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SEPTEMBER 19, 1936

The Billboard

The World's Foremost Amusement Weekly



THE DUNCAN SISTERS
(Rosetta and Vivian)

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"BILL"

DORNFIELD

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The Billboard

Vol. XLVIII
No. 38

The World's Foremost Amusement Weekly

September 19,
1936

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802-AFA START CAMPAIGN

Circuit Reaction

NEW YORK, Sept. 12.—If the statement of Noto Blumberg, RKO theater executive, can be taken as a criterion, the major circuits do not hold much hope for the success of the drive sponsored by Local 802, musicians' union, and American Federation of Actors to restore musicians and actors to theaters.

Blumberg commented as follows: "There is nothing much to say about it. I don't see what they hope to accomplish for I don't feel that the public can be interested in vaude. Our present policies remain as is and we have no plans for changing them."

C. C. Moskowitz, Loew official, refused to make any comment on the campaign of the unions.

Mass Meeting First Step in Battle To Restore Live Talent

Musicians and actors declare "war to finish" in hopes of getting bands, acts back into theaters—picketing 20 theaters—union-produced units next?

NEW YORK, Sept. 12.—Picketing of 20 "key" picture theaters in Manhattan, the Bronx and Brooklyn began yesterday at 6 p.m. as the first major step in the campaign started by Local 802 of the American Federation of Musicians and the American Federation of Actors to return vaude and music to local straight film houses. Impetus to the campaign was given at an exciting mass meeting called by the two unions Thursday at the Manhattan Opera House, with an overflow attendance of 6,000 showing up. Meeting, over which William Feinberg, vice-

president and acting president of the musicians—Edward Canavan, president, being a delegate to the British Labor Congress—was aroused to a frenzy by several speakers.

This campaign, which is a sort of revival of the AFA's "Save Vaudeville" attempt, has been planned by the musicians for several months, musicians biding their time until this month, when their membership is no longer depleted by out-of-town summer jobs. In addition to the picketing, a house-to-house campaign to get public sympathy, but—
(See PICKET EX-VAUDE on page 13)

Campaign Budget Limitless

NEW YORK, Sept. 12.—Local 802 of the musicians' union denies reports that it has set aside \$250,000 to prosecute its current joint drive to restore music and acts in local movie houses. Union officials point out there has been no limit set on money, and that the local will spend as much as is deemed necessary.

Merry Booking Battle Rages In Syracuse Rival Theaters

SYRACUSE, Sept. 12.—A merry booking battle between Loew's and the Schine-operated Keith Theater is humming under the surface this week, with the decision thus far in favor of Loew's. The battle started more than a week ago when Eddie McBride, Loew manager, pulled a smart move with his national ads on *The Gorgeous Hussy*. The ads averaged about half a page and McBride sold all three newspapers on the idea of giving him the rest of the page for publicity yarns on his new movie season—the first time all three papers ever had done this. It made tough opposition for *Swing Time*, which was to have opened at the same time, Fri-

day, September 4. Keith's then held *Anthony Adverse* until 5 p.m. Sunday, delaying its *Swing Time* opening two days and a half. This turned out to be a blunder, because *Hussy* started off with a clear track, while Keith's was sacrificing its week-end business, and at the end of six days *Hussy* was leading the record of *Mutiny on the Bounty* by more than \$1,000. *Mutiny* had previously held the Loew record under McBride's management.

Keith's then announced a holdover on *Swing Time*, hoping to hit this week-end for a good business, but McBride
(See MERRY BOOKING on page 8)

Screen Guild-Producer Truce Split Wide Open

Columbia decides to fight test case, claiming Producers' Association never agreed to abide by NRA rules and that \$25 minimum for speaking was never promised

HOLLYWOOD, Sept. 12.—Filing an answer to a test salary claim suit brought by the Screen Actors' Guild, Columbia Pictures this week split wide open again the armistice between the Guild and producers on the players' court war to secure cleanup of actor complaints regarding salary chiseling. Studio's answer was filed by Attorneys Mitchell, Silberberg and Knapp to suit of Victor DeCamp, claiming the balance of a \$7.50 extra check, asserting that he spoke dialog and was entitled to a \$25 minimum as created by NRA regulations. Initiator of a series of suits sponsored by the SAG, DeCamp's action alleges the Producers' Association resolution that the NRA rules would be ad-

(See GUILD-PRODUCER on page 8)

Indiana Fair In Top Mark

More than 370,000 paid admissions reported—midway record by Jones Expo

INDIANAPOLIS, Sept. 12.—With a new record for attendance, more than 370,000 paid admissions and perhaps 100,000 more, including children, war veterans and others, the 84th annual Indiana
(See INDIANA FAIR on page 5)

Toronto Wins With Gate Off

CNE is declared best since 1928 despite 48,000 drop—weather break is battled

TORONTO, Sept. 14.—Against a background lit by red flares, massed bands from 10 regiments participated in closing ceremonies of the Canadian National Exhibition, August 28-September 12, on the Grand Plaza Saturday night at 11 o'clock. George Bridgen, acting presi-
(See TORONTO WINS on page 10)

Great Lakes Exposition, Extended To October 12, May Resume in '37

CLEVELAND, Sept. 12.—Great Lakes Exposition not only will be extended until October 12 but may be reopened

in the spring for the season of 1937. Originally scheduled to close on October 4, the decision to make an eight days' extension was announced Friday night by President Eben G. Crawford after a meeting of the executive committee.

"The decision to continue the exposition until Columbus Day was made in response to an insistent demand from public officials and business men of Cleveland and from many residents of the Great Lakes area who have not had an opportunity to visit the exposition," he said.

"The exposition will close positively October 12 because the Lakeside exposition hall must be vacated at that time to make way for industrial exhibits which have had the hall under contract for two years."

Exposition and civic leaders are considering a proposal to hold the expo in 1937 and a decision is expected within a week.

Exposition officials said that making any plans for renewal would depend on the attitude of concessioners, profits of the last month of the present run and
(See GREAT LAKES EXPO on page 5)

New Miss America Philadelphia Dancer

ATLANTIC CITY, Sept. 14.—New Miss America, named in the annual Beauty Pageant on Saturday, is Rose Coyle, 22, professional dancer, entered as Miss Philadelphia. She is a brunet with dark brown eyes, dark hair and skin.

Phyllis Dobson, 19, Hollywood, entered as Miss California, was second. Third place went to Tillie Grey, 19, Waterbury, entered as Miss Connecticut.

A crowd estimated at 75,000 saw Steel Pier take first honors in the float parade. This officially closes the summer season here.

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Michigan Fair Has Big Gain

State annual up in attendance and receipts over '35—Coliseum rodeo scores

DETROIT, Sept. 14.—Michigan State Fair, September 4-13, was consistently far ahead of that of 1935, paid admissions totaling 475,000. Gate receipts are estimated at \$90,000, or \$22,000
(See MICHIGAN FAIR on page 5)

Boothmen Use Coast Pickets

Projectionists' Local 150 lining up Los Angeles indie exhibits in heavy campaign

LOS ANGELES, Sept. 12.—Aiming at a closed shop setup in all Southern California independent picture theaters. International Association of Theatrical Stage Employees, Projectionists' Local 150, began a drive this week in an endeavor to reach an agreement with house operators.

Negotiations with members of the Independent Theater Owners' Association have started, and it is understood that an agreement is under consideration covering some 30 ITO houses not already in the fold. Following consummation another 30 non-affiliated houses will come in for attention.

Outright refusal of G. O. Smith, operator of the New Roxy and Cosmos Theaters in Glendale, both second-run houses, to hire union help caused the establishment of a picket line in front of his theaters by Local 150 several days ago, after attempts to induce him to change his mind had failed.

Picketing of other film houses that fail to swing into line will also be started if overtures for amicable agreements fail. It was stated, with one house in Santa Monica already reported under union ban.

Containing that 100 per cent closed shop has been accomplished in the film studios, Local 150 officials state they see no reason why a similar closed agreement cannot be reached in the exhibition field. R. L. Hayward, business agent for 150, stated further that the IATSE at all times means to be fair with operators.

Local 150 recently concluded more than nine months of picketing four Pasadena theaters where satisfactory working agreement and recognition of the union were finally reached. This agreement, said to be satisfactory to all parties, is reported to be largely responsible for the current drive to whip other independents into line.

"Indecent" Charge Brings Fines, Jail

HOLLYWOOD, Sept. 12.—Found guilty of presenting an indecent performance at the Playhouse here. 12 members of the Hollywood Goes Minsky troupe were fined and Samuel Hertz, business manager, was sentenced to six months in jail without option of a fine. The trial was the outcome of the first of two raids on the production August 10.

Other defendants who drew fines from \$100 to \$300 with optional jail terms were Marie Voe, Marie (Toots) Brawner, Sunya Slane, Nadja Grinko, Carrie Finnell, Pat Paree, Dagmar Blair, Alice Kennedy, Floyd Halliley, Ben Moore, Miko Sachs and Brownie Slick.

Show is slated to close with midnight performance tonight after an eight-week run.

F&M Ping-Pongers

LOS ANGELES, Sept. 12.—Don Terry and Bill Weissbuch, ping-pong champs, who clicked at the Paramount here, have been set for a tour of Eastern houses. They open late this month for Fanchon & Marco in St. Louis, then play a route of Midwest and Eastern houses into the Roxy, New York.

Downey's Canadian Dates

NEW YORK, Sept. 12.—Morton Downey has been given two weeks by the Paramount office. Charlie Freeman booked him into Toronto and Montreal for the weeks of October 2 and 9.

Mistaken Identity

SYRACUSE, N. Y., Sept. 12.—A case of mistaken identity brought Ackland Powell, leading man in the Federal Theater unit here, into the center of a hot street brawl between Remington-Rand strikers and an alleged scab thug. He emerged with a bad buffeting.

Powell, unfortunately, bears a slight resemblance to Vernon M. Crofoot, president of the Remington-Rand Joint Protective Board, a strikers' organization, and this caused the beating.

Powell happened to walk across the Onoids bridge just a minute before Crofoot arrived in answer to a phone call and a thug leaped out of the shadows, pounding him mercilessly. Crofoot, with two other union men, hove in sight, and, realizing what was happening, rushed to the hapless actor's aid.

They drove the thug away, but were unable to hold him.

Weinstock Loses Hirst Road Shows

NEW YORK, Sept. 12.—Independent Burlesk Circuit road shows are being withdrawn from the Republic here and Werba's, Brooklyn, two weeks from tomorrow. Issy Hirst, head of the circuit, decided to pull out the shows after an argument with Joseph Weinstock, operator of the two theaters.

Another house scheduled for the circuit, the Worcester, Worcester, Mass., is being held up, pending a change of ownership. John Jermon, veteran burlesquer, is taking over the building housing the theater and is also interested in playing the road shows.

Big Labor Day Week-End Biz Jumps Stem's Grosses Handily

NEW YORK, Sept. 12.—Heavy grosses all the way down the line from legit to burlesque stilled the walls of the Broadway entertainment purveyors Labor Day week-end, when a heavy influx of out-of-towners was responsible for the dusting off of many S. R. O. signs along the stem. Twelve legit shows played holiday matinee, nine of them selling out and some doing stampee business. Picture houses cashed in heavily, the Music Hall with *Swing Time* accounting for 31,000 customers. Roxy, with *Girls' Dormitory*, played to 27,000; Paramount's *General Died at Dawn* drew 25,000; Strand's *Anthony Adverse* chalked up 22,000; Capitol garnered 20,000 with *Gorgeous Hussy*; Rivoli, with *Last of the Mohicans*, 12,000; Astor, with *Romeo and Juliet*, 5,000 on two-a-day, schedule.

Hotels were filled to capacity, their dining rooms grossing well over what was anticipated, and other night spots, both in town and in suburban districts, shared in the general shower of shakels. Burlesque, particularly around Times

Sidelights on 802-AFA Meeting

It was a thrilling night for Otusseppo Creatore, once a vaudeville star and now leading a WPA Symphony Orchestra. His conducting the large orchestra thru symphonic pieces, including his own *American Aviation March*, brought cheers, applause and cameramen.

Fred Waring, another surprise speaker, turned comedian and cracked, "I'm glad you people recognize me as the president of the National Association of Performing Artists and as Brother Waring of the musicians' union."

The press boys agreed that both Whitehead and Jack Rosenberg have become real orators, their oratory having whipped the meeting into a frenzy.

The presence of Paul Dullzell as a speaker was a surprise item. Obviously

Non-Relief Personnel on WPA Ordered Cut to 10 Per Cent

NEW YORK, Sept. 12.—According to an announcement by Lieut. Col. Brehon B. Somervell, WPA Administrator for New York City, the quota of persons on a non-relief status to be permitted on the rolls of the WPA theater, music, art and writer's projects has been reduced from 25 per cent to 10 per cent. All non-relievers on theatrical projects will therefore be investigated by the Emergency Home Relief Bureau to ascertain their financial status. Although a non-relief quota of 10 per cent is allowable on WPA projects generally, the figure had been raised to 25 per cent in the arts divisions owing to the necessity of obtaining skilled personnel.

As yet, no pronounced decrease in personnel has been made, according to Somervell, who also states that the new order does not indicate a reorganization in the WPA arts setup. Pertinent figures given by the WPA reveal that the

theater project on August 28 employed 4,017 men and 1,435 women; the art project, 1,531 men and 681 women; music, 1,394 men and 44 women, and the writers' division, 349 men and 129 women. Just how many will be affected is not yet known.

Regarding routine matters, it has been learned from Frank Merlin, manager of the variety unit, that four musicals will be presented on Broadway this season. They are *Swing It*, *Cross Country* (title tentative), *Doing the Town* and *The Machine Age*.

With the script of Sinclair Lewis' *It Can't Happen Here* completed, ballyhoo for the country-wide production of the (See NON-RELIEF on page 12)

Theater Authority Okehs 5 Benefits

NEW YORK, Sept. 12.—The Theater Authority, organization for controlling benefit shows here, will hold its first executive board meeting of the new season October 1. Harold Rodner, representing the circuits in NVA and Will Rogers Memorial Fund activities, will appear before the board. When the NVA ceased its charity activities last season, restricting itself to hospitalization services, it dropped out of the Theater Authority.

Meanwhile the TA has signed several benefit shows scheduled for the next few weeks. Shows are those given by the Fund for the Spanish Government at the Hotel Delano, two performances, September 20; the Honor Legion of the New York police at the Hotel Astor October 23, with Nick Elliott in charge of the show; the *Night of Stars*, staged by Louis K. Sidney at Madison Square Garden October 28; the Hebrew National Orphans' Home at Madison Square Garden November 1, staged by Al Rogers, and the Nordax Club's Christmas Fund at the Lismore Hotel November 1.

Philly Anti-Doubling Licked

PHILADELPHIA, Sept. 12.—Musicians' Union, Local 77, turned thumbs down on the anti-doubling rule when brought up again before the membership. Law lacked 22 votes for the two-thirds majority for enactment. Doubling rule passed last month was voided by Joseph N. Weber, AFM prez, on a technicality in the interpretation of the local's parliamentary procedure in enacting the rule.

THE DUNCAN SISTERS (VIVIAN and ROSETTA) (This Week's Cover Subjects)

WHO, in or out of the show business, doesn't know the Duncan Sisters? Headliners for years, this act has played every medium in the field—vaude, legit, pictures and radio. They started professionally with Gus Edwards after leaving California, their home State, where they had their initial training under Madame Ellen Basch, noted operatic singer. From Edwards' troupe they stepped into a Broadway musical, a Shubert show called "Doing Our Bit," their legit debut.

Next they appeared for Charles B. Dillingham, with stellar roles in "Mitsy Koo," "Tip Top" and "A Good Fellow." After a trip to London to star in "Pins and Needles," they returned to Broadway and prepared to go into "The Heavenly Twins" for Sam H. Harris. But, by one of those all-important twists, the sisters decided to vacation in California, and while they were there hit upon the idea of doing "Uncle Tom's Cabin" to music, writing the score and lyrics themselves. Harris and the late Thomas Wilkes produced the show, a show that made theatrical history in practically every corner of this country and the British Isles. The Duncans became, probably for time immemorial, Topsy and Eva, Rosetta playing the part of the mischievous colored child.

Other shows in which they played were a Ziegfeld production atop the Ziegfeld Roof (with Paul Whiteman); the Kit Kat Club revues in London; "Topsy and Eva" in a silent picture version, and another picture, "It's a Great Life." They are currently back in vaude. It is not generally known the Duncans once had their own publishing firm, issuing the score and text of "Topsy and Eva," "Stick in the Mud," "Onion Time in Bermuda" and other tunes.

TICKETS 100,000-\$17.00 SPECIAL PRINTED-CASH WITH ORDER ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C. 127 N. DEARBORN, Chicago. 615 CHESTNUT ST., Phila.

Newark Flesh Looks Bright

Burlesque and legit are set — chance for first-line vaude—concerts planned

NEWARK, N. J., Sept. 12.—Flesh situation in Newark has much brighter prospects this fall than in many seasons. The Empire Theater opens its fall season of wheel burlesque tomorrow with *Hindu Belles*, starring Hinda Wassau and George Broadhurst. House again is under the direction of Harry Brock, who directed last season's 38 weeks. Policy remains the same. Road shows open Sunday afternoons. Continuous performances take place, with no reserved seats in afternoon. Seats for evening performances are reserved.

The new season begins at Newark's only legit theater, the Shubert, with the presentation of *The Old Maid* for a week starting Monday. The house has been leased by the Lashtal Amusement Corporation of New York City. Norman Paynton is the manager. According to the plans of the operators, the Shubert should return to its former high standing.

The Paramount-Newark Theater is dicker with the musicians' local. As soon as an amicable arrangement is arrived at the house will present stage shows of some form. There even seems to be a very good chance for the theater to book first-class vaudeville. Final plans hinge on the union situation.

Under the sponsorship of Joseph Fursten, a series of piano recitals will take place at the Mosque Theater this winter. Already booked are Rudolf Serkin, Ignaz Friedman, Jose Iturbi and Artur Schnabel. Incidentally, this house is looked upon as a possible outlet in the future for Grand National films.

After a very successful summer season RKO Proctor's continues into the fall with its amateur shows twice weekly. Billy Glason handles the emcee duties.

Equity Asked To Suspend 25

HOLLYWOOD, Sept. 12.—Request has been filed with Actors' Equity by the Screen Actors' Guild for suspension of 25 members of the former body for failure to abide by the Guild-Equity reciprocal agreement whereby all members of the latter working in motion pictures must join the former and vice versa.

Members under fire have been working in pictures and, according to board of directors of the SAG, have refused to join the Guild after several notices were served. If the members are suspended under pact regulations they are automatically restrained from appearing in stage productions under the jurisdiction of Equity.

Facing suspension are Lionel Atwill, Alice Brady, John Barrymore, Lionel Barrymore, James Burtis, Harvey Clarke, Cecil Cunningham, Roy D'Arcy, Al Hill, Arthur Hoyt, DeWitt Jennings, Walter C. Kelly, Dorothy Lee, Eric Linden, Lucien Littlefield, James McDonald, J. Farrell MacDonald, William V. Mong, Lloyd Nolan, Jack Oakie, Nat Pendleton, Marion Shilling, Frank Sullivan, Robert Warwick and Harry Worth.

Equity Financial Report Discussed

NEW YORK, Sept. 12.—Conflicting statements issued from the offices of Actors' Equity this week regarding the disposition of the committee report on and means of curtailing the association's yearly expenditure total. Dating back to the last annual Equity election meeting, when Executive Secretary Paul Dullzell's financial statement was attacked on the ground of excess expenditures, the report, recently submitted to the council, is the work of a group designated at that time to investigate the possibility of slicing the yearly headache.

Council was said to have dismissed the

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 32 to 33) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

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matter a few weeks ago, when the report was first submitted, but Dullzell states. In effect, that the matter is too serious for such summary disposal and that the council will continue to give the question due consideration.

Shilling Case October 19

NEW YORK, Sept. 12.—Case against Bill Shilling for operating a theatrical employment agency without a license came up again Thursday in Special Sessions and again was adjourned, this time until October 19. The district attorney requested the adjournment on the ground that it was difficult to get actor-witnesses together this time of the year. He also revealed that he intended asking for a dismissal of the case in view of expected legislation, which, however, did not materialize.

GREAT LAKES

(Continued from page 3) decision of the board of directors. Some larger exhibitors have asked the board to renew the exposition next year because of the increasing attendance which resulted in the extension of eight days. This rise in attendance indicates the exposition has caught on and it would be safe to open a second year, they reported. It also was indicated that the originally estimated 4,000,000 attendance would be reached this year.

MICHIGAN FAIR

(Continued from page 3) ahead of last year. Rodeo show, in the Coliseum on a percentage basis, was about 20 per cent ahead of the former one on an outright concession basis. Comparative attendance figures:

	1935	1936
	Net Paid	Estimate
Friday	2,498	15,000
Saturday	13,266	25,000
Sunday	47,252	30,000
Monday	73,516	125,000
Tuesday	15,649	40,000
Wednesday	20,994	35,000
Thursday	25,511	25,000
Friday	20,935	60,000
Saturday	19,866	60,000
Sunday	Free Gate	60,000
Total	239,487	475,000

Four days of clear weather helped business on Tuesday to Friday, Farmers' Day. Truck and tractor premiums on Friday also helped increase patronage considerably. Rain at 10:30 p.m. on Friday killed night business on the midway, altho patrons clung to covered attractions, especially shows. Saturday, with cloudy weather all day and light showers, drew fair business with customers inclined to stay longer at attractions, building up grosses on more popular games and shows.

Sunday was cloudy, with repeated light rain. Gate was free by a last-minute decision by Governor Fitzgerald, drawing more cars than could be accommodated on the grounds. Afternoon was almost as big for youngsters as Children's Day, altho some exhibits closed early, hurting the fair's appearance. But shows did fair night business till rain at 10 p.m., crowds remaining at covered concessions till closing time.

INDIANA FAIR

(Continued from page 3) State Fair closed Friday night, going down in history as the most successful fair ever held in the Hoosier State. Previous high mark for attendance was set last year when 310,937 paid admissions were recorded.

Contributing to the success were the Johnny J. Jones Exposition and a varied bill of entertainment presented every night in front of the grand stand by Barnes-Carruthers. *The Show of the Century*, according to fair officials, broke all existing attendance records for a night grand-stand show. Featured acts in the Barnes-Carruthers presentation were Lottie Mayer's Disappearing Water Ballet and the Four Lorenzos, aerial acrobats. Sam J. Levy, vice-president of the booking agency, was in charge of

STOCK TICKETS

ROLLS OF 2,000
 1 Roll \$ 50
 5 Rolls 250
 10 Rolls 350
 50 Rolls 1250
 No C. O. D. Orders.

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 Why not give them
 to experts to solve
 for you? That's
 their business. Tell
 us what you want
 them for, and let
 us figure the thing
 out for you.

THE TOLEDO TICKET COMPANY TOLEDO OHIO

the company playing Indianapolis. Almost \$50,000 was grossed on the midway during the seven-day stand, an all-time record, according to fair officials.

Featured during the Sunday (September 8) Thrill Show program was an airplane crash into a burning house by Captain F. F. Frakes, Nashville. Accompanying him on this "last ride" was Miss Gene DeLuca, 21-year-old daredevil. Neither was injured, altho both the plane and house were demolished. The Thrill Show, also booked by Levy and his associates, drew in excess of 34,500 paid admissions.

Grand Circuit races, according to Fair Manager James L. Beatty, Indianapolis, occupied a prominent place and no race was run that did not boast of a purse of at least \$1,000.

Phil Baker, with his stogees, Beetle, Bottle and Agnes Moorehead, and Phil Davis and WLW Orchestra were opening-night feature, playing to a large house in the Coliseum.

REPERTOIRE

Alfred Comedians: Skelltown, Tex., 14-19.
 Bilroy's Comedians: Billy Wehle's: El Dorado, Ark., 16; Magnolia 17; Texarkana, Tex., 18; Mt. Pleasant 19; Gladewater 20; Marshall 21.
 Bishop Tent Show: Kingston, Tenn., 14-19.
 Blythe Players: Robinson, Me., 14-19.
 Fox Players: Paris, Tex., 14-19.
 Gilman, Norma, Dramatic Co.: Fayette, O., 14-19.
 Hale Comedy Co.: Ninepoints, Pa., 14-19.
 Harvey Players: Dyersburg, Tenn., 14-19.
 Pritchess Stock Co.: Hornersville, Mo., 14-19.
 Stone Show: West Plains, Mo., 14-19.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Crumps Park, Ga.
 All-American: (Fair) Walters, Okla.
 American United: Colfax, Wash.
 Bach, O. J.: Montpelier, Vt.; St. Johnsbury 21-28.
 Barfield's Cosmopolitan: (Fair) Dalton, Ga.; (Fair) Bremen 21-28.
 Barker: Libourne, Mo.
 Barkoo: St. Charles, Mich., 14-18.
 Barthart's Golden West: (Fair) Hampton, Ia.
 Beckmann & Gerety: (Fair) Topeka, Kan.
 Bee, P. H.: (Fair) Centerville, Tenn.; (Fair) Jackson 21-28.
 Big State: Nacogdoches, Tex.; Crockett 21-28.
 Bown & Lane: (Fair) Aliceville, Ala.
 Bremer: Spooner, Wis., 14-16.
 Brown Novelty: Calhoun, Ga.
 Bruce Greater: (Fair) Murfreesboro, Tenn.
 Bullock Am. Co.: (Fair) Bland, Va.
 Burke, Harry: Baton Rouge, La.; (Fair) Port Allen 21-28.
 Byers Bros.: Cedar Rapids, Ia.
 Campbell United: (Fair) Mullins, S. C.; (Fair) Fairmont, N. C., 21-26.
 Cella & Wilson: Reading, Pa.
 Chris Waded: Colfax, O.
 Coleman Bros.: (Fair) Greenfield, Mass., 14-17; (Fair) Ochoceook, N. H., 21-25.
 Colley, J. J.: (Fair) Perry, Okla.
 Conklin's All-Canadian: (Exhn.) Kingston, Ont., Can., 14-18; (Exhn.) Lindsay 17-19; (Exhn.) Stratford 21-23; (Exhn.) Galt 24-28.
 Corey Greater: (Fair) Madison, N. C.
 Corey Greater No. 2: (Fair) Cookport, Pa.
 Graffs 20 Big: (Fair) Pomona, Calif., 18-Oct. 4.
 Crowley: Marshalltown, Ia.
 Crystal Expo: (Fair) Maryville, Tenn.
 Cumberland Valley: (Fair) Woodbury, Tenn.; (Fair) Decherd 21-28.
 Cunningham Expo: Sistersville, W. Va.
 Carl Greater: Osborn, O.
 Dandy: Exton, Pa.; Fayetteville, N. C.
 De Luxe Shows of Amer.: (Fair) Leakaville-Spray, N. C.; (Fair) Durham 21-28.
 Dennert & Knepp: Raleigh, N. C.
 Dixie Belle Attrs.: Cannelton, Ind.; (Fair) Harpersburg, Ky., 21-25.
 Dixie Expo: (Fair) Russellville, Ala.; (Fair) Haleyville 21-28.
 Dixie Model: (Fair) Spruce Pine, N. C.; (Fair) Spring Hope 21-26.
 Dodson's World's Fair: Niagara Falls, N. Y.; Williamsport, Pa., 21-26.
 Dudley, D. S.: Vega, Tex.
 Elaine's Expo: Boonsboro, Md.
 Eudy Bros.: Doylestown, Pa.
 Evangeline: (Fair) Bristol, Okla.
 F. & M. Am. Co.: Lock Haven, Pa.
 Famous: Alton, Ill.
 Frederick Am. Co.: (Fair) Albion, Neb.
 Frisk Greater: Bird Island, Minn., 14-16.
 Georgia Attrs.: (Fair) Darlington, S. C.
 Gibbs, W. A.: Split week, Humboldt and Oswego, Kan.; split week, Moline and Kincaid, Ill., 21-25.
 Glick, Wm.: Hanover, Pa.
 Gold Medal: (Fair) Kentland, Ind.
 Golden State: (Fair) Antioch, Calif.; Fresno 22-27.
 Gooding, F. E.: (Fair) Louisville, Ky.
 Grady: Keelia, Leitchfield, Ala.
 Great Coney Island: Lecompte, La.; (Fair) Jonesboro 21-28.
 Great Olympic: Assumption, Ill.
 Great Superior: Parkin, Ark.
 Great Sutton: Cape Girardeau, Mo.

TICKET PROBLEMS

This along with our quotations will cost you nothing. We help others, why not you? We give quick and satisfactory service. A trial will bring on your future business.

Mailing Address * Typing
 NEW YORK FIFTH AVENUE MAIL ADDRESS AND TELEPHONE SERVICE (Business and Personal), \$2.50 MONTHLY. Addressing Envelopes, Lists, etc., \$4 per 1,000.
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The QUALITY KIND that attracts and sets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Flashiest Ink Colors. TENS SHOW HEADQUARTERS; DATE, POSTERS, CARDS, HERALDS, GANNERS. LOW PRICES—PROMPT SHIPMENTS. Write for Price List and Route Book.
CENTRAL SHOW PRINTING CO.
 MASON CITY, IOWA

Want—Actors—Musicians
 FOR
Toby's Players Tent Show
 Sax and Trumpet doubling stage, Juveniles and General Business. WANT young Team, quick Leads and Ingenues—Specialties to double Orchestra. *Buel Francis* come on. Wire or write. State all. Going South for winter.
 DILLY TOBY YOUNG, Manager.
 Piggott, Ark.

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

WANTED
 Trumpet Player. Must be good Fakier and Reader. Also want Sax and Trombone. Week stand dramatic show. Tickets if secured. Address
EDGAR SETTLE
 COHRAN, GA.

HOTEL RALEIGH
 Where You Can Sleep Anguish—DAY OR NIGHT
 648 N. DEARBORN ST., CHICAGO, ILL.
 Single Rooms, \$5.00—Double, \$7.00 per Week.
 Bath, Headquarters, 5 min. walk to Loop.
 Theatrical Booking Agencies located in hotel.

WANTED AT ONCE
 Hot Trumpet or Hot Sax. State all and lowest. Week-stand Rep. State if Double Stage. **FRANK SMITH PLAYERS**, Steele, Mo., this week.

High Class Standard Acts Wanted
 One-night Vaudeville Show, October 30, Cincinnati. State all in first.
BOX D-958
 Care The Billboard. CINCINNATI, O.

Greater Expo: Cairo, Ill.; Cleveland, Miss., 21-26.
 Greater United: (Fair) Holdenville, Okla.; (Fair) Bonham, Tex. 21-26.
 Greenland Expo: Chase City, Va.
 Gruber's World's Expo: (Fair) Clearfield, Pa.; (Fair) Durham, N. C., 21-28.
 Haines: Longview, Tex.
 Hamlett, J. C.: (Fair) Westmoreland, Tenn.
 Hansen, A. O.: Leavenworth, Kan.
 Happy Attrs.: Junction City, O.
 Happy Days: (Fair) Dayton, Tenn.; (Fair) Tuscaloosa, Ala., 21-28.
 Happyland: (Fair) Saginaw, Mich.
 Henke's Attrs.: Wabeno, Wis.
 Imperial: Mt. Pleasant, Ia.
 Intermountain: Price, Utah.
 Jones Johnny J., Expo: (Fair) Memphis, Tenn.
 Joyland: Hudsonville, Mich.
 Kaus: (Fair) Woodstock, Va.; Lexington 21-26.
 Keystone: (Fair) McConnellsburg, Pa.
 King's United: Kingman, Ind.
 Hurst, Bob: (Fair) New Boston, Tex.; (Fair) Jefferson 21-26.
 (See Carnival Companies on page 75)

HOLLYWOOD NATURAL MECCA

Production Activity at Height; With Agencies Busy on the Job

Setup appears to be nearly 50-50 as movies need radio names and vice versa—each of the big networks five shows each week—more are on the way

HOLLYWOOD, Calif., Sept. 12.—Despite the current heated wave of exhibitor protest against appearance of picture stars in radio, network sponsors and advertising agencies continue to entrench themselves in the film capital and reach out for film names as program bolsters to such an extent that Hollywood is rapidly becoming the first city of radio and the mecca for talent. Switching of origination points on the big ether shows is not wholly due to radio's demand for picture names, but also to the movies' demand for radio names, thus bringing to the Coast air stars as well as their sponsors. Interchange of talent between radio and pictures, it is pointed out, is the major factor in making Hollywood an important radio production center.

At present there are five big commercials being broadcast transcontinentally from here by each of the two networks. NBC periods are Fred Astaire's Packard show, Campana's *First Nighter*, Bing Crosby's *Kraft Music Hall*, *Shell Chateau*, Marion Talley's *Ry-Krisp* airing, and the nightly *Amos 'n' Andy* series, which switches back to Chicago for a short time in October before returning permanently to the Coast this winter. Shows now going thru Columbia outlets from here are the *Camel Caravan*, *Luz Radio Theater*, Burns and Allen for Campbell Soup, *Hollywood Hotel* and the *Goose Creek Parson* for Colgate-Palmolive-Peet.

Future fall and winter programs emanating from NBC's Hollywood studios are the Jack Benny period in October, Jimmy Fidler's gossip in November, Irvin S. Cobb for Oldsmobile in October and probably Ben Bernie and Walter Winchell. CBS futures include Kate Smith for A. & P. late this month, Vicki's Nelson Eddy-Francis White songfests September 27, Eddie Cantor for Texaco September 30 and Joe Penner's *Cocomalt* broadcasts beginning October 4. Considered as possible important features are also three unnamed Mutual periods coming thru KHJ after the Don Lee CBS split in December. It is also understood that a switch to the Coast will be made this winter by Helen Hayes in her Sanka coffee period and that Elza Schallert's screen interviews, now NBC sustaining, will be picked up commercially. Irene Rich, recently in Hollywood, talked over several picture deals and if these go thru her Welch Grapejuice playlets will move west for the winter.

Still in the "sounding-out" stage, but destined to be one of the most important air shows this fall is a series by the Marx Brothers. It is rumored the Spud cigar people are dickering with the trio for a 40-week series.

With the continuous moving of radio production to Hollywood, advertising agencies active in radio have taken over offices here and transferred much of their staffs.

Active Agencies

Leading agencies are J. Walter Thompson, with a production personnel of 25; F. Wallis Armstrong, using six writers and directors, and Young & Rubicam with a staff of five. J. Walter Thompson programs are the *Luz Radio Theater*, produced jointly by Frank Woodruff and Cecil B. DeMille; *Kraft Music Hall*, produced by Cal Kuhl; *Shell Chateau*, supervised by Herb Polesie, and Kate Smith's forthcoming program. *Hollywood Hotel*

(See HOLLYWOOD on page 9)

RCA's District Managers

GAMDEN, N. J., Sept. 12.—Appointment of two new district managers on the West Coast, operating out of RCA's Los Angeles and San Francisco offices, was announced by Paul C. Richardson, manager of field activities. E. W. Isenhower will head the Los Angeles branch and E. J. Rising functioning at the San Francisco office. Appointments are expected to further strengthen RCA's organization and facilities in its radio and engineering activities.

Baldwin Warns Re 'Free' Shows

WASHINGTON, Sept. 12.—Managing Director James W. Baldwin, of the National Association of Broadcasters, has issued a warning to members relative to the seemingly "free" motion picture preview transcriptions being offered from Hollywood by Martin Oesch, now Warner Brothers' radio director. Baldwin holds that if Warners are not seeking to grab off some free time, why shouldn't they buy the time in the prescribed manner.

He also points out a possible analogy and example in the recent move of the Words and Music Publishing Company, which offered stations free disks made by the Jan Garber Orchestra. Music house, thru its professional manager, George Plantadosi, asked that the two tunes on the record be played as often as possible. It later developed that Garber, who is a member of the American Society of Recording Artists, claimed he never authorized the record's use on the air.

WCAE Browder Ban Brings Prall Query

WASHINGTON, Sept. 12.—After a report from the legal division, Anning S. Prall, chairman of the Federal Communications Commission, yesterday ordered WCAE, the Hearst station in Pittsburgh, to explain why it banned a speech by Earl Browder, Communist Presidential nominee, on August 28. Station had previously broadcast talks by other candidates for the same office.

Complaint against WCAE was filed by William Z. Foster, Communist leader, who also filed, later on, similar charges against WIRE, Indianapolis, and WTCN, Minneapolis. American Civil Liberties Union, thru Arthur Garfield Hays, its attorney, has urged an investigation of the stations' acts, claiming discrimination towards a minor political party.

Section 315 of the Communications Act prohibits discrimination against candidates.

New Board of Governors Named As Canada's New Deal Gets Set

OTTAWA, Sept. 12.—The new Board of Governors for the Canadian Radio Commission was announced last Thursday by Prime Minister MacKenzie King as follows:

Leonard W. Brockington, barrister, Winnipeg, to be chairman.

Rene Morin, director Generals du Trust Generale of Canada, Montreal, to be vice-chairman.

Brigadier General Victor W. Odium, broker, Vancouver.

J. Wilfred Godfrey, barrister, Halifax.

Professor A. Vachon, of Laval University, Quebec.

N. L. Nathanson, president of Famous Players Corporation of Canada, Ltd., Toronto.

Wilfred Bovey, barrister and educationist, Montreal.

Ann B. Plaunt, journalist, Toronto.

Deems Taylor With CBS As Musical Consultant

NEW YORK, Sept. 12.—CBS has appointed Deems Taylor as its "Consultant on Music." His specific duties will be to assist and advise the CBS program department "in co-ordinating its schedule of serious music."

Taylor is a composer, critic and newspaper man. He was previously on the air at NBC for Chase & Sanborn coffee, handling condensed opera versions for that company.

Carpenter Heads NAB Committee

WASHINGTON, Sept. 12.—H. K. Carpenter, vice-president and general manager of WHK, Cleveland, has been named chairman of the Commercial Section of the National Association of Broadcasters by President C. W. Myers. Arthur Church, of KMBC, Kansas City, has been holding down the bag until now.

Other appointments made by President Myers are: Buryl Lottridge, of KOIN-KFAB, Omaha, chairman of the Sales Managers' Division, and John J. Gillin Jr., of WOW, Omaha, chairman of the Industry Promotion Division.

Arthur B. Church was appointed chairman of the committee of five. This committee will represent the NAB on the Joint Committee on Radio Research.

WNBR Sprucing Up After WMC Tieup

MEMPHIS, Sept. 12.—With the switch into control of *The Commercial-Appeal* and affiliation with WMC, Station WNBR is taking on new life and plans for a big fall season. Nothing new has developed in recently announced NBC plans to take on station as a Blue affiliate and station is setting up a fine array of locals and novelties for fall and winter season.

New talent has been signed, including Jack Frost, a former big favorite with local fans, as a program conductor of individualism; Abe Kipper, voice rates one of best in town; a big amateur show on Sunday afternoon, the *Old Country Boys* and several special sports broadcasts daily. About seven new commercials have been signed in the past few days.

On September 7 station brought to close its seventh year of broadcasting of all road games of the Memphis Southern League baseball team and plans are under way for airing of big football games for the fall. All game broadcasts are being handled by Francis Chamberlin, station manager, who has handled approximately 500 baseball games to date alone.

A sidewalk broadcast has taken on new life with the new sponsorship of a national chain hat store that is awarding a lady interviewed with most interesting results a hat each day.

Money Interests Prune ABC Staff

CHICAGO, Sept. 12.—Several members of the Affiliated Broadcasting Company staff, including four executives, were dismissed without notice last week by the moneyed interests that now control the network as part of their reorganization plan. Rumors persist that it will only be a matter of time before Samuel Insull is deposed as president of the regional chain.

Among those who felt the ax were Malcolm Engle, production manager, who was responsible for the many programs originated at the headquarters station; Gene Fromherz, promotion manager; Bruce Robertson, who left the editorial staff of the *Broadcast* magazine to become director of publicity for the net, and Estelle Lutz, private secretary to Samuel Insull. It is rumored that the sales department, under George Roessler, is also due for a shakeup.

"Good Will Court" Acts Hard To Get

NEW YORK, Sept. 17.—*Good Will Court* is neither definitely set to go on NBC for Chase & Sanborn coffee starting September 20, nor is it definitely assured that the show will not go on. This is the information given out yesterday by Donald Flamm, president of WMCA-Intercity, which controls the program. The deal has been hanging fire now for some time, with the inquiry prompted by the report around the trade this past week that the coffee distributors were going to lose out. Flamm added that "A minor deal is holding up matters," but that settlement either way would be made within 48 hours. He also admitted that no contract had been signed yet by either Chase & Sanborn (Standard Brands) or their agency, J. Walter Thompson Company, New York, and the station.

