several manufacturers, immediately after the September 23 issue was in distribution, commenting on the anti-piracy story on page 56, prove conclusively that The Billboard is read thoroughly.

While we have tried to be accurate in the news stories, we regret any omissions that may have been made in our news columns. The meetings, which were held for the formation of the manufacturers' code, were not open to the press, and our news information was in all cases obtained from other sources, which is not as satisfactory from a publisher's standpoint.

Our attention was called to the fact that this story, which has reference to the anti-piracy clause included in the code of the National Coin Machine Manufacturers' Association, gave credit to only three manufacturers as being responsible for the clause being inserted in the code, namely, Walter Tratsch, Dave Gottlieb and Jack Keeney, and that the article was written in such a manner as to infer that some manufacturers were opposed to the anti-piracy clause. Those who have called assure us that all the manufacturers present, which included A. B. T. Manufacturing Company, Ad-Lee Company, American Sales Corporation, Bally Manufacturing Company, Churchill Cabinet Company, Daval Manufacturing Company, Exhibit Supply Company, D. Gottlieb & Company, Groetchen Tool & Manufacturing Company; Genco, Inc.; O. D. Jennings & Company; Keeney & Sons, Inc.; Pierce Tool & Manufacturing Company, Rockola Manufacturing Company, J. P. Seeburg Corporation, Watling Manufacturing Company, and others, were heartily in accord with the inclusion of the anti-piracy clause in the code, and there were no objections as the phraseology of the news item would infer.

## Publicity on Codes Asked

DETROIT, Sept. 23.—Full confidence in the NRA as an aid to the coin-machine industry was voiced this week by F. E. Turner, president of the Automatic Merchandisers' Association of Michigan. Turner is engaged in an intensive campaign to correlate the trade codes and has become an open advocate of the policy of publicity for all proposed codes.

"Specifically," he says, "every trade group in the industry should logically be given a chance to see the codes of the other groups. The jobbers' and manufacturers' codes in particular should be published and not be hidden away until they have been approved at Washington. The related groups would frequently be able to suggest improvements or point out opportunities for co-operation that only an open inspection could give. Moreover, publicity to the proposed codes would prevent the possibility of one group securing an unfair advantage over another."

### Four New Games Soon To Be Announced by Peo

NEW YORK, Sept. 23.—Howard J. Peo, head of the Peo Manufacturing Company, located in Rochester, N. Y., was a visitor here this week after returning from an extensive tour into Southern territory. Mr. Peo stated that his firm is coming out with four new games which promise to be different from anything now on the market. One of them, the first to be announced, will have an automatic scoring device.

Another representative of the factory has been covering the Midwest and Western territory and it is expected that more than 25 central distributing agencies will be arranged for by October 1. Several of the firms handling the earlier Peo games have shown enthusiasm in getting ready for the new games. "The coin-machine industry is going to come into its real stride in the next few months," Mr. Peo predicts.



# Operators To Explain Biz

EUGENE, Ore., Sept. 23.—"If the NRA program is to succeed then the country will first have to rid itself of the gangsters and vice lords operating the slot-machine racket," says the local *News* in a lengthy editorial condemning slot machines.

After thoroughly describing how a slot machine operates, John W. Anderson, editor, goes on to state: "Ten or 12 years ago college students were fascinated by gum machines of the fruit-picture variety. Since then the machines have appeared spasmodically. Now they are staging a resurgence. Entering Eugene first as penny machines, they have built up as far as the quarter stage, and every player knows some of them pay money to persons lucky enough and outfitted with enough change to win.

"A sharp differentiation should be made between the out-and-out gambling machine and the pin and marble machines which clutter nearly every restaurant, cigar store and confectionery in the city," continues Anderson. "Heaven knows there is enough luck in most persons' manipulation of the latter games, but application of some degree of skill is possible if they are not fixed. On the pin games the seasoned player is usually able to lose less money than the greenhorn. These as yet levy a heavier toll on the spending public than that taken by the pure gambling machines and they create as fatal a fascination.

"One of the most serious things about the slot gambling machine is its availability to children. The penny machines are located in establishments into which children go to buy candy and gum. The penny play is within their reach and they don't have to win jackpots to have their eyes opened wide with amazement. Putting in one penny and getting out two is enough."

Summarizing the present use of coin machines generally, Anderson thinks that economically all the machines are dangerous. They levy a tremendous tribute on the nation's spending ability.

As a result of the article, Oregon operators of all types of coin-controlled machines have become aroused and are preparing a campaign of ads enlightening the citizens of the outstanding facts concerning the coin-machine business. Stress will be laid on the thousands of men employed in the manufacture of machines, the men operating them, the stores still able to keep going because of pin games paying rent and clerk hire, the type of men operating, etc. Each of these subjects will be treated in an attempt to acquaint the public with the type of men in this field and that it is not dominated by gangsters and hoodlums, as Anderson would have his readers believe.

## New Patents

CHICAGO, Sept. 23.—Patents related to the coin-machine industry, as issued by the United States Patent Office under date of September 19, include the following:

A design patent, D-90,728, to Arthur E. Poinier and Martin J. Hanson, Oak Park, Ill., and assigned to the Electra Corporation of Chicago, covering an ornamental design for an amusement machine cabinet; letters patent No. 1,927,017, a vending machine feed mechanism, issued to Harry S. Benjamin, Utica, N. Y.; No. 1,927,265, a coin-assorting machine, issued to John Hume, Houston, Tex.; No. 1,927,503, a vending machine, issued to M. H. Richardson and assigned to Advance Machine Company, Chicago.

Patents issued under date of September 12 and not previously reported in *The Billboard* include the following:

No. 1,926,232, a coin-operated mechanism, to Charles B. Gilmore, assignor to O. D. Jennings & Company, Chicago; No. 1,926,436, a magazine vending machine, issued to Fred A. Ellean, New York; No. 1,926,482, a magnetic coin-detector mechanism, issued to P. C. Harper, Croydon, Eng.; No. 1,926,663, a vending machine, issued to A. D. Antoine and assigned to Advance Machine Company, Chicago; No. 1,926,847, a vending machine, issued to Harvey Giles,



# BELIEVE IT OR NOT



**You Protect Your Profit by GIVING THE LOCATION OWNER A KEY TO YOUR MACHINE!!**

When you operate **ROCKET** you eliminate all arguments with the location owner in regard to pay-out . . . you positively protect your profit. **AND YOU DO IT BY GIVING THE LOCATION A KEY TO THE MACHINE—** a key to the Mystery Door!

But don't confuse this new **ROCKET** device with any coin divider you have ever seen. It's not a coin divider, but a new and revolutionary device. It not only keeps track of each and every reward with uncanny super-human accuracy . . . but also positively prevents cheating on the part of the player . . . **AND AT THE SAME TIME IT ACTS AS A POWERFUL PLAY STIMULATOR!**

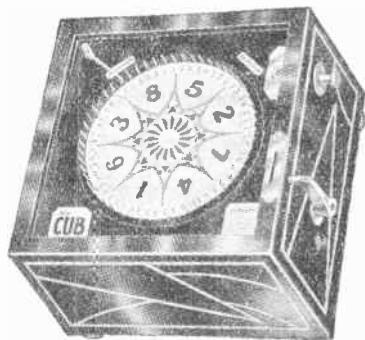
**Wait for ROCKET and you'll double or triple your profits this fall and winter!**

**BALLY MFG. CO.** 310 W. ERIE ST. CHICAGO, ILL.

Southern Office & Warehouse: 685 Linden Avenue, Memphis, Tenn.  
West Coast Office & Warehouse: 106 Golden Gate Avenue, San Francisco.

# ROCKET

# THE CUB



**LOWEST PRICE 4-COIN MACHINE EVER PLACED on the MARKET**

**TAKING IN \$50 TO \$100 DAILY**

What a combination! **LOW PRICE! BIG EARNING POWER!** And positively cheat-proof, trouble-proof mechanism. **LAST COIN ALWAYS IN SIGHT.** Selector Dial automatically locks after number is selected. New Super-Sensitive Tilting Device Prevents Manipulation of Wheel.

## 4 GAMES IN ONE!

Every CUB equipped with 4 Different Style Wheels—Numbers, Fortune Symbols (with clever Fortune Card), Beer and Cigarette Trade Stimulator. All for the price of one machine. All in a neat compact machine only 9" x 9 1/2" x 6" high. Shipping weight, 8 lbs.

## OUR GUARANTEE

Entitles you to return any CUB that does not **PAY FOR ITSELF IN ONE DAY!**

See it at your **JOBBER** or **DISTRIBUTOR**—or write for details and **AMAZINGLY LOW PRICE!**

**NRA MEMBER**  
**BALLY MFG. CO.**  
310 W. ERIE STREET  
CHICAGO, ILLINOIS

665 LINDEN AVE., MEMPHIS, TENN.  
106 GOLDEN GATE AVE., SAN FRANCISCO

# McManus Bill Brings Up License Issue Again in State of Ohio

COLUMBUS, O., Sept. 23.—The license of vending machines in the State of Ohio was revived with the convening of the special session of the Legislature called by Governor White to find new sources of revenue. A bill to tax vending machines was passed by the regular session of the Legislature and was later vetoed by the governor on the ground that the cost of administration would exceed the revenue. That bill also exempted all articles selling at 10 cents or less.

The new McManus bill has revived the issue, and this bill provides no exemptions. Among the coin-machine men who have voiced opposition to the new bill is R. A. Vogel, of the Columbus Vending Company here. Passage of the McManus bill to license and tax vending machines would drive out of business the operators of merchandise vending machines in Ohio, Mr. Vogel declared before the joint legislative taxation committee here.

"If this tax is imposed the operators will have to absorb it," declared Vogel. "They can't add the tax to their prices because the machines are made for pennies or nickels, and their earnings are too small to enable them to absorb the tax and continue in business."

The average profit per year from 1-cent merchandise vending machine, Vogel said, is about \$4.03 per machine. This was based on earning profits from 2,716 machines, he explained. Operators of these machines, he added, pay the owners of the stores or other places where they are located an average of 20

percent commission on the gross income of each machine.

Senator Frederick McManus, Toledo, author of the bill, said he introduced his bill to raise revenue for the State and to ban gambling slot machines. He estimated it would produce between \$800,000 and \$1,000,000 a year in tax revenue.

"Frazier Reams, Lucas County prosecutor, said recently that gambling machines were the chief remaining source of revenue of the underworld in Toledo," he added. "Under the present law they operate almost everywhere, because it seems comparatively easy to fix local authorities so they'll let them operate."

The committee, after a brief hearing, adjourned without taking action.

The McManus bill is also being attacked by the press and others due to the probability that it would legalize chance machines. Says *The Columbus Citizen* in a recent editorial: "The McManus bill now before the Joint Tax Committee of the Legislature, proposes to license and tax coin-operated vending machines in Ohio.

"A similar bill, passed originally at the regular session, was vetoed by Governor White on the ground that it might be construed as a legalization of gambling machines and that the cost of collection would eat up the revenue.