Flamm's admission that *Good Will Court* had not definitely become the property of Standard Brands contrasted with daily newspaper ads taken this week by Chase & Sanborn announcing the program's starting date. Likewise it conflicted with announcements from the agency and NBC press departments, to the same effect as the advertisements.

Reason for delay in settling the issue is, reputedly, the refusal on the part of A. L. Alexander, who announces the show and who built the program originally, to sign a year's contract exclusive with the agency. Alexander was relieved of his duties as head announcer at WMCA when the *Good Will Court* jigsaw puzzle started to puzzle.

Gives Radio Credit For Sales Boost

SOMERVILLE, Mass., Sept. 12.—The First National Stores, Inc., chain grocers with general offices located in this city, claiming an increase of 18.74 per cent in shipments thruout New England as a result of 1935's radio advertising over three Yankee Network stations, has boosted its radio coverage 100 per cent to cover larger territory. Company has signed with WNAC, Boston, and the Yankee Network for a series of 120 15-minute morning *Homemakers* programs to go over WNAC, Boston; WEAN, Providence; WICC, Bridgeport; WTAG, Worcester; WCSH, Portland, and WTIG, Hartford. WNAC and WTIC are the two units retained, with WORC giving way to WTAG in the same city of Worcester, with the addition of two States by WCSH in Maine, and WEAN, Providence.

New series starting September 30 will feature Imogene Wolcott, director of the *Homemakers*' Service Department of the First National Stores, Inc., and Major Millbrook, tagged *The Man With the Smile*. The Boston office of Richardson, Alley & Richards is handling the account.

Chicago Studios Develop Sound

CHICAGO, Sept. 12.—Two developments of technical interest have been perfected by radio engineers and technicians of the WGN and WBBN studios here.

At the elaborate new studios now under construction for WBBN in the Wrigley Building, the walls are being built under the "live end-dead end" plan, a series of crooked walls that aid the acoustics. No two walls in the studio are parallel.

The side walls of the studio taper horizontally in elongated "W" fashion, while one end wall and the ceiling remain flattened "Vs" in cross-section. This striking modernistic construction permits the use of sound reflecting perforated transmit wall paneling, permitting maximum resonance and brilliancy in the studios without permitting cross echoes.

At the WGN studios, a new machine, hailed as "the last word" in sound effects equipment has been placed in service. The machine has battery of buttons, rheostats and switches, all of which gives one operator complete control of a series of sound effects, which with old equipment would require two or more sound men to handle.

Three turntables, each with variable speeds, are on top of the machine. Inside the compartments of the cabinet are various toned horns, whistles and bells, all electrically operated. There is a telephone rig thru which the actor talks and which sends his voice back out of the speaker at the rear of the machine in the same slightly distorted tone of a regular telephone receiver. All the sounds come out of the machine thru a large speaker at the rear of the cabinet, where a microphone is suspended to pick up the sounds to be fed into the radio production.

Playing Up Sports Events Everywhere

NEW YORK, Sept. 12.—Stations all over the country are giving more and more time to sports events, amount of time now being devoted to broadcasts of this nature topping anything ever previously recorded. At the same time, the sports shows are taking in activities heretofore neglected, with even polo, "the rich man's game," and not considered popular enough for the general public, now being handled. Latter game first came in over Mutual with the Argentine-U. S. A. matches, with all three networks now taking the forthcoming matches. Likewise, Mutual started out with horse races from New York tracks early this summer.

Another indication of the sports' importance is the appointment by WHN, New York, of Jack Kofod, formerly with *The New York Evening Post* and *Hearst papers*, as sports editor of the station, first time any outlet has had such a post. Other stations and networks handle sports thru their special events department. Kofod will supervise all sport shows, including scripts, for the Loew broadcaster.

WHN has also sewed up the prize fight market in the city, having signed exclusive contracts with Madison Square Garden and Mike Jacobs' Hippodrome (Twentieth Century Club). Garden fights will be sent to the Yankee network thru WHN. Station also has deals giving it rights to matches at the St. Nicholas, Bronx Coliseum and Ridgewood Grove fight houses. Sam Taub continues doing the fight broadcasts, with Albie Booth, former Yale star, handling football and basketball, and Ralph Towers doing baseball.

WHN has sold the Hippodrome fights, starting in October, to Adam Hat.

Neal and Heckle Leave ABC

CHICAGO, Sept. 12.—Affiliated Broadcasting Company lost one of its most promising sustaining programs when Margaret Heckle and Neal Keehn left the network this week taking with them their popular *Across the Breakfast Table* daily script show. The pair are transferring their activities to KMBC, Kansas City, having signed with Arthur Church, head of that station.

Another Olive Branch

TOLEDO, O., Sept. 14.—"The Editor Speaks," a new kind of program featuring daily for 15 minutes, Monday thru Friday, one editorial and comment on its writer, its contents and the editor of the daily newspaper in which it appeared, began today over WSPD, only station here and a Columbia outlet.

According to Russell Cohlring, program director, the station is asking no special reciprocation from the papers, tho it hopes for better co-operation. The three Toledo dailies and newspapers from surrounding communities only are to be taken into the commentations.

Says Airing Games Hurts Take, Unless Sponsored

LINCOLN, Neb., Sept. 14.—Summary of the university stand, for tax-supported institutions in the United States, on broadcast of college football games, was offered to *Journal* readers here this week by John Bentley, the sports editor, who combed 74 schools for the data. He found 38 were permitting broadcasting and 38 were against it.

Of the 38 offering the announcement of the games play by play, 24 were selling it, highest prices going to the Pacific Coast Conference, which gets \$100,000, and the Southwest Conference, which gets \$14,000, both payoffs coming from advertising oil companies.

Poll was made here because the University of Nebraska has been criticized by taxpayers who believe they have the right to hear the games over the air. Newspapers hoped to show that airing the contests is detrimental to the gate, unless financial provision is made from some source to take the place of the lost gate revenue.

Disque With King Features

NEW YORK, Sept. 12.—Bruce Disque Jr., formerly with *News Week* magazine as assistant radio director and later as radio director, has gone with King Features as aid to Fred Smith, who is in charge of radio for the syndicate. Smith brought Disque into *News Week* when he (Smith) started that magazine's transcription department. When Smith left to go with King, Disque succeeded him.

KYW Wants More

PHILADELPHIA, Sept. 12.—Application to the FCC for an increase to 50,000 watts for KYW was made by Walter C. Evans, radio division manager for Westinghouse Electric. When the station moved here from Chicago in 1934 a 50,000-watt transmitter was set up, pending FCC permission. Station has been operating on 10,000.

AFM Impasse Eases in Philly; Petrillo Seeks Standard Scale

PHILADELPHIA, Sept. 12.—Musicians' dilemma at the radio stations is finally reaching an exit from the blind alleys. Salary and number of men dispute at KYW has been settled with Leslie Joy, station manager, acceding to virtually every demand made by the union. House combo upped from 11 to 18 men and use of staff band for commercials is verboten. Playing time cut from three to two hours and the \$58 wage to \$45. However, possibilities of commercial coin for shows formerly on cuff will more than make up the difference. Jan Savitt replaces Anthony Candelori as house leader, Savitt moving in from WCAU, where the tooters were tossed in the tussle. Candelori remains for the daily Abbots and Frelhofers shows. Final choice for permanent conductor will be made Tuesday (15), union agreement stating that the band who house duties that day shall remain for the entire year.

Situation at WCAU still sad. Doc Levy, station prez, stated before sailing off for a European jaunt, that he would not agree to any changes in music situation. Anthony A. Tomei, union proxy, is holding steadfast and further overtures must be made by Levy on his return the 21st. Possibility of a compromise is definitely out since the KYW agreement reads that no concessions can be made for Levy unless KYW can enjoy same.

Farm Survey as Next Major Study, Being Mulled by CBS

Better lineup of sets in the rural districts is contemplated, altho such a survey would be expensive and a difficult one to procure—towns of 25,000 included

NEW YORK, Sept. 12.—Next major research step in radio as regards circulation may be taken by the Columbia Broadcasting System in checking rural sections of the country in a thoro and complete manner. The sections of the country into which CBS may peer for listening habits, detailed set ownership and the like, are currently described as being the "Great Unknown" in radio research and circulation knowledge, with but a fraction of the data the network feels is needed for an even that fraction never made generally available. Spokesmen for CBS state that no final decision has been made on conducting this new survey, which, in some circles, is claimed as being the last major inquiry that hasn't been made. It is also said that CBS has been discussing this project for several weeks, if not more, but that a decision won't be made for another few weeks.

Moore Heads New Dep't Of WFIL-Promotional

PHILADELPHIA, Sept. 12.—Jerry Moore, former ad exec, who for the last year has been dividing his time between sales and merchandising work at WFIL, will head a new station department to widen its scope in radio merchandising and sales promotion, according to an announcement by Donald Withycomb, WFIL's general manager. Co-operating with Jack Stewart, duo will inaugurate an intensive campaign of client exploitation.

Owned jointly by two department stores, station has employed every conceivable type of co-ordinating medium in program promotion for sponsors, notably newspaper ads, window displays, direct mail, class appeal, bread wrappers, wallets and movie ducats. Time for space swap between station and *The Record* and *Inquirer* newspapers gave station, during past year, 92,000 lines of display advertising, used to sell commercial shows at no extra cost to sponsor.

Tele by KHJ Okeh

LOS ANGELES, Sept. 12.—Weekly 15-minute television broadcasts were inaugurated last Wednesday by KHJ, over regular release, which are picked up by television receiver located at Silver Lake near Los Angeles. Transmitter W6XAO handles the pictures simultaneously with KHJ's sound frequency, latter being aired generally.

Synchronization system was previewed September 1 as a feature of a special joint meeting of the local sections of the Institute of Radio Engineers and the American Institute of Electrical Engineers at the home of Harry R. Lubcke, Don Lee television chief.

One reason offered as to the delay in getting set on the proposal is that such a survey, it is believed, would not only be more expensive than any of its kind previously attempted, but would be more difficult to consummate. Because the sections involved are so spread out, as against the compactness of a city, the survey would be extremely cumbersome. Most likely CBS will set as its population limit, towns of 25,000 or less, with a good chance, according to information, that the population limit will be lower than the figure given.

Altho the recent census of radio set ownership published by the jointly appointed Committee of Fifteen, representing advertisers, agencies and the broadcasters, listed set ownership in the farm areas, it is apparent that CBS wants to get a better lineup on these sets. CBS, according to one explanation, wants to know just where these sets are, income levels and the like.

If the survey is done, most likely Dr. Daniel Starch, who has handled previous CBS surveys, will be in charge of this one.

WFIL To Bust Out; New Studios in January

PHILADELPHIA, Sept. 12.—Completion of plans for the construction of a suite of modern studios and offices for WFIL were announced by Donald Withycomb, station's general manager. Expecting them to be ready for occupancy by January 6, 1937, station will move out of the Strawbridge & Clothier department store, joint owner of station with Lit Brothers department store, into the Widener Building.

Provisions were made in the floor plans to include three studios, a combination studio and clients' audition room, a master control room and individual control booths. Station airs the NBC Blue and Mutual and will be the key outlet for the Atlantic States Regional Broadcasting System, regional net under process of formation. New home will also find WFIL adding a house band for the first time.

First direct mail advertising campaign for a radio station has been put into operation by Harrison Hollway for KFI-KECA as part of plan to build latter station locally. Mail folder ballyhoos transmitter's increase to 5,000 watts and station's policy and is going to all agencies, business houses and corporations.

Material Protection Bureau

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

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

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

WFIL, town's other net outlet, has been put in a Class B classification. Altho station never had a house band, unit will be added in January when WFIL moves into its new studios. Union is asking for 13 men at \$40 per for two hours within an eight-hour stretch, use of band on commercials out.

In addition to forbidding remotes unless stand-by money is paid where station has no house unit, union is wielding a further blackjack on the stations by upping the wage scale for commercial shows at double the present figure. Scale will cover all sponsored shows, old or new, and will prove a tough bone for WCAU to crack.

PHILADELPHIA, Sept. 12.—Tieup between musicians' union locals in Chicago, New York and Philadelphia will effect a standard wage scale for chain broadcasts. James C. Petrillo, Chicago Local 10 prez, has been harboring the idea for some time. Initial steps for its consummation were promulgated in New York on Friday (11) when Petrillo got together with the locals 802 and 77 heads.

Move aimed to curb practice of networks juggling originating points for programs where the music tariff is lower. Also expected to break down the chain biz, now concentrated in New York, among the three cities.

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

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

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

COAST to COAST
★ WALTER ★
TETLEY
Radio's Outstanding Boy Actor
FRED ALLEN 8:00 p.m. Wed. NBO
SNOW BOAT 9:00 p.m. Thur. NBO
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 9:15 p.m. Mon. Wed. CBS
BUGG ROGERS 6:00 p.m. Fri. CBS

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

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF
DROS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
BRyant 9-5107.

OSWALD ★★★
OH YEAH!!!
Featured COMEDIAN With
KEN MURRAY'S
Rinsos and Lifebuoy Programs.

ROY ★★★
Dramatic Baritone
SALLY'S MOVIELAND REVIEW
WMCA
NOW 44th MONTH
MON TO SAT.
5:30 to 6
p.m., EOB.
Sundays, 2
p.m. & 8 p.m.

GOBEY

The Dynamic
"ARNO"
Conductor - Violinist
SHEA'S
Buffalo Theatre
WBEN @ Saturday,
7:30 P.M.
Exclusive Direction - Jack Lavin, Paul
Whiteman - Artist Management, Inc.
17 E. 45th St., New York City

Station Notes

Address All Communications to the New York Office

The Southeast was visited this past week by LENOX R. LOHR, president of NBC, and NILES TRAMMELL, Chicago, vice-president. TRAMMELL is a native of Georgia. . . JOHN MONTGOMERY, formerly of KUOA, Fayetteville, Ark., has joined the announcing staff of KFEQ, St. Joseph, Mo. . . JAMES E. LEWIS, formerly with the radio station at Tyler, Tex., has been named announcer for WHEP, Kosciusko, Miss., to succeed W. B. COX, resigned. . . EDWARD MURPHEY, production man and newest member of the KWKH-KTBS staff at Shreveport, is featuring a new Review of Sports broadcast daily except Sunday at 6 p.m. MURPHEY will be remembered as announcer for the Olympic games in Los Angeles in 1932. . . WREC, Memphis, is broadcasting happenings this week at the eighth annual Delta Staple Cotton Festival at Clarksdale, Miss. . . A change in the daily operating hours of WAPI, Birmingham, effective week of September 6, makes the station leave the air at 6:30 p.m. on Mondays, Tuesdays, Wednesdays and Sundays, returning at 9 p.m. on week days and 8:15 on Sundays. Station shares with KVOO, Tulsa.

VIDA RAVENSCROFT SUTTON, NBC speech authority from New York, on the West Coast for a series of conferences with educators, started her fall Magic of Speech series from the network's studios in San Francisco on September 11. She will broadcast three more programs from that city before heading east. . . ROBERT DWAN, who was a junior announcer, has been made assistant to DICK ELLERS, NBC's night program supervisor in San Francisco. FRANK BARTON, formerly trumpeter and singer with TOM COAKLEY's Ork, replaces DWAN as junior announcer. . . ART KEMP, newly appointed Pacific Coast regional network sales manager for CBS, spent several days in San Francisco discussing fall business with agency executives and making other contacts. He is head-

quartered in Hollywood. FRED J. HART, president and general manager of KOMB, Honolulu, and KMBC, Hilo, is bound for the Hawaiian Islands for a series of conferences. He left San Francisco, his headquarters, on September 12 to be gone five weeks.

New Orleans' chain affiliates, WSMB, of NBC, and WWL, of CBS, report a marked increase in commercials for the next 30 days. In addition to a dozen or so transcription or local commercials, WSMB officials report that over a score of new contracts are being directed their way between now and the end of October, while WWL reports 18 new CBS commercials and almost an equal number of locals and recordings. . . Crazy Crystals has made a shift in their entertainment on WWL with substitution of BILLIE WALKER and her Texas Longhorns for the Schroeder Brothers. . . Capt. A. O. FRITZCHARD, manager of WWL, New Orleans, has been appointed Tail Twister of the local Lions' Club. . . BEVERLY BROWN, program director for WWL, has returned from a two weeks' vacation in Hendersonville, N. C.

ELINORE LEAVITT MILLER, staff artist at WJBG, Philadelphia, has opened a dramatic school in Camden, N. J. . . CHARLES SEEBACK, former announcer at KYW, Philadelphia, doing his word spiels at WGBA, Allentown, Pa. . . JACK STECK leaves WPEN, Philadelphia, for WFIL's program department. . . STONEY McLINN, Adams Clothes sports commentator on WIP, Philadelphia, has filed application for a license to promote wrestling matches at the local Convention Hall. . . JOSEPH GROSS, commentator on WPEN, Philadelphia, started his fourth radio series on September 10. . . GAIL RANDOLPH, former canary with DICK FIDDLER and RUBY NEWMAN's orks and last year Ohio's radio queen, warbling on WIP, Philadelphia.

New Biz, Renewals

NEW YORK, Sept. 12.—New accounts on NBC:
GENERAL FOODS, thru Young & Rubicam; starts October 4, Sunday, 5-5:30 p.m. on WJZ and 45 stations. Sloopnagle and Budd.
LAMONT CORLISS & CO., thru J. Walker Thompson Co.; starts October 6, Tuesday, 9:30-10 p.m. on WJZ and 35 stations. Husbands and Wives.
SONOTONE CORP., thru Topping & Lloyd; starts September 28, Tuesday, 4-4:15 p.m. on WFAF and 35 stations. Cheerio.

CBS Accounts
LEHN & FINK PRODUCTS CO., thru Lennen & Mitchell; starts October 5, Monday to Friday, 12-12:15 p.m. on WABC and 26 stations. The Gumps.
AFFILIATED PRODUCTS, INC., thru Blackett-Sample-Hummert, Inc., New York; starts September 28, Monday to Friday, 12:30-1 p.m. on WABO and 31 stations. Two script programs.
WARD BAKING CO., thru Fletcher & Ellis; renews effective September 18, Tuesday, Thursday, Saturday, 6:15-6:30 p.m. on WABC and 20 stations. News of Youth.
LEVER BROS. CO., thru Ruthrauff & Ryan; starts September 14, Monday to Thursday, 11:30-11:45 a.m. on WABO and 64 stations. Big Sister.

MBS Accounts
FATHER CHARLES E. COUGHLIN, thru Albert M. Ross Adv. Agency; starts September 12, Saturday, 8-8:30 p.m. on WOR and 31 stations. Talks by Father Coughlin.

New York Area
PROCTER & GAMBLE CO., thru H. W. Kastor & Sons; started September 7, Thursday, 1-1:15 p.m. and announcements. Jack Randolph, songs. WMCA.

HERBERT'S JEWELRY STORE, direct; starts September 20, Sunday, 1-2 p.m. Orchestra. WMCA
BOSTON SHOE EXCHANGE STORES, direct; started September 7, 12 15-minute programs weekly. WMCA.
JUNKET, thru Advertisers' Broadcasting Co.; starts September 14, Monday, 7:30-7:45 p.m. Voice of Jerusalem. WMCA.

Newark
PECHTER BAKING CO., thru Mackay-Spauding; started September 10, Thursday, 12:45-1 p.m. Problem Doctor. WOR.
STERLING PRODUCTS, INC., thru Blackett-Sample-Hummert, Inc., Chicago; starts September 14, Monday to Friday, 2:45-3 p.m. Way Down East. WOR.

GARDNER NURSERY CO., thru Northwest Adv. Co., five-minute spots. WOR.
ATLANTIC REFINING CO., thru N. W. Ayer & Son, New York; starts October 3, Yale football games. WOR.
TIDEWATER OIL CO., thru Lennen & Mitchell; renews effective October 2, three weekly news broadcasts. WOR.
HUDSON THEATER, direct, announcements. WNEW.
AMERICAN INSTITUTE OF FOOD PRODUCTS; starts September 14, half-hour daily. WNEW.
COLONIAL COFFEE CO., direct, announcements. WNEW.

South
MONTICELLO-DR. CALDWELL SYRUP OP PEPSIN, Monticello, Ill., three 15-minute transcriptions weekly, beginning September 23. Program is Monticello Party Lined. WWL, New Orleans.
SKINNER'S MACARONI, placed thru Buchanan & Thomas, Omaha; three 15-minute transcriptions weekly, beginning September 28. WWL, New Orleans.
ELECTRIC MAID BAKE SHOP, Baton Rouge, direct; daily 18-minute transcription, Songs That Sell. WJBO, Baton Rouge, La.
STERLING BREWERS, INC., thru Baton Rouge Agency, daily half-hour night dance program. WJBO, Baton Rouge.

CONTINENTAL OIL CO., Ponca City, Okla., thru Tracy-Locke-Dawson, Inc., New York, 15-minute transcription weekly, featuring Carveth Wells. KLRA, Little Rock.
WELSH & LEVY STORE, Baton Rouge, 15-minute recording weekly, Adventure

ARTHUR KAY
Radio Mimic - Characterizations
Character Voice of Terrytoon Cartoons and Varied Max Fleischer Cartoons.

Alexander GRAY
Baritone
Pers. Mgt. CBS Artists Bureau

WINGY MANNONE
THE NEW ORLEANS SWING KING.
Now Touring New England With His New, Full Size Swing Band.
Pers. Mgt.—MILLS ARTISTS, INC., 790 Seventh Ave., New York, N. Y.

EDDIE PAUL
music director
ROXY THEATRE, N. Y.

of Tim, began September 8. WJBO, Baton Rouge.
PELICAN FURNITURE CO., renewal, daily 15-minute transcription. WJBO, Baton Rouge.

GUILD-PRODUCER

(Continued from page 3)
hered to despite collapse of Blue Eagle setup can be legally interpreted as a contractual obligation.
Another factor in concluding the Guild-Producer truce of last week was the taking of a deposition by Warner attorneys, Preston and Piles, from Rex Alexander on his suit against that company seeking \$400 allegedly due on a \$75 per week one-picture contract.
Starting points in Columbia's answer to DeCamp's action is the claim that the Producers' Association never promised to adhere to NRA rules, and that Blue Eagle extra regulations did not guarantee \$25 to extras speaking lines.
Board of directors of the Producers' Association and officials will be subpoenaed by the Guild, it is understood, along with official records when the Columbia case comes to court, in an attempt to establish the NRA resolution. Reported also is that the Guild is preparing an additional group of test cases on other actor complaints with the intention of bringing other studios into the legal war.

Until several days ago it had been thought that the suits would lapse and that out-of-court settlements of any complaints under the NRA regulations would be reached. Studios and producers had gone to the extent of setting up a committee of three to hear and judge all squawks, as well as setting harsh penalties for any chiseling on the part of studio subordinates and casting employees.

MERRY BOOKING

(Continued from page 3)
countered by holding over Hussy, which continues to draw heavily.
Meantime McBride appears to hold the high hand for the next move because he has The Great Ziegfeld as his next shot. It was to have opened yesterday, but was put back when the Low hold-over countered the Keith holdover.

TOMMY DORSEY

Currently BAKER HOTEL, Dallas, Tex.
Management M. C. A.
AND HIS ORCHESTRA

Program Reviews

EDST Unless Otherwise Indicated

"Polly Entertains"

Reviewed Wednesday, 2-2:30 p.m. Style—Music and chatter. Sponsor—Participating show. Station—WQAE (Pittsburgh).

Polly Malone, shopper for The Pittsburgh Sun-Telegraph and former stock actress in the Smoky City, acts as an entertaining mistress of ceremonies on the *Polly Entertains* program, which is piped daily except Saturday and Sunday. The feature is of interest to women who are too busy to do extensive shopping or to read the details in newspaper ads. Polly makes the rounds in department stores and selects items which, in her opinion, are the most attractive bargains. She speaks clearly and with a welcome note of sincerity. A minor fault at this listening was occasional hesitation while delivering some of the chatter. Apparently, she readies her program at the last minute and is not thoroughly acquainted with the reading matter at program time.

The orchestra, a 10-piece outfit, conducted by Earl Truxell, plays well between Polly's offerings. The band is particularly good in delivering pop tunes, at this hearing the outstanding numbers having been *At the Codfish Ball*, *A Picture of Me Without You*, *Would You and You Are My Lucky Star*. Occasional laughs are sandwiched in by the boys of the band with extemporaneous wisecracking. S. H. D.

"Teatime at Morrell's"

Reviewed Thursday, 3-3:30 p.m. Style—Variety show. Sponsor—John Morrell & Company. Station—WMAQ (Chicago) and NBC Red network.

This variety program is one of the most important day-time shows emanating from the NBC Chicago studios. Conducted much on the order of the networks' *Saturday Jamboree* show, this one also has Don McNeill as emcee and comedian. McNeill is also credited with writing the script which mostly means the jokes and gags between musical numbers. For the most part his comedy is quite funny, but on the other hand some of the puns are pretty hard to digest. He keeps the program moving at a nice pace and uses the featured soloists in dialog and comedy skits.

Besides McNeill, the program consisted of Joseph Galluccio's Orchestra and Gale Page and Charles Sears, singers. In the orchestra's selections was a novelty called *Meet the Band*, which introduced various sections of the band. Miss Page did *You Turned the Tables on Me*, *The Glory of Love* and *It's the Gypsy in Me*, and Charles Sears contributed *She Shall Have Music* and *Did I Remember?*

Opening show seemed to have a little too much talk, probably because it rambled along often without being very funny. The advertising plugs were not too long and the orchestra and vocal soloists, besides McNeill, were oked. P. L. M.

"WAAB Morning Carnival"

Reviewed Monday, 10 a.m. to 12 noon. Style—Carnival variety show. Sponsor—Participating advertisers. Station—WAAB (Boston).

Two months old, this radio-carnival idea of Linus Travers, Yankee Network production manager, has good potentialities. As it is, two hours on the key station of the Colonial Network are planted six days weekly, but they lack punch. Besides two hours is a long time for Priscilla Fortescue and Bill Hemsworth to carry. They do, however, make an effort to maintain a lively tempo. Would suggest the lad and lassie make the acquaintance of a pitchman for barker spiel instruction.

The a.m. show is a service to milady, with 11 radio acts passing in review: *News White It Is News*, *The Colonial Network News Service*; *Story of Radio Land*, a chapter with celeb info.; *Home-making Hints*; *Beauty Secrets*, from the *Ledger of Loveliness*; Earl Wiedener at the carnival console; *Interview*, with an unusually interesting person; *Movies*, read by Fortescue from stuff by Louella O. Parsons, Universal Service Motion Picture editor; *News of Fashion*, written by Dorothy Roe; *The Social World*, women

in the news, and race scratches from the leading tracks, and spot news flashes. The program is opened with Fortescue and Hemsworth alternately barking out the features to follow. Theme is Ringling Brothers-Barnum & Bailey's Band recording of *Circus Echoes*.

There are altogether too many recordings needed. The situation is two good hours with not enough variety. Informal repartee is good in spots.

Carnival spirit, which should be gay, bubbling with activity, etc., should be injected into the script. Carnival gag music and such, could be used to advantage as background, and thus make for better production.

Highlight of the two-hour merry-go-round broadcast are stints commanded by Ruth Moss, intelligent and well-versed commentator, who can sell her wares to any sponsor's delight. She lifts the program bodily. Her intro is *Lovely Lady*, which is appropriate. During vacash of Francis J. Cronin, studio organist, Earl Wiedener puts the flesh musical touch into the show, today playing *Chiquita*.

Fortescue and Hemsworth today started a mail department, requesting listeners to send in their criticisms and suggestions for making the WAAB Morning Carnival a regular air-midway. S. P.

"True Detective Mysteries"

Reviewed Tuesday, 9:30-10 p.m. Style—Mystery sketch. Sponsor—Macfadden Publications, Inc. Station—WOR (MBS network).

This program is the same as the several others put on the air by Macfadden Publications, either directly, as this program is sponsored, or by way of a tieup with another advertiser as was done recently on the Intercity chain. Dramatizations of any of the "True" genre magazines issued by this company can't help providing dramatizations of hoke, hoey and melior, oftentimes based on fact. This may seem contradictory—the hoey being based on fact—but nevertheless that's the way it shapes up.

Despite the use of somewhat archaic radio melodramatic tricks—the boring ominous booming of the organ being the outstanding one in this case—the particular sketch, *The Rattle Snake and the Barefoot Bride* (or maybe vice versa?), nature of the material does away a lot with the suspense. Cases from the public prints are taken and dramatized and everybody knows who did what and why they did it. In this case a Coast barber, Robert James, knocked off his fifth wife for the insurance money and did it in a particularly gruesome and brutal manner, with the program sparing none of the details. "True" readers ought to eat this up, but that appears to be the only type audience the program will get. Also, probably, the only type sought by the advertiser.

Actual writing of the sketch, which comes from WLW, Cincinnati, was far superior to the acting, with the male lead quite poor. Radio, as a matter of fact, doesn't need this type program.

Bernarr Macfadden follows this half-hour show with a 15-minute talk, also on Mutual. So far his speeches have

been anti-administration and it's obvious that, as against the preceding program, Macfadden is trying to reach the business men and advertisers of the nation. Neither the speeches nor their delivery is very interesting. J. F.

"Night Court of Good Will"

Reviewed Monday, 9:30-10:30 p.m. (PST). Style—Legal advice. Sustaining on KYA (San Francisco).

Anticipating a trend, KYA unostentatiously launched its *Night Court of Good Will* several weeks ago and each subsequent Monday night has found progressively more and more ears tuned to the Hearst transmitter. Program's regulars are Judge George J. Steiger, of the Superior Court, and Municipal Judge Charles R. Boden, with Robert E. Burns, assistant district attorney, acting as emcee. Talent is drawn from the city's poor with troubles, of which there is a never-ending supply. Eleven of them had their problems aired tonight and were heard by Judge Boden and Judge C. J. Godell (subbing for Judge Steiger, who is honeymooning). For the most part these problems were of a marital or financial nature, and with the applicants before the mike were discussed informally over the air.

Working on the assumption that people are interested in other's troubles, KYA's *Night Court* airs problems that not only make good radio entertainment but are of such a nature that many listeners, faced with similar problems, are aided by the solutions offered and the advice given. Advice given the applicants, altho informal, is strictly legal. Judges observe a strict rule to give no advice to applicants with cases pending in court.

Chief source of appeal lies in the never-falling human-interest element. Listeners could feel sorry for the unfortunates participating, most of whom have a far harder row to hoe than the average. An occasional foreign dialect makes good for a few laughs. D. H. G.

"Kaleidoscope"

Reviewed Wednesday, 9-9:30 p.m. Style—Song, music and dramatization. Sponsor—Bulletin Index. Station—KDKA (Pittsburgh).

A new weekly feature that broke in last week and promises to build into a leading program. Produced and announced with network flavor by Bill Beal, the affair has more than average local interest and during its initial stage was fairly entertaining.

Leading assets were Beal's splendid work and the fine music played by Umberto Egizi and his KDKA Orchestra. It is one purpose of the program to unearth new local talent and present it during its Wednesday hour. The first embryos were not particularly talented. Helen Lee warbled *Shoe Shine Boy* in fair fashion only, and the vocal capacities of Charles Grayson in *Summer-time Girl* and of John McClellan in *All Thru the Night* were not too impressive. The former tune is a pleasing concoction penned by George W. Youngley, a local song scribbler. An entertaining offering was furnished by Dale Hartness and his Swinging Strings strumming *Sing, Sing, Sing* and *Night and Day*.

The highlight of the show was the dramatization of the local operations of illegal liquor clubs and the attempts of a local copper to curb the widespread practice. This furnished the only commercial plug for *Bulletin Index*, a Pittsburgh weekly which is making its initial attempt to boost its circula-

tion figures thru radio advertising. The dramatization of the story, exposed in *The Bulletin Index*, was handled in top shape by Beal and several station assistants.

The Egizi Orchestra played several popular tunes. S. H.

Henry Busse and His Ork

Reviewed Wednesday, 3-3:30 p.m. Style—Orchestra and soloists. Sponsor—J. W. Marrow Manufacturing Company. Station—WMAQ (Chicago) and NBC Red network.

Henry Busse, the trumpet-playing maestro, and his crack 18-piece band, currently playing at the Chez Paree, Chicago, take their place among the important afternoon network programs with this show, designed primarily for the woman listener.

It's strictly a musical program, but distinctive because of the special arrangements used and the tone shadings of the various sections of the band. Opening with Busse's theme song, the band then swung into *Ain't No Use*; Bob Hanon, a swell tenor, sang *Did I Remember?*, and Busse's stylized trumpet was heard in *Tea for Two*. An advertising free offer and then Carl Lavere, vocalist, did *You're Not the Kind*, and the band played a medley from *Show Boat*, with Hanon singing *Make Believe*. Another product plug and the band did *Definitely*; Skip Moore was the vocalist in *Lore Will Tell*, and *I Met My Waterloo* by the band closed the show. Vincent Pelletier announced in his usual good manner. Busse's smooth rhythms should make this half-hour program one of the most popular daytime shows on the air within a very short time. F. L. M.

HOLLYWOOD

(Continued from page 6)
is produced by Bill Bacher for F. Wallis Armstrong Agency, and Diana Bourbon, only big-time woman producer, handles Burns and Allen for the same agency. Young & Rubicam, recently moved into a suite of offices in the Equitable Building, put on the Fred Astaire-Packard show, produced by Joe Stauffer, and Jack Benny's Jello series, beginning in October, which will be supervised by Tom Harrington.

Other radio-active agencies handling the *Camel Caravan*, produced by Bob Redd and a staff of two. Aubrey Moore & Wallace handle the *First Nighter*, produced by Fred Ibbett and a staff of two. Ruthrauff & Ryan will prepare Joe Penner's series next month, but no producer yet assigned. Gardner Agency has the Marion Talley-Ry-Kriser series, produced by Marvin Young and R. Martini. Morse International has the forthcoming Nelson Eddy-Francia White musical for Vick's, with a CBS producer to be assigned. *Goose Creek's Parson*, sponsored by Palmolive-Peet, goes thru Benton & Bowles, with Dixie Wilson scripting and Jack Mullen producing. Lord & Thomas has Amos 'n' Andy, RCA-Magic Key pickups and the popular *California Hour*, starring Conrad Nagel, which might soon swing Coast-to-Coast on a national chain-store sponsorship. They have eight men in radio production. Eddie Cantor's series for Texaco is produced by Cantor and his personal staff, while Oldsmobile's sponsorship of Irvin S. Cobb goes to NBC direct, with a web producer to be assigned.

In its determination to continue to use top picture names, radio salaries paid to film personalities are expected this year to reach unprecedented heights due to the increased number of well-backed Hollywood originations and bitter competition between the agencies. Another side of the demands for bigger money is the artifice lessening of the star supply thru film studios' resistance to other dates.

Tops for present radio pay to picture names is reached by J. Walter Thompson's *Luz Theater*, with an average of \$3,000 to \$4,000 for one-hour plays, while the same agency's Kraft and Shell periods pay off between \$1,000 and \$1,500 for 15-minute spots. William Esty Agency is paying about \$500 more for *Camel Caravan* guests and the entry of Young & Rubicam with Fred Astaire's show and Kate Smith's show is expected to further complicate the bidding. This week Robert Taylor is reported as receiving \$5,000 for appearing on the *Camel* show, bucking Fred Astaire.

Meanwhile, all of Hollywood talent agents and managers who have personalities to sell are wedging into radio in earnest and pitting one sponsor against another in attempts to raise even higher the guest-star pay check.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to list week's listing. Period covered is from Friday, September 4, to Thursday, September 10, both dates inclusive.

Did I Remember? (32).....	28	My Kingdom for a Kiss (16).....	15
When Did You Leave Heaven? (27).....	26	Until Today (22).....	15
Sing, Baby, Sing (16).....	25	When a Lady Meets a Gentleman.....	14
Bye, Bye, Baby (29).....	24	I Can't Escape From You.....	13
A Star Fell Out of Heaven (24).....	23	Long Ago and Far Away.....	13
When I'm With You (25).....	21	Rendezvous With a Dream.....	12
Me and the Moon (26).....	20	South Sea Island Magic.....	12
I'm an Old Cowhand (22).....	18	Take My Heart (16).....	11
The Way You Look Tonight (17).....	17	Runnin' a Temperature.....	10
Empty Saddles.....	15	Sing, Sing, Sing.....	9

SHEET MUSIC best sellers will be found on page 20.

West Coast Notes; Bernard With KHJ

LOS ANGELES, Sept. 12.—Don Bernard, chief talent scout for *California's Hour* and radio veteran, has signed with KHJ and the Don Lee chain as production manager and program director, succeeding Glenhall Taylor, who recently joined Lord & Thomas in San Francisco as producer. Bernard started radio work at KYW in Chicago in 1920 and switched to WAIO in Ohio as an executive. He was with NBC for eight years, in New York and Chicago, joining KHJ in 1934 and remaining thru 1935.

With switch of George Fisher's film gossip period from KFNB to KEJ two other chatter periods broke out overnight. Owen Cunningham moved into the KFNB spot, retaining Fisher's three-year title, "Studio Whispers," while Fisher, who goes over 14 Don Lee stations now and is due for national airing with the Lec-Mutual hookup this winter, is calling his stint *Hollywood Whispers*. KNX also inaugurated chatter spot this week, with Bill Goodwin carrying on as "The Voice of Hollywood," station's trade-mark, and broadcasting same time as Fisher.

Previously broadcasting from San Francisco, Rush Hughes began presenting his Langendorf Pictorial from Hollywood this week. He will make permanent residence here and is reported under consideration as pilot of a chain guest star-pix chatter program.

Ralph Wonders, head of Columbia Artists' Bureau, and Pete De Lima, who will be installed here as Coast chief, arrived this week from New York. Spot was recently vacated by Charley Varida, who was elevated to chair of program director.

Anthony Sanford is here from New York to produce the Lux plays for J. Walter Thompson Agency, while Frank Woodruff, who has been staging the shows with Cecil DeMille, goes on vacation. Sanford produced the Lux Theater from New York for two years before program moved to Hollywood.

Tom Hutchinson is here from NBC's New York office to aid with auditions and program buildup for Irvin S. Cobb's air feature slated for October. . . . Harry Conn, Jack Benny's former air scripter, is back from vacation jaunt to England and starts on his new deal with Cocomat to write the Joe Penner CBS show. . . . Eddie Moran, former Fred Allen gag writer, is concocting for Fred Astaire's new series. . . . Carlton Knoll, Amos 'n' Andy announcer, is being film tested by Grand National. He's a Robert Taylor type.

San Francisco

SAN FRANCISCO, Sept. 12.—*Male Chorus Parade*, weekly feature on the CBS-Don Lee network for the past year, after a summer layoff returned to the airwaves Thursday night for another 26 weeks under continued sponsorship of Sperry Flour Company. Quarter-hour program, which features a different well-known Pacific Coast male chorus weekly, is heard at 6:45 p.m. (PST). Nationally known Elks' "99" Chanters of Los Angeles, under leadership of J. Arthur Lewis, launched the new series, the program emanating from KHJ, that city. Westco Advertising Agency services the account.

Albers Bros. Milling Company, which has had so much difficulty in picking talent and name for its new NBC show, has finally decided upon both. Commercial, placed thru Erwin, Wasey & Company, Seattle, is to feature an orchestra, violin sextet and a double mixed quartet. Gyula Ormay, well-known local theater conductor, is to direct the ork, but to lend a Viennese touch will change his name to Johann Ormay for the broadcasts at least. Series starts September 29 for 13 weeks. To be heard over five NBC-Pacific Red network stations Tuesdays from 9:30 to 10 p.m. (PST). Title is *Good Morning Tonight*.

Ruah Hughes, the Langendorf Pictorial commentator, sponsored by the Langendorf United Bakeries, Inc., over the NBC-Pacific Red network, started broadcasting his live a week quarter-hour series from Hollywood Monday. He has moved bag and baggage to the film capital and will free-lance in pictures, do a bit of football broadcasting and make recordings. His Langendorf Pictorial was recently renewed for another 52 weeks.

Jimmy Wallington, ace announcer, and his bride, the former Betty Jane Cooper, dancer, are in town to visit her mother, Mrs. Ursula Cooper. Couple were married in Detroit last August. They will

Air Briefs

By JERRY FRANKEN

ALL but one principal in the new National Dairy Show were set last week, the one principal to be selected within the fortnight. However, other acts to go on with Ferde Grofe's Orchestra are Jane Pickens, Walter Cassel and Stuart Churchill. Show starts October 17. . . . WNEW, Newark, is starting a "racket expose" series, using the services of Frank W. Brock as exposé. Brock was with the New York Better Business Bureau for 10 years. . . . Freddie Pabst, of Don Lee, in town last week. With Pabst in town and Jean Ellington going on WOR and a former Don Lee-er, it was almost old home week for Ed Fitzgerald, who hails from the same sector.

Joe Ranson and Jap Gude both left New York last week for the Coast. Ranson went on his vacation, with Gude, CBS press head, flying out in connection with KNX. Ranson is radio columnist of *The Brooklyn Daily Eagle*. . . . Time moochers working for banquets to both biggies and smallies are going to be disappointed this fall when they try the free-time grab act. Network reps from the three chains have talked over the entire problem and have agreed to go only for the really important stuff. One of the principal reasons for this attitude is that the banquet arrangers have given scant consideration to the importance of the clock in radio, have failed to deliver speakers promised and have put speakers on either too early or too late for the mike. Most of the

banquets are regarded as headaches anyhow. Increasing tightness of time won't help either. . . . About 15 announcers are being auditioned for the spier's job on Atlantic Refining's broadcasts of the Yale games over WOR. Most of the auditioners are sports writers.

Reports are that Jimmy Dorsey's Band might be replaced on the Kraft show in favor of a production orchestra. . . . Edith Dick and Buddy Clark will continue on the Lucky Strike CBS series when the new band starts soon. . . . Pond's cosmetics has taken *Husbands and Wives*, starting in October. . . . Norman Brokenshire is doing news commentary on WINS and the New York State network. . . . A gal named Virginia Roberts won the RKO-Engle-MBS "opportunity contest," with Jack Mawdsley taking the men's prize. . . . WNEW is giving high-school kids a chance to stage their own radio programs, starting in a week or so. Two schools will go on each week, with the students handling all phases of the programs. . . . George Lottman, p. a., is expanding, opening a Hollywood office, with Sig Boesley as head, and taking more space for his New York. . . . Al McCosker, head of WOR and MBS chairman, returned from Europe last week. . . . Loose Wiles brings back *Snow Village Sketches*, starting October 3 on CBS. Series is one of the oldest, if not the oldest, on the air.

air. . . . The Monticello Party Line, a program aired by a number of Midwest stations, starts on WLS September 21. . . . Olan Soule, WGN actor, was released from a local hospital this week after having had his tonsils removed. . . . Swift & Company's Junior Nurse Corps starts again October 12. . . . Little Lucy Gilman will again be featured. . . . Jack Ryan will handle the publicity for the *Myrt and Marge* show when it returns to the air for the Ford Motor Company.

TORONTO WINS

(Continued from page 3)

dent due to illness of President Alfred W. Rogers, in his closing address commented on the success of the 58th annual and said: "Every exhibitor, without exception, reports greatly increased business and indications are that it will approach closely the peak year of 1928."

With rain Friday night and Saturday morning, attendance showed a decrease on the year of 48,000, but CNE directors appeared undaunted.

General Manager Elwood A. Hughes said: "We are not worrying about numbers; they are not everything. We have had a bad break in weather but have had a very successful fair and spending has been much more free than in past years."

Concessioners and showmen declared the exhibition best since 1928. Rubin Gruber, president of Rubin & Cherry Exposition, said at the closing hour on Saturday that he is more than satisfied with the engagement. Gross receipts on the midway are expected to exceed \$200,000.

Attendance figures: Thursday, 1935, 03,000; 1936, 91,000. Friday, 1935, 95,000; 1936, 73,000. Saturday, 1935, 151,000; 1936, 154,000. Decrease 48,000.

Attendance totals: 1934, 1,503,000; 1935, 1,651,000; 1936, 1,603,000.

Labor Day, with threatening weather and scattered showers, raised doubt as to catching up on attendance. Gate was 212,000, 12,000 short of last year and 48,000 short of eight years ago, when Lator Day hit an all-time peak for attendance.

There were 11,000 cars parked inside the grounds and 20,000 or more parked as close as they could get; of these more than 7,000 came from the United States. City hotel business hit a seven-year peak when halls and dining rooms were partitioned off to accommodate the overflow. About 5,000 members of international labor unions, representing Canada and every State in the Union, headed by acting Mayor W. D. Robbins and members of the board of control of Toronto, paraded thru the grounds.

Comparative attendance for the first 11 days:

	1935	1936
Friday	86,000	42,000
Saturday	185,000	149,000
Monday	185,000	192,000
Tuesday	85,000	80,000
Wednesday	91,000	72,000
Thursday	107,000	108,000
Friday	71,000	75,000
Saturday	133,000	154,000
Monday	224,000	212,000
Tuesday	72,000	74,000
Wednesday	73,000	87,000

Total1,312,000 1,285,000
Decrease 27,000.

Cannon Act Resumed

On September 8, International Day, the point was stressed that the fair is really a world's exposition in diversity and inclusiveness of exhibits. Representation of nations was more extensive than ever this year. The United States Government had no official display, but there were more American exhibitors than in past years. The five Dionne Shetland ponies returned to the exhibition, having finished their first movie engagement with the Dionne sisters. When their owner, W. P. B. Graham, Toronto, sent them he expected them back in a week, but bad weather delayed picture taking and the little animals missed several of their classes at the show.

Earl W. Andrews, general manager of the forthcoming New York World's Fair, accompanied by a group of engineers, architects and technicians, visited the CNE after having visited Great Lakes Exposition, Cleveland; Texas Centennial Exposition, Dallas, and Fort Worth Frontier Show. The grand-stand cannon-shooting act was resumed on September 5 after the previous Thursday's accident to Bobby Jeanne Bernhardt from Chicago.

Chi Air Notes

By F. LANGDON MORGAN

It looks like the biggest dramatic show to go out over the air lanes from Chicago studios this year will be the new Sears, Roebuck & Company program, *Sears—Then and Now*, which will have its premiere over a 94-station CBS network hookup on the night of September 17. Highlights of the opening show will be Robert Montgomery and Constance Bennett in a scene from *Gone With the Wind* and the appearances of Fred Stone and Walter Hampden. It is reported that this is typical of what the program will offer each week. Bess Johnson, of the Stack-Ooble Agency, is producing, and Herb Putran is responsible for the script. Carlton Kelsey's Orchestra will furnish the music and other dramatic talent will include Elinor Harriot, Sunda Love and Henry Saxe.

Word comes from Hollywood that Shaindel Kallish, former local radio actress, whose name was changed to Ann Preston when she appeared in Universal films, has been signed to a long-term contract by the RKO studios and her name is now Judith Blake. . . . Henry Weber, WGN's musical director, has been engaged to direct 10 performances of the Chicago opera this season. . . . Lum and Abner, with six months of their old contract yet to run, were renewed for another year and a half by their present sponsor at one of the largest salaries ever paid for a daily script act. . . . Howard Keegan, one of NBC's production men, is seriously ill in the West Suburban Hospital. . . . Jack Odell, WAAF's news reporter, is laid up with pneumonia. . . . Milt Morris has been substituting for him. . . . Tom Shirley, former WBMB announcer, is now located in Orlando, Fla. . . . Announcement has been made of the engagement of Donna King, of the King

go to Hollywood, where Wallington will announce Eddie Cantor's new Texaco show over CBS, starting September 20.

Virginia Spencer, who is KFRC's staff pianist, has teamed with Cora Lee Scott, vocalist, and Josephine Renalds, violinist, and they are being heard on KYA as *The Three Moods*. . . . Gordon Brown, KJBS's "Night Owl," is now an ensign in the U. S. naval reserve, communications department. . . . Dorothy Miller, from the Mark Hopkins Hotel, sings Xavier Cugat's newest tune, *Mi Sombrero*, in English for the first time tonight during the ork's NBC transcontinental.

Sisters with the Horace Heidt organization, and Charles Goodman, vocal soloist with the band. . . . When Ted Pio-Rito and his orchestra open at the Terrace Room of the Morrison Hotel September 17 they will be heard exclusively over WGN and the Mutual network. . . . Today's *Children* began its fourth year on NBC September 11. . . . Tom Bilta has joined the WJJD announcing staff, replacing Dell King, who received an offer to announce the *First Nighter* show from Hollywood a short time after accepting a position at the station. . . . Harry Creighton has taken over the "Sport Shorts" broadcast over WAAF due to the pressure of other duties on Edward Simmons, who formerly handled it. . . . *Backstage Wife* returns to the air over NBC September 14. . . . Ranny Daly, program director of KSO-KRNT, Des Moines, was a Chicago visitor last week. . . . Bob Purcell, who recently left WCFL to free-lance, started a *Man in the Street* broadcast over WAAF this week. . . . Clayton E. Loomis, ABC announcer, is in the cast of *Dead End* at the Studebaker Theater.

The King's Jesters, a Consolidated Radio Artists, Inc., attraction, have signed with the makers of Sterling Aie for a series of 13 transcriptions to be made at the RCA recording laboratories here and which will be broadcast over a chain of Southern stations. . . . Robert M. Hafter, program director of KMOX, St. Louis, spent a few days in Chicago this week.

WLS Notes: Merle (Henry Hornsbuckle) Housh back from his vacation spent in Kansas. . . . Larry Wellington, of the Westerners, and his wife and child were WLS visitors last week. . . . Grace Cassidy, of the WLS office staff, a well-known personality in local radio circles since the station started in 1924, is vacationing at Crystal Lake. . . . C. V. Gregory, heard on the *WLS Parade of the Week* program, has returned from Europe, where he was a member of the federal commission studying farm cooperatives in Scandinavian countries. . . . Lily May, the 19-year-old Kentucky girl selected by Harold Safford, WLS program director, as the best of several auditioned hillbilly singers, makes her first appearance on the barn dance September 19.

It will be another month before the swanky new CBS studios in Chicago are completed. . . . Lester Tremayne will be leading man opposite Anne Seymour in *Grand Hotel* when it returns to the

Strong Lineup of Shows Is Set To Try the Road

Heavy early-season list indicates that plans for road revival may come thru—stock loss deplored as cutting down employment—meeting scheduled shortly

NEW YORK, Sept. 12.—Fitted against the new legit season's apologists are the optimists who, after prophesying a return of the road all winter, are now ballyhooing the prospects of national theatrical prosperity with increased vigor. New York theatrical interests, notably Actors' Equity, the Dramatists' Guild and the League of New York Theaters, will soon come together in an attempt to work out a feasible line of action which, it is hoped, will alleviate the unemployment problem among the acting profession, provide added dividends in royalties for playwrights and extend the operating area of legit productions well into the hinterlands. At present, seven stock companies exist, as compared to approximately 200 in pre-depression days, according to Paul Duzell, executive secretary of Equity. Just how much or how little can be done to close the gap cannot be ascertained with any certainty now, but success will be directly dependent upon a co-operative attitude by producers, stagehands, musicians, agents, etc.

In addition to the incursion of motion pictures into the areas long considered the province of stock, a fact which in addition to educating the public to expect a long non-flesh show for a small admission, has also reduced greatly the number of available houses for legit, sponsors of the campaign will also have to face the problem of increased living costs, increased production expenditures and the necessity of gaining the aid of the various theatrical unions, notably the stagehands. Musicians are not likely to help in the general attempt insofar as the bulk of their work is done in other than legit fields.

Regarding the booking problem, it has been proved that, where necessary auditoriums and other places of public assembly may be used in lieu of something better. Katharine Cornell and Walter Hampden are cases in point. Such headline attractions, however, do not offer a very good example with which to generalize, in that the average legit show and not the hit production must, in the last analysis, be the backbone of a road revival. To expect a profitable patronage for the rank and file of legit productions would require a definite process of re-education.

A lineup of shows already slated for the road this season appears imposing enough at this early date, including, as it does: *The Great Waltz*, *Lady Precious Stream*, *Boy Meets Girl*, *Call It a Day*, a few companies of *Tobacco Road*, *Ethan Frome*, *Pride and Prejudice*, *Dadd End*, *The Follies*, *Scandals*, the D'Oyly Carte Gilbert and Sullivan troupe, *First Lady* and perhaps *Idiot's Delight* and *Victoria Regina*.

No Settlement in Philly Musician War

PHILADELPHIA, Sept. 12.—Unless the striking musicians accept his compromise proposal, Lawrence Shubert Lawrence, operator of the Chestnut and Forrest theaters, threatens a steady diet of dramatic fare. Conferences between Lawrence and musicians' union officials to date have failed to produce results. Meanwhile plans for the opening on the 28th with *Stage Door* are in full swing. Rehearsals are now under way under the direction of George Kauffman. Only definite booking for a Lawrence house requiring a pit crew is the D'Oyly Carte Opera Company.

Difficulties between the musicians and Sam Nirdlinger, representing the Alex Yoke interests at the Erlanger, are nearing the signature stage. House will initiate the local season the 21st with Yoke's American premiere of *Love From a Stranger*. Subsequent Yoke offerings will be the Rodgers & Hart new musical, *Babes in Arms*, and *Bury the Dead*. Erlanger will also house the Sabbath morning matinees of Clare Tree Major's Children's Theater productions.

Walnut lights up on the 17th for a season of Jewish stock. William Stegal's new play, *Back to Life*, being the curtain raiser.

War Over Anti-War Play

SAN FRANCISCO, Sept. 12.—Designed to minimize the hazards of war, Erwin Shaw's *Bury the Dead* almost started a small war of its own this past week-end.

San Francisco Theater Union, it was disclosed, had appealed to the copyright handlers, the New Theater League in New York, over a clash of dates. Florence Wyckoff, of the Theater Union, declared that after plans had been completed to stage the play in the City Club Theater, Oakland, Calif., on September 25 the little theater group of the University of California advertised its intention of producing the drama on the same date. Edwin Duerr, drama director for the Associated Students of the University, said he had wired New York for a clarification of the rights. He indicated the university group would be glad to recede in the event of an honest misunderstanding.

Miss Wyckoff, speaking for the Theater Union, said the New Theater League had authorized her to retain an attorney and seek a restrainer against the university showing if necessary.

Chi Fed Music Project Plans Winter Concerts

CHICAGO, Sept. 12.—Joel Lay, State director of the federal music project, has announced plans for an extensive fall and winter program, highlight of which will be a series of symphony concerts in the Loop featuring celebrated guest conductors and soloists.

No decision has been made as to what theater will be utilized, but it has been definitely decided to open the series October 4. The music project's Illinois Symphony Orchestra and the American Concert Orchestra will be heard alternately in a series of concerts which will emphasize native American music and will be open to the public at nominal admission prices.

Among the guest conductors who will appear with the WPA musicians early in the series are Nikolai Sokoloff and Rudolph Ganz. Also scheduled to wield the baton are Albert Goldberg, Alexander Sevine and Izler Solomon. Both of the aforementioned orchestras, as well as other units of the federal music project, are scheduled to be heard in outlying locations.

"Blossom Time" for Chicago

CHICAGO, Sept. 12.—*Blossom Time* will open at the Grand Opera House here September 19 for a two-week engagement. This is its eighth visit in 13 years, having originally opened here in March, 1923. The Franz Schubert role will be sung by J. Charles Gilbert, and Diana Gaylen, a prima donna making her debut in this territory, will appear as Mitzl. Other roles will be sung and played by George Trabert, Geraldine Bodkin, Winona Bimboni, Robert O'Connor and Jean Garfield. Company has been playing in open-air auditoriums in the East all summer.

Miss Kondo to Japan

NEW YORK, Sept. 12.—Naoo Kondo, who recently appeared on Broadway in *Petticoat Fever*, *If This Be Treason* and *First Lady*, expects to embark from Seattle for Japan shortly, together with her husband, George Hirose. She will fulfill an engagement with the Toho Theaters.

From Out Front

By EUGENE BURR

Mr. Sidney Skolsky, the diminutive and usually semi-bewhiskered Hollywood columnist for *The New York Daily News*, is the latest of the film commentators to rush into print with a violent defense of the cinema as opposed to that decrepit old devil, the stage. Once in every blue moon a recurrent rash of film-defense covers some otherwise healthy film commentator. It is an unfortunate manifestation, since it leads them to do and say things of which, in their saner moments, even they would probably disapprove; yet it is quite explicable. It is simply a defense mechanism, the result of a deep-seated inferiority complex. Each film commentator in his heart is firmly convinced of the superiority of the stage—as an entertainment medium, as an art form and as a field in which to earn what is sometimes jokingly referred to as a living. Thus once in a while some such commentator feels it incumbent upon himself to prove that films are really the better field in all essential respects. They write violent articles; but the suspicion remains that they are writing chiefly to convince themselves.

In Mr. Skolsky's case the itch must be particularly virulent, since Mr. Skolsky once basked in the gaudy spotlight of the legitimate stage; that is, if Mr. Earl Carroll's frequent editions of *Vanities*, which Mr. Skolsky press-agented, may be included in that category. But for years Mr. Skolsky has been bound by his paper to the Gold Coast, and now, in an article on Clifford Odets and *The General Died at Dawn*, he seeks to justify the film activities of the erstwhile white hope (nay, crimson hope) of the left-wing theater.

"Today," says Mr. Skolsky, "the best talents in every entertainment division are in the celluloid city, and they are turning out work comparable to the best of the stage, often superior to it. A production of *Romeo and Juliet* costing \$2,000,000 must outshine any stage production costing, say, \$50,000."

There spoke the erstwhile Carroll press agent. It is a statement that is quoted simply to show the ridiculous lengths to which film commentators will go in order to justify to themselves their own connection with the field. It is as the one were to insist that Rudy Vallee were a greater conductor than, say, Mengelberg, because his baton cost four times as much.

But Mr. Skolsky continues. "The movies can take a current stage play," he says, citing the case of *Winterstet*. "Correct the faults of the play which were noted by the critics, and make a truly great motion picture." Just as they did, for example, in the case of that other drama of Maxwell Anderson's, *Wary of Scotland*, wherein all of Mr. Anderson's magnificent blank verse, which was the play's crowning glory, was ruthlessly cut in order to make way for some of the tritest and dumbest dialog ever turned out by the Hollywood dialog factories.

Mr. Skolsky also remarks that the films no longer spoil stage hits, that "more and more the dramatic critics have been going to the movies and writing praise reviews of the pictures." It's interesting, if true.

Later he attempts to prove that films do sometimes manage to speak out and convey a message, citing *All Quiet on the Western Front*, *I'm a Fugitive*, *Fury* and various other pictures that disastrously pulled their intellectual punches at the psychological moment. In any case, considering the years that have passed since *All Quiet*, the list seems pitifully meager.

But the payoff comes when Mr. Skolsky says: "Odets mentioned only one drawback of the screen; an author can't really say anything."

That, my friends, is the one and only drawback. It is, of course, obviously unimportant.

You can write your own comments.

RR Rate War Hits Stymie

Legit men will be unable to attend meet of Trunk Lines in Chi—maybe later

NEW YORK, Sept. 12.—First important move on the part of Equity, the League of New York Theaters and other theatrical interests to rehabilitate the legitimate theater by restoring a measure of its former national prestige thru a campaign for the return of the road ended somewhat blankly this week when it was learned that Frank Gillmore, Equity president, and Dr. Henry Moskowitz, executive adviser to the League, would not be able to meet representatives of the Trunk Lines Association at a meeting in Chicago September 16 in order to discuss granting of reductions of railroad fares and possibly other concessions to traveling road companies.

With Dr. Moskowitz not expected to return from his European trip before September 14 and in view of there being small likelihood of Edward Canavan, president of the musicians' union, being able to make the trip to Chicago, Gillmore has felt it advisable to delay negotiations so that an adequate representation of New York interests may confer with the Trunk Lines Association. Accordingly, he has requested a confab some time in the future, preferably in New York, where the railroad authority also maintains an office.

Pending for a long time, the campaign for the revival of road shows marks perhaps the most important gun in Equity's effort to provide increased employment for the acting profession, a job which is at present being accomplished more or less by the Federal Theater Project of the WPA.

OUT-OF-TOWN OPENINGS

"The Golden Journey"

(Boston)

Author, Edwin Gilbert; produced by the Messrs. Shubert; staged by Harry Wagstaff; settings by Watson Barratt. At the Plymouth Theater for two weeks, beginning September 3.

Cast: Alan Bunce, Hugh Rennie, Alan Hewitt, Aldrich Bowker, Leona Powers, Joan Tompkins, Eleanor Lynn, Raymond Bramley, Jane Bancroft.

A farce-comedy concerning a would-be author whose story is accepted by a publisher thru the machinations of the latter's wife, met with a good audience response at its opening presentation. Julian Verney, the writer, is very much surprised when Violet Freely persuades her husband to publish his translation from the French. "Not only that, but Mr. Publisher also offers Verney a contract which the latter accepts against his better judgment because he is having landlord trouble. Verney's friendship with Violet blossoms into an affair, which becomes complicated when he really falls in love with Nancy Parrish, an actress. Two other friends of Verney who live with him, one an author and the other a man whose business requires that he keep a quantity of pets at home, complicate the general situation with their hilarious troubles. A satisfactory climax, with Cupid the winner, winds up the piece.

Alan Bunce renders a deft performance as Verney, making out quite well in the comic sequences. Miss Lynn is also excellent as Nancy and the supporting cast is in general strong. S. P.

Alvienne School's New Play

NEW YORK, Sept. 12.—Students of the Alvienne School of Dramatic Art will present plays by budding playwrights this fall at the Alvienne Studio Theater. The acting company, known as the Alvienne Stock Players, comprised of senior students, is already slated to do *Between Friends*, by Oliver White, late in October.

Equity Quarterly Meeting

NEW YORK, Sept. 12.—Equity's first quarterly meeting of the season, and the third quarterly meeting of the year, will be held here at the Astor Hotel September 21, at 2 p.m.

Summer Theater Review

"Personal Appearance"

(Point Pleasant, N. J.)

The eighth and final production at the Point Pleasant Playshop brought summer stock on the Jersey Coast to an ill-deserved quiet end.

Average attendance per show numbered 50 at a 75 cents top. Optimists say, however, that the coast is due for a strong season in 1937.

The final performance of Personal Appearance climaxed an enjoyable theater season offering plenty of laughs and lots of new faces.

The group as a whole came thru with a great performance. Especially Norbert Kelly, in the role of Gehe Tuttle, and Marion Chadwick as Carole Arden.

Chester Cooper, as Bud Norton, was an easy target for the laughs, and Eleanor Meredith, as Mrs. Struthers, was a fair performance of a social climber.

MICHAEL ROTHMAN.

Denver Schedules Shows

DENVER, Sept. 12.—Arthur M. Oberfelder, local impresario, has booked several attractions for the winter season for Denver.

NON-RELIEF

(Continued from page 4)

piece is going along nicely. Rumors are current that Lewis and Hallie Finnagan, national director, are at odds over the adaptation, and the publicity pot has been given added fuel by the publicized opinions of producers as to the effect the production will have on the commercial theater.

Diverse matters: The leasing of the Princess and Heckscher theaters brings to eight the number of theaters held by the Project in Manhattan.

The sacred cows of comic opera—an ungracious epithet to bestow upon the very gracious D'Oyly Carte Gilbert and Sullivan company, but one which has been earned for them by their thronging sycophants—have come around this week to the point at which they started their famous season of two years ago.

NEW ORLEANS, Sept. 12.—While Sinclair Lewis continues to work on completion of the full draft of It Can't Happen Here, local WPA playwrights began this week to localize the first act of the play for presentation in the Crescent City.

BROADWAY RUNS

Performances to September 12, inclusive.

Table with columns: Dramatic, Musical Comedy, Title, Dates, Opened, Perf. Includes plays like 'Boy Meets Girl', 'Dead End', 'The Sign of the Cross', etc.

is prepared for presentation of The First Legion, first of a repertory plan announced by WPA officials.

Reports from the interior indicate that the rural areas are receiving the theater project's minstrel unit of 19 players with fine patronage.

LOS ANGELES, Sept. 12.—Three Federal Theater Project productions opened here this week, marking the final days of the current season.

BOSTON, Sept. 12.—In line with extensive orchestral unit expansion and reorganization, the Federal Music Project here is injecting new ideas into its program.

Starita, under the percentage basis granted by WPA, comes to the project

The New Plays on Broadway

MARTIN BECK

Beginning Monday Evening, September 7, 1936

THE GONDOLIERS

(Repertory Revival)

A comic opera written by W. S. Gilbert and composed by Arthur Sullivan. Scenery and costumes designed by Charles Ricketts. Musical director, Isidore Godfrey.

ACT I—Venice. ACT II—Pavilion in the Palace of Barataria. (An Interval of Three Months Is Supposed To Elapse Between Acts I and II).

For when the company opened in The Gondoliers two years ago it was greeted with the hosannas usually reserved for plays by Eugene O'Neill and performances by Katharine Cornell.

Last Gasp of Cowbarn Spots Sees One New Play Still Due

NEW YORK, Sept. 12.—A great quiet has descended on the summer circuit, but definitely. The final spurt of the last few weeks lent the season's activities a sort of ghostly, Indian-summer fever-

ishness which ungracefully prolonged the coup de grace. A glance at the releases, however, is proof that the bottom is definitely out, and that, like the one-horse shay, the circuit has disappeared into nothingness all at once.

direct from the Paramount Ballroom in Cambridge, Mass.

Since the Federal Theater has lease to the Repertory Theater, it is expected that the playhouse will be used by the orchestra.

Now that WNAO and the Yankee Network's Gillette Community Sing, until August 30 broadcasting from the Repertory Theater, has moved to New York for CBS network distribution, the house will be available for Sunday night performances of the Symphonio Swing Orchestra.

BRIDGEPORT, Conn., Sept. 12.—Park Theater is closed while the big production of Cellini is being prepared. Meanwhile in Norwalk the Federal Theater's most ambitious undertaking, Scius of Men, an allegory covering centuries, analyzing the modern world and envisaging eternity, will soon be prepared, according to Gertrude Dondero, State director.

OMAHA, Sept. 12.—Third floor of the Music Box, formerly the Odd Fellows' Building here, has been leased for 10 months by Federal Theater officials. All Omaha WPA theater activities will be presented here.

BOSTON, Sept. 12.—Federal Theater here will follow Chalk Dust with the much-debated Class of '29, by Orrie Washin and Milo Hastings, as the next attraction at the Repertory Theater.

This reviewer was among those who heaped lavish praise upon their deserving heads.

But seeing The Gondoliers again, with some of the ballyhoo faded in the turmoil of passing time, with a couple of good work-a-day local presentations studding the years between, one wonders whether all the praise was entirely justified.

There can be no doubt that Sydney Granville's Don Alhambra is a masterpiece of unctious; there can be no doubt that Messrs. Derek Oldham and Leslie Rands do very nicely with the joint kings of Barataria—the others have done nicely with them before.

There have been replacements in the feminine division since the company last played the opera on these sunny shores. Brenda Bennett is a vast improvement as Casilda, while Sylvia Cecil does well enough with Gianetta, and Marjorie Eyre remains an excellent Tessa.

The Gondoliers remains one of the loveliest of the Gilbert and Sullivan series. The libretto, it is true, is both slow and ponderous, but Gilbert was as good as ever in his lyrics.

Next week, Yeomen of the Guard. EUGENE BURR.

GYPSY ROSE LEE NOW Appearing ZIEGFELD'S FOLLIES Winter Garden, New York.

MARVIN LAWLER DANCING JUVENILE ZIEGFELD FOLLIES WINTER GARDEN, N. Y. C. Direction—LOUIS SHURR.

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PICKET EX-VAUDE HOUSES

Union Campaign May Lead to Unit Production for Indies

Possibility that New York musician-actor drive may go nation wide—houses playing amateurs to be picketed also—claim picture industry attitude shortsighted

(Continued from page 3)

ions, stickers, as much publicity as can be obtained and other steps will be tried. As the final punch the two unions are planning their own vaude units for outlying indie houses as a lever to get the same kind of attractions into circuit-operated theaters.

Feinberg opened the meeting by explaining the unemployment caused by "canned" music. He said that the public is the pivotal point in the campaign—its support being sought to force the picture exhibitors to restore vaude. First, said Feinberg, the 800,000 unionists in New York will be asked for their help in refusing to patronize straight film houses. Feinberg, as did several other speakers, pointed out the vital necessity for living entertainment, its part in the cultural and social life of a community, and that constant decrease in such entertainment threatened future generations' chances to have representative musicians and actors.

William Collins, organizer for the American Federation of Labor in Greater New York, followed Feinberg, upholding the union method for its part in maintaining decent standards of living by wages and conditions. He also spoke of the importance of improving music in America by putting musicians in a position whereby they could devote their interests solely to music and not worry about eating. "The public," he said, "wants music—you are sure of getting its support."

Fred Birnbach, recently elected secretary of the AFM, who spoke for the national body because of the illness of Joseph Weber, president, went into the unemployment problem thoroughly. He charged that picture interests did not disguise their desire to throw out all musicians except those working for "cans" in Hollywood, stating the AFM, was told that by a prominent picture executive. Birnbach spoke, too, of the AFM advertising campaign of several years ago. Conflicting reactions were brought out by this campaign, the AFM sec said, some claiming it helped, others that the \$1,000,000 spent had not been productive.

About two years ago, according to Birnbach, employment of musicians in theaters hit the lowest ebb, falling to 2,500. In the past two years it has averaged 4,000 to 5,500, with from 800 to 1,200 theaters using live music. Most of them, according to Birnbach, are indie houses which "are not dictated to." New York City has the smallest percentage of live talent use of any city in the country, with only five vaude houses to its total population. Birnbach partly blamed musicians for this, saying they, their friends and families, patronized straight sound houses. He said his contacts with house managers have shown they want talent but can't disobey orders from the home office.

Strongest attack made by Birnbach was on the high rentals and percentages demanded of theaters by producers and distributors. He showed how maintenance of these levels precluded any possibility of either circuit or indie houses returning flesh. He claimed that there was a need for legislation to stop this, as well as the admission tax on all above 40-cent box office prices. He showed how this tax has prevented indie houses from increasing admissions sufficiently to pay for acts and bands, the tax forcing the price too high for the neighborhood pocketbooks. The present admission tax, he charged, was "class legislation" and should either be removed or apply from the first dime. Birnbach also said that picture producers were shortsighted—that the Hollywood, French Casino, Paradise, other cabarets and roadhouses were thriving because they gave live entertainment that couldn't be seen elsewhere.

The noted Negro composer of St. Louis

Blues, W. C. Handy, pointed out the similarity in this struggle and the battle ASCAP had on its hands when first it started. "Don't give up," said Handy. "This campaign should have started sooner." Rose Schneiderman, president of the New York Women's Trade Union League, urged regulation of the introduction of machinery by unions. "There are 800,000 New York City unionists interested in your drive," stated Joseph P. Ryan, president of the Central Trades and Labor Council. He admitted that pictures have their place in the entertainment world—but that it wasn't to dominate to the exclusion of other media.

Shortest speech of the evening came from Fred Waring, who described the purposes of the National Association of Performing Artists, which he organized and of which he is president. Many attendants of the meeting didn't know about this outfit, which seeks to stop the use of phonograph records by radio stations and which has already successfully prosecuted several such cases.

After explaining the difference between legit players as "actors" and vaude players as "performers," a differentiation he said wasn't commonly understood, Paul Dullzell, executive secretary of Actors' Equity and the Associated Actors and Artistes of America, claimed that pictures have socked both legit and vaude—with legit a little better off. Talent sources are disappearing, said Dullzell, and "pictures have drained the theater of 50 years of acting ability. There is no talent being developed now and there is no hope for pictures if talent sources dry up." Unlike other speakers, Dullzell expressed his pessimism as to the success of this campaign. "If there are any members of the White Rats here," he continued, "they know the public didn't support their fight. Maybe now they will. After the speeches there is work to be done. It is a hard job. Have confidence in and follow your leaders," he said. He concluded by pledging Equity's support.

Two speakers who evoked the greatest response from the meeting were Ralph Whitehead, of the AFA, and Jacob Rosenberg, secretary of the musicians' local. In his first few lines Whitehead, without any direct mention, seemed to refer to Dullzell's lines about the difference between actors, with Whitehead saying it didn't make any difference as far as he could see.

Whitehead then denied that "vaudeville is dead. It exists in radio, pictures and night clubs. That type entertainment will never be dead. We don't want a return to the old style of vaude presentation," he said, "but want it done with a modern touch in a clean and wholesome show." He brought the house to its feet when he charged that "picture interests are bringing gambling into the

theaters to corrupt our children," a reference to the various forms of bank nights pix houses are using. He claimed the amateur show is an evil that has hurt the professional performer incalculably, and that picture interests "are blind, can't see their own faults and their own destruction."

"People think we're way ahead of South America," he added, "but several countries on that continent have legislation protecting the worker." There, he said, employees can't be thrown out at the will of the employer but are protected by law and if dismissed are recompensed in accordance with the length of their service. "We should try to have the same here by way of Washington, D. C."

Stage workers are victimized, according to Whitehead, by pooling deals among distributors. He pointed Pittsburgh as an instance, where, he said, a house using flesh was doing excellent business recently, but the operators got together, pooled, and threw out the actors and musicians.

Rosenberg injected the only political note—insofar as the internal affairs of Local 802 were concerned—of the evening. Rosenberg answered the question of why such a campaign wasn't started sooner by stating "that no other administration has dared to take this step. We demand that no group be in a position to crush an industry. We demand that the public support us just as musicians and actors have long supported outside interests thru free appearances at benefits. We are all here to enlist in the fight—never to stop until the fight is won."

Vincent Jacob, of stagehands' Local 1, spoke of the mutual co-operation between the musicians and his union and added his pledge of support. He said that if the unions stuck together he was sure they'd succeed.

Meeting unanimously passed a resolution whereby those attending pledged themselves to support the campaign and to refuse to patronize theaters not using living musicians. A letter from Mayor La Guardia of New York told of his approval of the idea and explaining that his absence was caused by attendance at a "vital important conference" to the American labor movement. Mayor also said that the economic security of this generation of musicians must be maintained if future ages are to have men who can render good music. He promised that he would attend a later meeting, which, according to Feinberg, is being especially called so that hizzoner will be able to come.

Friday morning the musicians and AFA agreed to picket all pix houses playing amateurs, whether for one or more nights. This is regarded as victory for Whitehead, inasmuch as some union pianists might lose their jobs by this step. AFA is holding a meeting this afternoon to set up committees for campaign work, with Whitehead giving up an organization trip he had planned to stay in New York. He was slated to address Pittsburgh bookers Monday.

Theaters now being picketed are Manhattan, Capitol, Strand, Palace and Rivoli. In the Bronx are Loew's Paradise and Boulevard, RKO Franklin and Fordham, the Windsor, National, Central, Royal, Bronx Opera House and Chester. In Brooklyn they are Loew's Pitkin, RKO Kenmore and Loew's Kings, plus the Patio, Premier and Tilyou. Houses are considered "key" spots.

Australian Tivoli Circuit Signs Up a Flock of Acts

NEW YORK, Sept. 12.—Much interest is being shown here in Australia as a lively territory for vaude talent employment, occasioned by the recent talent scouting visit here of Frank Neil, head of the Tivoli Circuit in that country. With Curtis & Allen Agency as his representative here, Neil auditioned acts, caught theaters and contacted agents and as a result signed up many acts for booking in his country. Neil left here last Saturday night for London, where he intends scouting American talent playing there.

Among acts set so far to appear in Australia for Neil are Willie West and McInty; Irene Vermillion (six-people flash), Ted Meza, Barry Breen; Wyler,

Turnbull and Martin; Rube Demarest, Don Smith and Gaynor Twins, Virginia Bacon (flash) and Topics of Rhythm. With the exception of the first-named act, all the other turns were booked out of the recent audition staged at the Masque Theater.

Neil is sending the acts to Australia with a guarantee of 10 weeks, with options running from one to 40 weeks. The acts play theaters in Sydney, Melbourne and New Zealand. Theater policies there call for two shows a day and no Sundays. Acts are given their fare from California to Australia and back, while salaries are a little less than the present standard here.

Philly Flesh Seems Doomed

Warner opposed to musician union demands—nabe houses seat of trouble

PHILADELPHIA, Sept. 12.—A demand for a new wage contract by the musicians' union being turned down by Warner Brothers finds flesh taking a fall and the houses primed for straight pix programs. Newly acquired Fox, first-run de Luxer, advertised "entire show on the screen" for three days prior to the final day of possible settlement, Thursday. Impasse hinges on the neighborhood houses, where flesh came in for a Saturday showing. Union is asking for two days' work instead of one for its 68 men in 12 neighborhood houses. Under the present contract, which expires October 1, the men are paid \$9 for the one day. Anthony A. Tomel, musician chief, figures on \$15 for the double day.

Warners recently took over four Paramount-Publix neighborhood houses, tying up that end of the show picture. Fox waving a Warner banner on August 1 gave the movie group full command of the main stem area. Tomel declares that by monopolizing the local theater field Warner Brother are reducing employment opportunities for musicians and refuses to deal with the first-runs until the neighborhoods are assured.

With no competition Warner can easily have its way and throw out all flesh in its houses. Earle has until October 4, but present indications point to a vaudeless downtown sector. Except for the indie Carmen and Fay's in the neighborhoods, same situation will exist thruout the entire city. With Warner having a big say in pix bookings, indie exhibs are afraid to buck the circuit by providing flesh. And in view of the chain's advertising budget not a single daily raised its voice, even feebly, in behalf of live entertainment, which seems doomed for this city.

When the same situation arose last year and the houses remained dark Warner had to fall in line when the Fox, then operated by Al Boyd, signed with the union. Further indication of the flesh plight locally is the fact that the Warner agreement with the stagehands' union, while ironed out, still awaits the necessary signature.

Stage Shows for Aurora; New \$200,000 House Opens

AURORA, Ill., Sept. 12.—With the opening of the Great States Circuit's new Fox Theater here and the switching of policies at its other houses in the city, it looks like vaudeville and stage shows will return every week-end to the Paramount Theater, beginning September 22, when Uncle Ezra and his Hoosier Hotshots, Chicago radio act, make their appearance. Ed Lewis, resident manager for Great States since 1925, has always been friendly to stage shows and is making every effort to revive them locally. Shows will be booked by Dick Bergen, of the Theater Booking Office, Chicago.

Fox Theater, a \$200,000 edifice, opened today with a policy of first-run pictures. John Balaban, M. M. Rubens, Jules J. Rubens and several other executives from the Balaban & Katz offices in Chicago were in attendance. The new house seats 700.

Paramount will remain the group's ace house, with the Tivoli relegated to second-run product. In the change Ruby Burman, former manager of the Tivoli, has been promoted to the Fox, and Chester B. Atkins assumes management of the Tivoli.

Colonial, Nashua, Shows

NASHUA, N. H., Sept. 12.—The Colonial Theater here will resume vaude on a three-day schedule starting tomorrow. Jacy Collier, Boston booker, is booking the house.

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How can I neglect thanking my
inspiration? — JIMMIE DURANTE

Loew's State, New York

(Reviewed Friday Evening, September 11)

The State's in a class by itself, a consistent policy house that pulls consistent business. And business that's practically capacity all the time. This last show opening day found the house packed, with standees galore. Picture is a good draw, starring Robert Montgomery in *Piccadilly Jim*. The vaude, running over-long at an hour and 22 minutes, is swell from start to finish, with top billings going to Cross and Dunn, Noble Sissle Ork and Sid Marion and Olive Sibley. Being overboard on time hurt somewhat, but in general it was a good show and the audience was satisfied.

Gautier's Steeplechase, dog and pony act, is a prize opener, going over to a hand that could have been milked into a show-stop. Paced by a showmanly male, the dogs and ponies go thru a swell season of clever tricks, all being thoroughly interesting and of a kind that's cute to the nth degree.

Clyde Hager keeps up the good work with his most amusing pitchman act, which is loaded down with neat material and sold in corking style. He's got the pitchman style down pat and handles the spiel in a way that brings actual belly-laughs all the way. His potato peeling and soaping bits had the crowd in stitches.