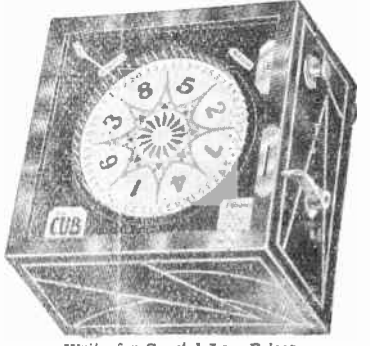
"If it is true, as the governor contends, that the proposed tax would bring in little money to the State or none, then the only sound reason that might be given for adopting it would be that it would operate as a curb on the

## World's Fair Fruitful For New Design Ideas

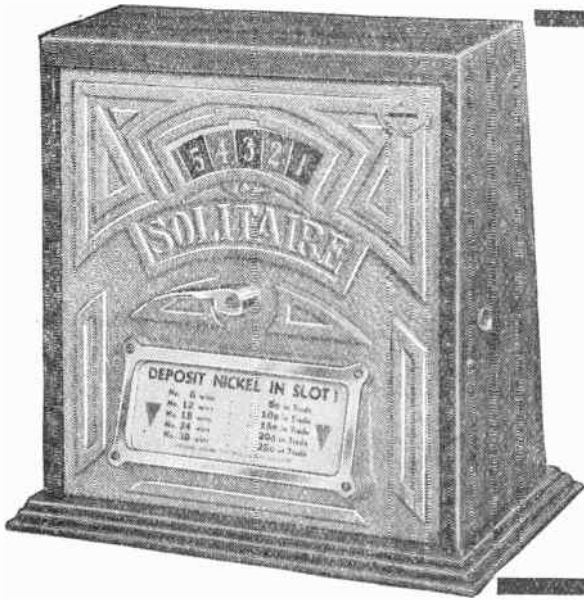
CHICAGO, Sept. 23.—It was predicted earlier in the year that the World's Fair would probably be the source of some fine new game ideas, just as it has developed a noticeable influence on architectural design. The Pierce Tool and Manufacturing Company here makes claim to being one of the first manufacturers to introduce the striking relation of color, design and proportion, which is one of the outstanding features of the fair, into the design of its new machines.

The Whirlwind was introduced about the time the fair opened, which was unique in machine design in its field by suggesting the sweeping curves and columns, the red, yellow and blue colors at the fair. The New Deal, a machine more recently introduced by this firm, is described as setting forth the value of the relation of panels and circles, as well as the rich colors, seen at the fair. A. L. Koolish, head of the firm, states that there is no doubt that a new note has been struck in machine design, producing a greater eye appeal which is certain to increase the play.

**THE CUB**  
ST. LOUIS DISTRIBUTORS.



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**IDEAL NOVELTY CO.**  
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GROETCHEN—MASTER BUILDER OF SUCCESSFUL COUNTER GAMES SCORES A NEW TRIUMPH WITH

# SOLITAIRE—THE GEM OF COIN MACHINES

Here Is the Machine You Have Hoped For, the Sensational Money Maker You Always Wanted to Buy. SOLITAIRE is Setting a New Standard of Beauty in Coin Machines—Its Earnings Break All Established Records.

SOLITAIRE, our newest creation, has been tested in our laboratories and on location since February, both as to mechanical reliance and sustained earning power. NOW that we are fully satisfied, we offer you this great machine fully convinced that it is the Greatest Value—the Most Profitable Investment you can make this season.

SOLITAIRE has a radically new mechanism—nothing ever like it. Pump operated reel stops positively on the dot. No noise, no rattle, absolutely silent triple safety ratchets, cast from chrome nickel steel. No repeat play. Coin Chute takes up to five coins. Last coin visible. Coin release on side. Genuine Churchill Cabinet, finished in Hammered Gold, Beautifully Decorated in Colors.

SOLITAIRE Pays Off in Money—Beer, Cigars or Cigarettes. The New Mystery—Profit Sharing Reward Card Brings Unheard-of Profits. Also Pari-Mutuel Attachment not shown in picture. Buy SOLITAIRE—The Hit of the Season.

**GROETCHEN TOOL CO., 130 N. UNION, CHICAGO**  
SEE SOLITAIRE AT ALL LEADING JOBBERS



WE DO OUR PART

## OUTLET PRICES—ARE ALWAYS RIGHT

- POLEX POLISHING PAGES—Cleans and Polishes Glassware, Metals, Aluminum, Cutlery, etc. Nationally Advertised, Individually Boxed in 3-Color Display. Dozen. **42c**
- INSECT EXTERMINATOR—(Lehn & Finks Lyson), nationally advertised, kills insects of all kinds. In patented container. (White stock lasts.) Doz. **18c**
- ALUMINUM CLEANER AND POLISH, 10-oz. Can, Paste Form (25c Size), The Best House-to-House Item on Market. Doz. **36c**
- HANDY-BANDY—New Latex Bandage, for Cuts, Wounds, etc. Does not Stick to Skin or Hair. In Beautiful 3-Color Individ. Cartons (50c Seller). Doz. **72c**
- DISINFECTANT—4-oz. bottles, highest quality. Dozen. **40c**
- LADY CYNTHIA FACE POWDER—Round Box. Exceptionally Fine Powder. Dozen. **25c**

## NEW TOILET COMBINATIONS

- FACE POWDER AND PERFUME COMBINATION—Fine Quality Powder and Perfume, Cellophane Wrapped Together with \$1.00 Price Label on Box. The Fastest Two-Bit Pass-Out on the Market. Per Combination. **5 1/2c**
- LOTION AND SOAP COMBINATION—4-oz. Utility Bottle of Lotion and Cake of High-Grade Soap, Cellophane Together. Per Combination. **6c**
- ASTRINGENT AND PERFUME COMBINATION—4-oz. Utility Bottle of Astringent and High-Grade Perfume, Cellophane Together. Per Combination. **5 1/2c**
- HAIR DRESSING OR WAVE SET AND COMB COMBINATION—8-oz. Bottle of Hair Dress or Wave Set and Large Size Comb, Cellophane Together. (A Real Hot Fair-Bit Pass Out.) Per Combination. **12c**

35% Deposit with Orders.  
**SEND US COMPETITIVE ADS.**  
Don't forget, we allow you **2% off their prices.**

**OUTLET SALES CO., Inc.**  
Order From Nearest Outlet Branch.  
912 Broadway, New York City  
87 Hanover St., Boston, Mass.

# The Coin Chute

By SILVER SAM

## Fall Opening

After being away from the coin-machine business for two weeks on vacation, it is impressive to see how much of a pickup two weeks can bring. The manufacturing end of the business can truly be said to be humming, and I have seen enough actual orders from distributors to show that they are placing big orders. The trade has plenty of good machines to offer, too. While nothing startlingly original has yet been announced to the trade, to my knowledge, still there are some fine improvements in all types of machines.

I tried to observe as much about locations as possible while taking life easy for a few days. I am still convinced that the newest field for the amusement business is in selling the better grade locations on accepting machines into their place of business. Remarkable progress has been made in selling the better type locations during the last 12 months, but a lot of places still will not accept games for one reason or another.

About half the games observed were very old, altho kept in good repair. The worst objection to the older games is the plungers. I do not see how a customer can patronize games with the old-type plungers when he has once felt the "touch" of the modern plungers. Somebody needs to harp on bum plungers until the old things are all destroyed. Operators are hard to find. Salesmen had told me that, and when you begin to look for them, it proves to be so. They must either keep busy, or else be off dabbling in politics.

It would require a lot of time to stand by and watch people play games and try to discover the whys and wherefores in various places, types of locations and among different groups of people. But it would be an interesting study and should prove very helpful to operators.

It is surprising how far some of the operators in cities go out to the smaller towns to place machines. It is easy to see why officials in the smaller towns and counties sometimes advocate a tax on coin machines because they are placed by "outsiders." I saw one table that had been placed by an operator from 100 miles away.

From Bill Shayne, Dixie Music Company, Miami: "As to local news, there is not much of importance other than to mention that R. M. Stovall, Southern sales manager for the Bally Manufacturing Company, is spending a few days with his family in the city here and has with him samples of the new Bally machines. We find him to be a very fine gentleman and one that is well posted on the coin-machine business."

As a personal matter, I find a number of letters and matters waiting for me and which I have been too rushed to attend to all in one week. Copy for the coin-machine section also has piled up, and with the codes to be published, space does not permit using the half of it. Business looks encouraging enough so that there will be lots of news, reports and information for some time to come.

A novel announcement card, in the form of a Postal telegram, has been

received, giving an invitation to attend the grand opening of the "World's most beautiful coin-machine showrooms and offices." The opening day is to be September 25, and the invitation is signed by Nat Cohn, Modern Vending Company, New York.

I had been under the impression that European printers did not create the live and attractive letterheads that are seen so often in America. But a letter just received from S. Capaldi & Company, Edinburgh coin-machine firm, is written on a letterhead that is unusually attractive in design and color.

Seems that there is a wave of city council ordinances and raids taking place, evidently a token of the opening of the fall season. Part of New England and Ohio seem to be feeling these affairs. The tax issue is up again also in Ohio and in Texas. One Texas coiner I talked with personally seems to be very confident that the tax bill in that State will be declared confiscatory. The boys in Louisville also are in a quandary about their games. I'm told that the situation there is due to one of those splits in politics, one faction trying to do something to aggravate the other side.

I had the privilege of meeting Leo J. Sandmann, Louisville attorney, while on vacation. Mr. Sandmann has represented the coin-machine fellows in a number of court cases. He talks as "one of the boys" and says that one of the big drawbacks is that too many operators are afraid to contend for their rights in court. I was told that most of the pin games had been taken in in Louisville, so I did not get to see many on locations.

A. H. Bernstein and E. C. McKeon, of the B. M. Y. Novelty Sales Company, Cleveland, were in Chicago this week—said they came in town to try to get Gottlieb to speed up delivery on their large order for Speedways—as they couldn't get 'em fast enough to take care of the demand.

## Eastern Chatter

Operators who are coming in from the Coast resorts and from the mountains report a very poor season again. The boys are certain that this fall and winter will make up for their lost time.

Ed V. Ross, of Oriole Coin Machine Corporation, Baltimore, Md., and Nate Gottlieb, of D. Gottlieb & Company, New York office, spent some happy days together while Ed visited with us again. And once again Room 366 was the greatest entertainment center.

Coin machine men are prize-fight fans. The Tony Canzoneri and Barney Ross lightweight championship fight saw many of the boys at the ringside, and many of them are still talking about it.

Howard J. Peo, of the Peo Manufacturing Corporation, Rochester, spent a few days in town and tells us about four new games which will soon be ready for distribution.

And those operators who wish to learn something of the better methods of distribution should get together with the NADA members in their city. Here's one movement that should have the cooperation and backing of every manufacturer and distributor as well as every operator in the industry. It has been created for the operator's benefit.

William Blatt wishes to state thru this column that the reason his new issue of *Supreme News* has been held up is because so many new machines have come into the market in the last two weeks that it has been necessary to await photos and cuts of these machines so that the operators will know about them when the *News* sheet is ready.

Here's one to remember. One of New York's largest operators told us that the reason he couldn't be successful with the pin games on the large ocean liners was because they didn't always keep on an even keel and therefore it was almost impossible for the player to bring the ball to the top of the board, as hard as he would shoot.

And Claire Grant, over at Roxy Vending Company, is going great guns. The little lady is working hard getting out orders. In fact, she's even helping to dress up the machines herself. You know, applying that feminine touch.

William W. Gross, president of the Leigh Specialty Company, of Philadelphia, has just returned from a visit to the New York jobbers and is looking forward to a very good fall and winter business. His company carries a full line of all the latest pin and vending machines.

Banner Specialty Company, of Philadelphia, is preparing for an active business in the coming months. Mr. Rothstein, the hustling manager, says that business seems to be on the upgrade, as his inquiries have increased greatly in the past month. Mr. Rothstein is one of the most active members of the NADA and believes it will be the means of making conditions much better in the business.

## Leaves on Ohio Trip

DETROIT, Sept. 23.—F. E. Turner, president of the Automatic Merchandisers' Association of Michigan, has left for a week's business trip thru Ohio in the interests of the Nik-O-Lok Company, one of the largest sanitary coin firms in this territory.

**ELGIN AND WALTHAM**  
MEN'S WRIST WATCH—O-Size, 7-Jewel, with Strap. Each. **\$3.00**  
Same in 15-Jewel, Each \$4.00.  
In Single Lots, 50c Extra.  
POCKET WATCHES—16-Size, 7-Jewel, Chromium, Open Face, Engraved Case. In 1/2 Dozen Lots, Each. **\$2.25**  
Single Watch, \$2.50.  
15-Jewel, in 1/2 Dozen lots. Each. **\$2.75**

Single Watch, \$3.00.  
Waldemar Chains with Knives. Doz. lots, **50c** each, 49c; single, **50c**

We carry a complete line of Gold and Gold Filled Jewelry and Watches.  
25% Deposit, Balance C. O. D. Send for Catalog.