Allan Cross and Henry Dunn, who have been here before and not so long ago, sentimentally sang their way into the hearts of the State pushovers. They've got swell tune arrangements and material, stuff that's similar to waving the flag before a patriotic crowd. Their harmonizing and delivery of the numbers even doubles the value of the material, and that's something.

Sid Marion and Olive Sibley, new combo, are perfect for the next-to-closing spot, Marion doing the best act he's ever done, with Miss Sibley having a lot to do with it. Marion's the same funny fellow and using good material, aided by his mugging. The Sibley girl is the ideal apronmate for him, her height, line handling and singing all meaning a great deal to the act. Went over very well, working overtime on the bows.

Noble Sissle and Ork close, a colored band flash that tries to be different and succeeds. The band of 14, led capably by Sissle, work effectively at the music,

whether it be lowdown, swiny or sweet. Then there are specialty people, the tops being Bully Banks, a colored lad who's different in his comedy and singing. He pulled a huge hand. Leona Horn does some okeh tapping in a swell Sissle buildup, while Buddy Doyle, a colored magician, and Jimmy Miller, a colored, are weak in their assignments.

SIDNEY HARRIS.

Roxy, New York

(Reviewed Friday Evening, September 11)

A short layout this week at the Roxy, in support of *Sing, Baby, Sing* (20th Century-Fox) on the screen, which doesn't need much support anyhow. But, the short, the stage show should put them in handily, since it's headlined by Leo Carrillo. He comes out during the final half with a long and nicely cliking routine that kept the customers in an uproar, varying his dialect with straight stuff about Hollywood, etc. The only letdown comes with a long recitation (with yellow spotlight) about the cinema city. He'd have done better to have given Gene Fowler's *Testament of a Dying Ham*—if he could have gotten away with it. But he picks things up with an Italian-on-the-telephone bit that's uproarious, and walks off to a terrific hand.

Only two other acts on the bill. Start is the Three Majors, lads who warble specials pleasantly into the mike. Comedy stuff is included, and it makes a nice turn. Dave and Hilda Murray are introduced by a brief but effective production bit from the One Foster Girls, then going into their lovely ballroom routine, following with their hilarious nationality dances. An excellent hand.

The Foster kids open with a cute fashion-show routine which deservedly plugs Bonnie Cashin's swell costumes, and close the show with a standout gun drill. Sets, incidentally, are excellent in the three productions.

Eddie Paul announces dynamically and leads the pit boys. Russ Brown still comes on after the newswear to spiral news flashes from the stage. House was good the supper show opening day.

EUGENE BURR.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Sept. 12)

Produced as a revue under the label of *Vanities of 1936*, present bill is a series of nicely done production numbers beautifully costumed and mounted and some really great routines by the State-Lake Sweethearts. Charlie Niggemeyer and Dorothy Nutter are entitled to bows for a job well done.

State-Lake Sweethearts, augmented to 20, opened with a military drill and tap routine that elicited applause. Jue Fong, Chinese tenor, followed and did *Where Am I?*, *Beautiful Lady in Blue*, *It's a Sin To Tell a Lie* and *When Irish Eyes Are Smiling*, drawing a heavy hand for his efforts.

State-Lake Sweethearts were back for another attractive dance routine, after which Jeanne Le Wisse, with her body painted in silver, did a dance with a fan made of peacock feathers that was a novelty. She was joined by the girls at the finish.

Eddie White started slowly, but after his schoolroom story the balance of the way was easy. After keeping the audience in hearty laughter with a raft of stories, he closed with a comedy song and had to beg off. Four bows.

Four McNalle Sisters opened harmonizing on *Japanese Sandman*, after which one of the girls did a dance routine with splits, as the other three sang *Moonlight Madonna*. They then did a neat soft-shoe routine, followed by a tap number with acrobatics that sent them off to a good hand.

Gene Straup took the spotlight and picked a few tunes on his banjo among which were the *Tiger Rag*, a medley, and the *Poet and Peasant Overture*, his featured effort. Encoored with some variations on *China Boy* and exited to a good hand.

Sue Ryan, with Danny White at the piano, cleaned up in the next frame with her delightful comedy delineations of certain types of singers that take themselves very seriously. First was an impression of a French cabaret singer, then one of those weeping torch singers and following a burlesque on an opera star. In all she proves herself a comedienne of the first water. Closed with *Let Yourself Go* and encoored with *St. Louis Blues*. Three bows. A hit.

Finale had Preston Sellers and Jim Blade at twin pianos on an elevated platform playing *Rhapsody in Blue* as the State-Lake Sweethearts did a variation of steps with an artistic pose for the curtain. F. LANGDON MORGAN.

St. Louis, St. Louis

(Reviewed Friday Evening, Sept. 11)

While no name acts or outstanding turns appear on the current bill, the show as a whole is a very entertaining one. The Roxettes, 16 girls, appear in several beautifully costumed ensembles, with Lois Reynolds, Evelyn Auburn, Adrian Carr and four of the remaining damsels doing some neat dance specialties in the opening number. Freddie Mack and his Swing Band again furnish the music thruout, with Mack introducing the various turns and acting as emcee.

Jimmy Evans is a foot juggler and balancer par excellence, spinning and balancing mammoth balls (three at a time), a complete bed and an illuminated swastika-shaped prop in marvelous fashion and at a dizzy pace.

Mickey Carroll, a mite of a youngster, made a hit with his impressions of Ted Lewis singing *When My Baby Smiles at Me* and Mac West singing *Frankie and Jennie Were Sweethearts*, inserting a fast tap dance between the two imitations. He's a cute and clever little fellow and has a world of possibilities.

Following some community singing by the audience led by Freddie Mack, Johnny Lee and the Three Lees made their appearance. Lec in his hetic comedy makeup at the piano got a world of laughs, while his trio of young male eccentric dancers also had them going with their fast comedy stepping.

Jess Willard and Bill Hurley were next with their badminton exhibition. Here is a different turn that meets with in-



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stantaneous approval. The two champs at this form of sport present a real badminton match and show topnotch form thruout. Jack Negley is the announcer for the game, explaining the various shots and returns and acting as scorekeeper at the same time.
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Midwest Vaudeville Situation Shows Both Losses and Gains

CHICAGO, Sept. 12.—With eight full weeks of vaudeville time in and around here on the books, besides two three-day dates, five Saturdays and Sundays, one Wednesday, one Saturday and three Sundays only and several prospects in view, bookers and agents are taking a little more cheerful attitude toward the situation here. The only dark cloud on the hopeful horizon is Balaban & Katz's plans to eliminate stage shows in all but their downtown houses.

Balaban & Katz are definitely going into double-feature films next month and in so doing will eliminate the Southtown, Uptown and possibly the Marbro and Harding theaters from the stage-show picture. The Marbro started on the last week of its contract with the stagehands and musicians with the current show. If a show is booked to open next Friday the contract is automatically renewed for another four weeks, thereby assuring at least another month of vaudeville there. If Balaban & Katz are successful in acquiring the State-Lake Building it would, six months before stage shows could be dropped there, according to the lease Jones, Linick & Schaefer now hold. If and when they buy the building it is their intention to turn the house into a long-run film spot but retain the popular-price vaudeville bills at their Oriental Theater.

At present Warren Jones, of the local RKO offices, is booking the Lyric, Indianapolis, and the Colonial, Dayton, both full weeks; the Orpheum, Champaign, Ill., which reopens today, and the Kedzie, Chicago, Saturday and Sunday; the Orpheum theaters in Sioux City and Davenport, both Friday, Saturday and Sunday dates, and the Embold, Ft. Wayne, Ind., using spot shows. It is expected that the Palace, Ft. Wayne, will resume regular split-week bookings the last of this month or the first week in October. There is also a possibility that some of the Shubert, Cincinnati, shows will be booked by Jones as in the past.

On Dick Bergen's book at the Theater

Booking Office (Balaban & Katz and the Great States Circuit) at present are the Oriental and Marbro, Chicago, both full weeks; the Harding, Chicago, a Saturday and Sunday date, and the Regal and North Shore theaters, Chicago, Sundays only. In addition he books occasional shows in Great States Circuit's downtown houses. The Chicago Theater is booked from New York.

William Morris office books the Riverside, Milwaukee, a full week, and the Stratford, Chicago, and Parthenon, Hammond, Ind., both Saturday and Sunday. Billy Diamond office books the State-Lake, Chicago, and the Tower, Kansas City, full weeks. The Criterion, Oklahoma City, reopens next month with occasional shows booked thru this office. Tommy Sacco starts booking vaudeville acts into the Garrick, St. Louis, next week to augment the burlesque shows, adding another week's playing time. The Arcadia, St. Charles, Ill., continues with different shows every Saturday and Sunday, booked by John Benson, and the Palace, Rockford, Ill., plays vaude every Wednesday, booked by Sam Herman from here.

Pennsy WPA Shows Getting Slow Payoff

PITTSBURGH, Sept. 12.—WPA officials in Harrisburg have been delaying the pay rolls due the local theater projects and as a result one of the units has been holding the bag since July 30. The other vaude unit was paid a portion of its overdue salaries last week for the first time in over a month.

The delay, it is believed, is due to the great amount of work the Harrisburg office is supposed to have on hand. While it may take longer than expected, all the performers will be paid every cent due them, an official in charge of the projects here stated. Over a million dollars has been appropriated recently for the State theatrical projects and around half of that amount is still to be used.

Apollon's New Unit

NEW YORK, Sept. 12.—Dave Apollon is scheduled to open his new unit October 1 for Paramount in Springfield, Mass., with the Metropolitan, Boston, to follow. He is increasing his ork to 15 pieces, and the specialty people will include the Lambertons, Eva Lorraine and Mlle. Carrola.

AL TRAHAN'S throat ailment forced him to cancel last week at Loew's Capitol, Washington. He'll open instead Friday at the State, New York. . . . F. & M. have set Kenneth Wilkins and Leroy James, Chicago colored dancers and comedians, for Alex Yokel's forthcoming *Babes in Arms* show. . . . Benny Burke around telling folks that he reached the half-century mark last Saturday. . . . Don Cummings will go into the Rainbow Room, Radio City, October 28, agent by Bill Miller. . . . Benny Barton's daughter, Eileen, 10 years old, is going on the Gillette air program, starring Milton Berle, and she'll be known as Jolly Gillette. . . . Bill O'Day, former RKO manager and agent, is now operating the Vanoday Entertainment Bureau in Newark, N. J. . . . Lucille Kasewell, formerly of the Three Kasewell Sisters, is now running a dance studio in Havana.

ROME AND PALACE are a new combo, originating out of Rome and Dunn and Freda and Palace acts. . . . Paul Lavarre and Brother and the Three Kitaros have been signed by Warners for shorts. . . . Bill Redford, formerly in vaude with Jessie Maker, is now an artists' representative. He is handling Marshall Montgomery, who is preparing a new act in which he will be assisted by Roberta Lee, and also Alan Courtney and his WNEW *Joymakers*, which recently played the Rialto, West New York, N. J. . . . Cast includes Marion Joyce, Bobby Godet, Lanny Grey, Jimmie Rich and Bernice, the latter formerly of Bernice and Emly.

Between Halves

LONDON, Sept. 5.—At the opening Millwall versus Bristol Rovers' league match of the English football season an innovation was tried in the appearance of the Sid Ben All Troupe of Arab tumblers, who were playing a vaudo date at the same time at Lewisham Hippodrome. Arab act appeared for eight minutes between both halves of play. Troupe, enthusiastically received, are out to make further appearances of this kind during the football season. Audience numbered more than 30,000.

Indie Pix House Using WPA Vaude

BOSTON, Sept. 12.—Thomas D. Senna, State supervisor of the Federal Theater Vaudeville Division, today announced the experimentation, for a four-week period, of combining government-sponsored vaudeville with motion picture fare in private industry.

V. H. Adams, owner of the State Theater, Marlboro, Mass., indie flicker house, will spot two different vaude shows of seven acts each week today and tomorrow. A policy of two shows a day will prevail, with prices at 35-cent top for orchestra and 20-cent top for balcony. Seven acts will make for a 75-minute show.

This is the first time that Federal Theater vaude has played Marlboro (25 miles from Boston), the whole tieup being a gamble. If the four-week trial clicks the State Theater will contract for the full season, it is reported. Adams and the Federal Theater are working on a 50-50 arrangement.

REVIEWS

(Continued from page 15)

with Ivy Anderson, of course clicked very well in this spot. Ork's work is marvelously syncopated, but at times seems excessively brassy. Came on with *Solitude* and played quite a few of Ellington's other numbers. Cooty Williams, featured trumpeter, scored heavily in *Echoes of Harlem*, a weird and effective melange of harmonies. Ivy Anderson brought the house down with her rendering of *Isn't Love the Strangest Thing?*, followed by a recitation admonishing girls to *Get What You Can While You Can*. Encoored with *Oh Babe, Maybe Someday*, which preceded the finale. Swell hand all around.

Picture was *Jailbreak* and house jammed to rafters. PAUL ACKERMAN.

Vaudeville Notes

THE CASA LOMA ORK will make its first appearance in Detroit at the Michigan Theater the week of October 11. . . . Buster Shaver has been set by Paramount to spark the Chicago, Chicago, and Michigan, Detroit, the weeks of October 2 and 9. . . . Alex Gerber's *Centennial Follies* opened Thursday in Hershey, Pa., with RKO dates to date.

FANCHON & MARCO'S Leon Errol unit opens within several weeks in Denver. Unit will be roadshowed with an agent ahead and a manager back. Will carry 24 line girls in addition to Errol and six other principals. . . . Fred and Paula Stone unit leaves the Coast as soon as the comedian gets a release from RKO Pictures. Troupe slated to open either in Detroit or Chicago and swing thru Eastern key cities. Arthur Morris and Lew Ash are writing songs for the unit.

AL PEARCE flew out to San Francisco from New York Friday, but is expected back shortly. . . . Richards Brothers (Teed and Bud), new to the East from the Coast, are working vaude dates in New York State. They cashed in when their pal, Lou Ambers, beat Tony Canzoneri in the recent match. . . . Belle Baker will go into Fay's, Providence, this Friday and will probably follow with a club engagement there. . . . Mary L. Shank, booker of the Alameda Theater, Mexico City, returned to New York from there, opening offices in the RKO Building, Radio City.

Paris Groups Declare Truce

Vaude operators bury the ax — make booking deal — circus war continues

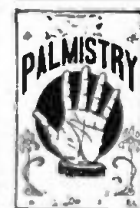
PARIS, Sept. 12.—Flowery press releases reveal that the two vaude groups, Robitschek - Bizos and Ooldin - Rotterdam, have buried the hatchet and are indulging in a touching interchange of verbal bouquets, but the battle in the local indoor circus field continues unabated.

Robitschek, while retaining the presidency of the board of directors of the Alhambra group, is devoting most of his time to the Victoria Palace, London, and has turned over the management of the Alhambra to Yves Bizos and Henry Carlson. Apparently an arrangement has been made by which the Alhambra group will furnish the bulk of the American and other foreign big-time acts to the ABC, Trionan and other Goldin-Rottembourg houses, while the ABC group will handle the booking of French and second-bracket European numbers for both groups.

The arrangement may result in lower salary offers unless competition from the circuses and the entrance of new vaude houses into the market result in a dearth of suitable acts. In addition to the new Trionan, which the ABC group opened in Montmartre last week, the Gaité-Montparnasse switched to vaude last week and offers direct competition to the Bobino in the Montparnasse quarter. . . . In Montmartre the Cigale Cinema, facing the Cirque Medrano and within sight of the Trionan, will soon offer programs with five vaude numbers and two films. In addition the Moulin Rouge is set to try either straight vaude or vaude-circus some time this month.

With the Cirque Medrano and the Cirque d'Hiver opening on Friday, the town has three indoor circuses. The invasion of the tent circus field by Medrano the past season evidently has embittered the circus situation, as the Amar Brothers (Empire) and the Bougliones (Cirque d'Hiver) are plastering all available space near the Medrano with billing. Amars may also bring their portable "construction" circus outfit here, and the Spessardis, operators of the big Cirque Pinder tent circus, are rumored to have acquired the Moulin Rouge for circus-vaude starting mid-October, which would bring them into direct competition with Medrano.

Paramount, Cigale and Roxy picture houses continued using vaude acts all thru the summer months and their ranks will soon be joined by the Rex, Gaumont Palace and several of the Pathe houses.



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Performers' Union Effecting Settlements of Cafe Disputes

NEW YORK, Sept. 12.—Thru its official organ, issued this week, the American Federation of Actors announces several settlements of claims by members against night club agents and proprietors.

AFA won a settlement of a claim by two members, names not given, against the Hal Lawrence Theatrical Exchange in Chicago. Agency handed act contracts for one week at the Ritz Club, Superior, Wis., one week at Von Thene's, Chicago, and two days for Louis Sonberg. Act claims it was canceled without cause, the AFA then filing suit on behalf of member. Lawrence made a settlement and suit was withdrawn.

Another member, whose name is not given, recently had contract trouble with Broccoli's Club, Detroit, act being canceled after rehearsals. Owner settled claim in full after intervention of AFA.

AFA had a tiff with the Sunnyside

Inn, Detroit, recently. The inn changed agents suddenly, two complete shows turning up for rehearsals. AFA members who did not work were paid, after notice from AFA.

AFA is also trying to settle a dispute between the Four Algerians and the Castle Terrace Night Club of Columbus. Act claims it was canceled after the first performance. John Pierce is the club owner and Harry Freeman the booker.

AFM Restores 3 Agency Licenses; Other Changes

NEW YORK, Sept. 12.—Three agency licenses were restored by the American Federation of Musicians this week; Charles K. Davis here; Yankee Orchestra Service, Worcester, Mass., and Mike Yoder, Pittsburgh.

The AFM changed Al Rogers' license from temporary to permanent. Leon Knapp, of Grand Rapids, Mich., dropped his license, and the Northwestern Amusement Company of St. Paul had its license cancelled.

London Night Spots

LONDON, Sept. 7.—Earl and Fortunc, modernistic rhythm and comedy dancers, with Virginia Pape, a peach of a toe dancer; Joe Jackson, the inimitable pantomimist, and Tommy Bradley Martin, with new sleight-of-hand tricks, form a formidable all-American floor show at the Savoy Hotel.

Billy Rolls and Dorothy, trick and acrobatic dancers, and Giovanni, the international "pickpocket," score at the Piccadilly Hotel.

Wilbur Hall, comedy musician, late of Paul Whiteman's Band, hits solidly at the San Marco, where he is held over for another week.

The Four Whirlwinds, American skating sensation, begin an eight weeks' season as the stellar attraction of Charles B. Cochran's Round and Round supper-time show at the Trocadero Grillroom.

Ken Harvey, American banjoist and guitarist, who is ace on personality, heads the floor show at the Trocabet.

London Casino floor show boasts Anita Jakopi, cute American dancer, who show-stops at every performance.

Terry and Doric Kendall score heavily with a smartly presented dance act at Romano's.

Wes Adams and Lisa, American novelty dancers, click on their London debut at the Dorchester.

Chi Music Operators To Meet

CHICAGO, Sept. 12.—Henry A. Kaufman, president of the Illinois-Indiana Music Operators' Association, announced this week that the association will hold its regular meeting on Thursday, September 24, at the Hotel Sherman. A large attendance of music operators is expected.

New Chicago Booking Office

CHICAGO, Sept. 12.—Bob Price, formerly of Block & Price, and Senia Gamsa, associated for some time with the Duke Yellman office here, have formed a partnership known as Price & Gamsa to conduct a booking office.

Rodrigo and Francine Hurt

CINCINNATI, Sept. 12.—Rodrigo and Francine, dance team, suffered severe lacerations on their heads, legs and hands in an auto accident near Cairo, O., recently. Team had closed an engagement at the Edgewater Beach Hotel in Chicago and was en route east when the mishap occurred.

45,000 in 2 Weeks

NEW YORK, Sept. 12.—The French Casino claims that, since opening August 28, it has served more than 45,000 patrons, breaking all its previous attendance records.

DORNFELD, the magical emcee, Quadri and LaVern, dance team, and the Eccelle Sisters, dancers, opened at the Bon Air Country Club, Wheeling, Ill., September 10.

Actor Turns Hero

NEW YORK, Sept. 12.—Pete Clifford (of the Three Racket-cheers act) had a busy night Wednesday. Coming home from a Tuckahoe night club, he saw smoke pouring out of the eighth floor of the Chesterfield Hotel. Rushed up in time to see a man in flames. Used a fire extinguisher and then rushed him to the Polyclinic Hospital. Man was a songwriter called Redfield and passed away the next morning.

The same night Clifford also got the news he was a father of an eight-pound boy.

3 Names a Year for Coconut Grove, L. A.

LOS ANGELES, Sept. 12.—Beginning with the opening of Jan Garber's Orchestra October 14, Ambassador Hotel's Coconut Grove installs a new band policy that calls for the use of not more than three bands yearly. Garber stays at the grove until after New Year's, with Ben Bernie coming in January 4 for an indefinite stay. Patronage has continued to build over the past year, with spot regaining all of its class prestige.

Night Club Reviews

Penthouse, Boston

Tom Maren's Penthouse, New England's only theater-restaurant, atop the Bradford Hotel, opened Friday evening, September 11, with a gay semi-formal crowd attending. The Hub spot is done in a midnight blue motif with panels of nudes in ultra-modernistic design skirting the ceilings.

Show, the Wonder Whirl, is produced jointly by Noel Sherman and Billy Arnold, of Broadway note. Arnold produced several scenes for the summer revue of the French Casino, N. Y., and also for the Folies Parisienne unit, current at the RKO Keith, this city.

Wonder Whirl has four lavish production scenes, the first a neon Maypole number with the line working a lighted staff routine. Shura Dante stages an exotic St. Louis Blues bit. Harry Hatts emcees the show with just enough gab to make him interesting. Andrew Sisters appear twice for tap specialties. Mildred Craig is nice looker with healthy pipes that issue nice Blow Gabriel and Tropical Heat Wave. Bernard and Rich, ballroom team, are very socko with their nimble and quite original high-kick artistry. Do nice tandem and walk splits. The line of 12 gals wear a fast Black Jazz number, and Hatts does a comic Just a Henpecked Husband bit. Both go over well.

A Colonial number is okeh with When George Was a Boy and Martha Was a Girl. Craig sits on shelf and mikes nicely. Two kids get hand on George and Martha portrayal.

Eddie Chester comes out for fast hoof and does song and dance routine for socko and three well deserved encores. I Love a Parade winds up a military pageant with gals doing squad formation, aided by the Andrew Sisters.

Ork is Howard Cutter's. It is the first time this former WCOP ork has played such an engagement and they do a grand job. Paine.

Riviera, Fort Lee, N. J.

A new band and several new acts make the current show worth reviewing again.

New band is Ralph Watkins with 16 pieces. Organized recently by Watkins, who has been around for years, it proves to be a versatile and capable outfit that can play almost anything from rumbas and tangos to the classier styles. Watkins himself leads, with Mex Ceppos, violinist, conducting the floor show and the broadcasts. Arrangements are by Watkins, Ceppos and Fulton McGrath, pianist. Altho the music is not particularly distinguished, it is good and thoroughly danceable. The five-piece brass section is nifty, as are the four saxes and the two violins.

Band carries two vocalists. Jerry Goff, who recently split with Jack Kerr, has an attractive baritone and knows how

to put over pop numbers with ease. And Billie Trask, a charming little brunet, pleases with her vocalizing, too.

Cardini is still a hit with his sleight-of-hand routines. Mystifying even the musicians seated behind him, he is an effective magician even on a hemmed-in night club floor. Offered card, cigaret, cigar, pipe and ball palm manipulating, amazing the customers with his effortless technique.

The pretty Pearl Twins, shapely and nicely costumed, are easy clickers with their novel and acrobatic dancing. Eddie Pritchard's fast and vigorous acrobatics also click. The Three Wiles, youths, score heavily with their novel and eccentric comedy dancing, their French wooden soldier bit being especially strong.

Stelle and LeRoy are a handsome ballroom pair offering a stately waltz and then a livelier musical comedy number. Their hits and whirls are successfully different, doing much to make the team stand out.

Ruth Denning is a beauty besides being a good singer. She is particularly effective handling rhythm ballads and blues numbers, offering I Take to You, Take My Heart and Let Yourself Go, the latter being her best number.

Vira Vira, a charming blonde, scored easily with her expressive voice and vigorous style. Has plenty of personality and a sure sense of rhythm. Sang Would You?, Is It True What They Say About Dixie? and a Russian ditty.

The cute chorus girls and the ravishing showgirls parading in striking costumes round out the entertaining show, with the Val Ernie Band, seven men, alternating on the dance sessions. Band is a versatile outfit, carrying an electric organ, a vibraphone, electric steel guitar and chimes. Ernie and Chris Fletcher, violinist, also vocalize, with the rest of the boys all doubling on several instruments and for novel effects. Dents.

Leon and Eddie's, New York

One of the biggest money makers in town, this cafe on West 52d street is still packing them in. Consistent advertising, aggressive publicity, use of showmanship in presenting the entertainment and continual experimenting (See LEON AND EDDIE'S on page 19)

Vanity Fair, Chicago

After a bad start earlier in the season under another management this attractive spot is fast becoming one of the town's favorite night haunts under the capable guidance of Johnny Fogarty. Combined with expertly booked shows by Sammy Clark and Paul Marr and the excellent cuisine under Milano's direction, its popularity has been growing by leaps and bounds. Mary Nevells, a Texas Guinan type of mistress of ceremonies, paces the show, which could be better

Hub Bookers Organizing

Lou Golden leading drive to form association of bonded agents to combat chiselers

BOSTON, Sept. 12.—Lou Golden, local booker, is leading a concentrated effort to rid Boston of an unscrupulous group of entertainment bookers who by conspicuously brazen tactics are unlawfully annexing the legitimate bookers' rights.

Unnecessary antagonism has forced the licensed and bonded agency owner to start a crusade to drive the under-standables out of the business. Golden, in spite of many odds, is endeavoring to create an agency association whereby each member would put up a minimum cash bond of \$200, with the proviso that each member agency would pay a minimum wage to performers, whether it be \$10, \$12 or \$15. This would ultimately result in a uniform wage scale. Any agency in the contemplated organization that failed to observe the salient points of the purposes outlined would automatically forfeit the bond.

If such an association were to materialize, the effort expended would be an appreciative gain toward the winning goal. It would wipe out the tactics of the chiseling booker, and even the night club, restaurant and beer garden owners who are wont on the slightest provocation, to take advantage of the illegitimate booking practice. At present legitimate bookers can not cope with the almost hopeless situation.

Aurora Ballroom Reopens

AURORA, Ill., Sept. 12.—Carl Stotzel's Peerless Pennsylvanians, a 12-piece combination featuring Myrna Ray, soprano, and Betty Lee, xylophonist, opened the fall season at the Log Cabin Ballroom here Labor Day. The band has a record of two years and three months at Frank Thielen's popular night spot. The spot accommodates 450 couples and has been entirely redecorated for the fall season. Professional floor shows are an added attraction every Thursday, Friday and Saturday nights, booked by Dick Hoffman, of the Billy Diamond office, Chicago. George Brazill is the Log Cabin's manager and Talbot B. Robinson is in charge of publicity and exploitation.

New Chez Paree Show

CHICAGO, Sept. 12.—Paul Oscar has started rehearsals on the new Chez Paree Autumn Revue, which is scheduled to open September 18. The new show will star Jimmy Savo, of stage and screen, and the supporting bill will consist of Niela Goodille, the Stuart Morgan Dancers, George Andre Martin and Betty Bruce, besides the Readinger Twins and Bill Steele, who are being held over from the current show. Henry Busse's Orchestra will continue on the Chez Paree hand stand.

Syracuse AFM-Hotel Compromise Explained

SYRACUSE, Sept. 12.—That the five-month strike of union musicians against local hotels resulted in a virtual loss to the musicians was discovered here this week when details of the secret agreement, which ended the long battle, leaked out.

The union demanded that the hotels keep non-union bands out, regardless of whether they were hired by the hotel or by organizations renting space for parties. The hotels had refused to interfere with their patrons, altho they (the hotels) are strictly union.

The so-called compromise consisted of an agreement by the hotel to "request" organizations using the hotel facilities to retain union bands. There was no other promise made by the hotels. Should any organization refuse the request the hotel is not obligated in any way to carry the matter further.

arranged as to running order. Danny Alvin's six-piece swing band furnishes the dance and show tunes.

The Vee Amer Girls, six nice looking (See VANITY FAIR, CHICAGO page 19)

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Club Chatter

SALLY CARLISLE, novelty dancer; Vaughn and Valerie, featuring their "Dance of Death"; Duke de Syrette, emcee; Frank and Lolita, offering Spanish routines; Gale Parker, another hooper, and Jack and Tootsie Richards, versatile rhythm dancers, are offering the current entertainment at Blondie's Cafe in Chl. . . . **MILDRED HAMLET**, Lord and Barries, Nickolas and Sylvia, Ray Dixon and Jean Nevins are entertaining at the Casino in Chicago. . . . **DICK HUGHES**, Mangle and Mangle. June Hart, Evelyn Parr and Ellen Evans opened at the Silver Cloud on August 29, the same date that the present Casino show debuted. . . . **HAL LAWRENCE**, Chicago booker, placed the following in Ben's Casino for an indefinite run: Gene Emerald, Billy June, Hinton Sisters, Janton Sisters, Judy Davis, Jeanne Freeman and Vic Oakley. . . . **NOBLE AND DONNELLY** terminated their engagement at Club Woodlawn, Delavan Lake, Wis., on September 7.

Bill consists of Forest Bradford's Band, the Don Baker trio and Evans and Renato, ballroom team.

Some night spots have been experimenting with bank nights and other giveaway stunts. In some States these experiments have been ruled illegal by the liquor boards. Night spot owners should think twice before they fool around with giveaways. Look at the jims the movie houses are always getting into when they go in for giveaways.

ARTHUR BORAN, well-known mimic artist, is back at the Ambassador Hotel, Atlantic City, for his fourth return engagement of the season. Booked by Columbia Artists' Bureau. . . . **OLIVE WHITE** has been held over again as mistress of ceremonies at the Nixon Cafe in Pittsburgh, Pa. . . . **THE FETE IODICE** office, Detroit, has set Ralph Donahoe, emcee, for an indefinite engagement at the Gloria Night Club in Columbus, O. Current bill at the Gloria consists of Donahoe, Galattie and Company, novelty monkey turn; June Carson and Roxie Ross, singers; and Warner and Valerie, ballroomists. . . . **WORLD-WIDE THEATRICAL AGENCY**, San Francisco booking establishment under the direction of Jack E. Lewis, announces an extremely busy season for talent in West Coast night spots.

GUS VAN closed at the Bon Air Country Club, Wheeling, W. Va., September 9 to open two days later at the Coconut Grove Cafe in Chicago. . . . **LORNA WOLFE**, daughter of Harry E. Wolfe, Kansas City dancing school operator, is currently appearing at the Supper Club of the Hotel Syracuse, Syracuse, N. Y. . . . **LEW PLATT**, Northern Ohio ballroom and club operator, has acquired the well-known Spanish Ballroom in Dover and will personally operate it this winter.

MILTON DOUGLAS, currently in the floor show at the Palmer House, Chicago, has been signed by Metro-Goldwyn-Mayer for appearances in pictures at the conclusion of his present (See **CLUB CHATTER** on page 20)

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Bands and Orchestras

THE WILMINGTON, N. C. Musicians' Protective Association, Local 619, of the AFM, was host to the following bands at its recent 18th anniversary celebration: Jimmy Poyner's, Hal Thurston and the Downie Bros.' Circus Band, Vaude, and music acts were presented thruout the night under the direction of C. W. Hollowbush and Cecil Morgan, who acted as emcees. Those in attendance were loud in their praise of the event and are encouraging similar celebrations to be held thruout the South.

ORCHESTRA ATTRACTIONS OF AMERICA, of Scranton, Pa., and under the direction of Jack Smith, has spotted Freddie Romaine and band at swanky Donohues, Mountain View, N. J., for an indefinite engagement. Spot has a WNEW wire thrice weekly.

GEORGE OLSEN will probably take the recently acquired Leighton Noble outfit into the Edgewater Beach in Chicago beginning October 17 before going to his own nighterie in New York.

JAN GARBER has received a new two-year contract for Catalina Island. Garber is currently in this third season at the resort. **PHIL OHMAN** reopened at the Trocadero, Hollywood, on September 9. **REPORTS** have it that three musicians with Al Lyons' Band have adopted children in the past month. It's understood that Bob Rogers adopted a boy, 14; Nick Cochran a boy, 5, and Max Boquet a boy, 18.

LARRY OIBSON is set for two weeks at the Elms, well-known resort at Excelsior Springs, Mo. Personnel includes Dale Nichols, Charlie Novak, George Miller, Dick McDonald, Terry Gibbons, Don Smith, Ernie Gollner, Bob Englehart, Fred Richards and Gibson. At the conclusion of the Elms date combo will begin a 40-week theater tour.

JERRY FODOR and band continue to score at Frank Brothers Club in Toledo, O., with Fodor's violin and the Hi De Hi vocal trio being featured. **JOE RIVET** will continue indefinitely at Bat Gormley's Club in Lake Charles, La. Ray Gonsjes, Brad Dalgle, and B. B. Cash are the standouts.

FREDERICK RROS. Music Corporation, of Kansas City and Cleveland, have the following bands on their books at the present time. **MIL0 STELT** and orchestra at the Hotel Utah, Sajt Lake City. Stelt moved in from a four-month engagement at the Brown Palace Hotel in Denver. **RALPH**

WEBSTER, who closed a summer-long engagement at Puritas Springs Park in Cleveland on Labor Day, and is now on a series of one-nighters thru Ohio before moving into the Kansas City territory. **TOM GENTRY**, who is temporarily inactive while he undergoes a minor operation. Gentry played at the Walled Lake Casino near Detroit last summer. **VIO SHILLING**, who recently replaced Howard Fordham at the Southern Mansion in Kansas City. **HOWARD FORDHAM**, who jumped from Kansas City to Denver to relieve Frank Waterhouse at Eddie Ott's Broadmoor. **FRANK WATERHOUSE**, who is en route to the Commodore Perry Hotel in Toledo, where he will appear indefinitely. **WALLY STOFFLER**, who has just completed a lengthy Eastern tour. **JESS HAWKINS**, who is one-nighting thru Pennsylvania prior to leaving for the West. **DAN MURPHY**, one-nighting thru Minnesota and Iowa. **LITTLE JOE HART**, set to open a four-week engagement at O. K. Farr's Rainbow Ballroom in Denver. **CARLETON COON JR.** playing for the Kansas City office thru the Southwest. Mostly one-nighters. **CARVEL CRAIG** and band, recently of the Palace Hotel in San Francisco. He will play a long engagement at the Brown Palace Hotel, Denver, this winter. Unit is featuring an electric guitar and slide trumpets, besides several vocalists.

LEW DAVIES and band are closing their engagement at the Miami Hotel in Dayton, O., and will go on tour before settling for the winter at a Rochester, N. Y., spot. **RAY WILSON** has moved from the Showboat in Waterford, Pa., where he played for 15 weeks, to the Golden Pheasant in Jamestown, N. Y. Bob Forster handles the vocals and emcees the floor entertainment, which is part of the unit. **MARLINE COLE**, **NITA LATOURE** and **JEAN MAY** comprise the weekly bill. **BLUE BARRON** is set for the fall at the Southern Tavern in Cleveland, O. Band is aired regularly over WTAM.

MICHAEL ZARIN closed his summer season at the New Ocean House in Swampscott, Mass., on September 13 to return for his third winter at the Waldorf-Astoria in New York. **MAL HALLETT** brought a New England tour to a close recently when he went into the Atlantic Steel Pier, sharing honors with Benny Goodman. **WEE WIL-TAVERN** in Mountainhome, Pa., to fill an indefinite engagement at the Palm Gardens in Phillipsburg, N. J. **EDDIE WOLFE** and band closed a long engagement in Wanamassa, N. J., recently to go into the Columbia Hotel, Columbia, N. J. **FLOYD MILLS** and combo are filling a winter-long engagement at the Hotel DuPont in Wilmington, Del. Hotel has a WDEL wire nightly. **AL DONAHUE** is set for an extensive tour thruout the country besides playing occasionally over an NBO hookup. Donahue has already been signed to reappear at the Rainbow Room of Rockefeller Center, New York, next spring. Band was quite a hit there on its recent engagement.

COUNT JOSEF BULOWSKY, who recently moved into the Texas Centennial from a 35-week engagement at the El Tivoli Club in Dallas, has collaborated with Phil Baxter on several new tunes. Baxter is the writer of *Piccolo Fete*, *Ding Dong Daddy* and *Faded Summer Love*. **DON RAMON** and his Muchachos are appearing at Texaco Gardens, located in the Dallas Centennial grounds. **DAVE BURNSIDE** and boys are vacationing in the South prior to inaugurating a string of Southern one-nighters late in September. Band played the summer season at Niagara Falls Cataract House. **REPORTS** of Frankie Master's tremendous hit at the Rice Hotel in Houston, Tex., continue to circulate thruout the country. No official attendance figures are available, but we understand that he really packed 'em in.

MARK WARNOW is doing the unusual and instead of being guest is being host at a luncheon to song pluggers in New York. Happens September 16 at the Hickory House. **RICHARD HIMBER** is signing with Music Corporation of America. **TEMPO KING** and his orchestra have been signed by RCA to the Bluebird record list of

recording bands. **TED FIO-RITO** and his orchestra start on Mutual September 21 from the Morrison Hotel, Chicago. **DON ALBERTO** is back as conductor of the Picadores Orchestra at El Chico, New York. The show and band at the club are on NBC weekly. **RUSS MORGAN** takes a two-week vacation from the Biltmore Hotel, starting this week. **CLYDE McCOY** and his orchestra go into Loew's State, New York, for a week, starting September 18. **CLYDE LUCAS** goes into the New York Paramount September 30. **PAUL MARTELL** and his orchestra are remoting from the Arcadia Ballroom, New York, twice a week on WJZ-NBC. **BLANCHE CALLOWAY** is now being handled by Radio Orchestra Corporation, as are the Louisiana Kings.

VANITY FAIR

(Continued from page 17)

and attractively costumed dancers and one of the neatest small cafe lines in the city, opened the show with a strut routine to the tune of *Stampin' at the Savoy*, followed by Eleanor Leonard, a blues singer with plenty on the ball, whose swell delivery of *Rhythm of Parce, After You're Gone and I Can't Give You Anything But Love* rates a spot further down on the bill. She knows how to sell a song and was the biggest hit of the show caught. Madeline Wallace went over nicely in the next frame with a toe strut.

Nicky Nichols, soubret, sang *Rhythm Man* over the public-address system and contributed a neat swing rhythm dance with ballet turns to good applause. A singing number should have been interpolated here, but instead another single dancer followed, this time Leona Leslie with a hotcha tap to *Nagasaki*. Mary Nevada then took the spotlight and sang *Kickin' the Gong Around and I'd Do Anything for You* in a peppy manner and to good applause. The Vee Ames Girls returned, attired in black costumes and top hats, for the finale, *Broadway Rhythm*, closing the show with a bang. Morgan.

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Music News

Dalley Paskman, who has served in the field of radio broadcasting since its early inception, and prior to that the stage and later the screen, has aligned himself with E. B. Marks. Combining these various activities into three separate departments his job will be to see that each section functions effectively in supplying music controlled by his firm. This will also include operetta and dramatic material. As a writer Mr. Paskman has composed many popular production successes. Among his collaborations were numbers he authored in conjunction with such well-known composers as Rudolf Friml, Vincent Youmans and Peter De Rose. He is also responsible for *Blackface and Music*, folio of songs for minstrel entertainment now in its 10th edition.

After a long period of absence from New York and quartered in Chicago where he represented Sherman, Clay & Company, "Senator" Harry Bush has returned to town. Bush is now in charge as professional manager of the firm's local office where he would like to contact and meet his old friends.

Following the success of *It's a Sin To Tell a Lie* the same writers of that widely popular ditty have turned out another number bearing the caption of *Four Little Letters*. E. B. Marks has it.

A meeting of the Professional Music Men, Inc., composed of all those employed by the various concerns in the popular field here and elsewhere, is slated for the latter part of this month. The purpose of the session will be to formulate preparations for the organization's next public benefit show and conduct other routine business.

Shirley Temple's Song Album No. 2, carrying all the numbers sung by the diminutive cinema star in her recent pictures and supplied with many attractive illustrations, has already gone to press. It will be published by the Sam Fox's Movietone Corporation and is expected to be ready for public sale within the next two weeks.

John Redmond and Lee David as a team of writers have been unusually active of late with the following songs to their credit, all which have been placed with local publishers: *Girl in the Garden*, *My Best Friend*, *Don't Take the Sweet Out of Sweetheart*, *We Can Stare With Love and Wild and Wolly Willy*.

In addition to furnishing the text and score for the new Cotton Club show Benny Davis and J. Fred Coots have been busy in another direction. That is, completing words and melody for the *Stardust Revue* in which Davis will appear personally over different vaudeville and picture house circuits.

Something out of the usual will characterize the luncheon which Mark Warnow, Columbia Broadcasting System musical director, has arranged. The affair, which will take place September 16, will be thrown in the interest of various contact men representing different firms

doing business in Tin Pan Alley. Warnow says that the gesture is just his idea of appreciating the efforts on the part of the "boys" in supplying him with music.

Betty Fagan, for many years holding down a secretarial position with the Jack Mills shebang, is now acting in the same capacity to Larry Spier, of Harms, Inc. She made the switch last week.

Harry Pink, formerly with Words and Music, Inc., in Cleveland, became manager of the Superior Music Company, Chicago, on September 8, succeeding Lew Fox, who has joined the staff of the Southern Music Company's Chicago office.

A new rumba, *Pruit*, by Marion Sunshine and Armand Valdespi, went into print last week. Southern Music Company publishing the number. Miss Sunshine, a former musical comedy and vaude artist, is also partly responsible for *The Peanut Vender and Cuban Belle*, written in collaboration with Moises Simon, and *The Voodoo*, with Don Apizaco.

Hage Publishing Company, of Cedar Rapids, Ia., announced recently that contracts covering the British Empire and Continental Europe have been let to B. Feldman & Company, London, for most recent numbers, *Dreamer of Dreams* and *Baby's Sutra*.

Sheet-Music Leaders

(Week Ending September 12)

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

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

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

PHONOGRAPH RECORD best sellers will be found on page 73.

Hawaii Disk Tieup

HONOLULU, Sept. 12.—American Record Corporation, of Hollywood, has contracted with Hawaiian Transcription Productions to make Hawaiian records for Columbia, Brunswick, Vocalion, Perfect and Okeh. Henceforth it will not be necessary for Hawaiian artists to journey to the mainland or for the disk firms to send equipment here to make recordings. HTP is a subsidiary of *The Honolulu Advertiser*, morning newspaper, which also owns KGU, Hawaii's NBO outlet.

Honolulu Band News

HONOLULU, Sept. 12.—Don McDiarmid, trumpeter-composer, has left Harry Owens' Band at the Royal Hawaiian Hotel to join Jackie Souders' stage band at the King Theater. Russ Desnoyer, saxophonist, has also connected with the King.

Sophie Tucker to London

LONDON, Sept. 12.—Sophie Tucker opens a six weeks' engagement at the Grosvenor House here on September 24. Ted Shapiro will accompany. Edgar Bergen, ventriloquist, returning to London for the first time since 1928, will be on the same bill.

CLUB CHATTER

(Continued from page 18)

engagement. . . . TED TRAVERS, former soloist with Art Kassel and his Kassel's in the Air, opened at the Old

Vienna Restaurant, Cincinnati, on September 12. . . . RUTH DORSHO, Dale Jandrain, Billy Martin and Francis Gordon opened at the Von Thenen Cafe, Chicago, September 10. . . . JANET AND LORETTA, Dorothy Del Mont, Margie Carr and Mildred Hamlet opened at the Ball of Fire, Chicago, September 10. . . . Judy Davies, Virginia James, Yvonne Faith, June Hart and Jeanne Freeman were booked into Ben's Chateau, Chicago, by Hal Lawrence September 9. . . . THE BAYLANDS, Bob and Ethelyn Wayne, Consuelo and Betty Wren opened at the Casino, Chicago, on September 10. . . . JEANETTE AND CARLO, Marge LaNore and Dick Hughes opened at the Silver Cloud, Chicago, September 10.

Nudity is no longer startling in night club floor shows, especially in the cities. The nudity is usually of women, and the male patrons get a break. Big cabarets like the French Casino in New York, however, figure a bit of male nudity won't do the box office any harm and are including trick scenes in which men acrobats pose, etc., in skimpy costumes.

BENNY FIELDS will be honored in a song in Paramount's *Big Broadcast of 1937*, Warren and Rubin having composed *Four Minstrel Men* for Fields. . . . JOEY DEAN, acro and tap dancer, has gone into the Post Lodge, Larchmont, N. Y., booked by Harry Dell, New York agent. Joe Pani, owner of the spot, is planning to install complete shows. . . . HEATHER AND BLACKSTONE, dancers, recently back from the Glass Bucket Club, Kingston, Jamaica, are playing around New York. . . . PERZADE AND JETAN, dancers, have completed vacationing in Cossayuna, N. Y., and are re-

turning to ballroom dancer and more recently connected with leading theatrical photographers, has just opened his own studio in the Brill Building, New York.

EMILY FISK, Mary Vandas, Adeline Kirko and Winston and Lolette open at the Dwan Hotel, Benton Harbor, September 14, booked by Tommy Sacco, Chicago.

There is an increasing number of instances in which acts are canceled because the cafe proprietor had to book certain acts under pressure. In other words, cafes often find it necessary to please politicians, financiers and big spenders by booking relatives or close friends of these people. A popular act was recently dropped out of an Atlantic City show, the cafe proprietor explaining he just had to book a certain act because of pressure from a local politician.

RUTH DENNING, singer; Eddie Pritchard, acro dancer, and Estelle and LeRoy, dancers, are out of the Riviera, Port Lee, N. J., show, with Maurice and Cordoba coming in. . . . VIC EARLSON, comedian, is doing a return date at the Half Moon Cafe, New York, heading the new Bothwell Browne revue. Joan Morgan, Lillian Quinn and a girl line supporting. . . . PEGGY CALVERT, singer, is making a miraculous recovery from her recent taxi accident in New York. Suffered from concussion of the brain and fractured atlas, but is coming along surprisingly well at the Jewish Hospital, Brooklyn. . . . BEE KALMUS, singer, has been in show business five years and never worked out of New York. Making her first out-of-town date when she opens Saturday at the State-Lake Theater, Chicago, making the jump by plane.

SHEILA BARRETT is making a return engagement at the Rainbow Room of Rockefeller Center, New York, opening October 1. . . . DON LOPER AND BETH HAYES, dancers, now at the Radio City Music Hall, New York, are introducing a new *Romeo and Juliet* waltz, with music by Clifford Adams. . . . BILLY ROGERS' TROUBADOURS (Rogers, Whitely Burke and Julie Schiff) opened Friday at the Stanley, Pittsburgh, on a 12-week contract. . . . "SMILING" JERRY BAKER, Tony Francesco, Vivian Hall and a girl line opened Friday at the La Casino, Jamaica, L. I. . . . ROSELYN FIELDS, Marty and Joe White and Eddie Yubel have returned to New York from a summer run at Kiamasha, N. Y. . . . PATSY OGDEN, dancer, just closed a summer run at the 500 Club, Atlantic City, has gone into the Hollywood Restaurant, New York.

LEON AND EDDIE'S

(Continued from page 17)

with novel ideas undoubtedly accounts for the heavy business, beginning with luncheon and cocktail hour and right thru to supper.

Eddie Davis, one of the owners of the spot, is the star entertainer and is now one of the most popular night club personalities in town. Back from an absence, he is once more wallowing over his saucy ditties. Among them are *Foilin' Down the Mountain*, which has become almost an epic; *Davis for President*, *The Dictator Song*, *Alice From Dallas*, *Don Caballero*, *Opelia Thys*, *The Second Piece of Pie*, *Marie of the Folies Bergers*. In addition, he offers occasional straight ballads, such as *The Scene Changes* and *Just a Small Hotel*. Davis has a clear voice, good diction and an obvious gift for putting over double-meaning (and often just plain single meaning) gay ditties without offending.

Davis also emcees the thin show, giving his introductions that added spice. He has with him Jai-Leta, an exciting-looking brunet, who does a combo rumba, cooch, shimmy and strip dance. An eyebrow-raising item.

Alice Dawn, lovely brunet, coming from vaude and radio, exhibits her thoroughly pleasing blues voice in such engaging tunes as *I Love To Be Loved*, *I Won't Dance* and a medley. Her voice comes over the mike like a bell and she displays unusual control and skill in delivery.

Rubberlegs Williams and Joyce and Freddie, colored hoofing combo, snap off a burst of hot footing in the usual Harlem fashion. Williams is a better-than-average song-and-dancer, while the team is especially good at Truckin'.

With Willie Farmer's Band moving over to the Promenade Cafe in Radio City, another Farmer unit is spotted here temporarily. It is a seven-piece affair, offering fair dance music. Dents.

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Thru Sugar's Domino



ALL who respect the right of the artist to collect reasonable fees for public performances of his work in the form of disk recordings wish Godspeed to the American Society of Recording Artists on the occasion of its entry into the field with a lusty yell for fair play and a thumbs-down signal for radio stations and others who place no value whatever on creative achievement. The industry is awaiting with interest the outcome of a test case in Hollywood in which the ASRA is the plaintiff and Station KFVB, the Warner Brothers' radio outlet, and Smiling Frankie Gordon are the defendants. For the purpose of this discussion we are not concerned with the damage merits of the case except to hope that the issues are clearly enough defined to make the test a fair one for the station accused of using records of members of the ASRA without authorization and the trail blazers in the fight to establish recording artists on as high a plane as songwriters, playwrights and craftsmen in similar fields so far as royalties are concerned.

It is interesting to note in connection with the progress made during the last two years or thereabouts by the ASRA, which is now headed by Al Johnson, that at the outset its original intention was to work towards restricting from the air entirely the use of phonograph records. A carefully conducted survey revealed, however, that most stations in the country use phonograph records and that about 50 per cent of the stations depend on phonograph disks to such an extent that they would probably be forced to quit the air if their use were prohibited. The ASRA met the practical aspects of the situation by realigning its aims so as to bring about a licensing system involving payment of royalties to the society for the use of records; the society distributing the royalties, in turn, among those whose compositions figure in the payments.

* * *

Apparently the class most exploited is the one that fights least for its rights or place in the sun. Despite the terrific barrage of clowning let loose on the public by would-be savants concerning the height reached by civilization, the world of white collars and super-armaments respects might as represented by wealth and numbers in the same degree as might represented by brawn and unconscionable cruelty in the days of club-swinging cliff dwellers. It is quite within the range of probability that if there were no ASRA or no other group to represent the interests of the recording artists stations would continue indefinitely to play phonograph records without the slightest thought of paying royalties on the theory that when they bought the platters they also purchased the right to play them as they pleased.

The ASRA rightly contends that there is a distinct line of demarcation between the man who buys a record for his own or home consumption and the station owner who pays the same fee as the consumer for a record that he intends many times over, perhaps, to broadcast to hundreds of thousands and maybe millions of listeners-in. We subscribe with the ASRA to the theory that when an artist makes a record he is understood to be paid his flat fee or royalties on the basis of individual consumers involved in the purchase of the disks. To broadcast such records indiscriminately to an unlimited number of persons acts not only as a deterrent to sales but impairs to a very definite extent the air value of the artist. It is understandable why a noted artist in a position to dictate terms for radio appearances can lose his air following by the indiscriminate use of phonograph records made by him perhaps at a time when he was not at his best or when his talents were in a formative stage.

* * *

The ASRA is not the only organization in the field designed to benefit the recording artist. But it does not conflict, as far as we can see, with the other, the National Association of Performing Artists, of which Fred Waring is the standard bearer and which includes among its leading lights Paul Whiteman and Rudy Vallee. The NAPA is opposed to the use of all phonograph recordings on the air. This does not apply to electrical transcriptions, which are—briefly defined—recordings made for the specific purpose of being broadcast over the air and for which performers and others are remunerated with this farflung use as the basis. It is the contention of the NAPA's proponents that phonograph records should be barred for many reasons, but principally because styles change and talents theoretically improve as the years pass. It is unfair, they claim, that a name of today should have to invite public criticism without the name having a say in the matter of a recording made several years ago under conditions that are not as well suited to a good performance as a current radio broadcast.

* * *

The recording artists' group and the performing artists are by no means opposed. In fact, we can see how as time passes they can work together for mutual advantage more and more. The recording group seems to be shaping up strictly as a co-operative collection and regulation agency for fees, licenses and restrictions so far as the use of records on the air is concerned. Perhaps we are a couple of steps ahead of Waring's organization by suggesting that it has the makings of a strong labor group; one that will accomplish for the recording artist what Equity has accomplished for the legitimate actor. If the two groups develop along the lines suggested there will surely be no conflict, the public will get a break and so will the stations eventually.

It is said that the recording group has corralled about 80 per cent of the important recording artist mass. A few legal victories in protecting the rights of artists whose records are being played over the air indiscriminately will make it an easy 100 per cent. As to the NAPA they haven't really started yet, and as soon as they do they will have performerdom back of them to a man.

The Broadway Beat

By GEORGE SPELVIN

MOST people seem to nope past the Palace Theater, insofar as the transients are concerned, while the "regulars" wear down the curbstones. One type of actor rushes by the Palace, looking neither to the left nor the right. He is afraid of a touch. And if his own mother were to meet him he would probably mumble something and keep going. Thus Ed Wynn, back from his holiday at the Thousand Islands, was puffing contentedly at a long, thin cigar the other afternoon when he came abreast of the Palace, and one of the tab radio editors whom Wynn loves to talk and talk to about his past life said "Hello, Ed!" And Ed almost jumped out of his skin and did double time until he hit the next block, fearful to look around. A guy like that should travel in cabs.

If Rae Farran, of the N. W. Ayer & Sons Agency (N. Y. office), is excited about her forthcoming marriage to that Texas polo-playing man of wealth, the rest of the gals at the office are only one degree less hot up about it. . . . To think that Santa Claus would drop a big old man down the chimney at 500 Fifth avenue. . . . When the building was first put up they used to tell about shooting deer on the upper 10 stories. . . . Artie McGovern has opened his new gymnasium in the financial sector at 60 Wall Tower and without doubt has the greatest place of its kind in the world. . . . It's a terrifically modern layout and among the first to try their legwork on covering the entire 25,000 square feet of space was Babe Ruth, who breezed in from a rehearsal for a radio show with Kate Smith. . . . Cities Service handed in 50 customers to McGovern's. . . . at 200 smackers a head. . . . Night spots are going in heavy for takeoffs on the Mary Astor diary. . . . with George Kaufman getting the rib in the Great Lover role.

Lucius Beebe, "world's richest columnist," gave or rather intended to give George Spelvin a sendoff in his *Herald-Tribune* corner the other morning. Going into detail about prominent actors who doubled and were billed as OS he did okeh excepting that he called him George Spellman. Which reminds us that Anthony (Oswald) Labriola should drop a line to Jimmy Powers, sports editor of *The Daily News*, and tell him that the comedian who does the "Oh, Yeeeahh" business is Oswald and not Ken Murray.

Johnny Berkes is off Broadway but doing considerable work at the Warner Brothers' Brooklyn lot. . . . He is making his 15th short into this month, all within the past year. . . . Jack Kaichheim in town from Chicago. . . . Drove in with Count Berniville and Marvin Weit. He'll be here for 10 days or so. . . . Trado Twins arrived from Europe on the Aquitania. . . . York and King remain abroad. . . . Appears to be a shortage of dance teachers in town. . . . We always thought the shortage was on the part of the pupils. . . . Seems that all of the local teachers are either busy or working on PWA projects. . . . Speaking of the PWA, there are 1,500 stagehands on the local theater project, one-half of the number being road men. . . . and Spelvin is out-Spelvined by an actor in *Infunction Granted* at the Blummore Theater. . . . He plays nine parts.

Most industrious and serious-minded Ike Walton in Times Square is Harry Fox, who handles the electrical transcription headache for the Music Publishers' Protective Association. Not getting much time to fish, he keeps on buying rods and reels, plugs and files and is an authority on anything you want to know, piscatorially speaking. . . . On the Labor Day week-end he finally got even. He caught and had mounted a nine-pound wide-mouth bass which he yanked out of Silver Lake.

Chicago Chat

By NAT GREEN

THE CHAT scribe's secret'ry writes: You're out hobnobbing with the boss from Cincy and it's only two hours until deadline, so I guess it's up to me to protect you by doing your stint, so I'll try to unscramble some of the junk on your desk. . . . There's a postcard from Lester, the costumer, from Fairbanks, Alaska, with a picture of the Fort Yukon Roadhouse and the notation: "You should see the floor show here up over the Arctic Circle. One bear down and we're going after caribou." . . . Tom Sherman was in to tell you he's back with Al Beilin at Chappel's (music pubs). . . . You have some birthday notations here that'll help fill up—"Scotty," of NBC, September 13; Mrs. Pat Flanagan, September 22, and Ted Weems, September 28. . . . Charlie Riley has forsaken Chi for N'Yawk and writes he's associated with Earl Ferris Radio Features and is publicity director for Hearst's WINS, also handling Julia Ruth, daughter of the Babe, making her debut as a radio singer. . . . Dorny, of magic fame, in with the info that he's opening at the swanky Bon Air Country Club. . . . Looks as if he's beginning to get the breaks! . . . Your pianist friend De Yette Brancel writes from Minneapolis that her daughter, Gail, is building a colored minstrel show around the school glee club, which will be good experience for the young lady, who already has a good knowledge of show biz.

That handsome ork leader, Tom Gentry, was in looking for you. . . . I could go for him in a big way! . . . A little bird tells me College Inn probably won't be remodeled after all. . . . Wire from Gus Van says your melody man would like to entertain you at the Coconut Grove, where he's opening a limited engagement. . . . Willard Rutzen, of the Morrison, sends some interesting dope on Ted No-Rito, mentioning among other things that Ted has become a gentleman farmer and has bought a farm at Banockburn, 30 miles from Chi. . . . A four-page sheet called *Freeport's Marquee Retro-spect*, from Ed Selle, contains some humorous and interesting notes on the recent CFA convention and gives you complimentary mention. . . . Don't forget to write him. . . . I've got to knock out some letters now, so I'll be up to you to finish this so-called column. Your Faithful Sec.

Now that's what I call real co-operation. . . . We must have "coferences" with the boss, but this space must be filled, too (Why? somebody asks); so thanks, Miss Sec, you saved the day! . . . Ran across several fair men while "conferring." . . . Lunched with J. H. Warren, of Saskatoon (hope I didn't send him to the wrong ball park), and Max Levine, of Superior, Wis. . . . Both reported successful fairs. . . . Art Briesse in from Montana, along with his friend Harold F. DePue, head of the Great Falls Fair. . . . Art left for St. Paul, where his firm is putting on the fireworks show. . . . Jack Beach off to London, Ont., fair with his frozen custard machine. . . . Had a pleasant visit Labor Day week-end with Lawrence Phillips, Walter White, Tommy Thomas, Jimmy Simpson, Tom Allen, Walter Davis, Arthur Atherton and others of the Jones show at Indianapolis, and genial Secretary Beatty of the State Fair. . . . Jones show make a beautiful flash and is better than in years. . . . Barnes-Carruthers really put on a Thrill Day at Indianapolis!—The Chat Scribe.

News of the Week

A financial statement from Loew's, Inc., indicates a net profit of \$8.50 per share, common stock, for the past fiscal year ended in August. This is the highest net profit since 1931. Surprisingly enough, during the final quarter, usually weak because of the summer season, approximately \$2 per share was earned, which is greater than earnings the previous quarters. Explanation lies in the fact that a large number of good attractions were released during the last quarter.

Leo Spitz, RKO chief, now in the East, stated last week that reorganization plans for his company might be completed in a month. The Rockefeller interests are working on it now, together with others.

Paramount is the first major production company to come out with its own color system. After approximately five years of research together with Eastman Kodak the method, known as the Kellor-Dorian process, has been perfected. Cost of production, it is understood, compares favorably with black and white films. Other major outfits are showing great interest in the development. Paramount will do a series of shorts in color before using the Kellor-Dorian system for features.

Famous Theaters Corporation, Paramount subsidiary formerly acting as a holding company for the theater interests of Paramount Pictures, Inc., was merged with the parent company last week in accordance with a plan whereby Para's corporate structure is to be simplified. A certificate was formally filed with the secretary of state at Albany.

At a meeting of major and independent circuit heads last week at the office of C. C. Moskowitz for the purpose of ascertaining what headway had been made in the move to eliminate "early bird" matinees in Greater New York theaters, it was stated that somewhere in the neighborhood of 80 or 90 per cent of the theaters in the area have already abolished the bargain matinees and have inaugurated a 5 p.m. evening scale. This announcement, the result of a survey, was unanticipated insofar as a widespread opinion existed that the plan was collapsing owing to the failure of Broadway theaters to come into the fold. The Roxy in particular was singled out as a chief offender, its price policy being 25 cents until 1 p.m. for a combination picture-stage show bill. An attempt will be made to get Howard S. Cullinan, Roxy exec, to come into the fold, for without this coming to pass various indices in the Broadway sector claim they cannot increase their morning scale from 10 to 15 cents. Moskowitz expects the situation to be straightened out satisfactorily in a short time.

Theater building and remodeling activity in the Pittsburgh and West Virginia territory has been at its best since the depression, a checkup reveals. Twenty-six new theaters have been constructed or are now being readied for early openings. Seventeen of these projects are in Western Pennsylvania, the remaining in West Virginia. The cost of those houses is estimated at over \$400,000. It is also estimated that nearly \$600,000 has been invested by theater operators in remodeling and renovation work. This information has been furnished by theater supply and equipment dealers, who state that they are now enjoying their busiest season in years.

Ed Ortte has resigned from Republic's sales force to devote all of his time to his new show enterprise, the Belmont Theater, at Pensacola, Fla. George Nungesser takes over Ortte's position with Republic.

Following the announcements of a week ago that the Saenger interests had (See News of the Week 4th Column)

THEATRE EQUIPMENT NEW & USED
 MOVIE PROJECTORS MACHINES, SOUND EQUIPMENT, REELERS, CUTTERS, OPTICAL CHANGES, MOVIEBOAT STOPS, OPTICONS, FUEL CANNES, REFRIGERATORS, PROJECTORS, 8, 16, 35, 65, CENTRAL CONDENSERS, BEST REPLICATING AND LARGE REELS, VENTILATING TANKS, CARBONS, FILM CUBES, THERM. BEGON LAMP AND SPECIALS.
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 844 S. WABASH AVE. CHICAGO, ILL.

"MY MAN GODFREY"

(UNIVERSAL)

TIME—96 minutes. RELEASE DATE not given.

PRODUCER—Gregory La Cava.

PLOT—Godfrey Parke, once a socialist but now a hobo living on a city dump, is taken in tow by Irene Bullock, a Park avenue brat, as her trophy in a "scavenger hunt." Pitting Godfrey against other entries ranging from goats to snow shoes, Irene beats her sister, Cornelia, for first prize. In her rattle-brained way she takes a fancy to Godfrey, who, despite his aspect, says such interesting things, and the latter, who had entered the game out of curiosity, is prevailed upon to become butler for the Bullock family. In addition, he becomes Irene's protege, she seeing no reason why she cannot sponsor someone inasmuch as her mother sponsors Carlo, a temperamental musician with a good appetite. Godfrey, finding himself in the midst of the screwiest family, re-habilitates himself and, by a financial coup, manages to save the Bullock family fortune. He tries to pull out but is successfully pursued by amorous Irene.

CAST—William Powell, Carole Lombard, Alice Brady, Eugene Pallette, Gail Patrick, Mischa Auer, Alan Mowbray and others. Generally excellent.

DIRECTOR—Gregory La Cava. Blessed with a sparkling script and good cast, La Cava has made a laugh riot with social significance.

AUTHORS—Screen play by Eric Hatch and Morrie Ryskind from novel by Eric Hatch. Bang-up adaptation.

COMMENT—Ace entertainment.

APPEAL—Top spots.

EXPLOITATION—Names.

"SING, BABY, SING"

(20th CENTURY-FOX)

TIME—87 minutes. RELEASE DATE—August 21.

PLOT—A night club gal, her broke manager, and his two stooges fall in with a very drunk stage and screen star who claims the gal's his Juliet. The manager cashes in, getting a radio contract for Romeo and Juliet, but the actor's manager comes east and lugs him off to the Coast, leaving a trail of innuendoes aimed at the gal. In order to clear her reputation she follows by plane and catches Romeo in Kansas City where, despite the irate manager, the broadcast finally goes thru. The gal elinches with a convenient newspaper man.

CAST—Adolphe Menjou, Alice Faye, Gregory Ratoff, Ted Healy, Patsy Kelly, Michael Whalen, the Ritz Brothers, Montague Love, Tony Martin and others. Menjou gives an outstanding, hilariously vicious burlesque of a famous star. Ratoff, Healy and Kelly all click solidly on the comedy. Faye as vapid as ever, looking and acting as she had just stepped out of her place in a shop window.

DIRECTOR—Sidney Lanfield. He lets it bog a bit in the middle, but it's a good job on the whole.

AUTHORS—Screen play by Milton Sperling, Jack Yellen and Harry Tugend, from an original by Sperling and Yellen. The comedy cracks are so fast and furious that the story doesn't matter.

COMMENT—A hilarious show business yarn that catches the real flavor in frequent interludes. That, plus the lampooning of various stage types, keeps it going along all the way. A definitely superior hunk of celluloid so far as entertainment value goes.

APPEAL—Upper brackets.

EXPLOITATION—Give it all you've got.

Film Consensus

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
The Gorgeous Nussy..... (MGM)	9	1	0	"Gorgeous box-office attraction."—Film Daily. "Colorful and heart warming."—Herald Tribune.
The General Died at Dawn... (Paramount)	10	1	3	"Thrilling and chilling."—American. "Needs tightening up."—Sun.
Last of the Mohicans..... (United Artists)	14	0	2	"Wide audience appeal."—Motion Picture Daily. "Fine job."—N. Y. Exhibitor.
A Son Comes Home..... (Paramount)	8	1	3	"Should get by nicely."—Film Daily. "Will pull at the box office."—Box Office.
Women Are Trouble..... (MGM)	6	0	5	"Can hold its head up with the best."—Box Office. "Fair program."—N. Y. Exhibitor.
Three Mosquitos..... (Republic)	5	0	0	"Better than average Western."—Daily Variety. "Superior Western."—The Billboard.
Star for a Night..... (20th-Fox)	11	0	4	"Will appeal to all."—Showmen's Trade Review. "Nice program."—N. Y. Exhibitor.
Postal Inspector..... (Universal)	1	6	5	"Poor story."—Film Curb. "Program meller."—N. Y. Exhibitor.
Back to Nature..... (20th-Fox)	8	0	2	"Good program fare."—Film Daily. "Laugh hit."—Box Office.
She-Devil Island..... (First Division)	2	0	3	"Fair appeal."—Film Daily. "Doubles."—Showmen's Trade Review.

Exhibitors' Organizations

At the meeting of Allied of New Jersey in Atlantic City last week three important topics were brought up for discussion, namely, product, the Pettengill block-booking measure and the defense fund for the purpose of opposing producer exhibiting. Lee W. Newbury, who presided, stated that exhibitors could expect prosperity again when films are obtained thru direct rentals as opposed to the percentage and guarantee systems.

Abram F. Myers, general counsel of Allied, in a report to the convention of Allied of New Jersey, announced that bills were now in preparation and would be submitted to State legislatures in the fall and winter, attempting to separate theater control or the exhibitor end of the industry from production and distribution interests. Myer, in outlining Allied's sponsorship of the elimination of the producer-exhibitor, says the bills will be analogous to those preventing ownership of saloons by breweries, etc. Also Allied will continue its sponsorship of the Neely-Pettengill Bill when Congress resumes sessions.

The plan to eliminate trade practices fostered by Ed Kuykendall, president of MPTOA, whereby adjustments were to be made within the industry and without recourse to legislation and court suits, was pronounced by Myers as being in effect inadequate and justifying by its apparent failure the method contemplated by Allied.

Other business consummated at the time of going to press was a resolution commending the New York Supreme Court's decision exempting Jersey exhibitors from paying New York sales tax when buying film from New York distributors.

NEWS OF THE WEEK

(Continued from 1st Column)

added a half dozen larger Mississippi houses to its already big chain of Southern picture shows, word comes from two more Mississippi points this week telling of transfer of ownership to the big circuit. M. A. Lightman, of the Richards & Lightman Enterprises, Inc., Memphis, sub of Saenger, announced that the Lyric Theater at Tupelo and the Ritz Theater at West Point have been acquired to bring their total holdings in three Delta States to 55 houses. Last week Mr. Richards announced purchase of theaters in Meridian, Hattiesburg, Tupelo, Natchez, Laurel and Columbus. Ed Kuykendall, national MPTOA president, denied that he sold both of his Columbus houses to Richards, saying he has retained his interest in the Princess, which he has leased out only. He also denied reports circulating that he intended to resign from his national post. J. A. Grower has been named by Richards as manager of the two Columbus houses.

Montague Salmon, who for the past five years has been in charge of the Tower, Nixon, Roosevelt and Frankford theaters, Philadelphia Public houses, has resigned to join the Skouras Theaters Corporation as division manager. Salmon will be in charge of the entire New York City circuit of that company. Prior to his coming to Philadelphia Salmon was associated with the Skouras theaters in a similar capacity. Definitely out of the rumor class is the report that the four Public houses will come under the Warner Bros. circuit management.

Movie Screen Advertising Company, of Hollywood, recently incorporated at Dover, Del., to do a general advertising business, listed capital stock of 1,000 shares, no par value. The incorporators were J. M. Townsend, E. V. Hall and A. L. Raughley, of Dover.

Tommy Tucker, film technician, of Hollywood, addressed meetings of the Kiwanis and Rotary clubs in Wilmington, Del., recently. Tucker explained and demonstrated sound effects used in the making of animated cartoon pictures.

Lee Kohlmar, talent scout for Samuel Goldwyn, visited a few days last week at the William Morris office, Chicago, while in search of motion picture talent in the Midwest.

"SITTING ON THE MOON"

(REPUBLIC)

TIME—68 minutes. RELEASE DATE not given.

PLOT—Danny West, songwriter working for a Hollywood screen company, is thankful to Polly Blair, former screen actress, who started him on the way up by singing one of his tunes. Polly, sliding downward now, is given a chance to guest star with an orchestra thru Danny's intervention. She clicks. Marriage for both is blasted when a girl turns up claiming to be Danny's wife. Polly leaves for New York, finally becomes a big figure in radio, and, hearing Danny is down and out, visits him. At the risk of losing her job she plugs one of his songs over the radio and all winds up happily with both getting nice contracts. Danny's phony wife is unmasked as a racketeer.

CAST—Roger Pryor, Grace Bradley, William Newell, Pert Kelton, Henry Kolker and others. Pryor okeh, but cannot do much with the script, which is hopeless. Bradley sings a few tunes which are also hopeless.

DIRECTOR—Ralph Staub. Trite.

AUTHORS—Screen play by Raymond L. Schrock; adaptation by Rex Taylor; original story by Julian Field. Much ado about nothing.

COMMENT—Very weak.**APPEAL**—Lesser doubles.**EXPLOITATION**—Pure ballyhoo.**"WALKING ON AIR"**

(RADIO)

TIME—68 minutes. RELEASE DATE—September 11.

PLOT—Kit, arch gal, wants to marry a naughty fellow to whom her father objects, so she hires an indigent young gent to pose as a very phony French count, the idea being to make papa dislike the count so much that he will approve of the guy she wants to marry. Papa finds out and she sends her hired man away, but by that time she finds that she loves him, and hurries to tell him so as he's broadcasting his first program. Needless to say, he's a crooner, but something goes wrong. She thinks he's already married and she elopes with the other guy. The crooner stops her by breaking his program to send out a personal appeal. Clinch.

CAST—Gene Raymond, Ann Sothern, Henry Stephenson, Jessie Ralph, Gordon Jones, Alan Curtis, Patricia Wilder and others. Stephenson and Ralph stand out.

DIRECTOR—Joseph Santely. He falls to make the most of his chances.

AUTHORS—Screen play by Bert Kalmara, Harry Ruby, Ryan James, from a story by Francis M. Cockrell. Strictly light weight.

COMMENT—There are two good farce ideas in the picture, and they manage to carry it across as an acceptable program, despite the fact that director and authors never make the most of them.

APPEAL—Lower brackets.**EXPLOITATION**—Phony count angle, etc.**"SWORN ENEMY"**

(MGM)

TIME—78 minutes. RELEASE DATE—September 11.

PRODUCER—Lucien Hubbard.

PLOT—Joe Emerald is an underworld racketeer controlling one of those protection rings we hear so much about. Joe gets himself in dutch in many ways, notably thru his rubbing out of Eli Decker, a merchant who would not listen to reason. Steve, a fight manager, dies with Decker and Steamer Krupp, a professional pugilist managed by Steve goes over to Joe's stable, where he ultimately proves to be the undoing of the villain. Police get around in due time and raid Joe's vault, where they find incriminating evidence in his book-keeping system. A routine love affair is woven into the piece.

CAST—Robert Young, Florence Rice, Joseph Calleia, Lewis Stone, Nat Pendleton, Samuel Hinds, Edward Pawley, John Wray and others. Calleia and Pendleton okeh and support fair.

DIRECTOR—Edwin L. Marin. Run of mill business, with story not very clear.**AUTHORS**—Screen play by Wells Root; story by Richard Wormser.**COMMENT**—Aims at being of social significance.**APPEAL**—Gangster and G-men fans.**EXPLOITATION**—Inside of mob protection.**"THEY MET IN A TAXI"**

(COLUMBIA)

TIME—68 minutes. RELEASE DATE—September 1.

PLOT—Mary Trenton, model, is accused of stealing a valuable necklace, and altho she isn't guilty she runs away from the place and hops into a cab driven by Jimmy Donlin. He is accused of being in cahoots with her, and calls in two pals, Finger, a pickpocket, and Clifton, newspaper reporter. They all believe that Stewart, a society guy without a penny, is guilty, and get to work on him, with this including a fight with Jimmy after Stewart tries to make the girl. Windup is that the necklace is found in Stewart's hat.

CAST—Chester Morris, Fay Wray, Lionel Stander, Raymond Walburn, Henry Mollison, Kenneth Harlan, Ward Bond. Morris is as wooden as usual. Wray good. Stander milks the laughs with his mugging and lingo in the pickpocket part.

DIRECTOR—Alfred E. Green. A somewhat skinny story made moderately amusing by the directorial job.

AUTHORS—Original by Octavus Roy Cohen, screen play by Howard Green. Probably adapted from one of Cohen's countless magazine stories, and, altho thin, as mentioned, direction has served to keep it together fairly well. Actual plot is simplicity itself.

COMMENT—Satisfactory neighborhood picture, but minus any strong selling points; will hold it to the twin brackets.

APPEAL—Adults.**EXPLOITATION**—Octavus Roy Cohen, Morris and Wray. Possibly some scandal angle on the poverty-stricken society phony.**"GIRL OF THE OZARKS"**

(PARAMOUNT)

TIME—87 minutes. RELEASE DATE not given.

PLOT—Edie Moseley, sad-faced wif of Mill Stream, a backwoods community in the Ozark Mountains, is misunderstood at school and finally winds up in the county home when the school board decides her invalid mother cannot take care of the youngster properly. Tom Bolton, a drifting dreamer, previously appointed Edie's guardian, fails the child in her extremity, having drunk himself into unconsciousness because of a love tiff with Gail Rogers, who wants the latter to better his condition. Mrs. Moseley dies shortly after, and Tom, breaking the news to Edie, decides to reclaim her from the county home. He does, and is also successful with Gail, who has presumably suffered a change of heart and is now interested in woodpeckers, fishing and the old mountain folk.

CAST—Virginia Weldler, Leif Erikson, Elizabeth Russell and Henrietta Crossman. Weldler wistfully appealing, tho not gushy. Major characterizations all good.

DIRECTOR—William Shea. Nicely done, particularly in view of the over-worked theme.

AUTHORS—Screen play by Stuart Anthony and Michael Simmons from story by John Bright, Robert Tnsker and Maurine Babb.

COMMENT—Negligible as to plot, but significant in locale and character portrayal.

APPEAL—Class mostly.**EXPLOITATION**—Difficult. Weldler child best bet.**"DER KAMPF"**

TIME—64 minutes.

RELEASE DATE—September 7.

PLOT—Produced in Russia by exiled Germans, this picture is another expose of Nazi justice, or injustice, taking as its chief theme the much-publicized Reichstag fire in 1933 and the trial of Dimitroff and his aides on the charges of high treason. During the course of the film, episodes are shown giving details of life in concentration camps and other horrors of the Nazi regime. Dimitroff is finally acquitted, and the picture goes off on a tangent signifying hope and liberation from the Brown shirts in the future.

CAST—Lottie Loebinger, Bruno Schmidsdorf, Gregor Gog, Ingeborg Franke, Helms Oref, Alexander Timontajeff, Alexander Granach, Ernest Busch and others. Acting is somewhat overdone.

DIRECTOR—Gustav Wengenhelm. Too much enthusiasm has made him go overboard.**AUTHOR**—Gustav Wengenhelm adaptation based on the historical episode.

COMMENT—Treatment is very sincere, but lacks subtlety. Dialog in German, with superimposed English titles. A propaganda piece.

APPEAL—Special channels only.**EXPLOITATION**—Reichstag blaze and inside on certain phases of Nazi dictatorship.**"THE BELOVED VAGABOND"**

(TOEPLITZ-COLUMBIA)

TIME—80 minutes. RELEASE DATE not given.

PLOT—Chevalier in this one plays the part of an artist who turns vagabond after breaking his engagement with an English lass in order to keep the gal's father out of prison. Together with a French girl, who plays an accordion, and the small son of his landlady, he travels around the rural areas. The girl friend's husband dies and Chevalier receives an invitation to return to London and his former mode of life. He does so, but clears out when his two young friends, arrived to congratulate him on his forthcoming wedding to the English girl, are steered into the kitchen.

CAST—Maurice Chevalier, Margaret Lockwood, Desmond Tester, Austin Trevor and Peter Haddon. Chevalier still has something on the ball, but does not get his songs over as he once did.

AUTHOR—From the novel by W. J. Locke.

COMMENT—Pleasant enough for a program, with nice rustic settings, humor and music, but of no great significance as a box-office attraction.

APPEAL—Does not get out of the doubles.**EXPLOITATION**—Chevalier name.**"THE LONELY ROAD"**

(ABFD)

TIME—71 minutes.

RELEASE DATE not given.

PLOT—A rather complicated melodrama in which an English naval officer, idle because of a faux pas during maneuvers, quite accidentally discovers a smuggling plot whereby the tight little isle is to become a scene of great dismay and trouble. Acting as an undercover man the officer becomes chummy with a night spot dancer whose brother is involved in the villainy. She learns of the officer's identity and is properly saddened by his double-crossing, but the latter manages to work things out to the satisfaction of both the girl and her brother. The smugglers finally land in the jug.

CAST—Clive Brook, Victoria Hopper, Nora Swinburne, Malcolm Keen, Cecil Ramage, Charles Farrel, Lawrence Hanray, Frederick Peasley, Ethel Coleridge and others. Brook comes thru with a good performance; remainder of cast mediocre.

DIRECTOR—James Flood. Slow, with climaxes never receiving sufficient pep.**AUTHORS**—Screen play by Gerard Fairlie from original story by Nevil Shute.**COMMENT**—Dull generally in story, acting and dialog.**APPEAL**—Little, even to meller fans.**EXPLOITATION**—Routine.

Hirst Holdouts Serious; BAA To Decide on Action

Hirst again meets with Phillips—fail to come to terms—BAA executive board and general meetings held—all New York houses, except People's, signed up

NEW YORK, Sept. 12.—Only one holdout group remains in the contract negotiations by the Burlesque Artists' Association, with that situation looming as serious unless some settlement is brought about soon. Holdouts are the main links in Issy Hirst's Independent Circuit, both sides unable to come to terms on theater guarantee, raises for chorus girls, and pay for midnight shows in six-day towns. Meetings were held this week, and the BAA is expected to make its decision regarding the holdouts at a general meeting tomorrow. All other BAA theaters, in town and out, have signed up, with the exception of the People's Theater on the Bowery, which the BAA is holding in abeyance.