**N. SEIDMAN,**  
165-A Canal Street,  
New York, N. Y.



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**HEADQUARTERS FOR FAIR AND CARNIVAL GOODS**

Shell Water Flowers. Gross. **\$1.00**  
Eskimo Dolls. Fur Trimmed, with Feathers. Gross. **9.00**  
Small Rose Squirts. Gross. **1.00**  
Large Rose Squirts. Gross. **4.50**  
Large Cookie Jar. Each. **30c** and **55c**  
Asst'd Air & Gas Balloons. 90c Gro. and Up  
Full and complete line of Carnival and Corr. Game Merchandise at Lowest Prices. Send for our new Catalog. Also our One-Minute Ferrotype Camera Catalog.

Get Our New Halloween Circular.

**M. K. BRODY**  
1116 So. Halsted St., Chicago  
In Business 23 Years.



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SAY "I SAW IT IN THE BILLBOARD."

**STEEL STANDS**  
(Adjustable)  
FOR SLOT MACHINES AND VENDERS.

Quality Construction. Frame, 1 1/2 x 1/2". Inside Brace, 1 1/4 x 1/4". Height, 32". Weight, 21 Lbs. Finished in Black Japan. **LOW PRICE \$1.75** for Same or Small Lots. **\$1.50** in Quantities Over 50.

F. O. B. Brooklyn, N. Y.  
TERMS: Cash with Order. Write for information.

**QUAKER CITY METAL PRODUCTS CORP.**  
196 No. 14th Street,  
BROOKLYN, N. Y.



# Meet Set for September 27

NEW ORLEANS, Sept. 23.—An urgent invitation for all coin-machine men in the State to attend the meeting of the Vending Machine Operators' Association, to be held September 27, 8 p.m., at 3901 St. Louis street, was issued this week by a director of the association. What threatens to be a combination of heavy city and State taxes is given as the reason for the meeting, also it is expected that the slump in the coin-machine business during the past month will bring out a good attendance.

Unofficial but authentic reports from outlying points indicate that the State tax collector is levying a tax of \$15 a year on machines. Should this reach cities such as New Orleans, where there is a city tax of \$10, the total machine tax would be \$25.

The operators also will discuss at the meeting a plan to let machines out on a 75-25 per cent basis. This plan would replace the present 50-50 plan on amusement machines, which is called a decided loss by many operators. The association may also blacklist those locations which are found to be chiseling against the operator.

Coin-machine business has been at a standstill here for the last two weeks, due to reasonable drop and awaiting new machines. Public taste seems to be weary of old games.

## License Plan Halted

OAKLAND, Calif., Sept. 23.—A move upon the part of the Oakland City Council to "legalize" slot machines by adoption of a license ordinance was promptly halted by District Attorney Earl Warren.

The council, following a letter of protest from Warren, postponed action for two weeks on the ordinance, which had been passed to print at last week's session.

Councilman Walter Jacobsen, author of the measure, said the district attorney had raised issues which he had failed to consider, and he now suggested that the council "proceed very cautiously" in its consideration of the matter.

Warren is backed in his fight against the slot machine measure by Superintendent of Schools Willard E. Givens and Joseph Laney, foreman of the Alameda County Grand Jury.

The latter said that the proposed licensing of "vending and amusement devices" at \$5 a year would "open a wedge of all kinds of gambling in Alameda County," and Givens stressed the obvious consequences of the nickels and dimes of school children.

## Rustless Metal Patent

CHICAGO, Sept. 23.—Patent covering the manufacture of rustless iron or stainless steel from scrap materials of a similar composition have been obtained by the Rustless Iron and Steel Corporation. The patent, issued to members of the research staff of Alloy Research Corporation, an affiliate company, and assigned by them, covers 17 distinct claims. The successful utilization of scrap is considered a development of major importance.

Another patent assigned to the parent company, giving it exclusive American rights, covers the preparation of certain important raw materials used in the production of alloys such as rustless iron and stainless steel, before charging into an electric furnace.

## West Declares Rivalry In Originating Games

LOS ANGELES, Sept. 23.—The East is beginning to look to the West for its ideas for coin-controlled machines. After playing second fiddle to Chicago for several years the West Coast is now stepping in line and is presenting tables to the East that rival anything produced by the manufacturers in the coin-machine capital.

The new Speedway is said to be from the inventive mind of Irving Bromberg, Los Angeles jobber. The Advance, soon to make its appearance as the product of a Chicago manufacturer, comes from the offices of Harry Williams. The Spirit of America the Masterpiece, the Metropolitan and the Premiere, all outstanding favorites the country over, originated on the West Coast.

## Texas Operators

We are informed by a visiting operator from Texas that the organized operators of that State were able to obtain an injunction restraining all officials from collecting the tax on machines which went into effect August 31. The case is to come up in court in October. Our friend states that the operators are confident of winning, but that the full support of all members of the trade in the State is needed. Those interested should correspond with John A. Bachman, secretary, care Earl Reynolds, Jefferson Hotel, Dallas, Tex.

## Token System Approved In Calif. Sales Tax

SAN FRANCISCO, Sept. 23. — The State Board of Equalization announced recently that the new token system for collecting the State sales tax automatically abolishes other methods, such as the breakdown and the one-price systems. The following statement was made by Fred E. Stewart in Sacramento: "There appears to be some misconception as to the effect of the board's decision recently to supervise issuance of 'merchants' money,' or tokens, in the denomination of one-eighth cent, to facilitate collection of the sales tax.

"To clarify the situation, the board desires to emphasize the fact that the effect of adopting the token system is to abolish the present breakdown system as inaugurated by the merchants and also the so-called one-price plan, where the tax was included in the sales price.

"Both the breakdown system and the one-price plan are automatically

## Predict Better Display Rooms To Boost Trade

NEW YORK, Sept. 23.—Nat Cohn, of the Modern Vending Company, is now happily situated in what are said to be among the most modern showrooms in the trade. The outer offices have been finished in metallic bronze, with carpet to match. Mr. Cohn can be found in his private offices with a new system of indirect lights and modern equipment. He started in the coin machine business when the pin games first began to come into popularity, and the modern offices which he now has are impressive to friends who remember his first small store in Brooklyn.

The offices are an introduction to a completely remodeled distributing establishment. The showroom is important as a display space for operators to inspect the many types of machines. Tables and racks have been arranged for the many varieties of counter games. The modern table games are placed in the center of the room so that the operator can walk around the entire display and view them from any angle. A new crane machine now occupies a conspicuous place in the display room. The entrance to the showrooms from the outer offices is thru an arched doorway that gives the impression of Spanish architecture.

From the showroom there is a doorway leading to the repair department. This is the largest of all rooms. Here are the work benches, as well as a complete stock room. There is sufficient floor space to stock from 500 to 1,000 crated machines at one time. The repair section is amply lighted in every detail, tools are complete and modern, and is in charge of two expert mechanics. The entire arrangement is a

# Coin Machine Number Features

Coin machine men—manufacturers, jobbers and operators—will find a literary treat in the Coin Machine Number of The Billboard, dated October 14, 1933.

In addition to the usual weekly material, the issue will contain several articles whose authors are experts in their particular lines. Among these articles will be the following:

- THE OPERATOR AS SALESMAN—By Charles N. Brown.
- RISE OF GAME EMPORIUMS—By Bob Levitt.
- THE OPERATOR AND LOCATION—By William E. Long.
- DESIGN PATENT FACTS—By Charles B. Cannon.

Arrange for your copy of this Coin Machine Number now if you have not already done so. You can't keep in step with the times if you are not "up" on the latest developments.

abolished, effective when the tokens are coined and ready for distribution."

The token plan, the statement declared, will make for exact collection of the 2½ per cent levy authorized by law.

## Exhibit of Prize Goods Planned for West Coast

NEW YORK, Sept. 23.—Eric Wedemeyer, nationally known importer of merchandise items for claws, cranes, diggers and prize use, announces that his firm is sending a special representative to the Pacific Coast, who will be located at the Hotel Alexandria, Los Angeles, from October 1 to 20. More than 1,000 items will be on exhibit, it is explained.

Fred Reilly, experienced digger operator, will be in charge of the exhibit to explain the variety of uses for merchandise and prize items in the operation of various types of machines. It is probable that a permanent office for the Viking products will be established on the West Coast. Many new items of recent importation are promised for the Western operators in the exhibit.

## Plans Campaign To Sell Games to Foreign Trade

BALTIMORE, Md., Sept. 23. — Oriole Coin Machine Corporation is reported to be planning a campaign for selling amusement machines in foreign markets. E. V. Ross, of this firm, has been making a survey of the possibilities in European and Asiatic countries and he feels that there are many opportunities, due to the prospect of further inflation of the American dollar.

Mr. Ross, who is also secretary of the National Automatic Distributors' Association, states that many other distributors are getting orders from foreign

good example of the modern distributor of coin machines.

"I fully believe that the coin-machine industry is now at a point where the word 'racket' must be eliminated," Mr. Cohn states. "I also believe that the new type of operators we have been getting into the industry join in the operating of machines because they consider it a legal business, one on a par with any other business. I am certain that this new type of man wants to see that he has a firm which can take care of his needs and which is so set up that it isn't a fly-by-night organization.

"I am certain that they will appreciate my efforts in their behalf and I also hope that these offices will only be the start of some really fine offices which are bound to appear as we get a better class of men into the operating business. I am also sure that the men who come here want to rest a bit. They want to have all the conveniences which they receive in other industries.

"You don't see automobile showrooms or radio or refrigerator showrooms that look like something hidden in the back alley. Men who come to do business with a distributor expect to find offices fitting a firm that can assume that title. I believe that the industry itself owes it to its members to improve the condition of their meeting places and also the services which they can render."

firms. It is the time for American firms to get busy, he says. "One of the most important things about the foreign field is that the games which have lost their novelty here prove to be very successful in foreign cities," he states. This may make it possible to remove some of the earlier machines from the American market in order to make room for the newer models.

**WISE BLADE MEN BUY WATERMAN**  
Fastest Selling Blade in the U. S.



Double-Edge Blue Steel Blades, 2 to a Box, Cellophane Wrapped. Guaranteed 4 to 6 Perfect Shaves. Per 100.....

AS ABOVE—On Cards, 24 pkgs. of 2s, cellophane wrapped. Resale value, \$2.40 60c  
Per card.....

AS ABOVE—On Cards, 24 pkgs. of 3s. 67c  
Per card.....

GORDON BLADES—Blue Steel Double-Edge. Per 100..... 1.40

STYPTIC PENCILS—In Glass Vials, with Cap. Gross, \$2.50; Doz..... 23c

XMAS CARDS—Hot, Comic, 3 Colors, 8 Ass't., with Envelopes. Per 100 1.00

Free Catalog. 25% Deposit with Order. Add Postage to All Orders.

**BENGOR PRODUCTS CO.**  
10 E. 17th St., Dept. K, New York City

**BIG CLOSE OUT LOT PHOTO ART HANDLE Assorted Pocket Knives**

2 Blades, Brass Lined and Bolsters, Polished Steel Blades, Closed 3¾ inches.



Per Dozen, - \$2.25  
Five Dozen for 10.00

**Rohde-Spencer Company**  
Wholesale House,  
223 W. Madison Street, CHICAGO

**FAST SELLERS LOWEST PRICES**

**HARMONY WATERMAN** Double-Edge Blue Steel Blades, 2 to Box, Cellophane Wrapped. Per 100 75c

MONEY-GETTING DEAL—10 Harmony Blue Steel Blades, Cellophane Wrapped; Harmony Shaving Cream; Blade Sharpener and Styptic Pencil. Deal..... 15c

SCISSOR SHARPENERS, Dozen..... 25c

COMB CLEANERS, Rotary, Dozen..... 50c

BAKELITE RULES, Automatic, 78", Doz. 2.00

JASMIN PERFUME (\$10.00 Label), Paris-New York, Black Bottle, Cellophane Wrapped Fancy Box. Dozen..... \$1.20

25% Deposit with Orders. Prompt Shipments.