Hirst and Tom Phillips, head of the BAA, met again Thursday afternoon in an attempt to bring about a settlement. In discussing a blanket guarantee for the original houses on the Indie Circuit, Hirst revealed that it could not be done and was of the same opinion on other demands made by Phillips. The BAA will negotiate individually now with Jimmy Lake, Al Somerby, Hon Nichols, Harry Brock and Hirst, representing the theaters involved in the dispute.

The BAA's executive board met Thursday night on this matter, and will make its report Sunday at a general membership meeting. The latter meeting will bring the decision as to what is to be done regarding this controversy. However, there is still a possibility that Hirst might return to the BAA today for a further discussion on the subject.

Several other theaters on the Indie Circuit straightened out their affairs this week. Toledo made arrangements for a satisfactory guarantee of salaries, and Worcester, Mass., signified that it intends making similar arrangements. Waterbury, Conn., is oked also, the BAA's attorney investigating the signatures assuming responsibility for the house and approving them. The other theaters on the circuit have signed.

As to the local situation, the receipt of contracts from the Gaiety and Irving Place and the Oxford, Brooklyn, has cleared this up. They all agreed to the BAA terms, the Oxford's to go into effect September 18, getting a week's grace due to the lateness in signing the contract. The People's agreed to a chorus girl raise, but the BAA has decided to hold up action on that house for a while.

ADRI ANN, postals from Akron, O., that she has closed her nightery and will be heading east soon to re-enter burlesque.

THE SHIRLEY TEMPLE of BURLESQUE

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featured with
"BALLYHOU" COMPANY
INDEPENDENT CIRCUIT

Direction: Milt Schuster — WEST.
Phil Rosenberg — EAST.

Si Steps Out

NEW YORK, Sept. 12.—A visiting fireman and his family, stopping at the Hotel Peckless here, went over to the clerk on the afternoon of their arrival to tell him that they were going out for the day. They said they would be back very late and inquired as to whether they would be disturbing other guests if they were to return at 11 that night.

Labor Day Week-End Boom to Burly Biz

NEW YORK, Sept. 12.—The operation of burlesque theaters as a profitable venture was definitely proved in the phenomenal business done here over the Labor Day week-end. All theaters in the Broadway area played to capacity business from Saturday thru Monday, with the Gaiety playing 25 shows on the three days, making a total of 13 extra shows.

The Gaiety did eight shows Saturday, 10 Sunday and seven Monday. The Republic did nine shows Saturday and eight the next day. The Apollo did six on Saturday and seven on Sunday, while the Eltinge played seven and eight on the same days.

Principals and chorines received pro rata on salaries for the extra shows, extras being counted on all shows over four-a-day.

Burlesque Reviews

Gaiety, New York

(Reviewed Wednesday Afternoon, Sept. 9)

After 25 shows on the three days of Labor Day week-end it's surprising that the cast can do a show at this catching as it does. All work peppy and effectively to help in putting over a well-balanced and entertaining show. A show that's colorful via tasteful settings and wardrobe and given neat lighting. Business swell this matinee

also, despite the fact that the thermometer was soaring outside. This burly business is a good paying field.

For comedy the show leans on the fun-making ability of Tommy Raft, Boob McManus and Claude Mathis. An excellent trio of laugh pullers who ply their new and old bits for all their worth to keep the folks well entertained. All work in different style. Raft a likable mugger and gagger, McManus a (See Burlesque Review on opposite page)

Burly Briefs

ADA LEONARD, featured for many months at the Rialto, Chicago, played the Stratford Theater, Chicago, Septem-

ber 12 and 13 at one of the largest salaries ever paid a single attraction booked by Milton Schuster. . . . Marion Morgan will be in the Rialto, Chicago, show, opening September 18. . . . Dorothy Dee's mother and brother are bound for New York to spend a week's vacation with her. . . . Virginia Mylie closed at the Avenue, Detroit, September 11. . . . Ruth Willson and Margie Dale opened at the Avenue, Detroit, September 11. . . . Peaches Strange is doubling between the Rialto Theater and Colosimo's Cafe, Chicago. . . . Garrick Theater, St. Louis, opened September 10 with the Yaniteasers. . . . Milt Schuster office is bringing Clyde Hodges and Beo Rogers from Oklahoma City to open at the Casino, Toronto. . . . Dolly Miller, night club soubret, and Ada Lillyan, prima donna from the West, have been placed in an IBO show by Schuster.

COOKIE LEE is being sought by her ailing grandmother. Anyone with information about her is requested to contact Mrs. Alida W. Lee, 94-32 115th street, Richmond Hill, L. I. . . . Georgie St. George is now producer at the People's, New York, succeeding Jimmy Allerton, who is company manager of Fashion Plates on the Indie wheel. . . . Billy Hexter is assisting Fred Sears in the management of the Shubert, Philadelphia. . . . Sol Stein is an Indie company manager, looking after Ballyhoo. . . . Joe Freed and Al Pharr replaced Shorty McAllister and Stinky Fields at the Irving Place, New York, Friday, the latter team going to the Shubert, Philadelphia. . . . Claude Mathis has been given a 10-week contract, with options for 10 more, starting September 25, by Abe Minsky and I. H. Herk. . . . Annette opened at the Gaiety, New York, Friday with a 20-week contract in (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

BOBBY EVANS writes that he's at present vacationing in Baltimore, where his partner, Jackie Adams, is appearing at the Piccadilly Club, where Bert Sherry is emcee.

ELINORE JOHNSON, featured under the billing of the "Shirley Temple of Burlesque," made her first appearance in Greater New York last week with Ballyhoo, Indie show, at Minsky's, Brooklyn.

ARTHUR LANING, straight and producer, out of burlesque the last six years, sends word from Buffalo he may make a comeback.

PAUL MARAKOFF, producer, left New York September 14 for Los Angeles to be general producer for all Popkin & Ringer shows, with headquarters at the Burbank, Los Angeles.

SID ROGERS, former comic, was a visitor to New York last week in search of talent for amusement projects in Buffalo, where he is partnered with Frank J. Dubick, formerly of the Three Pals, in the interests of the Empire Vaude Exchange.

JERRI SARGENT, now a principal at the Club Richman, Panama, Cristobal, C. Z., is rounding out a three months' contract there.

JIMMIE AMATO WHITE, of the Howard, Boston, was a Labor Day week-end visitor to New York to see his dad, Benjamin, for the first time in five years.

LILLIAN MURRAY and Russel Trent have purchased a 125-acre farm at Sweet Springs, 16 miles from Kansas City, Mo. Trent opens Thursday at the Shubert, Philly. Miss Murray will remain in stock between the Republic, New York, and Minsky's, Brooklyn.

BILLY POSTER, comic, writes from Detroit to deny Joe Hurtig's statement of his rejoining Frank Harcourt, his former teammate, for the stock end of Jacques' Opera House, Waterbury, Conn. (See U-NOTES on opposite page)

"KNOCK — KNOCK"

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JOIE FAYE
A GENTLEMAN AND A SKULLER
APOLLO—GIZING With BEERY GRANT.

Tab Tattles

BILLY ALLEN, veteran producing comedian, whose tabs were formerly among the best known in the business, is now successfully operating his own med show in the Los Angeles area. He asks to be remembered to all his old friends in tabdom. . . . **Oliver Kight** and wife, **Stella Hayes**, busy all summer on club dates, passed thru Cincy last week en route to St. Petersburg, Fla., where they will again spend the winter. This will be their seventh consecutive season in St. Pete. . . . **Harry Clark** has a new unit which he labels *Follies of the Day*. Played the Labor Day week-end at the Palace, Huntington, W. Va. Featured are **Art Gleason**, **Jerry Lawton**, the **Manos Sisters** and **Jim Andreau**. . . . **Platt County Fair**, **Monticello, Ill.**, proved a "red one" for **Maurice Bauwen's Fashion Follies Revue** despite two days of rainy weather. . . . **Sally Walker**, until recently with **Cotton Watts'** tab at the **Roxy**, **Knoxville**, is now with **Jack Kane's Kudviti' Kuttes**, which last week played the **Empress**, **Cincinnati**, and current this week in **Atlanta**. **Sally** and the boy friend from **Louisville** are still that way about each other and are making plans to be married around the first of the year.

REPORTS making the rounds of Cincinnati tab and burly haunts last week had it that **Kate Siner**, wife of **Virgil E. Siner**, well-known tab manager and producer of a few seasons back, died suddenly in the Southwest recently following a heart attack. The reports could not be confirmed, however. . . . **Howard Robinson**, billiard ball and card manipulator, is currently on tour with **Lempi Pernue's Girls in Radium** over the **Kemp Circuit** in the Carolinas. . . . **J. L. Greenwood**, manager of the **Joy Theater**, **Oklahoma City**, answers **Roy Hughes'** recent outburst anent conditions in Oklahoma with a letter on The Forum page in this issue. . . . Featured with **Harry Clark's Scanties of 1936**, currently in Pennsylvania, are **Linda Ray**, "personality girl"; the **Drayton Sisters**, musical duo; **Billy Farrell** and **Company**, a line of girls and **Milton Henkin's** ork. . . . **Chil Delmar's Roslyn Revue** is in its 14th week at the **Rosslyn Theater**, **Los Angeles**, with prospects of the company remaining there thru out the winter. With the troupe, besides **Delmar**, who serves as emcee and producer, are **Rene Mar**, **Boots Brown**, **Melody Rae**, **B. Crownwell**, **Earl Chiquet**, **Evelyn Nilna**, **Romona Maraco**, **Maxine March**, **Pancho Alexandria** and **Jean DeLoach**.

Bijou, Philly, Reopening

PHILADELPHIA, Sept. 12.—**Bijou Theater** here, folding abruptly last Saturday night, will reopen with its burlesque policy this Thursday, day and date with the opening of the **Shubert Theater** here. While **Iszy Hirst** revealed that he closed down for the week to brush up the house, the closing was to prepare for an elaborate opening to battle the **Max Wilner** opposition house.

Jack Kane Opens Nashville

NASHVILLE, Sept. 12.—**Eastern Burlesque Association**, headed by **Jack Kane**, **Indianapolis** burlesque impresario, opened its new **Nashville** unit, the **Orpheum Theater**, last night with **Broadway Scandals**, starring **Louise Keller**, **James Nichols** is local manager. **Matinee** and **night** shows will be given. The **Orpheum**, dark for some time, has been completely renovated. Capacity of the auditorium

MARGIE LaMONT, chorine at the **Gaiety**, **New York**, in receipt of news of the slow recovery of her sister, **Karin LaNore**, from a serious appendicitis operation.

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Nine-People Burlesque Show. Three Men, Five Chorus Girls, Piano Player. Winter's work. State lowest salary.
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Time Theatre, 1320 Douglas St., Omaha, Neb.

Oakland Police Probe Raid by "Beef Squad"

OAKLAND, Calif., Sept. 12.—Police today are investigating Oakland's newest theater "show-stopping" act, after an impromptu performance Wednesday that sent **Moulin Rouge Theater** burlesque girls fleeing from the stage before an alleged union "beef squad."

Chorines, in minimum costumes, dashed into the street after a band of men, claiming to be labor unionists, strong-armed their way into the theater and marched to the stage. While the girls, shrieking in fright, fled thru the stage door a spokesman for the raiders made a speech from the stage, declaring that unless the burly house was unionized it would be closed.

Alleged union men left the house before the police arrived. **Robert Straehle**, manager, was not available for a statement.

Travers' Capitol, Toledo, Gets Under Way Sept. 18

TOLEDO, O., Sept. 14.—**Capitol Theater** here, under the general management of **Victor Travers**, will open next Friday night with **Red Hots**, first of the **Hirst Circuit** traveling shows. **Harry Winters**, who ran burlesque here for 29 years, is resident manager.

Second-run pictures will be run in conjunction with the flesh show, with popular prices prevailing. This marks an initial attempt at such a polley in Toledo. Four shows a day, with midnight show on Saturday, is the tentative schedule. **Hinda Wausau** is to star in the third week's revue and **Ann Corio** during the fifth week. Show will change each Friday.

BURLESQUE REVIEW—

(Continued from opposite page)
surrefire clown and **Mathis** a refreshing juve comedy server. Straightening them are the very expert **Leon DeVoe** and able **Georgie Kay**, whose feeding jobs do much to swell the laugh returns.

Six in the stripping crew heaping eye-fuls of beauty. In the order of their appearances, the lassies are **Sue White**, **Lea Perrins**, **Ceil Von Dell**, **Dorothy Dee**, **Betty Duval** and **Joan Carroll**. That's keen competition, and the menfolks were working overtime on pounding their mitts. All standouts, with the **Misses Von Dell, Dee** and **Carroll** rating extra nods. And that's not slighting the other three girls, who are artists in the disrobing line also. Practically all of the girls double nicely as talking women.

Helping out the production, the **Gaiety** goes in for a specialty act this

week. Using **Jack Morrison**, who fills a midportion spot with heavy applause for his vaude turn. He does a nice eccentric tap routine and follows with, of all things, impersonations. He does good takeoffs of **Frankenstein** and **Lon Chaney**.

The 15 girls in the chorus lineup are hard workers and keep earnestly at their legging thru their many numbers. One of the girls, who has stepped out for solos before, does a modernistic dance routine that's okeh. **Jack Lyons** sings most of the production numbers, and good, tho he's better with a mike planted in front of him. **Kay** also doubles at singing, doing a nice job.
SIDNEY HARRIS.

BURLY BRIEFS—

(Continued from opposite page)
her possession, secured by her manager, **Nat Mortan**.

PEGGY HILL, ailing, was the subject of a collection being taken up last week around **New York** which was not authorized by the **BAA**. Latter organization aided her recently in furnishing medical attention, but she left the hospital ahead of time and the organization refused her recent request for \$250 advance on the grounds that the benevolent fund had to be spread out over the entire membership and not be confined to one. . . . **Murray Lewis** has a contract under which he is alternating between **Minsky's Gotham** and **Gaiety**, **New York**. . . . **Alabassi** left the **Gotham** last week and opened Friday for four weeks at the **Star**, **Brooklyn**. . . . **Jewel Sothern** left there also to go downtown to the **Irving Place**. . . . **Max Fehrman** left the **Republic**, **New York**, last week to produce the **Indie** show which opened in **Worcester, Mass.** Monday. . . . **Frank Wakefield**, former straight, now an exec at **Zeisss's Hotel**, **Philadelphia**.

FRED HURLEY, after a two months' vacation with the homefolks in **Iola, Kan.**, has returned to his headquarters in **Springfield, O.**, to make plans for the new season. He's still looking for a theater to house his burly troupe this season. . . . **Diana King**, shapely stripper, has joined **Jack Kane's** new show, **Scan-Dolls**, which opened last week in **Indianapolis** and current now at the **Empress**, **Cincy**. Her hubby, **Chuck Morrison**, has been working **Cincinnati** clubs the past week. . . . Others in **Scan-Dolls** cast are **Mary Jane Penny**, **Babe Davis**, **Mamie Blair**, **Buddy Kane**, **Meggs Lexing**, **Chubby Weary** and **Jack Clifford**. . . . **Joe Kilch**, severely burned in the fire which burned out the **Gaiety**, **Louisville**, last fall, passed thru **Cincy** last week, looking none the worse for

his experience. Only mementos of the flames are slight scars on his hands and the tips of his ears.

U-NOTES—

(Continued from opposite page)
"Not going to **Waterbury**. Instead am working with **Danny Jacobs** and will return east shortly to go on the **Indie Circuit**."

DOROTHY DEE, principal at the **Gaiety**, **New York**, first time East from **Chicago**, says she was lost and lonesome here until the first salary day, **September 3**, when she felt more at home and at ease.

JOAN CARROLL returned to the **Gaiety**, **New York**, **September 5** with four pounds of added weight, agreeably accumulated during a vacation at the **Carroll** summer home in **Clemonten, N. J.** **George Kaye**, tenor, back at the house also, after 14 weeks at the **Rialto**, **Chicago**.

HELEN COLBY, new stripping principal at **Minsky's Gotham**, **New York**, is really **Helen St. Claire**, younger sister of **June St. Claire**, now at the **Rialto**, **Chicago**.

CHARLES BAGLEY, who played a role in **Mulatto** and who formerly was chief usher at the new and old **Star**, **Lincoln Square** and **Peoples**, **New York** theaters, is the new stage doorman at the **Gaiety** on **Broadway**.

TOMMY PELUSO and his ork replaced **Benny Chase** and the **Chasers** at the **Eltinge**, **New York**, **September 11**, when **Mike Azzara**, under contract with the **Weinstocks**, moved back into **Minsky's**, **Brooklyn**, pit and **Maestro Sherbo** and seven musiciana transferred instruments from the **Hotel St. Pierre** to the **Apollo**, **New York**, replacing **Sam Futeran** and his crew.

LAST CALL

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Only Flash Teams with Wardrobe need come.

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Whitey Boggan and Pat wire. Helme Rink wire.

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SNOW OPENS SEPTEMBER 22.
Meals Start September 19.
Need **M. C.**, Floor Judge, Nurse, Trainer.
JOHNNY MORGAN
Hotel Laurel, Bridgeton, N. J.

Endurance Shows

Conducted by **ROGER LITTLEFORD JR.**

Reed and Reeves Capture Rookie Lewis' Tacoma Show

TACOMA, Wash., Sept. 12.—**Rookie Lewis'** elaborate show at the **Century Ballroom** here came to a close at the 1600-hour mark. **Scotty Reed** and **Ida Reeves** were the winners of the first prize money, closely followed by **Charley Loeb** and **Chad Alviso**, who beat out **Pop Reeder** and **Margie Myers** for second-place honors.

The show finished with one-hour sprints, one-hour treadmills and 30-minute spots. The emcee staff consisted of **Rookie Lewis**, **Bill Owens** and **Sam Gore**. Prizes amounted to: First, \$1,000; second, \$500, and third, \$250.

JERRY (THE BUG) BRESNAHAN, now working in **Chicago**, would like to hear from **Elmer DuFree**, **Lucille Rock** and **Mary** and **Joe Rock**. **Bresnahan** has been out of the game for almost two years, working in night clubs as an emcee, but is going back to it soon. He can be reached thru **The Billboard** office in **Chicago**.

KEN HERREN and his walkathon orchestra are playing for the **Moon Mullins** show in **Knoxville, Tenn.**, that opened **September 9**. **King Brady** is the top emcee, assisted by "Smitty" **Inman** and **Eddie Leonard**. Show is doing well considering the length of time it has been open.

AUSTY DOWDELL is expecting letters via the **Letter List** from **Jackie Burgess**, **Anita O'Day** and **Toini Pinton**.

BOBBY MADISON is working as night trainer at the evidently successful **Ray Alvis** show in **Frederick, Md.** **Bobby** wants to hear from **Helen Sebell**, **Jimmy Valentine**, **Helen Tyme** and **Bill McDaniel**.

DON KING and his Californians, veteran music dispensers for **Pop Dunlap**-operated shows, are furnishing the melodies for **Pop's** current show near **Plainfield, N. J.** **King** is anxious to hear from **Dave Ackerson**.

ATTENTION CONTESTANTS!

PHILLIPSBURG, N. J.
OPENING THURSDAY, SEPTEMBER 24, 1936

Contestants that can take good fast One-Fall Sprint Show, come on. Those knowing **Rajah Bergman**, **Les McCullam**, **Gordon Whitney**, **Joe Piccinelli**, contact us immediately. This is a show where we know no pets. You must be able to take it in order to make it. No boozers or weed heads tolerated. No help needed until **September 18**.

Communicate With
MARCUS RUBIN or **JOSH KITCHENS**, Producers, Care of
Walkathon, Trenton, N. J.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RALLSTON AND COMPANY, Boston, played the swank duPont home at Hamilton, on the North Shore of Massachusetts, Labor Day. It was the climax of a social whirl week-end, of which the Myopia Horse Show "spectatored" by Robert Montgomery, flicker star, was a feature.

LOUIS E. COLLINS (Roba) is still en-tour with Riddle's Circus Unit, doing his comedy magic routine and serving as program director and press representative. Show is now in Wisconsin, after concluding six weeks of fairs in Illinois.

HIGH RILEY, who recently transferred his activities from Chicago to Des Moines, enjoyed a visit last week from Ray Offenback, of Washington, and John D. Lippy Jr., of Baltimore, who were in the Iowa city in advance of the latter's "World Wonder Car." Riley also had the pleasure recently of meeting Stros, who has the illusion attraction with the Beckmann & Gerety's World's Best Shows, which played the Iowa State Fair in Des Moines.

WILLIAM (BILL) FRIEDEL, well known in magic circles thru his management of magic in the Cleveland public park system, is one of the attractions of the Streets of the World at the Great Lakes Exposition. Bill, in his character of Professor Schultz, has a roving commission, wandering from one spot to another to entertain as a magician, master of ceremonies, impersonator, whistler and story teller. He is assisted by his two Dobermans, one of which, Judy von Fridrich-Haben, is a highly intelligent trick dog.

GROVER GEORGE (The Great George), in Cincinnati on business last week, dropped off at the magic desk for a brief chat before returning to his headquarters in Zanesville, O. George is busy these days preparing his show for the fall and winter tour, which begins in a few weeks.

NATIONAL MAGIC COMPANY, Chicago, last week sent out a supplement to the Catalog No. 2. The booklet, a 24-page affair, contains a number of small magic numbers ideally suited for the boys working closeup at the night spots.

C. ROSENCRANCE is the author of a new book on systematic card work titled *The Red Five of Diamonds*. It has 50 tricks with an entirely new arrangement. Four more books are to appear in the series, making a total of 250 tricks.

HARDEEN is back in New York after a several months' stay at the Fort Worth Centennial. According to reports, the Fort Worth celebration visitors were anything but magic-minded.

CARDINI, doing a better act than ever before, is still the hit of the Riviera, Fort Lee, N. J., floor show.

MOGUL, the "boy with the X-ray mind," goes back into the Paramount Theater, New York, September 16. Closed a long run there only three weeks ago. This time he will double into a local night club.

HAVILAND REPORTS from Washington that he is opening his fall season, September 15, with a full evening's show at the Foundry M. E. Church, that city. He also has 10 other such dates lined up, he says. Haviland is slated to open soon at the Wonder Bar of the New Howard Hotel, Baltimore, for a fort-

night's stay. He reports that Chanda the Magician, now playing the Wonder Bar together with Princess Zeella, mentalist, has a fine line of magic. Haviland has purchased new paper to herald his present attraction and has bedecked his assistants with new wardrobe.

JOSEPH DUNNINGER again landed plenty of publicity when he took reporters to a seance by Mrs. Elizabeth O'Hare, of Brooklyn, who had claimed she could produce a genuine psychic phenomenon and thereby collect the \$10,000 reward posted by Dunninger.

GALI-OALI has been held over at the swank Versailles Club, New York.

JUDAH ORKIN, 15-year-old boy, of the Bronx, New York, is the winner of the city-wide magicians' contest conducted recently by the Department of Parks of New York City. A water and top-hat trick won for him.

MAX TERHUNE, magician, mimic, vent. artist and friend of all magic workers, has just signed an optional contract for five years with the Republic studios in Hollywood. Bob Livingston, Ray Corrigan and Max are featured as *The Three Mesquiteres*, with Kay Hughes handling the fem. leads. They finished their first picture September 8, in which Terhune was given a break with his vent. figure and the cards. Max and his friend Caryl S. Fleming attended a party at the home of the Great Leon in Hollywood recently. "Great bunch of boys on the Coast," Max pencils.

HORACE GOLDIN, internationally known illusionist, and Jack Wynne, one of this country's leading magicians, have been elected to honorary membership in the Society of Osiris, Baltimore magical organization.

DR. SIDNEY ROSS, magician, is still playing the Waldorf-Astoria Hotel, New York, where his intimate table-to-table work has made him a big favorite.

LEON LONG, colored magic worker, after several fair dates in the West, opened his school season at Twin Falls, Ida., September 13 and 14. He is heading eastward thru Idaho, Montana, North Dakota, Minnesota and Wisconsin. This is his 31st annual tour.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

J. LESTER HABERKORN and Karl R. Denton, featured team with Grover Bradford's Cotton Blossom Minstrels, were formerly with the Field, Coburn and O'Brien outfits. Carl Mason, playing in the same show, worked for 12 seasons with the Atlantic City Pier Minstrels and is a member of the former Mason and O'Neil act.

HENRI NIESER, "Frog Man," formerly with the Al O. Field Minstrels, is still featured with Ches Davis' *Chicago Follies*, which has been working Western Pennsylvania territory the past month.

REESE PROSSER, former comedian with the Al O. Field show, is now engaged in the express business in Cleveland.

WENDELL GOODWIN, New York newspaper columnist, who is writing a series of syndicated articles in defense of the Federal Theater Project, especially extolling the virtues of the old-time minstrels, shoots us a clipping of his second writing. In it Goodwin gives a grand plug to the All-American Minstrels being presented successfully thru the East by the Variety Theater of the Federal Theater Project and featuring a number of oldtimers. Goodwin's recent writings on minstrelsy have brought him numerous letters from those who believe that minstrelsy is not dead. Goodwin deserves a great deal of credit for his



EDITORIAL DEPT.

POSSIBILITIES

CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

MONA MONTES—attractive brunet ballerina, specializing in classic Spanish dances. In addition to fine appearance and unusual talent, reveals good sense of showmanship. Caught at the El Chico, New York night spot.

+

For LEGIT DRAMATIC

CARDINI—well-known card manipulator and magician now holding forth at the Riviera, Fort Lee, N. J. Cardini, with his distinct personality and suave manner, would click in a character role in which his talents could be combined.

+

MUSICAL

DOROTHY DRESLIN—soprano heard on NBC periods with H. Leopold Spitalny Orchestra and also on

a spot of her own. Excellent voice of great range and of the type particularly suited to musical comedy lyrics and of music. Youthful singer could easily handle a lead role.

+

For RADIO

EDDIE DAVIS—of Leon & Eddie's Night Club, New York. Davis has the voice and diction, easily putting over ballads or comedy songs, but, of course, the lyrics will have to be of the type radio is accustomed to hearing.

+

For NIGHT SPOTS

GALE AND CARSON—male comedy duo formerly working in flash act. Have real funny routine for the eye as well as a heavy supply of hoke for the ear. Good personalities and smooth workers, effective for a spot that goes in for knock-about comedy.

efforts towards reviving the old-time "cork opry."

GABBY BROTHERS, late of the Van Arnam show, are now in Detroit playing club and theater dates.

MORALES BROS. and Daisy, who kept busy for quite a stretch on club dates in the Detroit area, are now playing the fairs.

DEACON LIVINGSTON, elongated b. f. comedian, last week played the Dan Emmett Memorial Theater, Mount Vernon, O., with Harrison Kimball's *Frisco Follies*.

NED HAVERLY, that "dancing fool of the old school," paid a surprise visit to the minstrel desk last Friday a.m. en route from Nashville to Wheeling, W. Va., to join a unit show. Ned has fully recovered from the results of a recent nervous breakdown and is as fit as a fiddle again. He spent two months visiting the Dallas and Fort Worth celebrations and reports that he had a swell time doing it.

Bradford Minstrels For Ohio and Pa.

CONNEAUT LAKE, Pa., Sept. 12.—A small but highly appreciative audience was on hand at the Temple of Music in Conneaut Lake Park here last Saturday night to witness the initial performance of the Cotton Blossom Minstrels, presented by Grover Bradford and his silent partner, both of Cincinnati, operating as the Bradford Productions. It is a modernized version of minstrelsy. Included in the company of 25 are a line of girls and several specialties by feminine artists.

Highlighting the show are J. Lester Haberkorn and Karl R. Denton, billed as Habb and Denton in *Stepping Out in Black and Tan*. Habb sings and manderines *The Road to Mandalay* and Denton is prominent in his *Miss Virginia Lee* number. Other former minstrels include Carl Mason, black-face comic; Willard Johnson, who is featured in the *Sailing on the Robert E. Lee* number, and Spud Seal, cornet soloist and comedian of Robinson, Ill.

A noon parade will be offered in each town where a permit is obtainable. Preceding the matinee and night performances a brief orchestra concert will be presented in front of the theater. Bradford states that the show will play in

combination policy houses and run, as it did during the opening performance, around 55 minutes. Admission here was 25 cents.

Others in the lineup are Renee Calvete, eccentric dancer; Susan Bole, Russian folk dancer; Sally Anne Davis, songstress; Ted Cook, tenor; Davey Jeffreys, dancer and emcee, and Vera Liebau's line of girls. The girls, among others, are Gloria Sutter, captain; Leona Paris, Ellen Jones and Bee Mallory, The Gold Medal Band, conducted by Eddie Shiner, includes George Welsh, guitar; Ralph Bruno, sax; Ray Curtain, clarinet; Joe Menham, sax; Joe Monroe, drums; John Kuniewicz, tuba; Glenn Foster, trombone; Henry Costanza, trumpet; Mike Drabky, trumpet, and Nick Martin, piano. J. Lester Haberkorn acts as company manager, with Carl Denton as assistant; Carl Mason is stage manager and Arthur Denton, advance agent.

Bradford stated that following his three-day date here, the show would play for Warners, Loew and Ous Sun in Ohio and Pennsylvania. Typical minstrel paper, colorful and attractive, is used.



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MINSTREL MATERIAL

Gamble's Big Minstrel Show contains complete M.S.B. Minstrel, Opening and Finale and Song for Show, 55. Same with Orchestration, \$10. Big Comedy Collection, \$1. Withmark complete Minstrel Show with Orchestration, \$10. Minstrel Material of all kinds. Big Catalogues.
E. L. GAMBLE, Playwright, East Liverpool, O.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 672, Cincinnati, O.

Says Oklahoma City Feels No Actor Surplus

Oklahoma City. I noted in *The Billboard* of September 5 under "Rep Ripples" some "Chirps" from Roy and Ricca Hughes, "veteran" rep and tab performers, in which they paint a rather gloomy picture of Oklahoma City and the show business here and in which they state that actors here are being paid in mills and are eating grasshoppers. Please be advised that the undersigned has been connected with the Joy Theater as its manager from the date of its opening more than four years ago. It has a tab-show policy and pays salaries in United States folding money to all of its employees twice each week. Regular times for payment of salaries are on Thursdays at 4 p.m. and Sundays at 8 p.m., and at no time has any performer ever been compelled to wait longer than these hours for his or her pay. Oklahoma does have a sales-tax law, and we collect this tax at the box office. This money is used for the purpose of taking care of our aged and blind people and crippled children, with a certain amount going to the public schools. Mills are used for convenience of the public and business concerns in making correct change on fractional purchases. No person is required to accept mills for any part of his or her salary, as Roy and Ricca stated. This tax law was adopted by a referendum vote of the people of Oklahoma at an election held for that purpose and was carried by a large majority. We know of no surplus and unemployed theatrical people in Oklahoma City. All of the theaters here using tab or other types of stage shows are well financed, doing a good business and paying salaries in good United States money. J. L. GREENWOOD.

Declares Pilot On 'Road' Must Know His Stuff

Bellingham, Wash. Inasmuch as *The Billboard* is a showman's paper and mouthpiece of all the profession, whether in New York or in Seattle, may I take the liberty of speaking my piece in the matter concerning which your editorial dealt with in your issue dated August 15. I refer to the "road" and its possibilities for artistic and financial success, now that the pictures have just about secured an almost impregnable stronghold in the minds and hearts of our people. The world moves on and the showman who cannot keep up with it is out of the picture. Every man in the executive end of this business knows that people will go to plays presented in small theaters and without the glamour and surroundings which only the motion picture producers can offer by reason of the immense resources which they command, and the great return they get from each picture made. But first you must have a play, then it must be properly mounted, then it must be presented by a showman; and the cast of the play must be made up of actors who know and understand what is required. With these things I will take such a play and play it for one year or more. Not in the sticks, if you please, but in cities and towns ranging up to a quarter of a million people. Altho in most such places the theaters are closed to the independent producer of such plays, there are other places where such productions can be presented with profit and prestige to the producer and with pleasure to the audience. Today with the doors of all theaters closed to him the independent producer of plays who has something to put on the road can do so, but in order to do so he must have what I have named above and he must have one in charge of his business who knows and understands the road, for verily you cannot take a Broadwayite who has never been any further west than Scranton, Pa., and intrust his with the success or failure of a touring company, no matter how many press cards he carries in how many press associations; no matter how much padding he has in the shoulders of his nifty Broadway suit; no matter how many cute wags he may have in his

hair nor how well he wears his tuxedo suit. Having lived and worked in New York for several years I know whereof I speak when I say that Broadway has more would-be producers and showmen—also more actual clumps to the square mile than any other street on earth. You simply cannot turn over a show representing an investment plus the heartaches and hopes of the producer, director and actors to one of these men and expect him to take it out and bring it back. This road business is a business in itself, but the fact remains that people will go to plays if presented under the proper conditions.

Last fall, while I was in Los Angeles, I ran across the young son of an old showman. This lad is 22 years old, comes from a pretty good home and had a good education, but he had never attended in all of his life a stage presentation of a legitimate play. I made an experiment and presented him with two passes to the Los Angeles production of a fine play. He took his young lady friend and the next day when I saw him and asked how he liked the play, his enthusiasm and great and honest appreciation were a delight to see. He will attend many plays in the future, now that he knows what it is all about, and who should re-educate the young American mind to attend plays if not the showman producer?

It may astonish some of your readers to know that today there are several showmen on the road going along quietly presenting plays and making money. I will soon complete my 32d year in this business, which has held me since a young boy, and as a former actor-director and producer, as an active-advance man and business manager who has tramped thru every part of this great nation, I say that the show can go on but the showmen must keep up with it. HENRY E. (HARRY) DIXON.

Much for Fans In Old History Of the Circus

Albany, N. Y. In *The Billboard* of September 5 Fred Pitzer called attention to the rare autobiography of John G. Glenroy, who claimed to have been the first bareback rider who threw a somersault on the back of a running horse. Three others, by the way, laid claim to this historic achievement. But Mr. Glenroy's book remains one of the best records of the circus in ante-bellum days. It commands a high price at book and auction sales. Glenroy was apprenticed at the age of 7 years and 4 months to George Cadwalader, an equestrian from England, who is supposed to have been the original of "E. W. B. Childers," of Slesary's Circus in Charles Dickens' fine novel *Hard Times*. All of the circus characters in the Dickens novel were drawn from life and their prototypes were actual circus personages of the period. Another rare work of the early American circus is even scarcer and rarer than the Glenroy book. This is the opus entitled *Tales of an Old Clown, or Sketches of Circus Life*. It was written by John Tryon, who, according to the veracious Charles H. Day, was the first real press agent and bill writer in circus business. Under thinly veiled pseudonyms Mr. Tryon sketches the personalities of several pioneer showmen and performers. The rising generation of circus enthusiasts and fans who take kindly to such memoirs will find in them much to amuse and enjoy.

Molesworth Is Suggested for Talk on Fairs

T-S Ranch, High River, Alta. I have just finished reading the fine edition of August 29, the Fall Special Number of *The Billboard*. There were many articles especially written for the issue that ably covered the subjects chosen by their writers, but I think the one written by R. D. Molesworth, publicity director of Missouri State Fair, captioned, *Good Shows for Publicity and Crowds*, is the best of many written on the subject that have appeared in *The Billboard* in years past. While, of course, I am not a member of the International Association

of Fairs and Expositions and have no connection with that body whatsoever, I am of the opinion that it would have a very interesting speaker at its December meeting should the officers be able to have Mr. Molesworth prepare a paper and personally read it at the annual meeting. I do not know the gentleman, but I do know after reading his article that he has a lot of valuable information on the subject of agricultural and industrial fairs. This is most apparent after reading his contribution to *The Billboard*. His fearless and outspoken manner of hitting the nail on the head I am sure would be welcomed by successful fair managers as well as prove worth while to those who have not been so successful, and I am sure that every showman of experience and proven successes to his credit in conjunction with fair attractions will loudly applaud the sentiments expressed by Mr. Molesworth regarding the progress fairs are expected to make. At any rate, I thought I would drop a line and tell of my personal appreciation of the Fall Special in general and of Mr. Molesworth's article in particular. GUY WEADICK.

Collectors Do Lots to Foster Circus Interest

Detroit. Thru a contact due to interest in the same subject I have been permitted to penetrate the sanctum sanctorum of P. M. McClintock, wherein is kept his vast or seemingly endless collection of circus material ranging from lithographs, literature, heralds, bills and route books to an unlimited quantity of pictures. And McClintock boasts that having the pictures isn't enough for a collector of his standards; he claims to have negatives of nearly all of them, numbering several thousand. I wouldn't dispute him. I was too dazed after my first sight of a small part of his amazing stock of material to question any assertion he made. McClintock's acquisitive desires are beyond ordinary comprehension. To say he is a circus fan is too mild an appellation; he also has the dreams of a conqueror for power, who yearns for greater possessions to realize his dream. This metamorphosis in the personality of an otherwise normal individual was effected by the publication of a magazine article in 1932, *Where Circuses Go When They Die*, by McClintock. Inquiries for pictures resulting from its publication stirred the author's desire to supply such requests. And from that time he has devoted most of his time to the task and others which came with it with a persistency and ingenuity that have rewarded his efforts with unbelievable success. An 1886 bill of W. W. Cole's Circus, he says, is one of only six in the country. And this avid treasure hunter, with all the burning desire for possessions that have actuated such acquisitive persons as Capt. Kidd or a Rockefeller, recently found a small Cole opposition bill of 1882 with the line telling of electric-light fights, "The Only Genuine Electric Light Show—All Others Are False." I saw a Ringling route book, 1892; route book of Adam Forepaugh's Circus, 1893; letters signed by Pete Sells and a Ringling book, "Circus Routes, 1882-1900." There were Sells Bros.' lithographs used on their return from Australia; bills with a profusion of printing telling of Barnum & Bailey's Circus and its grand spec, *Nero, or the Burning of Rome, 1890-91*; a booklet with woodcuts used the first year after Forepaugh's death, with James A. Cooper's name as owner of the show and a beautiful lithograph showing how leapers turned 'em in the good old days. I looked at bills of Gollmar Bros., Sun Bros.; route book of Pawnee Bill's show when it remained in Litchfield, Ill.; lithographs of Sells-Floto with the Sells brothers and William Sells on it; an opposition bill Forepaugh-Sells Circus used against the Sells-Floto show, newspapers and other stuff piled around in such profusion that McClintock can't go to bed without rearranging things. I didn't see a songbook among the stuff. Fellows like these tireless collectors do a great deal to foster circus sentiment, to carry on an interest that refreshes curiosity of outsiders, some of whom are awakened to a desire to acquire circus souvenirs themselves. So I think fellows like McClintock, with such a passion as increasing possessions of a hobby develops (and I don't think there are more than two or three in the country who can outdo him on any count) are not only valuable as preservers of things, they agitate a perpetual interest in one

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Vol. XLVIII, SEPTEMBER 19, 1936, No. 38

of our most typical institutions, the circus.
HARRY W. COLE

Saranac Lake
By BETTY HUNTINGTON

Mrs. Sobel, of New York City, and Arthur Alvers, local radio announcer, were recent visitors at the Lodge. Mrs. Sobel is the mother of Bernard Sobel, former Ziegfeld agent and *Mirror* critic.

Alfred Lorraine is our latest guest patient. He hails from New York, is a performer and for many years a straight man in burlesque and vaudeville girl acts.

Jimmie Marshall and family, who have been spending the summer at Rainbow Lake, returned to their home in Flushing last week. We, the patients at the lodge, wish to thank Helen and Jimmie for the many good times they gave us at their camp while here. Jimmie will be remembered as former *Billboard* correspondent and NVA patient of two years ago.

Constance Reeves, ex-NVAer, has returned from a trip thru the South. Constance will continue her season's musical activities here in her studio on Main street.

Mrs. Monte, of Brooklyn, spent the holiday week-end visiting her son, Armand (Sheik) Monte, at the NVA Lodge. It did our hearts good to note the wonderful devotion and pride between mother and son.

Mr. and Mrs. Claude Weeks, of Schenectady, N. Y., were among our week-end visitors. They were much impressed with our pleasant surroundings. The writer takes this opportunity to thank them for their cheery note of greeting and hopes they will come again. Mr. Weeks is connected with the Zonito Company.

Jack Hirsch, of Boston, spent a few pleasant days with his many pals here last week after distributing more of his useful gifts to the patients. Thanks, Jack, we're grateful.