**FEDERAL MERCHANDISE CO.,**  
875 Broadway, New York City

**KELNER'S WEEKLY SPECIALS**  
50 Bowery, New York  
One-half deposit, balance C. O. D.

SHELL WATER FLOWERS. Original. 75c  
12 in Box. Gross.....

LASH WHIPS, Best. Gross..... \$4.80

TOSS-UP CATS, Firsts. Gro..... 4.00

FLYING BIRDS, Large. Gro..... 2.50

ROSE WATER SQUIRTS. Gro..... 3.00

COLOR FUR JUMPING DOGS. Gro..... 8.00

MINIATURE REAL STRAW HATS. Gro..... 7.20

CAT-HEAD BALLOONS, Firsts. Gro..... 2.50

24" FLORAL CLOTH PARASOLS. Gro..... 9.00

MILLER INFLATED SNAKES. Gro..... 9.00

**LATEST JOKE NOVELTIES THAT WILL SELL**

BINGO MATCH BOOKS—Made with matches showing. The only one made right. \$7.00  
Dozen 60c. Gross.....

AUTO WHIZ BANGS—The only original. Shoots, whistles, shoots again and smokes. Red, white and blue wrapper. \$1.50 doz.; gr. \$16.50

COMIC XMAS CARDS NOW READY  
Send \$1.00 for Sample Assortment—comprising 3 different Sets and 50 Cards.

Dealers send for our large Joke List. Send \$1.00 for 25 Samples of best sellers. 25% deposit with orders, balance C. O. D.

**A. H. THEUER COMPANY**  
33 Union Square NEW YORK

**NRA HEADQUARTERS For Displays and Novelties**

Agents—Distributors—Jobbers—Write! Wire! Phone!!! Send for FREE Samples—10c to cover Postage

**UNITED STATES DISPLAY CO.,**  
Dept. 'H', 277 Broadway, New York City.

MILLS 5c, 10c, 25c ESCALATOR SILENT JACKPOT BELLS, \$55.00 Each; Goose-neck Silents, \$50.00 Each; Goose-neck Converted, \$42.50 Each; Mills and Jennings Reserve Jackpot Bells, \$27.50 Each. One-third deposit. Get our prices on New and Used Golden Bells, Mystery Bells, etc. **KINZLER NOVELTY CO.,** 1519 E. 60th St., Chicago, Ill.

**SAY "I SAW IT IN THE BILLBOARD."**

# THE MANUFACTURERS' CODE

(NOTE—The tentative draft of the code of fair competition as formed and submitted by the National Coin Machine Manufacturers' Association is herewith published in full, including the Code of Trade Practices and the rules for the Emergency National Committee. The Constitution and By-Laws of the NCMMA will appear in a later issue).

## TENTATIVE DRAFT OF CODE OF FAIR COMPETITION FOR THE COIN-OPERATED MACHINE MANUFACTURING INDUSTRY

To effectuate the policy of Title I of the National Industrial Recovery Act, during the period of emergency, the following provisions are established as a code of fair competition for the Coin-Operated Machine Manufacturing Industry:

### ARTICLE I Definitions

The term "Industry" shall mean the Coin-Operated Machine Manufacturing Industry, consisting of manufacturers of all types of vending, amusement or merchandise machines.

The term "President" shall mean the President of the United States.

The term "Association" shall mean the National Association of Coin-Operated Machine Manufacturers.

The term "employers" shall mean all persons who employ labor in the con-

duct of any branch of the Coin-Machine Industry as defined above.

The term "employees" shall mean all persons employed in the conduct of any branch of the Coin-Machine Industry as defined above.

The term "effective date" shall mean September 15, 1933, or, if this Code shall not have been approved by the President at least ten (10) days prior to that date, then the second Monday after such approval.

The term "person" shall mean any individual, partnership, association, trust or corporation.

The term "South" shall mean the States of Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas and Maryland, and the District of Columbia.

### ARTICLE II Participation

Membership in this Code and any subsequent revision of or addition thereto shall be extended to any person, partnership, trust, or corporation in the Coin-Operated Machine Industry, who accepts his or its share of responsibility and cost of administration, upon the same basis of assessment as the National Association of Coin-Operated Machine Manufacturers, which shall be on a graduated scale basis on the monthly average number of factory employees, direct and indirect, for the preceding fiscal year employed in the industry, at the rate of \$50.00 for each 25 employees or under, \$100.00 for each 50 employees or under, and proceeding at the same rate with a \$50.00 rise in assessment for each 25 employees.

Special assessments shall be called upon the recommendation of the President, confirmed by the affirmative vote of the majority of the Board and, when so called, will be assessed on the same basis as outlined above.

### ARTICLE III Emergency National Committee

There shall be an Emergency National Committee consisting of the directors of the Association, who shall administer this Code for the industry. It is empowered to act in respect of all matters which may come before the Committee for consideration, within its jurisdiction. The Committee shall serve as an executive agency for the industry and shall be charged with the enforcement of the provisions of this Code and with the duties, through agents or otherwise, of hearing and adjusting complaints, considering proposals for amendments and making recommendations thereon, approving recommendations for exception to the provisions of this Code, and otherwise administering its provisions.

In the event of dispute arising as to the rights and liabilities under this Code, any member shall have the right to appeal to the Emergency National Committee and the decision of the said Committee on said appeal shall be final, subject only to appeal to the President or his duly appointed representative.

The Association Secretary shall act as Secretary for the Emergency National Committee and shall be charged with the responsibility of auditing, or having audited by independent public accountants, the books of accounting, cost records, wage records, price quotations, etc., of all adherents to the Code, as may be required by the Committee, the President, or his duly appointed representative.

The Committee shall establish its own rules as to procedure and meetings, except that three (3) members shall be required for a quorum, and a vote by a like number shall be required to make effective any formal action by the Committee.

### ARTICLE IV Minimum Rates of Pay

First: On and after the effective date, the pay by any employer of such employees as accounting, clerical, office, service, or sales employees, except employees of direct mailing departments, office boys or girls, learners and casual employees whose pay shall be not less than 66 2-3% of the rates hereinafter provided, shall to any employee be not less than on the following bases: \$14.00 per week in any city of over 500,000 population, or in the immediate area of such city; \$13.50 per week in any city of between 250,000 and 500,000 population, or in the immediate trade area of such city; \$13.00 per week in any city or village between 2,500 and 250,000 population, or in the immediate trade area of such city or village; and 20% increase in all wages in towns of less than 2,500 population, limited to a requirement of wages of such towns not in excess of \$12.00 per week; provided, however, that in the South all basic rates shall be \$1.00 per week less than those hereinafter provided; subject to the condition that if the weekly rates in effect on July 15, 1929, were less than the rates herein indicated, then such July 15, 1929, rates shall be the effective minimum rates, limited, however, to \$12.00 per week except for the South to which \$11.00 shall be applicable.

Second: On and after the effective date, the wages that shall be paid by any employer to any employee engaged in the processing of the products of the industry, that is, factory or mechanical worker or artisan, shall not be less than 35 cents per hour for male employees or 30 cents per hour for female employees, other than in the South, in which the rate shall be 32½ cents per hour for male employees and 27½ cents per hour for female employees, except for a reasonable number of learners during four months' apprenticeship, whose minimum wage shall not be less than 66 2-3% of the above minimum wage of 35 cents or 32½ cents per hour for male employees, or 30 cents or 27½ cents per hour for female employees, according to territory, and except for errand runners and other

casual and incidental labor, whose minimum wage shall be not less than 66 2-3% of the above minimum wage of 35 cents or 32½ cents for male employees, or 30 cents or 27½ cents per hour for female employees, according to territory; but the total amount paid to such apprentices as above and to such errand runners and other casual and incidental labor shall not exceed in any calendar month 10% of the total wages paid to all process workers by such employer; subject to the condition that if the hourly rate in effect on July 15, 1929, was less than the rates herein indicated, then such July 15, 1929, rates shall be the effective minimum rates, limited, however, to 30 cents per hour for male employees and 25 cents per hour for female employees, except for the South, to which 27½ cents per hour for male employees and 23½ cents per hour for female employees shall be applicable.

Minimum rates of pay for workers on a time or piece-work basis shall be equal in fact to the minimum weekly rates on an hourly basis for the same class or classes of employees and kind or kinds of work.

### ARTICLE V Maximum Hours of Labor.

First: On and after the effective date, no employer shall employ any accounting, clerical, office, service, or sales employees (except outside service men and salesmen) for more than forty (40) hours in any one week, except as provided in paragraph "third" of this caption, but with the right to work a maximum week of forty-eight (48) hours for six (6) weeks in any six months period.

Second: On and after the effective date, no employer shall employ any factory or mechanical worker or artisan more than a maximum of forty (40) hours, but with the right to work a maximum week of forty-eight (48) hours for six (6) weeks in any six (6) months' period, but shall not employ any such worker more than an eight (8) hours in any one day; except as provided in paragraph "third" of this caption.

Third: Maximum hours of employment as provided in paragraph "first" of this caption shall not apply to employees in supervisory, managerial, and executive capacities receiving more than \$35.00 per week; nor shall such maximum hours of employment as provided in paragraph "second" of this caption apply to cleaners, janitors, watchmen, deliverymen, and other like nonfactory employees, nor to employees on emergency maintenance and repair work, nor to very special cases where restrictions of hours of highly skilled workers on continuous processes would unavoidably reduce production, but in any aforesaid emergency maintenance and repair work and special cases at least time and one-third shall be paid for hours worked in excess of the

### ARTICLE VI Employment of Minors.

On and after the effective date, employers shall not employ any minor under the age of sixteen (16) years.

### ARTICLE VII Minimum Prices and Trade Practices.

For the purpose of accomplishing the aims set forth in this Code, each adherent to the Code obligates himself to refrain from destructive wage and price-cutting in all forms, selling at less than his own total cost as determined by fair and adequate cost accounting methods, and all other unfair competitive practices contrary to the policy of the National Industrial Recovery Act, and to abide by the provisions of the standards of trade practices as stated in the attached Exhibit "B," which are hereby adopted and made a part of this Code.

Obsolete patterns, discontinued models, surplus stocks and inventory, may be sold at such prices as are necessary to effect a sale. Any sale made under this provision, which is made for the purpose of evading the previous provision of this article, is an unfair method of competition.

### ARTICLE VIII Reports.

For the purpose of supplying the President and the Administrator with requisite data as to the observance and effectiveness of this Code, and as to whether the Coin Operated Machine Industry is taking appropriate steps to enable it intelligently to adjust its hours of labor, wages, and productive capacity to changing demands of consumers, industrial trends, and other conditions in accordance with the declared policy of the National Recovery Act, each employer shall furnish reports to the Emergency National Committee at Chicago, Ill., the agency provided for the collection and receipt of such reports and for the forwarding of the substance of such reports to the President as he may desire, the Committee to provide for receiving and holding such reports themselves in confidence. Such reports shall be in such form, and shall be furnished at such intervals, as shall be prescribed by the Committee or as shall be required by the President from time to time, regarding employment, hours, wages, and wage rates.

### ARTICLE IX Prior Contracts.

It is hereby declared to be the policy of this Code that where the costs of executing written contracts, entered into prior to the effective date of this Code, are increased as a result of the operation of provisions of this Code, appropriate adjustments of such contracts shall be made so as to reflect such increased costs, and further, that where the performance of orders accepted prior to the effective date of this Code is delayed or prolonged as a result of the operation of provisions of this Code, appropriate additional time shall be allowed for the completion of such orders. The Emergency National Committee is hereby constituted an agency to assist in effecting such adjustments, where such adjustments are not agreed upon by the parties.

### ARTICLE X Provisions From Recovery Act.

"1. That employees shall have the right to organize and bargain collectively thru representatives of their own choosing, and shall

be free from interference, restraint or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

"2. That no employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing or assisting a labor organization of his own choosing.

"3. That employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment approved or prescribed by the President.

"4. None of the provisions of this Code shall be construed in such a way as to promote a monopoly or monopolistic practices or to eliminate or oppress small enterprises or discriminate against them."

Employers in the industry may continue the policy under which the selection, retention, and advancement of employees will be on the basis of individual merit, without regard to their affiliation or non-affiliation with any labor or other organization.

### ARTICLE XI Cancellation or Modification.

This Code and all the provisions thereof are expressly made subject to the right of the President, in accordance with Sec. 10 (b) of Title I of the National Industrial Recovery Act, from time to time to cancel or modify any order, approval, license, rule or regulation issued under Title I of said Act.

### ARTICLE XII Changes and Additions.

Such of the provisions of this Code as are not required to be included therein by the National Industrial Recovery Act may, with the approval of the President, be modified or eliminated in such manner as may be indicated by the needs of the public, by changes in circumstances, or by experience; all the provisions of this Code, unless so modified or eliminated, shall remain in effect until the expiration date of Title I of the National Industrial Recovery Act.

In order to enable the industry to conduct its operations subject to the provisions of this Code, to establish fair trade practices within the industry and with those dealing with the industry, and otherwise to effectuate the purposes of Title I of the National Industrial Recovery Act, supplementary provisions of this Code or additional Codes may be submitted from time to time for the approval of the President.

### ARTICLE XIII Partial Invalidation.

If any provision of this Code is declared invalid or unenforceable, the remaining provisions thereof shall nevertheless continue in full force and effect in the same manner as if they had been separately presented for approval and approved by the President.

### ARTICLE XIV General Provisions.

Any notice, demand, or request required or permitted to be given to or made upon any member of the Code shall be sufficiently given if mailed postage prepaid addressed to such member at the address of such member on file with the Committee. A waiver in writing signed by any member of the Code of any such notice, demand, or request and delivered to the Committee shall be deemed to be the equivalent of a notice, demand, or request duly given or made, whether or not such waiver was signed or request was required or permitted to be given or made.

A meeting of members of the Code may be called and held at any time by order of the Committee or by members of the Code having the right to cast at least 25% of all the votes that might be cast at such meeting, if all the members of the Code were present thereat, on not less than ten (10) days' notice to each of such members, stating the time and place of such meeting, and the purposes thereof.

At meetings of the members of the Code each member thereof shall have one vote for each \$50.00 of participation in expenses last assessed against such member. All questions as to the number of votes which each member of the Code shall be entitled to cast at any meeting of the members thereof shall be determined by the Committee. Any person or firm who shall be a member of the Code, may, and any association or corporation which shall be a member of the Code shall, vote at meetings of the members of the Code by proxy

Everybody Says:  
"Nobody Can Beat Mills"

WIN THOUSANDS OF NEW CUSTOMERS SELLING THESE IMPROVED PRODUCTS

HONOR LARGE TUBE, 35c  
SIZES, DENTAL or LATHER  
SHAVING CREAM, Each... 5 1/2c  
DR. JAYS or CERTIFIED DENTAL CREAM, Large Tube, 35c  
SIZES, Each... 5 1/2c

RAZOR BLADES, 1933 Slot, Double-Edge, Extra Special, 100 Blades 60c  
RAZOR BLADES, 1933 Slot, Double-Edge (\$2.00 Retail Value), 20 Packages of 2 on Display Card, Card 35c  
RAZOR BLADES, 1933 Slot, Double-Edge, 20 Packages of 3 on Display Card, Card 50c  
RAZOR BLADES, Single-Edge, 5 Blades to a Box, 100 on Display Card, 100 Blades 80c  
35c Size BRUSHLESS SHAVING CREAM, A Knockout. Clean Up on This NEW Number, Each... 3 1/2c  
PETROLEUM JELLY—2-Oz. Jar, Gross 3.25  
PETROLEUM JELLY—1-Lithographed Tubes, Doz. 60c  
FACE LOTIONS—Hair Tonic, Shampoo—Lilac—Bay Rum, Etc. Dozen Assorted 60c  
FACE POWDER, 25c Value, Doz. 56c  
TALCUM POWDER—Large Attractive Lithographed Can, Doz. 60c  
ASPIRIN—12 Tins of 12, with Display Card (Brings in \$1.20) 27c  
SHOE LACES—40 Laces, with Display Card (Brings in \$1.00) 24c

ADHESIVE PLASTER In Attractive 3-Color Lithographed Boxes, at Retail Unbeatable Prices. 1/2 Inch x 1 Yard, Gross 1.80  
1 Inch x 1 Yard, Gross 2.40  
1/2 Inch x 5 Yards, Dozen 55c  
1 Inch x 3 Yards, Dozen 55c  
CARDED ASPIRIN, Laxative Tablets, Soda Mints, Breath Pellets, 20 5c Pkgs. on Display Card, (25-Card Lots) 10 2/3c  
BOBBY HUR PINS—Black or Brown, on Attractive Display Cards—Big Values. 12 on Card, Doz. Cards 15c (Gross Cards, \$1.60.)  
25 on Card, Dozen Cards 27c (Gross Cards, \$2.95.)  
36 on Card, Dozen Cards 33c (Gross Cards, \$3.75.)  
NICKELED STEEL SAFETY PINS, 12 Pins on Card, Dozen Cards 12c  
PICCADILLY SEWING THREAD, 5 Dozen Spools to Cabinet, Black or White, Cabinet Lots, Doz. 14c  
PERFUMED STARCH, Attractively Packed and Priced, Dozen 55c  
SHOE POLISH, Black or Brown, Dozen 34c  
IRONING WAX PADS, Perfumed, Doz. 48c  
5-OZ. BOTTLES OF VANILLA or Lemon Flavoring Extracts (special value) 60c  
2-OZ. VANILLA & LEMON FLAVORING (Priced 25c), Special Big Value, Dozen Lots, Each 3 1/2  
SPICES—Packed in De Luxe Lithographed Tin Cans. Highest Quality. Black or White Pepper, Cinnamon, Paprika, Nutmeg, Allspice, Sage, etc. Classy Fast-Selling Package, 25c Size, Doz. 60c  
35c Size, Doz. 75c

Deposit on All C. O. D. Orders.  
**MILLS SALES CO.**  
Order From Nearest Branch.  
901 Broadway, NEW YORK CITY  
37 South Wells St., CHICAGO, ILL.

**YANKEE TRAVELING CRANE**  
"ON WHEELS"  
the only 1-4-U  
it earns  
"to-day!  
to-morrow!  
next year!"  
U-2  
Y-not now?  
STUTZ MACHINE CORP.  
990 MYRTLE AVE.  
BROOKLYN, N.Y.

in writing duly executed by such member and filed with the secretary of the Association. Any such proxy may be for a specified meeting or be a general proxy for any or all meetings that may be held until such proxy shall have been revoked by an instrument in writing duly executed by the member of the Code which gave such proxy and filed with the secretary of the Association.

At each meeting of the members of the Code, members thereof having a right to cast at least 75% of all the votes represented at such meeting shall constitute a quorum for the transaction of business, provided, however, that at any such meeting action upon matters affecting changes in the Code requires a total affirmative vote of not less than 75% of the total that might be cast at such meeting and only then in the event that at such meeting there is represented 51% of all votes that might be cast if all the members were present thereat.

I, Fred L. Mills, President of the National Association of Coin-Operated Machine Manufacturers, do hereby certify that the foregoing is a true copy of the Code of Fair Competition presented to and approved by the meeting of the members of the said Association duly called and held at Illinois Athletic Club, Chicago, Ill., August 27, 1933, and referred to in the resolution adopted by the said Association at such meeting, a certified copy of which is submitted herewith.

FRED L. MILLS, President.

Attest:  
OLE GULLICKSON, Secretary.  
August 27, 1933.

**RESOLUTION**

Resolved, that the Emergency National Committee of the Coin-Operated Machine Manufacturers is authorized and directed to cause application to be made to the President and to the Administrator under the National Industrial Recovery Act for approval of the proposed Code for the Coin-Operated Machine Industry as approved at this meeting, with such modifications or additions as the Committee shall approve, with full power to provide for the representation of this Association before such authorities in all matters relating to the Code and its consideration and the action of such authorities thereon.

I, Secretary of the National Association of Coin-Operated Machine Manufacturers, do hereby certify that the foregoing is a true copy of a resolution duly adopted at a meeting of the members thereof duly called and held at the Illinois Athletic Club, Chicago, Ill., on August 27, 1933.

OLE GULLICKSON, Secretary.  
August 27, 1933.

**CODE OF TRADE PRACTICES ADOPTED BY THE NATIONAL ASSOCIATION OF COIN-OPERATED MACHINE MANUFACTURERS.**

(To be attached to and become a part of the Code of Fair Competition for the manufacturers of coin-operated machines.)

(Under the National Industrial Recovery Act.)

The following provisions are hereby adopted and made a part of this Code:

(a) The intentional misrepresentation of the products sold, or the making, or causing or permitting to be made or published, of any false, untrue, misleading or deceptive statements, by way of advertisement, invoice, or otherwise, concerning the size, quantity, character and nature of any coin-operated machine or kindred products, bought or sold, is a violation of this Code.

(b) Withholding from, or inserting in any invoice, words or figures which make or tend to make such invoice a false record, wholly or in part, of the transaction represented on the face thereof, and of the payment or allowance of secret rebates, refunds, credits, unearned discounts, whether in the form of money or otherwise, is a violation of this Code.

(c) The making of, or causing or permitting to be made, any false or deceptive statements, either written or oral, concerning installations or sales previously made, or the claiming by any manufacturer that equipment actually supplied and installed by others was supplied and installed by him, or the making of any other misleading or deceptive statements, is a violation of this Code.

(d) To imitate or simulate the trade mark, trade name, package, wrapper or label of a competitor's product to such a degree as to deceive or have a tendency to deceive customers, is a violation of this Code.

(e) The intentional substantial copying of the design or construction of a machine containing new or novel features, or any material parts thereof, after it has been nationally marketed, is a violation of this Code.

(f) Inducing or attempting to induce, by any means or device whatsoever, a breach of contract between a competitor and a customer during the term of such contract, is a violation of this Code.

(g) Securing information from competitors concerning their businesses by false or misleading statements or representations, or by false impersonation of one in authority, and the wrongful use thereof to unduly hinder or stifle the competition of such competitors, is a violation of this Code.

(h) Willfully enticing away the employees of competitors with the purpose and effect of unduly hampering, injuring, or embarrassing competitors, is a violation of this Code.

(i) Violation by any manufacturer of any of the provisions of the National Agreement shall be a violation of this Code.

**EXHIBIT "C"  
RULES FOR EMERGENCY NATIONAL COMMITTEE  
Of The  
MANUFACTURERS OF COIN-OPERATED MACHINES  
And The  
NATIONAL ASSOCIATION OF COIN-OPERATED MACHINE MANUFACTURERS.**

The following rules and regulations

were adopted at properly noticed formal meeting of the Emergency National Committee, held in Chicago, August 26, 1933, by unanimous vote of all members of the Committee:

**ARTICLE I  
Purpose.**

The Emergency National Committee, representing manufacturers of Coin-Operated Machines and kindred products, and consisting of five (5) members, including its Chairman, shall be the general planning and coordinating agency of the Industry. It is empowered under Article III of the Code of Fair Competition, adopted by the Industry, to act for the Industry in respect to all matters which may come before it for consideration within its jurisdiction as provided by the Code. It shall serve as executive agency for the Industry and shall be charged with the enforcement of the provisions of this Code, and with the duties, thru agency or otherwise, of hearing and adjusting complaints; considering proposals for the amendments and making recommendations thereon, approving recommendations for exception to the provisions of the Code, and otherwise administering its provisions.

**ARTICLE II  
Meetings.**

(1) Meetings of the Emergency National Committee may be held without notice immediately upon the adjournment of any regular or special meetings of the National Association of Coin-Operated Machine Manufacturers, or immediately upon the adjournment of any or special or regular meetings of the Directors of the National Association of Coin-Operated Manufacturers.