Sal (Honey) Ragone enjoyed the company of some of his pals from Brooklyn last week. They were Louis (brother) Ragone, Nick (not the mayor) La Guardia, James (not the horse) Pinto and Larry (D. A.) La Vaglia, all of the Red (Truikin) Slavin squad from Greenpoint.

Once again the Grim Reaper has taken one of our pals, Fred Bachman. For details see Final Curtain this issue. Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post Clark, Chas., 8c ... Duff, Lawrence W. ...

Ladies' List

Adams, Kate ... Adams, Mrs. Edna ... Adams, Mrs. (Miss) ... Adams, Mrs. ...

Lanham, Evelyn ... Leander, Lucille ... Leatrice, Olive ...

Lea, Leona ... Leavelle, Annabelle ... Leavelle, Mrs. ... Leavelle, Mrs. ...

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.

Riegel, Mrs. Jennie ... Roberts, Marion ... Roberts, Mrs. Gene ...

White, Mitzie ... White, Mrs. Edna ... White, Mrs. Mary ...

Wilson, Peggy ... Wilson, Mrs. Agnes ... Wolfe, Effie ...

Gentlemen's List

Abbott, Fay ... Adams, Ollie ... Adams, Budo ...

Bellis, R. ... Bell, Francis ... Bell, Geo. H. ... Bell-Mar, John J. ...

Brooks, S. A. ... Brown, Harry ... Brown, Cecil ... Brown, Geo. L. ...

Conan, L. Harvey ... Connell, Dr. ... Connolly, Michael A. ...

Conroy, Joe ... Conroy, Robert J. ... Conroy, Mike ... Conroy, Ted ...

Duff, Lawrence W. ... Duffey, J. H. ... Dugan, John H. ...

Dunham, Harry ... Dunn Bro., & Co. ... Dunning, Dan ... Duplessis, Ernest ...

Gran, Ed J. ... Gray, Bee Ho ... Gray, Brian ... Gray, Marvin ...

Griffith, Howard ... Griffith, Howard ... Grizmek, G. L. ... Groff, Jack G. ...

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- Huff, James P. Red
Huffman, Bingo
Hughes, Roy
Huggins, W. C. (Spoke)
Hughes, Willie
Hugo, Capt.
Hall, E. W.
Hall, Russell
Hummel Family
Humphrey, Bill
Humphrey, Earl
Hunt, Chas. T.
Hunt, Curly
Hunt, Tony
Hunt, Chas.
Hunter, Wilburn
Hutchinson, A. E.
Hyatt, Paul S.
Himes, A. W.
Hampino, Murray
Ingram, J. S.
Ingram, Z. E.
Ingram, Duffy
Ingram, Doc W.
Jackson, Geo. B.
Jackson, O. J.
Jackson, O. J.
Jackson, O. J.
Jackson, O. J.
Jackson, O. J.
Jackson, O. J.
Jackson, O. J.
Jackson, O. J.
Jackson, O. J.
Jackson, O. J.
... (The rest of the list follows a similar pattern of names and initials) ...

MAIL ON HAND AT CHICAGO OFFICE 600 Woods Bldg. 61 West Randolph St.

Parcel Post Braun, King, Gc Graber, Betty Loraine, 250

Ladies' List Baird, Cay LaTour, Mrs. Frank Bursar, Mrs. Frank Clayton, Mrs. Sue Davis, Mrs. H. A. Davidson, Ellen Dean, Donna Dickens, Mrs. E. Dorsey, Mrs. Eldis Feagan, Mrs. Gladys Germain, Mrs. G. Harrison, Madelon Hart, Ervil Henderson, Mrs. T. Hurwin, Mrs. Dan Jarvis, Mrs. Gray Johnson, Mrs. Brook Johnson, Mrs. Edw. A. Jolley, Mrs. E. K. Kirk, Jean Koebler, Mrs. Harry Ladue, Eva

Gentlemen's List Allen, Slayman Jones, Paul Aleno, Leo Kohn, Mary Anderson, M. Kasha, Stanley A. Anderson, Ralph A. Barto, Dewey (Barto & Mann) Belshe, Bob Benfield, Mrs. & Ben Lang & Leo Blyunt, A. E. Lynch, Bobby Brad, J. F. Breslin, B. D. Brennan, T. J. Brewer, E. C. Briggs, Harlan Francis, Roy G. Franklin, Alfred I. Germain, M. E. Germain, Tony Gerner, Edie Gillpie, Bill (Duck) Graulich, Mr. K. Griggs, George Hamilton, Leo Hanson, A. C. Harmon, Russell Helman, Phil Hobson, Herbert Irwin, Frank Janzley, The Johnson, Mrs. Brooks Jones, Bobby

Gentlemen's List (cont.) Gilligan, Joe Gordon, James Graham, Jim Grant, Ben Grenier, Norman Hassan, Mustapha Hassard, Nap & Healer, Richard Helston, Ralph Hill, Jackson Jacobs, Slatz Jeffcott, T. F. Jones, Chas. Kaiser, Paul Katz, Louie Kellman, Norris Carey, Billy Castell, Wm. Collins, Arthur E. Connor, O. E. Davis, Geo. Dea, Capt. James De France, Mickey De Prez, Jack Demetrio, Alonzo Dillon, Thos. Pat. Dolan, Bill Fraser, C. G. Dea, Jimmy Dugan, Frank Farmer, Wm. Firek, Frank Fleming, Herb Fletcher, C. P. Frasier, Pete

Gentlemen's List (cont.) Mason, Geraldine Mason, Virginia Messer, Nettie Messer, Virginia Moselle, Mildred North, Agnes Palmer, Josephine Parsons, E. A. Pearson, Pine, Ruth Powers, Ben Rogers, Dorothy Scott, Claude Seitz, Cecilio Shepard, Maria Sherman, Nellie Sherman, Joseph A. Thomas, Grace Thompson, Mrs. L. Trevor, Ray Van Dyke, Camille Vendrell, Helene Wagon, Fanny Wakefield, Lynn Walker, Joseph A. Westfall, Rully Wolfe, Joanne (Mrs. Evans) Wolzack, Bertha Yasootino, Arnes & Minnie

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**With the
Circus Fans**
By THE RINGMASTER

President, **CPA.** Secretary,
FRANK H. HARTLESS, W. M. BUCKINGHAM,
2930 West Lake Street, M. Thoms Bank,
Chicago, Ill. Norwich, Conn.
(Conducted by **WALTER HOHENADEL,** Editor
"The White Tops," 220 Hohenadel Printing Com-
pany, Rochelle, Ill.)

Don Howland, of South Bend, Ind., has returned from a week's vacation, which he spent in Wisconsin. Had a nice visit with Madison Fans and spent some time at Sverre Braathen's "White Tops." On September 3 he made a trip to Peru and Rochester winter quarters. While at Rochester called at the hospital to see Anna Butler, who suffered a broken leg in a fall on the Cole show. While she has had a bad time of it, she is coming along nicely now.

Voyle N. (Army) Armstrong, Lester Jones, and Pat Simmons, members of the Mabel Stark Tent, of Wichita Falls, Tex., caught the Al G. Barnes Circus at Lawton, Okla. After Miss Stark had finished her act a beautiful purse was presented to her by Mel Smith, announcer, as a little remembrance from members of the Tent bearing her name.

On September 4 P. E. Loxley, of Cranston, caught Card Bros.' Circus at Providence, R. I.

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16—Colorado Springs
17—Pueblo,
18—Garden City,
19—Ogden City,
21—Enid, Okla.
22—Clinton,
23—Chickasha,
24—Wichita Falls,
25—Ardmore, Okla.
26—Paris, Tex.

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On Labor Day Wisconsin Circus Fans gave a testimonial dinner to officials of Seils-Sterling Circus at Boscobel, Wis. On September 10 the show left Wisconsin after making 92 stands in the State. Attending the banquet were the following from the circus: Mr. and Mrs. Pete Lindemann, Mr. and Mrs. A. Lindemann, Mr. and Mrs. Orville Lindemann, Mr. and Mrs. Arthur Heller, Mr. and Mrs. LeRoy Schrader and King Baile. Talks were made by Braathen Tormey, Jackman and McFarland thanking the show officials and entire personnel for the many courtesies extended to the Circus Fans. Fans sponsoring the banquet were Dr. and Mrs. Tom Tormey, Mr. and Mrs. Sverre O. Braathen, W. L. Jackman and J. L. McFarland.

The autumn number of *Sawdust Ring*, official publication of the Circus Fans' Association of Great Britain, has been received by *White Tops*. W. S. Meadmore, editor, is to be congratulated on a fine edition. Twenty-eight pages, finely illustrated, cleverly made up and well printed, it is an honor to the organization that it represents.

Mrs. Jennie Lucy, 80, died at the home of her niece, Mrs. Karl Kae Knecht, in Evansville, Ind., with whom she had lived a number of years. She suffered a stroke August 30 and passed away September 7.

Around Ringling-Barnum Lot

GREAT BEND, Kan., Sept. 12.—A wonderful tribute was paid to the memory of Ollie Webb in Omaha Sunday when the boys of the cookhouse carried a wreath of flowers and placed it upon his grave. Mr. Webb was superintendent of the cookhouse for many years.

Mrs. Vern Oodrich is again in the Wild West lineup after having been in a Chicago hospital for several weeks. Lavan Von Houser, of the Flying Concellos, has returned after having her tonsils removed in Kansas City. Mrs. Otaris left recently for Sarasota, Fla., where she will open the Otaris winter home.

Tommy, Bondi and Bela Danwill, formerly of the big top, were visitors on the lot in Beatrice, Neb. Joe Willenda, who has been out of the act for several days because of a broken blood vessel, has recovered sufficiently to again take his place in the lineup.

Orrin Davenport was a visitor on the lot in Beatrice. He was here in the interest of the Shriners' winter dates. Harry Rittley and Eddie Rooney are still unwilling to concede the other superior in the mastery of chess. Mrs. Ray E. Olleck and son, Ronald, of Chicago, visited Mr. Olleck in Omaha. Ray is assistant superintendent of the property department.

Tony Lealand Dekoe stopped over for a few hours in Omaha to see some of the old gang in clown alley. Tony was on his way to make several fair dates in Nebraska and Oklahoma. Gene Graves, of the white ticket wagon and champion "bowling" artist on the show, finding it hard to get worthy opponents into the bowling alleys, is now becoming very proficient as a night club entertainer, his greatest asset being a wonderful voice.

HUOH HART, SMILEY CARLTON.

Barnes Closes Sept. 28

CINCINNATI, Sept. 12.—The Al O. Barnes Circus will end its season at Phoenix, Ariz., September 28 and return to its winter quarters at Baldwin Park, Calif.

CHATTANOOGA, Tenn., Sept. 12.—Wrecking of a truck belonging to the Mighty Haag Shows precipitated a big-game hunt in Overton County, where "blind tigers" are usually the only "game" sought. A large tiger, sinister looking but not furious, made its escape when the truck was sideswiped by an oil truck and overturned in a ditch. From surrounding sections came armed farmers and deputies, who joined in the hunt. The tiger was located hiding in a corn field. Circus employees rigged up a canvas sidewall around it and with a live chicken as bait prodded it into a large packing case. Meanwhile the cage had been hastily constructed and the animal placed in it. A four-year-old lion, cowed in a corner of the wrecked truck cage, refused to come out even at the smell of warm blood which flowed from the leg of a Negro employee who was cut in the wreck. Show was en route to Alexandria to appear at the De Kalb County Fair.

Gladys Wyckoff, John Smith Injured at San Francisco

SAN FRANCISCO, Sept. 12.—Gladys Wyckoff, equestrienne with the Cole-Beatty Circus, and Capt. John Smith received painful injuries during Monday afternoon's show here. Smith incurred a fractured jaw and internal injuries. Miss Wyckoff suffered a wrenched back, deep laceration on her back and minor bruises. Accident occurred when Miss Wyckoff, mounted on a high-jumping horse, attempted to jump a barrier. Her horse tripped, throwing Miss Wyckoff. Her horse fell on Smith. Show went on with barely a pause as the injured were carried out of the tent.

Because of the heat wave, worst in several years, which hit the bay region, sending thousands of persons out of town and to the beaches, the show, which opened here September 4 with a bang, played to a poor house on Monday, its last day here.

Pickups From Paris

PARIS, Sept. 4.—Cirque Medrano and the Empire (Amar Bros.' Circus) opened their indoor season tonight. Featured on the Medrano bill are the Fratellinis and Porto, and Alex, clowns; Four Trojans, American tumbling act; Two Harleys, aerial, and good supporting bill. Empire offering Three Bonos, acrobats, several animal and vaudeville acts.

Cirque Pourtier playing month stand at Lille with program featuring A. Rancy's horses; "Lea," tame lion, and Baby, the clown. Cirque Houcke played open-air gala Sunday, at Dax, with Carre's horses; Zemganos, flying trapeze; Popescus, bar act, and big supporting bill. Cirque Bureau, out until October 23, now playing towns near Paris. Cirque Medrano tent show at Chalou sur Saone; Medrano "construction" opening at Havre next week. Cirque Muller playing street fair in Le Creusot. Jouviano's Monagerie at Blois.

The Four Stephans, iron-jaw act, and the Two Arnolds, aerobats, are at the Casino in Lille. Barbara La May, contortionist, is at the Casino Municipal in Juan les Pins.

Notes From Sweden

STOCKHOLM, Sept. 6.—Two important circuses, the Circus Altenburg and the Circus Mijares-Schreiber, are playing in Stockholm. Featured on the Altenburg program are the Bronett Brothers, clowns, and Vittorio Ferroni, juggler. On the Mijares-Schreiber bill are the Ambatos, flying trapeze; Manuel Mijares, wire walker; the Solos, acrobats; Baptista Schreiber - Mijares, high-school horses; Four Day-Wills, Cuban dancers, and O. Mijares, horses.

Cabanas Is Injured

ALOIERS, Sept. 6.—As a result of a bad tumble from his wire while performing with Bernon's Circus last week, Cabanas, wire walker, was removed to the Mustapha Hospital in Algiers, suffering from severe shock and serious injuries. Appearing with this circus are the Tennesse, double trapeze; Texas, aerial; Oldersays, acrobats, and big supporting bill.

C. SCHROEDER had his diving and wire dog, Flip, as a featured act in Roundup at Lakeview, Ore. Music furnished the act was directed by a former circus band director, Andrew Landies, who has five children in the band. Landies plans to leave Lakeview soon. Barney Bros. Circus appeared at Lakeview ahead of the Roundup. The Lake County Tribune published an editorial regarding the show, etc., which Schroeder says was entirely uncalled for and did not represent the voice of Lakeview people. Schroeder attended the Eagles' Lodge and fellow members stated that their children felt it high privilege to see the dandy little circus; none had been there in 10 years.

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SEASON ENDS WINNER

What Is Wrong?

By CHARLES F. KELLER JR.

Beach and Park Supply Company, Inc.

Gain Continues, Reports Declare

Holiday dough is in boom class — operators realize quickly on added outlays

CINCINNATI, Sept. 12.—The 1936 season for amusement parks, pools and beaches can be marked down as far and away the best since 1929, and its numerous spots figures show that some departments have made all-time records. Reports coming from all sections tell much the same story—a substantial increase over last year in gates and takes. And 1935 was considerably ahead of 1934, as was 1934 in advance of 1933. The upswing apparently has continued, gaining in momentum and ascendancy.

Suitable weather can be credited with some of the increased trade, swimming pools having been more popular than ever during the torrid spells which several times during summer reached nearly every part of the country.

That a number of operators realized quickly on the added-outlays they had made for equipment and attractions is their testimony now. New rides, beautification and booking of more free acts (See SEASON ENDS on page 40)

Cincy Coney Figures Take Climb Over '35

CINCINNATI, Sept. 12.—Labor Day marked closing of the best season for Coney Island here since depression, declared President and General Manager Edward L. Schott, who estimated that attendance had increased over last year 12 per cent and receipts 35 per cent.

He said that this season saw the biggest Fourth of July in history of the park, with attendance of 52,000. While the crowd was slightly less than on the same day in 1929, he said, receipts were greater. Pool business was reported 50 per cent in excess of last season. An all-time record was set in Moonlite Gardens when Guy Lombardo played to 4,300 persons at double regular price.

Coney Island steamer Island Queen has started its annual fall moonlight dance excursions to points up and down the Ohio River.

Cincinnati Zoo officials reported that attendance there had passed the record established in 1934. It was revealed that the average patron spent about 10 per cent more money within the grounds than last year, coming close to the boom year of 1929.

Holding 'Em at Pontchartrain

NEW ORLEANS, Sept. 12.—Going into their third week at Pontchartrain Beach the Peers, four comedians on aerial bars, are proving biggest attraction of the lineup of free acts of the season. Manager Harry Batt said that to handle record crowds out to see the act, twice daily and three times on week-end days, he and his staff has been forced to live entirely at the beach. About 40,000 visited on Labor Day. Manager Batt has been host to Mr. and Mrs. George K. Whitney, he with his brother, Leo C. Whitney, being operators of Playland-at-the-Beach, San Francisco. They are on their way home after a vacation trip to Northern and Eastern points where Mr. Whitney acquired some new equipment.

Nationality Days Big for Burkhardt

ALLEN TOWN, Pa., Sept. 12.—In Central Park, Allentown-Bethlehem playground, which closed the season on Labor Day, Manager F. A. Burkhardt reports a most successful season resulting from a response to outstanding offerings as well as a falling into line with a general recovery impetus now extant in the Lehigh Valley. Some years ago Manager Burkhardt introduced Na-

(See NATIONALITY DAYS on page 40)



SUSIE, much publicized gorilla in Cincinnati Zoo, shown in an affectionate mood with her trainer, William Dressman, former outdoor showman, who has gone wondrous in educating the big gal. Susie is not always so amorous, however, recent scare-head stories in the Cincy press having told of a threatened attack upon her mentor, who was forced to change her mind with the butt of a whip. Susie is a big drawing card at the zoo.

Conneaut Lake Gets Over on Profit Side

CONNEAUT LAKE, Pa., Sept. 12.—Conneaut Lake Park, which ended its season this week, had the most successful session in 11 years and is able to show an encouraging profit for first time in several seasons, said Manager Kenneth Black. Manager Black, in his first season here, supervised remodeling and construction which amounted to some \$75,000. He said nearly 500,000 visited the resort this summer and that Fourth of July week-end was an all-time record breaker, with some 70,000.

He is leaving for Pittsburgh soon to hold business conferences with officials of Peoples-Pittsburgh Trust Company, operators of the park, and make plans for next year as to more extensive improvements and expansion.

Leading concessioners supported Mr. Black's prosperity-sounding statement. Beach Club and ballroom played to capacity when fair weather prevailed. Closing attractions included Cotton Blossom Minstrels, band concert, fashion parade, Miss Conneaut contest and bathing beauty pageant. Club entertainers included Mr. and Mrs. Tex Chapman; Dick and Edith Barstow, dancers; Vickey McNeely, songstress, and a 10-piece orchestra.

Cedar Point Pilot Is Well Satisfied

SANDUSKY, O., Sept. 12.—With Labor Day at Cedar Point winding up this Lake Erie playspot's most successful season since 1929, hundreds of employees whose work "follows the seasons" prepared to leave their summer jobs.

"We are well satisfied, everything considered," said Edward A. Smith, president of the O. A. Boeckling Company, owner and operator of the resort. "We have had a good season."

"Right-hand man" of the late G. A. Boeckling, who converted a picnic grounds into one of the biggest lake resorts, Mr. Smith has been associated with Cedar Point nearly 40 years. He became president of the company last year following death of A. J. Boeckling, who had succeeded his brother.

The resort had more and bigger conventions than usual this year. This week many concessioners will set out for Florida or California, returning next spring. H. S. Graves, Cleveland, manager of Hotel Breakers, which closed on Tuesday, will manage a Florida hotel this winter.

Midway and Gates At Elitch Away Up

DENVER, Sept. 12.—Closing of Elitch Gardens Labor Day night ended one of the most successful seasons in its 50-year-old history. President Arnold B. Ourler pronounced the season best since pre-depression peaks.

Rides and concessions experienced heavy patronage, with all being way above the past several years. Outstanding among ride popularity was that of the Wildcat Roller Coaster, rebuilt this year at an expense of more than \$50,000. Pretzel Castle, installed this year, did capacity many times and drew its share consistently. Other concessions and rides did business of from 15 to 30 per cent over last year.

Gate receipts upped, as is evidenced in the fact that more than 1,000,000 patronized the grounds.

Coney Island, New York

By CHARLES SAMUELS

Leonard Traube, conductor of this column, has leased it this week to Charles Samuels, publicity director of the Brooklyn Boro Gas Company, of which Miss Mary E. Dillon is president. Samuels came into the Coney Island picture when he was hired to do the publicity for the highly successful Brooklyn Historical Pageant, which was staged at America's ace amusement mecca the past June. He has been a reporter on the Brooklyn dailies, was for five years an associate editor of King Features Syndicate, is the author of two published novels and has written movie scenarios in Hollywood. Before joining Miss Dillon's organization he was with the Hecht-MacArthur outfit, which produced several motion pictures for Paramount in the Astoria studios. This forum is offered him with the hope that his thoughts will bring action which will crystallize into a better and even a bigger Coney.

The last handful of 1936 Mardi Gras confetti will soon be swept away, the concessioners are ready to fold up their ballyhoo boxes and creep (to far from silently) into the night and not until next season will there be newspaper headlines reading: MILLION HEAT-SUFFERERS SEEK RELIEF AT CONEY.

And now comes the time for Coney's business men to review the music played on the cash registers this summer and to count their blessings and bruises. Down here at the Premier Isle everyone knew it was going to be a great season. We weren't disappointed. Almost made-to-order weather, bonus money flooding the country with the color of the long green, and vastly improved economic conditions all helped bring smiles to faces in this resort that had been gloomy too long.

Roses Among the Thorns

My good friend and host in this week's column, Leonard Traube, has been speaking Coney Island for so long in this space, that in searching diligently for thorns I am afraid he missed one or two fresh-blooming roses in the 1936 Coney Island picture. Personally, I welcome the sort of critical wallops Leonard has been handing out for several years. No outdoor amusement spot is perfect and we are lucky to have had such a zealous and intelligent newsmen pointing out deficiencies and blemishes for us.

What I do not think Signor Traube has properly emphasized has been the cleanup work in two vital directions that has been accomplished in Coney Island (See CONEY ISLAND on page 40)

In my travels thruout the East and Middle West representing Harry C. Baker and the Park and Beach Supply Company, Inc. in sales work, calling on amusement parks, bathing beaches and swimming pools, I have seen parks which a few years ago were institutions in their communities closed completely and dismantled; others barely struggling for an existence, while still other parks or resorts, some hardly known before the depression, doing fine business.

I know of one instance where a park three years ago was considered finished and closed for good, but now, at the end of the 1936 season, winding up with the best business in its history. Another park, just five miles from this successful park and on a widely used highway, barely getting thru the season and having suffered financial loss daily. Another park, 10 miles from this unsuccessful park, enjoyed, as usual, a very successful season and was never seriously affected by the depression.

I asked myself, on the strength of these three parks alone and not considering all the others, "What is wrong?"

The closing of the 1936 season is the opportune time to take inventory. After you have closed for the summer, locked the doors and nailed on the shutters for the winter you, as a matter of good business, inventory your equipment, stock, etc., file away records, close books and proceed to settle down and await the passing of winter and return of sunshine next spring. That inventory is a matter of routine. The inventory referred to is not one of counting how many feet of lumber on hand, pop-corn boxes, towels in the bathhouse or hundreds of other items which go to make up equipment and stock of a modern resort. Rather it should consist of analyzing and answering at least one of three questions. First, why did my park during 1936 show a drop in revenue earned below 1935 when so many parks showed considerable increase? Second, why did my park show just a slight increase over 1935 and, third, what must I do to increase my potential earning possibilities for 1937? If you did not show a substantial increase, there WAS a reason.

Walk Thru and Look

First of all, walk thru your park and look everything over. Be honest with yourself in your survey. Are your buildings (See WHAT IS WRONG on page 40)

Navy Pier, Chicago, Closes Big Season

CHICAGO, Sept. 12.—Last Monday Navy Pier closed the most successful season it has had in years, according to K. H. Burns, general manager, who said that receipts topped 1935 by 60 per cent.

Recently a new company was formed which was given a five-year contract to handle concessions and attractions for the 1937 season. Officers of this new Lake Shore Service Company are J. O. Stoll, president; F. C. Calguy, who was the former owner of the old company, vice-president; K. H. Burns, vice-president and general manager; A. W. Froehde, secretary, and M. M. Nieman, treasurer.

All plans for improvements, innovations and entertainment for 1937 will be completed by first of the year, said Mr. Burns.

Salt Lake Resorts Register Great Biz

SALT LAKE CITY, Sept. 12.—Saltair, on Great Salt Lake, and Lagoon, Davis County, closed big on Labor Day. Manager Thomas M. Wheeler of Saltair said all records of several years had been broken. The MCA change of dance orchestras proved successful and closing day was one of the best. Del Courtney and his orchestra closed an engagement.

Manager Julian Bamberger of Lagoon has had the largest season of any resort in Utah. He attributes free dancing as one of the reasons for this. Verdi Breinholt's Orchestra met with big success and is going to White City, Ogden.

Sunset Beach, run by Ira Dern and Earl Thompson, had a big season, as water was deep there and at Black Rock, so they had most of the bathing crowds.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Municipal the Winnah!

We've had a lot of discussion here, from issue to issue, about the evils of city-owned swim pools and how they affect commercial tanks in the same territory. Ever since the inception of this column, as a matter of fact, there has been pro and con controversy as to whether municipals, as I like to call 'em, really do as much damage as claimed to privately operated natatoriums.

Of course, there has always been that group of pool men who yell every time a blue print of a proposed municipal aquadrome is shown. And then, too, there is the small number of beach and pool owners who pooh pooh the theory, claiming that the type of patronage a municipal tank draws is so entirely different from the clientele of a private one that there really is no competition at all.

Be that as it may, I learned for the first time last week the true experience one pool man had with a near-by city-owned aquatic establishment. This pool operator wasn't talking theory by any means. He was stating cold, hard facts. What he had to say about municipal pools could fill a book.

The pool owner so affected by municipal competition is George Burnett, operator of Flushing (L. I.) Swimming Pool. George's tank enjoyed very successful patronage up to this summer, when the mammoth Astoria municipal tank was opened. Astoria is only a short distance from Flushing and the Astoria tank is one of the many swim pools operated by the city of New York this summer.

According to Burnett, not only is the new Astoria pool the most modern in the city, where no expense was stinted to make it just so, but at the same time a great deal of ballyhoo was employed all summer to put it over. First they held the pre-Olympic tryouts at the Astoria city tank and then they organized their own swim teams and the like, all of which got reams of publicity in the papers, more so than a commercial pool would because of its city affiliations.

With the final result that the privately owned Flushing pool took the worst beating it has ever experienced, Burnett's tank used to be one of the few pools in the city that did a big evening biz. Workers from big corporations on that section of the Island used to come nightly to swim—but all last summer they migrated to the city tank. The reason for the migration, as given by Burnett, is that first it was much cheaper to swim in the city pool and, second, they had more to offer. In addition, the commercial pool man admitted his neglect to advertise as much as he should have this summer, which would have resulted in more business than he did and give him at least a fighting chance against the municipal foe. As it was Burnett did so miserably all summer, even on the hottest days, that he's seriously considering throwing in the towel for next season. All of which is foolish, of course. It's hard to tell a man who lost a good business to hold on; that if he'd do this or that something good is sure to result. But the truth of the matter is that municipal pools are no different than any other competition and can be licked if handled properly.

First of all, it can be seen now that municipals in certain sections are definite enemies of private enterprises. Despite the stubborn opinions of some, in many cases swim patrons would just as soon swim in a municipal pool as in a private one, especially when it is so new and modern and sanitary. But that certainly is no reason for a commercial pool man to throw up his hands and give up.

The first thing is to continue to fight city officials thru an association to prohibit further opposition, and when that fails compete against the city tanks, using their own weapons, those of exploitation and ballyhoo. Naturally you'll say that a commercial tank could never reduce its rates to be on the level with a city pool and still make a go of it. Which is true, but it is my contention that if you give the public just a bit more they won't mind spending a few cents more for swimming. But you can't do as George Burnett

did at Flushing and omit all advertising and expect them to keep coming and neglect the municipal pool that offers more and charges less. It's just not in the cards.

New Indoor Tank Blossoms

Wilrad inclosed natatorium in New York, just around the corner from Park Central indoor pool, is to make a play for the public this coming fall and winter, according to report. In the past Wilrad tank has been content to house a swim school which went in for private business, but this year it seems the management has decided to go out after it. This exclusive announcement reminds me of an idea I've had for some time which I wanted to discuss here but always seemed to forget around press time. At any rate, each city and community throughout the country has its share of private and public aquatic schools. Many such institutions use very small tanks in which they hold their classes and the thought occurred to me that more big commercial pools, outdoor and indoor, should contact these schools and make some tieup with them. The schools are always creating new swimmers and I should think that each one of them possesses well possibilities for a chance to get new business.

A Philly Quickie

Took a hasty drive down to Philadelphia last week-end and looked in at the Boulevard pools and also Norman Alexander's tank. Sorry I missed Alexander, who, as you know, is the former prez of the national pool owners' association, for I haven't seen him since the convention in Chi last winter. The outdoor pools in Philly had a very good summer, according to the information I received, and many are planning big changes for next season, which in itself is an indication that they made money this year. On the way down to Philadelphia, or maybe it was on the way back, I passed Penn Valley Park pool, some 30 or 40 miles from Philadelphia. On the afternoon I was a witness to proceedings they had quite a crowd there. General admish is only 15 cents, including State and city taxes they have there making it the odd amount, and there are a great many free slides and games for children adjacent to the pool. As I understand it, there's an additional charge for parking which brings up the revenue to the operator.

Dots and Dashes

Wonder what will happen to President Roosevelt's pool in the White House should he be defeated and whether Governor Landon is just as much of a swim enthusiast. . . They've already started advertising the ice-skating rink in Palisades (N. J.) Amusement Park pool which will be built for the first time this winter. . . Riverside Cascades outdoor pool is another net tank that may try ice skating this winter for extra revenue—and after all these years, too. . . Princeton (N. J.) open-air tank, which features artesian water, staying open an extra week to attract new students registering at the university. . . Some energetic indoor pool owners are getting big business by staging pre-election clam bakes at their tanks, with politicians buying special discount tickets and giving them away in anticipation of votes. . . And Matt Sedgewick will soon be Rochester bound to see his youngster after a summer pool season.

BUCKEYE LAKE PARK, O.—In Buckeye Lake Park, where the longest September in its history is planned, Labor Day did not mean the season's end, said Manager A. M. Brown. Spot will be open daily and nightly continuously thru the period when Licking County Fair occupies the grounds and all rides, concessions and other attraction will go on. Husk O'Hare's Band is current in the dance pavilion.

BRIDGEPORT, Conn., Sept. 12.—A new 80-foot boulevard leading directly from Washington Bridge to Walnut Beach Amusement Park, Milford, Conn., appears likely to become a reality, as residents have voted almost unanimously to approve the project. At Myrtle Beach, adjoining Walnut Beach, business men say business had fallen off in recent years mainly because of poor roads. Estimated cost of the highway, surfaced with macadam, is \$122,000, exclusive of land damages.

Picnics Boost Attendance At Riverview, Des Moines

DES MOINES, Ia., Sept. 12.—Riverview Park, under management of Abe Frankie, closed its season on Labor Day with a big celebration by local unions. President Frankie said that, considering extremely hot weather for five weeks, the season has been good. Omer J. Kenyon, park publicity man, closed on August 29 and left for Toronto to handle Rameses Temple Shrine Circus for Bob Morton.

Picnics were responsible for a big boost in attendance. It is said the park was host to the largest picnics it has had since it opened 21 years ago. Week before last Ford Day drew 18,000, and a drug company picnic also attracted large crowds. Many picnics have already been booked to return next season.

The popular ballroom and German Gardens, under management of Jack Hall, have played to many large crowds. Well-known bands such as Glen Gray's Casa Loma Band drew capacity business.

Toledo Zoo Amphitheater Continues To Pull Crowds

TOLEDO, O., Sept. 12.—Opening rather inauspiciously, despite promise of professional light opera, amphitheater in Toledo Zoological Park since its inauguration two months ago has continued to draw capacity crowds of about 7,000 for each performance of whatever nature. Most elaborate presentation of the season has been an Arabian Nights spectacle, staged with professional leads and a supplementary amateur cast of about 800 from September 5 to 12, inclusive.

John B. Rogers Company, Fosteria, O., had Constance Hopkins and John F. Hall here producing, and talent committee included Beatrice Gardner, Erica Ransome, Jules Blair, and Jack Jackson, new manager of the theater. Mr. and Mrs. Roy Cropper had leads in the show. Paul Spor conducted the orchestra. The Croppers recently staged a musical festa in the amphitheater, with Leta May, of the Chicago Civic Opera Company, and Sylvain Robert, of L'Opera Comique, as soloists.

Circus seats can bring seating capacity of the amphitheater to more than 10,000, and there is additional standing room.

Acts Working in Sweden

STOCKHOLM, Sept. 7.—Acts closing the month at Grona Lunds Tivoli were Anya Kiltner, diver; Buck and Chick Company, American Western number; Five Kentucky Singers, sepian crooners; Three keystones, comedy bar act; Achilles and Newman, acrobats, and Three Nehrings, xylophonists. Acts at Nojesfaltet Tivoli were Anderson and Allen, American acrobats; Tommy Dale, xylophonist; Five Wilkes, acrobats, and Mircha, singer. Liseberg Park, Gothenberg, has Albertini Brothers, tumblers and perch act; Seven Tokays, acrobats; Devito, Denny and Dorothy Stevens, American comedians; Two Pierroty, comedy acrobats; Carissé Ballet and Ellen El-Lain, dancer.

Best at Williams Grove

MECHANICSBURG, Pa., Sept. 12.—Williams Grove Park closed its best season, with an all-time record for picnics, on Labor Day with the seventh 63d annual Grangers' picnic. Free gate and free acts drew large crowds each day of the picnic.

Pittsburgh Week-End Heavy

PITTSBURGH, Sept. 12.—Parks, pools and other outdoor amusement places operated to tremendous business over Labor Day. With weather ideal and attractions many, record crowds swarmed thruout Saturday, Sunday and Monday. Concession business was at its peak in South Park, where a number of events marked closing day of Allegheny County Fair. It is estimated that nearly 200,000 persons jammed the park and pool on Labor Day.

LENAPE, Pa.—Lenape Amusement Park, on the Brandywine River near the Delaware-Pennsylvania line, closed for the season on September 14. Manager John V. Gibney had as a feature on Labor Day the annual old fiddlers' convention, under direction of Dr. S. Lane Anderson. Christian C. Sanderson, Chester County historian, was emcee.

Detroit Zoo Outlay Asked

DETROIT, Sept. 12.—City council has submitted to the controller a recommendation by Director John T. Millen for improvements to be made to Detroit Zoological Park at a cost of about \$255,287. It is proposed to install a reptile exhibit, trout stream, new walks and more landscaping. Mr. Millen said that, using WPA labor, the city's share would not amount to more than \$54,529. The zoo has already to its credit for the purpose \$30,057.

NEW CASTLE, Del.—Plans for construction of a 200-foot square swimming pool in Deemer Beach Park to replace the present inclosure along the Delaware River front, used many years for swimming, are being completed. Other extensive park improvements are contemplated.

With the Zoos

DETROIT.—John T. Millen, director of Detroit Zoological Park, and Mrs. Millen headed a reception committee that included Acting Mayor Fred W. Castator and James Holden, member of the zoo commission, that met Bernard F. Dickman, mayor of St. Louis, and George Jerheller, director of St. Louis Zoo, on their arrival here on August 29. After breakfast at the Hotel Statler the party was taken to visit Detroit Zoo. Mr. Vierheller was greatly interested in the moose and is desirous of obtaining one for St. Louis.

MADISON, Wis.—Wyoming and Godia, two month-old American prongbuck antelopes, have been added to Henry Vilas Park Zoo. They were delivered by plane from Wyoming, where they were captured on the day of their birth by Charles J. Belden, owner of a 200,000-acre ranch near Pitchfork.

HARRISBURG, Pa.—Officers of Harrisburg Zoological Society, which established Wildwood Park Zoo and turned it over to the city seven years ago, have asked city council to co-operate in a plan to relieve the zoo board from paying the bulk of about \$17,000 indebtedness incurred in establishing the zoo.

BEAUMONT, Tex.—A pair of gray foxes about six months old, captured near Sour Lake, have been donated to the city zoo. R. V. Turner, assistant park superintendent, went to get the animals.

LITTLE ROCK, Ark.—Two cubs were born to Babe, Bengal tiger in Fair Park Zoo, her second pair of cubs in 11 months, the others having been sold. W. R. Spratt, superintendent, has taken every precaution to protect the mother from sight-seers.

SALT LAKE CITY.—In an effort to adjust the financial status of Salt Lake Zoological Society Robert Murray Stewart, president, mailed letters to creditors and bondholders of the association seeking to ascertain whether they are willing to settle on a proposed 40 per cent on all claims. They were requested to respond before October 1. Should negotiations be unsuccessful by then bonds or assigned claims will be returned and the transactions considered closed. Mr. Stewart pointed out that title to the property stands in jeopardy because the deed contains a clause to the effect that if the property is not used for 12 consecutive months as a zoo or public park it shall be returned to the donor. City officials have threatened to remove the animals from the zoo, he said, and should this occur bondholders would have no assets on which to realize. Obligations, without interest, are listed at \$14,811.22, with first mortgage bonds issued and outstanding debts in amount of \$13,610.

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HOLIDAY BRINGS NEW HIGHS

Turnout Tops At Calif. State

Outpouring in Sacramento marks opening days—Labor Day brings 101,182

SACRAMENTO, Calif., Sept. 12.—Mercury at 102 cut Tuesday's attendance at California State Fair here, September 5-14, to an estimated 30,000, after the preceding three days had broken all-time records. With Tuesday's estimated gate, attendance for the first four days exceeded 281,000, almost 150,000 ahead of the first four days last year. Labor Day attendance was 101,182.

Not only were fair officials surprised by the record gates, but visiting fair officials from throughout the West termed it the most astonishing turnout in history of the Pacific Coast. Charles Paine, secretary for the last 25 years, declared attendance figures "absolutely amazing."

Average attendance for the first three days was about 90,000, practically double the previous all-time record of 45,981 for the 10-day exposition in 1934. Average daily attendance in 1935 was 44,882. Officials estimated that 60,000 attended the Labor Day racing program. The grand stand was filled to the aisles two hours before the start. Pari-mutuels handled a \$46,849 take, another all-time record for a single day. Track officials said that at least another \$10,000 was lost because the crowd was so great customers could not force their way to windows.

More than 20,000 from San Francisco, Oakland and other Bay cities were in the throng on Labor Day. More than 10,000 were here from the same cities on Sunday. The Southern Pacific ran some trains in four sections and added special, unscheduled trains on Sunday and Monday. Forty-five acres of parking space were filled on Monday within two hours. Foley & Burk's attractions were (See **TURNOUT TOPS** on page 45)

Best Returns in 13 Years Reported From Cresco, Ia.

CRESCO, Ia., Sept. 12.—Howard County Fair, which closed last Friday, was most successful in its 13 years, reported Secretary Jack Meyer, who said that Ernie Young's revue, in its only Iowa appearance, grossed more by 75 per cent than any grand-stand attraction that has ever played the fair. Extra seats had to be arranged on the track on the last three nights.

Dee Lang's Famous Shows on the midway increased last year's gross. Horse racing on Wednesday and Thursday was best in both entries and close racing since 1933. Baseball each day and auto racing on Friday completed entertainment. Captain Wintering made a balloon ascension each day. Livestock and commercial exhibits were largest since 1929.

Moran Replaces Boston in Mass. Aggie Dept. Division

BOSTON, Sept. 12.—Laurence B. Boston, many years director of the Division of Reclamation, Soil Survey and Fairs, Massachusetts Department of Agriculture, has been succeeded by George J. Moran, Somerville, who took over the post last week.

Howard Haines Murphy continues as commissioner of agriculture and A. W. (Al) Lombard as assistant director of the division and secretary of the State's Agricultural Fairs Association. During his incumbency Mr. Boston was a leading speaker at annual winter and spring meetings of the association and was deeply interested in agricultural fairs. His plans are not disclosed.