(2) Other meetings of the Committee may be held at such time and place as shall from time to time be determined by the Chairman, or as shall be noticed by the Recorder upon the written, telegraphic or verbal request of three or more members of the Committee. Such special meetings shall require not less than forty-eight (48) hours' telegraphic or oral notice. All notices of special meetings shall state the purpose for which the meeting has been called. Waivers signed by Committee members may be taken in lieu of notice. No meeting or contemplated action agreed upon will be affected by irregularity in notice or time of holding the same, provided all members are present or consent.

(3) The action of the majority of the members of the Committee, expressed from time to time at a meeting or by writing without a meeting, shall for all purposes constitute the action of the Committee. Any member of the Committee may vote or act by proxy.

**ARTICLE III  
Chairman**

(1) The Committee shall elect a Chairman from its membership.

(2) The Chairman shall preside at all meetings of the Committee, and shall direct the affairs of the Committee subject to the instructions of the Committee.

(3) In the absence or disability of the Chairman the formal duties of the Chairman shall be performed by the Recorder, who shall also perform such other duties as shall from time to time be imposed upon him by the Committee.

**ARTICLE IV  
Recorder.**

(1) The Secretary of the National Association of Coin-Operated Machine Manufacturers shall act as Recorder for the Emergency National Committee; shall record the action of all meetings of said Committee, and shall be charged with the responsibility of auditing or having audited the books of accounting, cost records, wage records, price quotations, etc., of all adherents to the Code as may be required by the Committee, the President of the United States, or his duly appointed representative.

(2) The Recorder shall have minutes of all meetings of the Emergency National Committee signed by all Committee members present. The refusal to sign shall not affect the recorded action of the Committee provided a majority in number sign.

(3) All written consents, waivers, notices, proxies and other documents, representing or pertaining to action of the Committee, shall be filed with and retained by the Recorder, and entered upon or filed with his minutes or record.

**ARTICLE V  
Vacancies.**

(1) Any members of the Committee may resign at any time; such resignation to be made in writing, and to take effect from the time of its acceptance by the majority of the remaining Committee members.

(2) If thru resignation, disability or for any reason, there occurs a vacancy in the membership of the Emergency National Committee, the remaining members may, by a majority vote of said remaining members, choose a successor to fill such vacancy. Such vacancy shall be filled at the first meeting succeeding occurrence of such vacancy, unless theretofore filled by written appointment, signed by a majority of the remaining Committee members.

**ARTICLE VI  
Sub-Committee.**

The Committee may appoint, from within or without its members, sub-committees for the handling of specific duties and responsibilities, but at least one member of the Emergency National Committee shall be a member of any such special sub-committee.

**ARTICLE VII  
Amendments.**

(1) These rules shall be binding until amended or revoked, both upon the present members of the Emergency National Committee and upon all sub-committees and successors.

(2) The rules may be amended at any meeting at which all members of the Committee are present in person, or at any meeting where a majority of the members are present provided that with the notice of the meeting a copy of the proposed amendment shall have been served upon the absent member.

(3) In the event of conflict between these rules or any amendment hereto and the Code of Fair Competition for the Industry, as adopted or amended, the Code shall govern.

**NO TAX ON VENDERS  
THE ORIGINAL GENUINE TWIN JACK POT**

	New Prices.	Old Prices.
No. 2 Penny Play Twin Jack Pot	\$55.00	
(With Ball Gum Vender Attachment,)		
No. 72 Nickel Play Twin Jack Pot Front Vender	\$65.00	<del>\$90.00</del>
No. 82 Dime Play Twin Jack Pot Front Vender	\$65.00	<del>\$95.00</del>
No. 92 Quarter Play Twin Jack Pot Front Vender	\$65.00	<del>\$95.00</del>

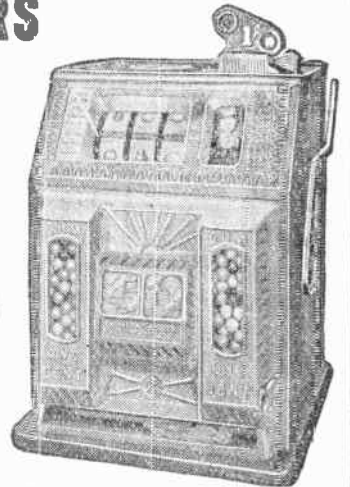
Prices Are Net, F. O. B. Chicago. NO TAX, Special Discounts in Lots of 5 or More.

DISTRIBUTORS WANTED EVERYWHERE.

Write for Catalogue and Prices.

**WATLING MFG. CO.,**

Cable Address, "WATLINGITE," Chicago. Tel.: Columbus 2770.



The Only Twin Jack Pot Ball Gum Vender in the World.

4640-4660 W. FULTON ST. CHICAGO, ILL.



It Has Sales Appeal

Zipper Travel Suede 19" Bag

Patented "NO-SAG" \$2.00 EA.

The best possible prize for Crane, Pin Machine and Salesboards. Operators tell us it doubles their sales

ALBERT T. GRANT—Direct Factory Salesman  
414 Brown Street, Philadelphia, Pa.

**MILLS & JENNINGS**

Silent Escalators and Goosenecks, 5-10-25c Play, Bells and Venders.

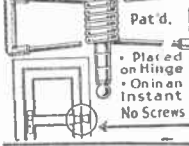
\$42.50 Each

Authorized Distributors New and Used Pin Games of Every Description. Send for List.

MILLS 5c Pace Front Double J. P. Bell, No. 216850	\$27.50
MILLS 5c Front Vender, Single J. P. No. 186931	22.50
MILLS 5c Bell, Single J. P. No. 239728	24.50
MILLS 5c J. P. Front Vender, No Serial	15.00
MILLS 25c Bell, Single J. P. No. 258259	24.50
MILLS 5c J. P. Front Vender, Single J. P. No. 181109	22.50
JENNINGS 5c Single J. P. Side Venders, Nos. 82316-83050	19.50
JENNINGS Today Vender J. P. No. 10586	19.50
JENNINGS Duchess 5c F. V. Double J. P., Used 1 Week	42.50
JENNINGS Little Dukes, 1c	32.50
WATLING 25c Single J. P. No. 137789	13.50
WATLING 5c Twin J. P. Bell, T-853353	29.50
JENNINGS 25c Bell, Single J. P.	17.50
CAILLE 10c No J. P. Bell	10.00

X. L. SALES & SERVICE CO., Inc., Mann 9261, 306 Cranston St., Prov., R. I. Write, wire, phone.

**Rite-Way DOOR CLOSER**



For House-Office-Store  
Small Size—(3 1/4 in.), Screen, Light Doors, etc.  
75c Doz.; \$8.25 Gross.  
Medium Size—(3 1/2 in.), House, Office Doors, Gates, 85c doz.; \$9 gr.  
Large Size—(4 in.), for Exterior Heavy Doors, 95c Doz.; \$10.00 Gross.

**DISTRIBUTORS—RAZOR BLADES**

NORWALK, Cellophane Wrapped, ... 7c-10c  
NEW RUBIE, Slotted, Cell. Wrapped... 85c-10c  
LUCKY STROKE, Cell. Wrapped... 85c-10c  
BLUE STEEL, marked sell 50c pkg... 85c-10c  
MACK, Etched Blade, Double Edged... 59c-10c  
NORWALK, Single Edged, Cell. Wrap... 95c-10c  
IMPERIAL, good quality, Cell. Wrap... 85c-10c  
ALL ABOVE BLADES—5 in PACKAGE.

CONSUMERS WHOLESALERS 715 6th Ave., Dept. B-930, N. Y.

**Get the Latest "Dope" on the New Games from Geo. Ponsler . . . Direct Factory Distributor for**

WORLD'S FAIR JIG SAW—SPEEDWAY—SILVER CUP. THE ARISTOCRAT LINE  
WALDORF—ARISTOCRAT—BLACKSTONE—LELAND—CHICAGO CLUB HOUSE.

**SUPREME VENDING CO. OF NEW JERSEY**

441-A ELIZABETH AVENUE, NEWARK, N. J. Tel.: Waverly 3-6487.

**SAVE MONEY**

READY FOR DELIVERY . . .  
SILVER CUP — SPEEDWAY — ROCKET — TICKER — RAMBLER — WALDORF — MILLS — JENNINGS — WATLING SLOT MACHINES.

THE WORLD'S FAIR JIG SAW THE MOST SENSATIONAL GAME IN AMERICA—DIFFERENT. THE GAME THE PUBLIC HAS BEEN WAITING FOR. WRITE FOR PRICES TODAY.

IRVING BROMBERG CO. 2508 AMSTERDAM AVE., New York City

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Brand **NEW-Yet PROVED** by 7 Years Tough Action!

MADE BY THE MAKERS OF THE FAMOUS "WHIRLWIND".

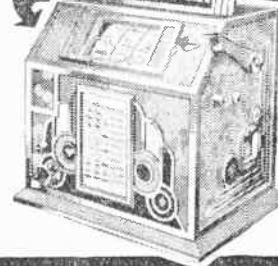


America's Most Beautiful 3-Reel Vender. Proved by Profits! Ask About It!

# "The New Deal"

is today's **NEWEST** and **RICHEST** Money Maker

IT'S 2 PROVED WINNERS IN ONE



Explanation: "THE NEW DEAL" is a TWO-WAY-PLAY BALL GUM VENDER—3 quick, easy changes converts it from a 5-reel 5-card game to a 3-reel cherry-bell play, and vice versa.

OPERATORS: THE BIG THING about "THE NEW DEAL" is that all the PROVED factors which have made BIG PROFITS and SECURITY before, are in it! "WORKS," PLAY, EVERYTHING! PROVED . . . AND ALL IN ONE! ALL IN ONE, it gives you a PROVED money-making card game . . . a PROVED money-making 3-reel game . . . working on PROVED MECHANICAL PRINCIPLES . . . in AMERICA'S MOST BEAUTIFUL CABINET . . . ALL IN ONE, FOR THE PRICE OF ONE! SEEING IS BELIEVING! ASK YOUR OWN JOBBER—or Write, 7-Day-Trial Money-Back Guarantee.



**PIERCE TOOL & MFG. CO. 4327-33 RAVENSWOOD AVE. CHICAGO**

## MANUFACTURERS DISTRIBUTORS JOBBER

of  
*Machines, Supplies and Premium Mdse.*

be sure and have  
your advertisement  
in

### The Billboard's Special Fall Coin Machine Issue

# OCTOBER 14

*Extra Circulation—Special Articles—Added Features*

A giant broadside already mailed gives full details. IF you have not received your copy send for it today.

### New Models of Speedway Soon Ready for Trade

CHICAGO, Sept. 23.—Dave Gottlieb, of D. Gottlieb & Company, announced that two new models of the Speedway auto-racing game will soon be ready for the operators. A counter model and a senior model will be made as running mates of the standard Speedway, both models including all the standard features of this machine. The new models are in response to demand from operators, Mr. Gottlieb explained.

It was also announced that the present model has been increased in size by adding four inches in length to the Speedway cabinet, which permits two more laps on the playing field. This makes five score zones on the field and "every lap means an added thrill for the player," it was stated. The management also reports placing recent large orders for raw materials to maintain production.

### Junior Model Machine Now Being Shown

CHICAGO, Sept. 23. — The Exhibit Supply Company announces that samples of a new model of the Iron Claw, called the Iron Claw Jr., are now on display at all branch offices and at the factory here. "For the first time operators can now buy a genuine Iron Claw at an amazingly low price," P. C. Smith, sales manager of the firm, stated as he explained the features of the machine.

The Junior has all the Iron Claw features, well known to digger operators, and is also equipped with a universal motor, is a full-size digger and will accommodate all types of merchandise now used in machines of this kind.

### Name New Machine for The NRA Insignia

CHICAGO, Sept. 23. — The Gee Bee Manufacturing Company here has announced a new counter game, called the Blue Eagle. This is claimed to be the first machine to attest the popularity of the NRA by using this name for an amusement machine.

The scoring feature of the game is said to be unique in its application of skill principles. Play can be by numbers, fruit symbols and other ways. The scoring system is said to be attractive to the player. The members of the firm are reported to be long experienced in the making of coin machines and are introducing a new organization to the trade.

### Indiana Operators

The Coin Machine Operators' Association of Indiana maintains an office in Room 319 at 215 East New York street, Indianapolis, Ind., and will be glad to consider applications for membership from other operators throuout the State who may not be members. Meetings are held the first Thursday of every month. Write to the secretary of the association and an invitation to attend our next meeting as our guest will be sent you promptly. We need your support and you need our organization and help. Let us hear from you.

### Drug Store Gains Rep As Game Testing Spot

NEWARK, N. J., Sept. 23.—The Mesker Pharmacy, at Elizabeth and Meeker avenues, has become known among the coin machine fraternity as a test spot for all new machines appearing in this territory. George Ponser, of the Supreme Vending Company here, makes regular use of it for his operator customers. The play on machines in this store has been found to indicate a fair average for the State.

Carl Fuchs, proprietor of the pharmacy, states that he gets to see all the new machines first and that he has gained a wide acquaintance with amusement devices of all types. Within the past month four new machines have been given the test period in this store. First came the Waldorf table, then the Universe, Silver Cup and the Blackstone in succession. These are all table games made by Chicago firms.

It is reported that operators watch this spot to see the latest and also to get an idea of popularity of games.

### McMANUS BILL (Continued from page 81)

dangerous slot-machine rackets that exist in Columbus and every other major city of the State.

"Unfortunately, it is by no means clear that it would so operate. The General Code already prohibits 'coin-operated devices for the purpose of gambling.' The weakness of the old statute is that it does not define a gambling machine. This omission has slowed up prosecution and confused litigation in all jurisdictions of the State.

"The McManus bill adds no apparent strength to the old prohibition against gambling machines. It merely indorses the defective earlier statute. And that provides some reason to fear that the McManus bill might really prove to be a means of giving State sanction, as a source of revenue, to the crooked gambling slot machines now operating all over Ohio.

"If the proponents of the McManus bill are sincere, let them put some teeth into the measure so that only vending machines that are unmistakably honest and innocent may be licensed and so that gambling machines may be prohibited in fact as well as in theory. Unless that is done there is too little prospective revenue involved to make it worth while for the State to take a chance on this legislation."

### City Profits From Gum

SEATTLE, Sept. 23.—The city government has found a new way to increase its revenues from gum-vending machines, according to a plan being tried out here. The municipal-owned street cars have had penny gum vending machines installed in them and the city gets a 25 per cent commission on sales. Patriotic citizens will now chew more gum to help the city.

## PIN GAMES

LATEST MODELS. RIGHT PRICES. PROMPT DELIVERY.

HOME OF CELEBRATED  
**ELECTRIC TRAVELING CRANE**

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

37 YEARS Of Successful Manufacturing of Coin-Operated Machines. | 451 W. 31st St., New York, N. Y.

**NRA MEMBER**

## SAVE YOUR MONEY

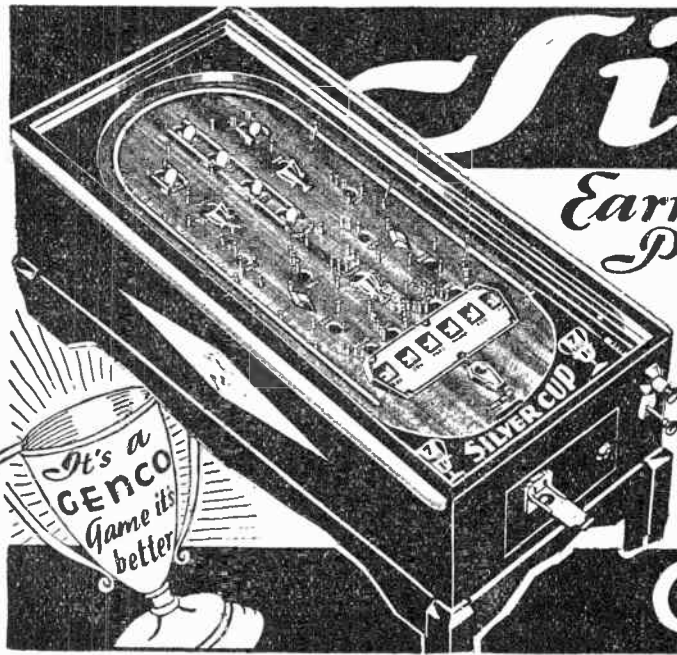
BEFORE YOU BUY WRITE FOR A FREE COPY OF OUR "ROXY TIPS" AND COMPLETE MAILING MATTER. JUST NOTE THE DIFFERENCE! You'll Be Happy and Satisfied with ROXY Super-Service. MAIL THIS COUPON TODAY!!

**ROXY VENDING COMPANY,**  
Tel: RAYmond 9-5115-5116  
617 E. 186th St., New York City

Name .....

Address .....

City ..... State .....



# Silver Cup

Earning the Greatest, Steadiest Fastest Profits in all Pin Game History

- TEN of SILVER CUP'S SUPER FEATURES —**
1. The "Feather" Lift and Plunger Combination with the New Measuring Gauge.
  2. The New Style Super-Action Rebound Spring.
  3. The New Chrome Capped Skill-Shot Traps.
  4. The PERFECT Fool-Proof Double Score "TOTALIZER."
  5. The New TILTER.
  6. The Black Ebony Natural Wood Inlay Cabinet.
  7. The Walnut Veneered Conservative Playing Field.
  8. The PERFECT SIZE: 36" Long, 19" Wide, 40" High.
  9. The New High-Polish Aluminum Tracks.
  10. The Perfected, Tested and Proven Score Cards.

**READ WHAT AMERICA'S LEADING COIN MACHINE MEN SAY ABOUT SILVER CUP**

T. H., Pa.: "I took in \$134.00 my first week with my new SILVER CUP Pin Game."

G. P., New Jersey: "SILVER CUP is the most fascinating Pin Game in America."

I. H. R., Penna.: "I have never before heard of such great earnings on any Pin Game."

C. B., New York: "I bought a new Ford with my first month's earnings on SILVER CUP."

W. B., Bklyn.: "First 30 days' earnings on SILVER CUP \$463.90. Paid out \$130.20."

● SELLING FASTER THAN EVER—ORDER TODAY FOR REAL PROFITS ●

**GENCO-INC.** 2625 No. ASHLAND AVE. CHICAGO, ILL.

**Get 'Em While They're Hot!**  
White or Blue Steel  
**RAZOR BLADES**

2. Guaranteed Blue Steel or White 1933 Styles. Double Edge, 5s or 10s. Per 1,000..... **8.00**
3. Natural Blue Steel. Excellent Quality 1933 Double-Edge. Each Pkg. Cellophane Wrapped. 5s or 10s. Per 1,000..... **9.50**
3. Blades for Valet Type Razors. Per 100..... **1.30**

25c deposit must accompany order, balance C. O. D. Above prices in 1,000 Lots only. Less than 1,000 Lots, 10% extra. On orders for \$25.00 or over, transportation prepaid.

Also 2% cash discount. Order by number.  
507 Fifth Ave.,  
**ENKAY SALES CO.,** New York, N. Y.  
No Catalog or Free Samples.

**Game Proves Puzzle**

NEW YORK, Sept. 23.—Nat Cohn, Modern Vending Company, is reported to be very enthusiastic about the new World's Fair Jig-Saw table game made by the Rock-Ola Manufacturing Company in Chicago. Mr. Cohn will distribute this machine in the Eastern territory and he stated this week that orders in his office had already passed the 700 mark.

He says that this Jig-Saw puzzle game really has him puzzled in the way everybody who plays it responds to its appeal. The factory, he says, reports a similar response from jobbers and operators all over the country.



**SILENT JACKPOT BELLS**  
**JACKPOT FRONT VENDERS**

MINTS, BALL GUM, BABY JACKS, DANDY VENDERS, STEEL SAFES, STANDS



Write or Wire for Prices.  
**KEYSTONE NOVELTY & MFG. CO.**  
26th and Huntingdon Sts., PHILADELPHIA, PA.

**NRA ELECTRIC SIGN SELLS ON SIGHT**

Big Official Eagle Sign, Two Colors, Brilliantly Illuminated! Needed by every NRA Merchant. Nothing like it for easy sales. To NRA Members Only. 100% PROFIT! Clear up while it's new! Send \$1.00 for Sample, or \$12.00 for Dozen. MONEY-BACK GUARANTEE, Order NOW!

**NORMAN NOVELTY CO.**  
307 Fifth Ave., Dept. A-1, NEW YORK.  
Many Other Spectacular Sellers.

**Big Order Convincing**

CHICAGO, Sept. 23.—That the fall buying season is here for a certainty is emphasized by A. S. Douglas, of the Caval Manufacturing Company. His firm reported an order received thru the B. D. Lazar Company, Pittsburgh distributor, for 300 Chicago Clubhouse machines to be delivered to one operator. The operator had first purchased five machines and then placed the larger order, it is reported.

**DRAUGHT OR BOTTLED**



**1c-BEER BOARDS-1c**  
EASY TO SELL. QUICK TO REPEAT.

Style	Takes In.	Pays Out.	Estimated Cost To Dealer.
No. 600-B (1c)	\$6.00	26 Bottles	\$2.60
No. 600-S (1c)	6.00	32 10c Steins	1.65
No. 600-SB (1c)	6.00	10 Bot. & 22 10c Steins	2.10

Bottles are estimated at 10c and Steins at 5c (Actual cost is slightly less.)

Price to Salesboard Agents and Jobbers (Either Style):  
SAMPLE, \$1.00; PER DOZEN, \$7.50; PER 100, \$62.00 (Tax Paid).  
Express prepaid on Orders Amounting to \$10.00 or More.  
These are our Rock-Bottom Prices. Order From This Ad and Save Postage. TERMS: Cash with Order, or 1/3 Deposit on C. O. D. Shipments.

Suggested Resale Price, \$1.25 Each, \$12.00 per Dozen.  
**ARTHUR WOOD & CO.,** 219 Market Street, ST. LOUIS, MO.

**XMAS CARDS**  
CARDS—FOLDERS—PARCHMENTS.

	Per Box
6 Cards, with Env. To Match.....	6c
10 Cards, with Env. To Match.....	10c
20 Cards, with Env. To Match.....	15c
21 Cards, with Env. To Match.....	20c
22 Cards, with Env. To Match.....	25c
21 Parchments, with Env. To Match.....	35c

**SPECIAL INTRODUCTORY OFFER!**  
One Each, Above Sets, \$1.25 Sent Prepaid.....

**ROSS PRODUCTS**  
135 West 25d Street, New York.  
WRITE FOR XMAS BOX CATALOGUE.

**SHOWMAN'S LETTER**

(Continued on page 79)

Peets, father, son and daughter, respectively, of Chicago, who have been assigned the work of selecting exhibits at the Chicago World's Fair for the various Spellman indoor expositions. Miss Peets is handling matters pertaining to exhibits that have a feminine appeal.

Another announcement from Spellman is that in addition to the events already announced thru these columns, he is planning to stage two State expositions in key cities in the East next spring. This means that he will have four indoor expositions running during that period, two of these in New York City (at Madison Square Garden).

Next summer, from June 1 to August 30, Spellman is to stage America's Prize Jewels Exhibition at the Hotel Astor, New York. Advertising matter for this show has just come off the press.

**NEW KADETTE, Jr., RADIO**

Listing at \$12.50 — Now in Stock

This Is the HOTTEST NUMBER in a RADIO SET for the 1933 Radio Season

**The First and Only Pocket Radio—Weighs 2 Pounds**

Comes in Various Colors. AC-DC. Send for Circular.

**SALESBOARD MEN — HERE IS A WOW!**

**C. & D. AUTO SUPPLY & RADIO CORP.**  
228 W. 7th Street, Cincinnati, Ohio Parkway 2134

**Taking Country By Storm**  
No. D72 DEAL

As illustrated, consists of 21 best quality Christmas Cards with lined envelopes; 1 Genuine Rock Crystal Costume Necklace, 1 Package of Powder and Perfume wrapped together. All quality merchandise, no seconds. Looks like a \$5 value; at 99c it's a sellout. Get started with this Deal and clean up big between now and Christmas.

Sample 52c  
DOZ. 49c Each Deal  
GR. 47c Each Deal

**SFORS IMPTG. CO.,**  
933 Superior Street,  
Le Center, Minn.

**Knoxville in 4 Days Tops Total Attendance of 1932**

KNOXVILLE, Tenn., Sept. 23.—Tennessee Valley Fair and Industrial Exposition during the first four days surpassed by more than 60 per cent the total attendance last year. Attendance on Monday was 7,800; Tuesday, 37,500; Wednesday, 46,500; Thursday, 49,300. Total attendance last year was 82,000, compared with 140,600 first four days this year.

Gentry Dcg and Pony Show, which had contracted Knoxville this week, encountered a special provision in the State revenue law and was forced to cancel. In addition to total license fees of \$90 the Tennessee law provides that no circus, carnival or similar attraction may show in any county during the time a fair is being held unless the show pays an additional special license fee of \$1,000.

**"THE CUB"**  
St. Louis Operators' Headquarters FOR BALLY PRODUCTS

including the lowest priced Four-Games-in-One Machine on the market.

**"THE CUB"**

Now ready for immediate delivery. Write for information on The Rocket. Also for our new catalogue Number 55, containing the latest information on all money making coin-operated machines.

**BESSER NOVELTY COMPANY**  
"Most Centrally Located Jobbing House in the Country"  
3977 Delmar Blvd., St. Louis, Mo.

**NEW CATALOGUE**  
READY — WRITE FOR COPY

We Are Manufacturers of the Famous "NEEDLE GUILD" Needles and Needle Books Sold by Leading Jobbers. FASTEST SELLING LINE IN AMERICA.

Threaders. Per 100.....	\$0.42
Hosiery Run Menders. Per 100.....	2.25
Scissors Sharpeners. Per Gross.....	2.25
Guild Comb Cleaners. Per Gross.....	5.35
Toilet Bowl Deodorizers. Per 100.....	5.75
Tick Tock Pads. Per Gross.....	4.80
Jiffy Drain Cleaners. Per 100.....	6.60

(Est. 1899.) Dept. B.

**PATY NEEDLE CO.**  
SOMERVILLE, MASS.

**Doc Danville Launches Own Carnival Company**

CINCINNATI, Sept. 23.—H. B. (Doc) Danville, for 10 years general agent of the John T. Wortham Shows, also operator of several shows of his own booked with that organization, has launched his own carnival company.

Danville intends to play all winter in Texas. He is perhaps more familiar with Texas towns than any other showman, having been one of the pioneers of the carnival business in the Lone Star State.

**PAINT SIGNS FOR YOURSELF AND OTHERS!**

NO LESSONS OR EXPERIENCE REQUIRED. Letter Patterns make it very easy for you. Trace letters with pencil and fill in color with brush, and you have a neat sign any size you may prefer at practically no cost. Write today for free samples.

J. F. RAHN, B'120 Neva Avenue, Chicago, Ill.

**HOT COMIC XMAS CARDS**

Sell as sideline to retail stores. Set of 6 Samples, 25 Cents.

**NOVELTY PRINTING CO.**  
514 Elm Street, CINCINNATI, O.

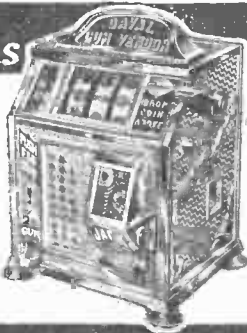
# Insure Yourself for Steady Profits BUY- CHICAGO CLUB HOUSE

## DAVAL GUM VENDORS

DAVAL GUM VENDORS with the 3 popular Fruit Reels are our proudest boast. They're the "old reliable" BIG PROFIT standbys of the coin machine industry. DAVAL GUM VENDORS are precision built—just like a fine watch. All our engineering and designing skill at POPULAR PRICES. 4-way play, Jack Pot or Regular Model.



Insure your best locations with DAVAL GUM VENDORS. Order today!



## PROVEN

*America's Greatest! Fastest MONEY MAKER!*

CHICAGO CLUB HOUSE our sensational 5-Reel Poker Game has been tried and tested and is therefore endorsed and recommended by America's leading operators and distributors as the most perfect POOL-PROOF and TROUBLE-PROOF machine in history.  
CHICAGO CLUB HOUSE is Real "INCOME INSURANCE." Steady, Large PROFITS 24 hours a day—day in and day out—IT NEVER STOPS WORKING FOR YOU. It's the PERFECT Profit Producer. And WHAT'S MORE—it's POPULAR PRICED. GET BUSY—ORDER TODAY!



**DAVAL MFG. CO.** 200 So. Peoria St. Chicago, Ill.  
NEW YORK OFFICE 656 BROADWAY NEW YORK CITY

### Fair Workers— Here Are Values



**FLYING BIRDS WITH HUMMER**

All Large Size and Best Quality. B38N70—Per Gross..... **2.75**

Red, White and Blue CLOTH PARASOLS. 24-In. Diameter. B26N42—Per Gross..... **9.00**

Floral Design CLOTH PARASOLS. 24-In. Diameter. B26N76—Per Gross..... **9.00**

ESKIMO DOLL, 6 1/2 In. High. Trimmed with Fur and Feather. Doll Attached to Flexible Spring Wire. B38N62—Per Gross..... **9.00**

90 CM. ROUND AIR BALLOONS, Asst. Prints. B85N11—Per Gross.... **2.35**

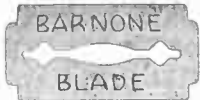
90 CM. Assorted Prints GAS BALLOONS. The Best Sellers. 1 Dozen in Box. B85N32—Per Gross..... **2.75**

Cat Design TOSS-UP BALLOON. Inflates to 20 inches in Height. Assorted Colors. B85N80—Per Gross..... **3.50**

AND 1,000 OTHER ITEMS SUITABLE FOR FAIRS AND CARNIVALS.

### DOUBLE EDGE RAZOR BLADES TO FIT GILLETTE TYPE RAZORS

New "BAR-NONE" Blades. Each packet cellophane wrapped.



No. B8C69—5 Blades in Package, 20 Packages in Carton.

No. B8C70—10 Blades in Package, 10 Packages in Carton.

**1.00 Per Carton** (100 Blades)

LEGION WHITE STEEL BLADES. 3 Blades in Package, 16 Packages on Display Card. B8C66—Per Card (48 Blades).. **52c**

MARVEL BLUE STEEL BLADES. 3 Blades in Package, 16 Packages on Display Card. B8C68—Per Card (48 Blades).. **52c**

### SINGLE EDGE RAZOR BLADES

B9C15—SINGLE EDGE BLADES. Will Fit Gem, Ever-Ready and Similar Type Safety Razors. 3 Blades in Package, 25 Packages on Display Card. Per Card.... **95c**

B9C16—5 Blades in Package, 20 Packages in Carton. Per Carton (100 Blades)..... **1.10**

**N. SHURE CO.**  
ADAMS and WELLS ST.  
CHICAGO

**"BONO"** Patented in U. S. and Canada. ATTENTION, COIN MACHINE OPERATORS—Drastic reduction on famous "BONO" Dice Game Machine due to volume production. "BONO" is played with a single ball and play is continued with same ball until point is made. This single ball continuous play feature makes "BONO" a novel and game of skill. Limited number of machines to territories. Order a sample machine at this low price, \$29.50. TERMS: 1/3 Deposit with Order, Balance C. O. D. Distributors wanted in Canada. J. E. MARKLE & CO., 405 Public Sq., Nashville, Tenn.

**STEADY INCOME VENDERS** With Our New Peanut-Confection  
NOVIX SPECIALTY CO., 1193 B'dway, New York.

# EXTRA • VIKINGS INVADE PACIFIC COAST!

A RESPONSE TO A GREAT DEMAND

1000 ITEMS

Latest Novelties and Premiums to be displayed at

Hotel Alexandria, Los Angeles, Calif. October 9 to 21.

FRED REILLY.

Special Representative in Charge of Exhibit

Your Ship Comes in



With Viking Profits

PIN GAME

CONCESSION

SALESBOARD

CLAW & CRANE

**OPERATORS ATTEND**

# ERIC WEDEMeyer

IMPORTER



DISTRIBUTOR

170 Fifth Avenue  
New York City

Hotel Alexandria  
Los Angeles, Calif.

## Ach Himmel!

Here's a Real Money Maker

FLASHY 1000-HOLE BOARD (5 COLORS) TAKES IN \$50.00—PAYS OUT \$22.50

Price Complete With Easel \$1.32 Plus 10% Tax

CHAS. A. BREWER & SONS

Largest Board and Card House in the World  
6320-32 Harvard Avenue, Chicago, U. S. A.



Licensed Under Patent No. 1,260,767.

### MILLS

Single Jackpot Bell or Side Vender,

**19.50**

### MILLS

Silent Escalator Double Jack Pot Front Vender,

**49.50**

JENNINGS Single Jack (Victoria) Front Vender.....\$27.50  
JENNINGS Double Jack (Victoria) Front Vender..... 34.50  
JENNINGS Escalator Silent Double Jack Front Vender..... 49.50  
MILLS-JENNINGS Rock-Ola Front Single Jack Pot, 5c-25c..... 16.50  
MILLS Single Jack Pot Bell or Side Vender, 5-25c..... 19.50  
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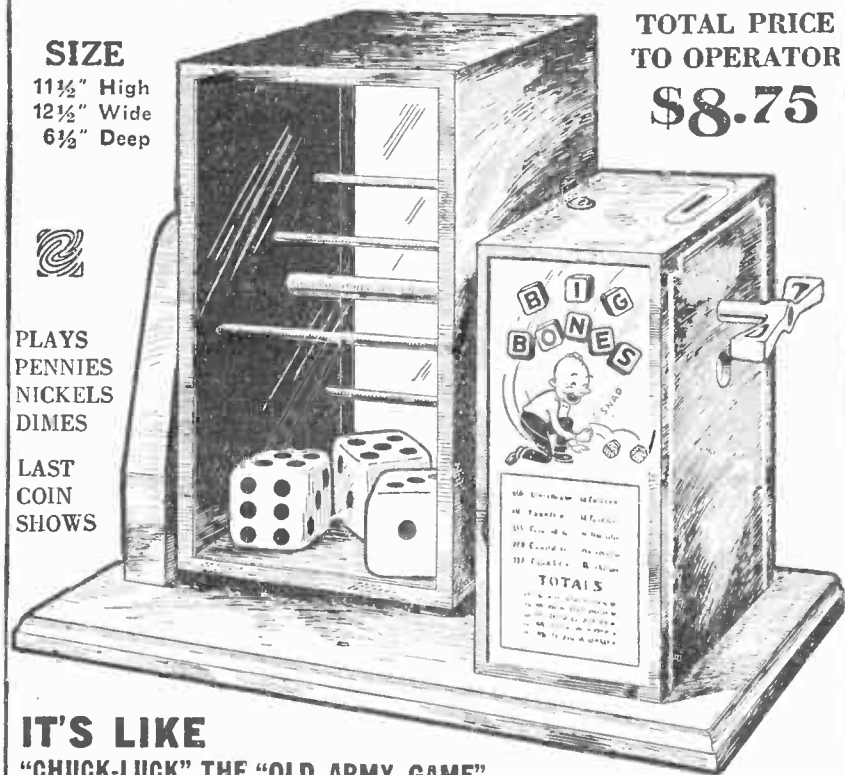
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