GOVINGTON, Tenn.—Tipton County Fair Association has been granted a charter by the secretary of state, with incorporators given as L. B. Baltzer, John M. Walker and others.

Four Posts Filled For Frisco's Expo

SAN FRANCISCO, Sept. 12.—Speeding up organization, Leland W. Cutler, president of Golden Gate International Exposition, has filled four important administrative posts for the 1939 World's Fair. William H. Woodfield Jr., past potentate of Islam Temple, Mystic Shrine, has been appointed assistant to Mr. Cutler in charge of special events.

Waldo T. Tupper, Los Angeles, former director of exhibits at California Pacific International Exposition, San Diego, was named in charge of exhibit department. J. Emmet Hayden, former president of San Francisco board of supervisors, has been appointed assistant to Mr. Tupper to arrange for participation of California counties.

Frederick Weddleton, nationally known outdoor showman, has been named to organize the concession department.

"With appointment of these officials, the exposition will begin to take definite shape from a promotional standpoint," said President Cutler.

Florida Contracts to Young

CHICAGO, Sept. 12.—Ernie Young has again contracted Florida Fair, Tampa, and Central Florida Exposition, Orlando, for his revue the coming winter. It was announced from his offices here.

Cupid at Fairs, Too

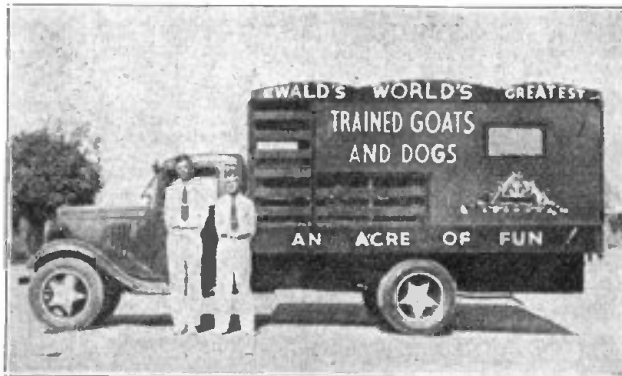
SYRACUSE, Sept. 12.—New York State Fair sharpened Cupid's aim and, after missing fire for 66 years, he bagged Miss Vergil Viletilla Jacoby, elderly school teacher, Scranton, Pa. She attended the fair and following her, still pressing his suit after long years, came Frank Cardner, 64, Daleville, Pa. They spent the day together at the fair, then slipped into Syracuse and were married by Judge Patrick J. Ryan. Courthouse attaches tipped the local papers, otherwise the State Fair's prize romance never would have had a line in print.

Higher Gross in Youngstown

YOUNGSTOWN, O., Sept. 12.—An estimated 60,000 attended the 90th annual Canfield Fair on Labor Day to make the final session of the three-day show one of the most successful in history of Mahoning County Agricultural Society. Officials estimated that attendance totaled more than 100,000. Admissions will go well over the \$11,000 grossed a year ago. C. L. (Jack) Baum's circus acts were in front of the grand stand and Wade's rides were on the midway.

Record Made in Ebensburg

EBENSBURG, Pa., Sept. 12.—Ebensburg Fair established a new attendance record on Labor Day when 42,000 visited the grounds. Weather was ideal.



CONCLUDING some dates in California, Ewald's Stage Circus is to start on a route thru Utah and Colorado, traveling by truck with eight goats, two dogs and three people. Season was opened with new equipment in Pasadena (Calif.) Rose Bowl on July 4. In the photo are Henry Ewald Jr., left, and Henry Ewald Sr.

Ohio State Draws Largest Number Of Paid Admissions in Its History

COLUMBUS, O., Sept. 12.—More than 360,000 passed thru turnstiles at Ohio State Fair here on August 31-September 5 at its 86th annual and of these about 315,000 were paid admissions, largest in history of the event, officials said. On four of the five days, attendance records were broken. Wednesday's crowd was smaller than in previous years because of rain. Governor's Day on Thursday attracted more than 110,000 paid admissions, largest single day's attendance. National Percheron Show, which for years has been held at the International Live-Stock Show in Chicago, was brought to Columbus this year in recognition of the fact that for the past six years the Ohio Fair has had the largest entry list in the Percheron class.

Acts returned this year in place of pageants held in recent years. Night show was titled *Arabian Nights*, with Graham's Western Riders headlining. Other acts were Billy (Count) De Arno, comedy juggling; James Graves, aerialist; Cook's Comedy Four; Five Wonder Girls, tumbling; Tierney Troupe, tandem juggling; Hustree Troupe, high wire; Hamilton Troupe, barrel jumpers; Aerial Fauers and McElroy, Harmon and Frodell, clowns. The 300-piece All-Ohio

Boys' Band and also the Neeld's Concert Band played. Fireworks ended each performance.

The successful Horse Show was topped by the performance of Night Flower, of Dixiana Farm, Lexington, Ky., for the third successive year and the A. C. Long memorial trophy went into permanent possession of Dixiana. She also took \$600 of the event's \$1,500 prize money, ridden by Charles Dunn.

On the midway all space was taken. There were more than 125 eating places on the grounds, 57 of which were run by Columbus and near-by churches. Floyd E. Gooding has about 20 rides, reporting good business.

Fair managers from all over the State were guests of the management on Tuesday, more than 70 attending. The fair again was under direct supervision of W. W. Ellenwood as fair manager and Director of Agriculture Earl H. Hanefeld. Byron P. Sandies was manager of the Junior Fair. Harry Cole, in charge of concessions, reported that \$35,000 had been collected by his department for space and that demand for space was so great that many had to be turned down.

172,746 Pass Stiles in Minn.

Best Labor Day since '29 registered—bargain tickets out for opening

ST. PAUL, Sept. 12.—With ideal weather, the 77th annual Minnesota State Fair opened on September 1 with attendance of 50,878, an increase of 19 per cent over the same day last year, smashing all opening-day records since 1921. On Labor Day 172,746 passed the turnstiles to break all Labor Day marks since 1929. Same day in 1935 recorded 152,059.

Estimated attendance on the first four days of the fair, which will end tonight, shows that 308,774 paid \$77,193.50 compared with 253,320 in 1935 paying \$63,580, an increase of 54,454 or \$13,613.50.

A feature of the opening was "Key Day" when bargain tickets were offered, selling for 50 cents and admitting a person to the grounds, entrance of an automobile or a visit to the Indian Village, a grand-stand seat and two rides on the midway of the Royal American Shows. The \$25,000,000 exposition was featured with dedication of a new 11,000,000 sheep and swine pavilion, 270 by 306 feet.

New Parking Lots

Other highlights included an 80-acre field of machinery activities and exhibitions by 3,500 4-H Club boys and girls, a five-night \$10,000 prize Horse Show, opening of new parking lots where 8,500 cars may be accommodated and Friday replete with thrills, including the shooting down in flames of huge observation balloon. An overflow crowd of 73,000 attended Labor Day auto races to see Emory Collins, Le Mars, Ia., attempt to wrest the American dirt-track championship from Gus Schrader, Cedar Rapids. On Wednesday Schrader (See **172,746 PASS** on page 45)

Kelley Adds Night to Show

DETROIT, Sept. 12.—Entries for Hillsdale (Mich.) County Fair have been sold out earlier this year than ever before, said Secretary H. B. Kelley. All concession space has been reserved. A special revue, presented by United Booking Office, will be staged, with grand-stand show running five nights instead of four as in previous years.

Biggest Day in 75 Years Marked Up in Elmira, N. Y.

ELMIRA, Sept. 12.—With a record day included, Chemung County Fair continued the prosperous trend of up-State New York fairs by passing the 50,000 mark at the annual, which closed here on September 5, officials said.

On September 3, 20,000 packed the grounds for the greatest crowd in the 75 years of the fair. Receipts are said to have kept pace with attendance. Of Thursday's receipts, J. Earl Williamson, secretary, said, "Our receipts at main gates alone were more than we ever had before in one day at both grand stand and gate."

B. Ward Beam's thrill troupe and the revue, *Listening In*, were grand-stand features.

Illinois Annual Does Better

MORRISON, Ill., Sept. 12.—The 66th annual Whiteside County Fair here on September 1-4 was one of the most successful in history. Attendance totaled nearly 55,000, with rain on opening day. WLS Merry-Go-Round show Thursday night drew an estimated 10,000, filling grand stand and extra seats for complete shows. About \$5,000 profit is expected. Midway was jammed on three days with concessioners doing good business.



Texas Centennial Exposition

DALLAS

By GREG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Second Week Over 300,000

Seven-day gate repeats on top mark—Johnson Rodeo to return in November

DALLAS, Sept. 12.—Last week-end, followed by Labor Day, brought attendance for the seven days ending last Tuesday above the 300,000 mark, second time since opening. Sunday was the holiday week-end peak day, with a 69,059 attendance; Saturday, 50,337, and Labor Day, 64,970. Attendance on Labor Day was swelled by a 25,000 gate at the Bears-All Star football game in the Cotton Bowl. Business that day on the midway and in other amusement zones was far below grossess of Sunday. Football crowd limited its exposition activities to the sports event.

Labor Day was also given over to dedication of the new WPA building, which includes an exhibit hall, opera theater and children's playground. A spectacular night pyrotechnical display, a Frank P. Duifield production, topped off the holiday events. Saturday's chief event was opening of the Texas Hall of State, a permanent memorial. Doors to this delayed project were thrown open early and before end of the day over 25,000 persons had inspected it.

On Saturday and Sunday San Antonio presented its *The Chocolate Soldier* in the amphitheater, a production by San Antonio Civic Opera Company, and about 5,000 attended the two performances. On Sunday, Arkansas Day, the Democratic nominee for governor, Carl E. Bailey, attended, accompanied by a special train load of other Arkansas leaders.

New Village Largest

On Sunday at *Cavalade of Texas* an estimated 10,000 disappointed visitors were turned away because they could not be accommodated. About 20,000 attempted to force their way into *Cavalade* for the first show Sunday night. Entire expo police force was called to handle congested traffic in vicinity of the show. On the three-day week-end *Cavalade* played to 64,500 at 11 performances or about 30 per cent of expo gate attendance. Last bargain day for children on Tuesday had a 3,000 drop over the previous week, which was expected following the holidays. Children's Day will be held every Saturday after this week, with special kids' nickel bargains prevailing until 6 p.m.

Col. W. T. Johnson's Rodeo will return for a 12-day engagement in the live-stock arena, beginning on November 17. Early-summer engagement was in the Cotton Bowl, but because of an extensive football schedule the rodeo was transferred to the arena, which seats 5,000, compared to the bowl's 46,000.

Days of Real Sport, which opened Monday night with a unique group of attractions in a village covering a larger area than any other attraction, is operated by Larry Bogart, Bunny Biggs and Miss Gilma Orr. Jack O'Shea is handling the front and also operates the California Nudist Colony inside. Feature bally is Shipwreck Kelly, who sits hours a day on a high pole. Feature attraction is Lake Neptune night club, located in and around the old Fair Park swimming pool. Attractions are presented on a stage in center of the pool. At completion of all numbers acts disappear in the water, using the bell system. Performance in Neptune consists of Hooper Troupe, log rollers, Pete Hooper, Helen Saunders and Carl White; Ray Wood's high-torch dive; Frank Cushing's dare-devil numbers and clowning; fancy diving by Max Wharton, Bobby Hurst, Jane Bell and Dorothy Kelly; Water Polo team and Shirley

Attendances

Previously reported	3,485,070
Sept. 2, Wednesday	30,441
Sept. 3, Thursday	29,615
Sept. 4, Friday	30,217
Sept. 5, Saturday	50,337
Sept. 6, Sunday	69,059
Sept. 7, Monday	64,970
Sept. 8, Tuesday	35,733
Total	310,372
Total	3,795,442

Lee in a dance, featuring nudity. Fourteen mermaids make up the ensemble. Bunny Biggs is emcee. Paul Ashley's Band furnishes music.

New Show in Paris

In the same village is the *Slo 'n' Easy* Minstrels, featuring Bunny Biggs and Harry Levan, the *Slo 'n' Easy* of radio fame. Other members are Freddie Madden, Jim Swor, Les Applegate, Honey Payne, Marty Sacher and Scuggin Bee Trio, Harry Hume, Jerry Scumble and Hal Whittaker. Concessions are operated by Chester Prusick, penny pitch, jingle board, nail log and penny souvenir machines; Jennie Peters, graphology; Jack Rogers, novelties; Ben Kline, candy wheel; Chief Lightning, archery range; A. B. Tawab, high striker; Jim McCloskey, superintendent of concessions. Roundup at the Bar X Ranch, a dramatized Western, will be added next week. Admission of 25 cents to Days of Real Sport is the only charge, all inside attractions being free.

Streets of Paris opened its new stage show last Saturday, *Gay Parade Revue*, another novelty by Paul Bachelor, featuring Josef Cherniavsky and his Sympho-Swing Orchestra. New additions to the cast are the Three Ryans and Laurene Nevell. Clymas Troupe, Ogden Smith and Lady Godiva have been held over.

Tot Ware, narrator for *Cavalade of Texas*, hit show of the expo, was named by Radio Director Bob Colson to fill a vacancy on the radio staff. Ware was winner in three public auditions at the Gulf studios.

Barnes Covers Ground

City council rejected Nights on the Yukon's application to operate a taxi dance, altho there are several operating downtown. . . . In an account of the stage marriage held last week at Streets of All Nations, the writer failed to mention that the groom was Bob Davis, formerly of A Century of Progress and San Diego exposition and now at the English Village at the exposition. Before the wedding Davis was at the Slave Mart in Nations. His new job at English Village is town crier under Rhys Williams. . . . Evelyn Chandler is doing a Spanish number on the ice at Black Forest, a difficult dance-skate routine. . . . Mona Leslie, of Streets of Paris, late last week legally adopted the name of Mona Leslie. Since taking the name, Leslie quit "Paris" and is contemplating opening her own attraction on the midway. . . . M. H. Barnes, of Barnes-Carruthers, spent 12 hours at the fair last Tuesday, flying from Minneapolis and leaving for the same city. While here he "took in" *Cavalade of Texas* and other prominent specs. . . . Hollywood Nights, nightery in Hollywood studios, closed last week because of poor business. Several new ideas are in store for the spot.

Grand-Stand Shows

BEN BENO, Flying La Vans, Billy De Arno, Avalon Troupe, Vandemere and Romanoff Troupe were at Montgomery County Fair, Dayton, O., September 7-10.

J. R. (JACK) MALLOY has completed reorganization of his circus unit, now playing West Virginia fairs and booked until November, when indoor contracts start. Lineup includes Jack Malloy and his All-American Flyers; Tinker Toy and his Pals, dog and pony act; Jack and

Futh, Roman rings, and Nancy Darnell, high trapeze.

HARRY KAHN, secretary of Auglaize County Fair, Wapakoneta, O., reported, before leaving for a vacation in Michigan, that the grand-stand shows, with change every night, played to more than 28,000 during the fair, August 30-September 4.

AMONG acts at Lawrence County Fair, Bridgeport, Ill., were Rita and Dunn, Armstrong's Funny Ford, Houghton and Houghton, Yvonne and Vernon, Four Siegfrieds, Three Gauchos, Five Cardovas and Biff Carr, emcee.

CHALMERS CULLINS' *Swing Time Revue* is at Mid-South Fair, Memphis, unit comprising Verne Adams and Swing Unit Band, Bitty Till and Southern Darlings; McDowell, Norwood and Lyons; Johnson Sisters, Sue Gee, Dot and John and Ruby Mae Cullins, with Stephen Bennett as emcee.

FADS AND FOLLIES of 1936, Henry H. Lueder's revue, booked from United Booking Association, reported record attendance at Tiffin (O.) Fair.

WABASHA County Fair, Plainview, Minn., on August 27-30 had Ritz-Carlton Blondes, revue; Victoria and Frank, two acts; Seville Trio, two acts; Chilli-cots, dogs and hoops, and Silvers Johnson with his Funny Ford.

MARY PALMER'S Ponies and Dogs; Looping Nixes, motorcyclists; Larry Saunders and Joanne Clark, trapeze act, and Five Jacksons, acrobats, headed the bill at Watsburg (Pa.) Fair on September 1-4.

AT ERIE COUNTY FAIR, Hamburg, N. Y., were Billy Ritchey's Water Circus, Honey Family, Helen Reynolds and her World's Champion Girl Roller Skaters, Pallenberg's Bears and Dogs, Mile, Goida, Will Morris and Bobby and Sensational Raccs.

BONETTE BROS.' new Sky Ride aerial number, with balloon parachute jumps daily, were at Rhode Island State Fair, Kingston, on September 2-7.

JACK DICKSTEIN'S *Fair Girl Revue*, 45-person unit with 16-girl ballet and Betty Bryden's 10-girl band, has been playing to large crowds at fairs in Mount Pleasant, Cadillac and Ann Arbor, Mich., going to Hastings with Hartford to follow.

New Shows for Birmingham

BIRMINGHAM, Sept. 12.—With all commercial exhibit space sold and an increase of from 25 to 50 per cent in agricultural, educational, women's department, fine arts and other exhibits, P. T. Strieder, secretary-manager, said two new features of 1936 Alabama State Fair will be a Live-Stock Show and Flower Show. Two buildings, 60 by 140 feet, have been rebuilt for the stock show, and a building, 50 by 120 feet, has been erected for the flower show. Roy Marshall, superintendent of Birmingham parks and recreation, is in charge of the Flower Show and of beautification of grounds surrounding the new building. This section has been re-lighted thru installation of 80 additional light poles secured by Mr. Strieder from

A Century of Progress, Chicago. Space for Royal American Shows' midway has been greatly enlarged to make possible a horseshoe midway, double length of last year.

LURAY, Va. — At Page County Fair here on August 25-29 business was below expectation because of rain every day. Edward Oliver had the midway, with concessions, minstrel show, dancing cow-girls, deep-sea show and snake exhibit. Free act program, featuring Bench Ben-tum and her water circus, closed with a high dive by Captain Jerry O'Brien; Two Gordons; Marie and Jim, comedy act, and Billy Dals, comedy juggler. In front of the grand stand was presented Edna Acker's Congress of American Indians.

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Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

274,092 in On Week-End

Holiday period pours record crowds thru gates — Oct. 12 extension talked

CLEVELAND, Sept. 12.—With a record for a single day's attendance at any similar event, Great Lakes Exposition had 125,192 visitors on September 6. Labor Day saw 92,164 paid admissions and Saturday recorded 56,736 clicks of the turnstile. Total for the week-end was 274,092.

It is rumored, and by the time this is in print it may have become a fact, that the exposition will be extended until October 12. Scheduled to close on October 4, there are persistent reports that this extension will be made. Lincoln J. Dickey, general manager, is confident the 4,000,000 goal will be attained in any event. Total attendance to date is 2,843,549.

More than any other thing noticeable about this record-breaking day was the efficiency displayed by Mr. Dickey and his staff in handling the tremendous crowd. Between noon and 3 p.m. five persons passed the gates each second, making 300 a minute. But there was no trouble, the mass moved quickly and expeditiously and there were no accidents, barring usual fatigue calls. Col. J. A. Hughes, in charge of personnel and safety, has been lauded by officials for the efficiency of his police and red-coated guards.

High Marks on Midway

Almon R. Shaffer, associate director in charge of amusements and concessions, has nothing but praise for the efficiency and co-operation displayed by all amusement operators and concessioners. When it is seen what records were broken this may be better understood. Take Sunday:

Cliff Wilson's Giant Monsters played to over 12,000, double his biggest day at Century of Progress. Nearly the same attendance marked Monday. He has attained 65 per cent of his gross business in Chicago.

Stanley R. Graham's Midget Circus had a bigger day than at San Diego or Dallas. Captain Christensen's U. S. Navy Submarine S-49 exhibited to the greatest crowd since it came under his charge.

Sunday, too, was a banner day for Rene J. Zouary's Bouquet of Life, which exhibited to 6,000 people at two-bits a throw. Labor Day came a close second.

George T. McCarthy, manager of John Hir's Strange as It Seems Show, was up in the money, with a \$2,500 gross for Sunday, which proves that more than 12,000 viewed his freaks. Eddie Reicker, of Hargraves & Reicker, operating at Dallas and Cleveland, reported the biggest day in the last two years at his Skee-Ball and Pantheon de la Guerre.

Nudist Colony started its grind at 9:30 o'clock Sunday morning and continued until closing time, accumulating a gross of \$900 on the day.

All riding devices showed their best day. Iroquois Indian Village, under management of John A. Servas, entertained 20,000 with extra shows. John Branson's Hollywood Lion Motordrome did a business which Branson declares largest in his experience. Co-operation by Red and Pauline Crawford and the untiring efforts of John Leeper, his front talker, were responsible.

Streets of the World, according to Manager John H. Gurley, established a record of 40,000 paid admissions between 9 a.m. and midnight.

Can Handle 150,000

Mr. Dickey and his aids found thru this experience that the grounds have facilities for handling 150,000 or more

Previously reported	2,433,981
Thursday, September 3	50,232
Friday, September 4	34,703
Saturday, September 5	56,736
Sunday, September 6	125,192
Monday, September 7	92,164
Tuesday, September 8	25,448
Wednesday, September 9	25,093
Total for 75 days	2,843,549

persons on any day with comfort and dispatch. Turnstiles showed that more than 90 per cent of the 125,192 paid admissions came thru the Ninth street underpass to the midway, which was crowded from early morning until the Thearle-Duffield fireworks at 11 p.m.

Restaurant facilities were capable of handling all wants. The crowd was thirsty, too. More than 60,000 bottles of Coca-Cola, 45,000 ice-cream cones, 13,000 bottles of milk, 28,000 glasses of root beer and 20,000 glasses of orange-ade, to say nothing of the 30,000 orange sherbet cones served at Earl Brown's Florida exhibit.

Gardiner Wilson, press representative of the French Casino, reported the largest attendance, with performers appearing in eight shows. Globe Theater played to 5,000 in seven sold-out performances. More than 10,000 crowded into four shows to watch *The Parade of the Years*. The World a Million Years Ago had the biggest day in its history with 6,000 pay customers. Byrd ship played to more than 4,000, tripling its usual business for the day. Swanboats carried more than 5,000, while speedboats toted 3,000 and lake cruises were taken by 860. Intermittent showers during the afternoon helped to swell the attendance at the smaller attractions, as visitors sought the nearest shelter to keep dry.

92,164 on Labor Day

Following this tremendous Sunday business came Labor Day with 92,164 visitors. Highlight of the afternoon was shooting down a captive balloon. Capt. R. J. Walters, in charge of the balloon forces, was aided by a large working crew under direction of A. N. Gonsior, director of construction, and Marty Laigle, superintendent of maintenance, which, in turn, was aided by a company of the 11th Infantry, U. S. A., acting as land forces protecting the balloon. Planes from the 112th Observation Squadron, O. N. G., were manned by Maj. Fred L. Smith, Capt. C. D. Barnhill and S. J. Price, Lieuts. J. J. Kennedy and Earl Ross and Sergeants H. W. Fryor and Andrew McNay. A good hour's showing was made with a follow-up of aerial demonstration by Clarence Chamberlain in his new high-speed stratosphere monoplane, which he plans to fly from the exposition to London in attempt to set a record of six hours.

Gov. Dave Scholz, Florida, was guest of honor on Tuesday, Florida Day.

Fair Grounds

RICHHOOD, O.—Attendance was largest in its history at Richwood Tri-County Fair here on August 11-14, reported Secretary O. E. Stout, who said that spending was heavy and that concessioners were well pleased. There were large fields in all harness races.

FOND DU LAC, Wis.—Fond du Lac County's four-day fair had total attendance of 40,000, with grand-stand attendance estimated at about 10,000.

MARLINTON, W. Va.—With good attendance daily, Pocahontas County Fair here on August 24-31 was the best that annual has produced in the past seven years, said President S. B. Wallace.

BURTON, O.—Charles Riley, Burton, has been named assistant secretary of

Geauga County Fair Association, to succeed Paul Calvin, secretary, whose resignation will take effect after close of this year's fair.

SUPERIOR, Wis.—Record crowds, with best business in its history, marked Tri-State Fair here. Estimated attendance was over 100,000. Gate receipts showed that over 1,700 parked cars were on the grounds on Saturday, the record day.

CANTON, O.—Financed by Canton Post, American Legion, and Stark County Agricultural Society, a 100-foot flagpole has been erected within the race track oval on Stark County Fair grounds here. It was dedicated on Labor Day, opening day of the annual fair.

COLUMBUS, Miss.—For Columbus Radium Fair here a number of improvements are being made. A non-climbable wire fence around the entire property has been installed. Some new buildings were added last year. All exhibit space is sold. Royal American Shows will be on the midway. All school children within a 50-mile radius will be admitted free on Wednesday, said J. R. Mansel, general superintendent.

LYNCHBURG, Va.—Amherst Agricultural Fair, to be held in Madison Heights, Va., is to take in Amherst, Campbell, Bedford, Nelson, Buckingham and Appamattox counties. Mighty Sheesley Midway has been contracted.

WYANDOTTE, Mich.—Down River Fair here is to be presented by a board made up of Wyandotte Council of Clubs, including a half dozen influential organizations. Industrial and agricultural interests and manufacturers are to have exhibits, said Secretary Joseph F. Kalash.

JANESVILLE, Wis.—Attendance at the three-day 4-H Club Fair here was close to 20,000, with receipts estimated in excess of last year's. Paid attendance to grand stand for the two afternoons and evenings was 2,000 more than last year.

BLUFFTON, Ind.—City electricians started stringing about 10 miles of wire for lighting the midway of 30th annual Bluffton Free Street Fair. B. H. Freeland, lighting committee chairman, is completing plans for the installation of a number of new effects.

RICE LAKE, Wis.—Most successful Barron County Fair in years closed here on August 30, with 15,000 admissions on the four days. Gate receipts were estimated in excess of \$4,500, while concessions netted about \$1,000.

Craecraft Has Co-Operation For First Charlotte Annual

CHARLOTTE, N. C. Sept. 12.—General Manager C. W. Craecraft, of the newly organized Carolinas Agricultural Fair to be held here, reports 100 per cent co-operation from merchants, civic bodies, educators, farm and home demonstration offices and clubs under their supervision. Offices in the Piedmont Building have been open six weeks and five counties within a radius of 50 miles so far have been covered with 24-sheet stands and country routes and lithographing is being put out.

Bids were received and construction will start on a 5,000-seat grand stand, in front of which there will be a revue, miniature auto races, acts and fireworks. The huge illuminated stucco entrance arch has created much favorable comment. A new road is being built from the arch into the airport and grounds. The fair has posted more than \$8,000 in premiums, distributed over 17 departments. Because time for preparation was short, tents will be used the first year for all exhibits.

The association, thru merchants, will give away four automobiles, one each night, starting on Wednesday. Fair President H. W. Harkey, county commissioner and chairman-elect, and O. O. Kuester, secretary of the Chamber of Commerce, have rendered much assistance in preliminary arrangements, and other officers are J. F. Boyd, vice-president, and Ernest Grady, secretary-treasurer. Directors number more than 20 Charlotte business and professional men.

COLLINS, Miss.—Organization of Covington County Fair Association is complete and application is in for a State charter. Setup includes John M. Allred, president; W. A. Holloway, vice-president, and L. E. Stubbs, secretary-treasurer.

Attendance Up For Vancouver

Jubilee exhibition gate much ahead of '35—new buildings are proposed

VANCOUVER, B. C. Sept. 12.—With record opening-day attendance of 59,998, Canada Pacific Exhibition in Hastings Park on August 26-September 7 had a Labor Day gate of 73,340 and total attendance of 377,700, compared with 304,000 last year.

The exhibition, which featured the golden jubilee of Vancouver as a city, was opened by His Excellency Lord Tweedsmuir, K. C., M. C., Canada's new governor general, known the world over as John Buchan, the novelist. Opening was preceded by a parade which took two hours to pass a given point, largest ever seen here. Except for one day of rain, weather was ideal. Forty thousand free tickets were distributed to school children for opening day.

Circus Follies, featuring Pepito, famous clown; Babe Egan and his Hollywood Redheads and the Girls' Circus Novelty Band were free attractions. Band concerts under direction of Calvin Winter were a feature. A six-day racing program brought thousands to the grand stand. West Coast Shows drew heavily on the midway, W. C. (Spike) Higgins reporting business very good. Walter Leek, president of the fair, called the exhibition most successful in years.

"Not only have we had splendid support from citizens of British Columbia and tourists but exhibits have surpassed in number and quality those of past years," he said. "The size of the livestock exhibit indicates that if the exhibition is to cater to this important branch of agriculture a new building must be erected. It should be built for the 1937 show. This year we spent \$1,250 on temporary accommodations." An electrical building is also suggested for 1937.

Michigan Annuals Continue To Give Out Record Reports

DETROIT, Sept. 12.—Reduction of admission from 35 to 25 cents brought 80,000 to Jackson (Mich.) County Fair on September 1-5. Thursday, record day, had 40,000, with day's gross receipts \$2,200 better than in 1935. Car admission was cut from 35 to 15 cents. School children were admitted free the last three days, building up play on rides and concessions and concessioners were reported better satisfied than in 1935.

Gooding Amusement Company furnished rides and attractions, while Barnes-Carruthers booked the grandstand show of six acts, with Kent Sagen-dorf as emcee. Grand-stand admissions cut from 50 to 25 cents and attendance more than doubled. Secretary E. R. Hively reported. On Tuesday, a low day, rides did \$2,000, while 2,000 saw the Prison Show alone.

Attendance of 20,000 on Thursday set a record for Washtenaw County Fair, Ann Arbor, with a total of 48,000 for the four days. Thursday's figure exceeded total attendance in 1935. Increase was chiefly due to a free gate for the first time. Gooding rides and shows had all concessions did excellent business. Jack Dickstein's Sun Fair Girl Revue gave the grand-stand show, which did not get as good a play as the midway.

Day Added in Shreveport

SHREVEPORT, La., Sept. 12.—The 31st annual Louisiana State Fair, to run 10 days instead of the usual nine, is given an extra day because of improved conditions in and around Shreveport, which is experiencing the largest construction program in many years. Exhibit space in all main buildings is being reserved daily and numerous inquiries for concession space are being received. Two big football games are certain to attract large crowds. Auto races are scheduled for the two Sundays. The revue, *Rise and Cheer America*, will be presented nightly in front of the grand stand, followed by fireworks. State-wide Beauty Pageant has more than 150 towns and cities participating.

Better Count For Michigan

Detroit attendance consistently up—no race track passes in total gates

DETROIT, Sept. 12.—Michigan's 87th State Fair, celebrating also the centennial of the State, has drawn consistently better crowds than the 1935 fair. Sunday's rain till early afternoon cut down attendance after a good two days of opening. An early morning train on Labor Day had little effect on attendance, but humid atmosphere for the two big days was somewhat of a discouragement to fairgoers. Comparative attendance figures for the first five days:

	1935	1936
Friday	16,494	15,000
Saturday	13,286	25,000
Sunday	47,252	30,000
Monday	75,516	123,000
Tuesday	15,649	40,000

Last year race track passes, of which 50,000 were in circulation, were included, to an average of probably 15,000 or more daily, except on Sundays and the low days. These passes brought mostly people who wanted to see the races and did not stop at the fairgrounds at all. This year, however, three new entrances have been constructed, making it possible for race fans to enter the track direct, and

the passes are not being honored at fair gates.

James F. Thomson, commissioner of agriculture, is on the grounds, devoting personal attention to all operations, while credit for general operation goes to George A. Prescott, Jr., secretary and manager, and William H. Watt, executive secretary. Prominent visitors on Wednesday included Governor Fitzgerald, Henry Ford, on his second visit to the grounds, and Robert P. Buckley, secretary of Bax Aze (Mich.) Fair.

Kelley Ups Department

Numerous changes in exhibits were made, several ranking as the best in years. Agriculture was stressed more than industry, somewhat reversing a policy of past years. Director H. B. Kelley, Hillsdale, was given credit for bringing the live-stock catalog to a size larger than that of the premium book itself for the first time in fair history.

Payments for premiums, at least in the important live-stock department, were being made within 24 hours of judging, and indications were that winners were spending a good part of awards right on the grounds for new equipment bought from exhibitors, as well as for amusements. It was expected, however, that schedule of payments might be forced behind with numerous entries and awards on final days. An elaborate flower and garden show has been staged for the first time, superseding the Food Show, which was a feature in 1935.

Giveways Help Gate

Ten pleasure cars were given away by the fair board as gate prizes, a big factor in building attendance. An equipped tractor and a Dodge and Chevrolet truck were given away on Friday, Farmer's Day. A pony was given on children's tickets. Admission remained at 35 cents for adults, 15 cents for children and 25 cents for parking. Grounds are larger this year by three acres, due to removal of numerous street car tracks.

Midway has been placed in the northwest corner of the grounds and everyone has been satisfied with results. This former dead-end has drawn crowds for the first time and crowds were better distributed, making attention to all exhibits and concessions better balanced.

United Shows of America on the midway have had consistently good crowds, despite rain even on Labor Day. Rides and shows in particular got a good play early in the week, with midway concessions doing their best business at night. The shows carried 12 rides, 16 shows and 40 concessions for the fair.

Rodeo Holds Contestants

Ford Mountaineers and Dixie Eight gave daily shows at the Ford Theater on the grounds. Dave Diamond and his Della Robbia Orchestra played in the Chevrolet exhibit. H. B. Babcock and his old-time orchestra played around the grounds. Independent concessions

included Sam Adler, photo machines; Milton Bartok, health food; A. F. Beard, auto suppressors; George Brophy, horoscopes; G. H. Brown, herbs; Edward Buxbaum, Walter Chilo, character analysis; John Gress, exclusive, peanuts; F. W. Halford, wire jewelry; W. W. Kervin, crime display; William Klesinger, candy floss; R. H. Kosterman, auto coils; M. Leisten, engraving; Galust May, exclusive pop corn, eight wagons; John Morris, beaded ware; Charles Nepolitano, exclusive novelties; W. J. Pollard, knife sharpener and glass cutter; Nan Rankine, character analysis; Walter Runyon, hot taffy; Scharding, health book and horoscope; Mary Scallen, corn, refreshments; M. T. Shipman, auto coils; Louis D. Smith, tie stays; Jack Sonenbloom, tins; Stanton Welch, pony concessions.

The rodeo in the Coliseum has been promoted on a basis of increasing daily cash prizes rather than final awards, with the result that individual entrants have been induced to stay thru-out. Small final prizes only have been awarded. A total purse of \$8,000 was put up, according to Andy Adams, Hillsdale. Rodeo staff included Everett Johnson and his Rodeo Band; Tom Hickman, head judge; Candy Hammer, associate judge; Lonny Rooney, arena director; Harry Green, in charge of live stock and saddle stock; Jimmie Nesbitt, clown, with his trick mule, and Harry Strong, rodeo clown. Only free act at the fair was Nosey the Cop, clown act, who also had charge of the lost children's department.

AFTER playing fairs and celebrations in Illinois for seven weeks, Riddle's Circus Unit is in Wisconsin, where it will play Wautoma Fair. Show is scheduled to play two more dates in Wisconsin before returning to Illinois for Carlinville Fair and indoor dates for Tony R. Bertini productions. Unit has been playing to good crowds, according to L. E. Collins, assistant manager. Manager J. R. Riddle is confined in a hospital in Beloit, Wis.

BARNES GREETED

A happier mood in this drought area where not a drop had fallen in almost three months.

Visitors at Lawrence, Kan., that were not mentioned last week included Mr. and Mrs. Frank Caldwell, formerly with Campbell Bros.' Circus. Harry Lay, well-known barber from Kansas City and known to all circus folk, and Ray Elder and wife, Grace, accompanied by Ray's father, for many years president of the Ottawa (Kan.) Chamber of Commerce. Ray longs for the old days when railroad circuses were plentiful. Bill Moore, of the legal department, enjoyed a visit all day Sunday at Lawton, Okla., with his brother, who drove from Electra, Tex., with his wife and young daughter.

It is at Lawton that Ft. Sill is located but a few miles away. This fort for many years was, to say the least, not considered among Uncle Sam's best, but in the last 20 months has been turned into one of the finest in the country. Sergeant-Major Robinette, of the Provost Guard, has been here for many years and in his official capacity has a wide acquaintance among circus folk. He was around early and late to see many of his old friends and anxious to be of any service that he possibly could. There are only too few like the Sergeant-Major.

COLE BIG DRAW

horses made the long march in quick time and returned in excellent condition. The press department entertained the newspaper folks of San Francisco and Bay cities at a dinner in the lion cage Friday. Floyd King, general agent; Orr Parks, Bob Hickey, R. B. Dean, Tex. de Rossell and Ray Dean helped to look after the 180 newspaper men and their wives. Al Dean, circus chef, arranged a bountiful buffet supper and entertainment was supplied by P. G. Lowery and his band; Bobby Gregory, accordion player; Julia Rogers, vocalist, and others. The dinner and the manner in which it was staged made a decided impression on the newspaper fraternity and they responded by giving Cole-Beatty Circus more stories and art than any circus has received in years.

Business has been exceptionally good the past week and Marysville proved one of the big Mondays of the year. The circus played Sacramento just four days before the State Fair, but this did not affect business and capacity was registered at night, with a good matinee. In Stockton the circus was three days behind the closing of the San Joaquin Fair but business was exceedingly good. San Jose gave the show two good houses. The San Francisco lot is about one

mile farther from the business section than the old grounds on Santa Rosa avenue. There was a vast amount of work to be done before the circus arrived. J. D. Newman, traffic manager; W. J. Lester, contracting agent, and Al Hoffman, 24-hour man, all co-operated, and when the show moved on the grounds at 5 o'clock Friday morning the preliminary work was complete. An attractive layout was possible for the side shows and midway and also the menagerie and main tents.

San Francisco had an excellent billing, the same being directed by Floyd King and handled by Bill Beckall, Clyde Willard and Mike Lyons.

After the long jumps coming from the Midwest to the Coast, the circus folks are looking to the short hauls which will be made nightly until the show gets into Los Angeles. Then around Los Angeles only 20 miles will be made in nine days.

Victor Robbins and his band participated in the Labor Day parade, which was witnessed by 100,000 people, according to the newspapers. Two elephants from the circus were in the march and Eddie Allen was with them to see they were well treated.

PAWNEE BILL'S

(Continued from page 34)
ladies and smiling sonoritas in gala attire.

The mayor of Taos had declared a part holiday and promptly at 12 o'clock, high noon, the band began to play and the wedding procession began the march with the Rev. J. W. (Jimmie) Airey, of the St. Andrew's Episcopal Church, Houston, Tex., in celestial robes, leading. Following "Jimmie" came Spanish and Mexican flower girls, Indians in war paint, then "Pawnee Bill" in buckskins and his best man, then more flower girls and finally the "bride of 50 years," May Manning Lillie, dressed in a beautiful gown of powder-blue lace. At the foot of the altar the procession came to a halt. All was still with the exception of the grinding of the movie and news cameras and sound equipment. Finally, the beautiful Episcopal service with ring ceremony began and Major Gordon W. Lillie, age 77 years, and May Manning Lillie, age 67, again renewed marriage vows made exactly 50 years ago. Then they knelt on a beautiful Indian Navajo rug while the thousands bowed their heads while the Rev. "Jimmie" led in a prayer which brought lumps to men's throats and tears to women's eyes. And why not? Here stood a man and a woman who went thru life together for 50 years, taking life as it came. They have seen sunshine and tears, they have had joys and sorrows and now that they have lived to see their Golden Wedding celebrated, why should not we onlookers give rise to a lump and a tear to the eye. They have lived a beautiful life together and now that they are on the evening side of life, they go forward together—not as you would think a 50-year wedded couple should in quietude and seriousness, but not May and Gordon Lillie. They are a very much alive, awake and joyful couple, who believe in "kidding the daylight out of each other and you, too." If you know you. They are circus people—your people and my people—people who began married life together 50 years ago and have never seen reason to change partners.

Whoo-e-e, Major and May! That's the spirit. You two are a tribute to the circus and its people. Whoo-e-e, whoop-c-e!

OLD-TIME SHOWMEN

(Continued from page 35)
Brunswick, Ga., on November 19. From there they shipped into winter quarters at Chatanooga. They traveled more than 8,000 miles during the season. The longest run was 262 miles and the shortest two miles. Inclement weather and railroad wrecks caused loss of several performances, but the management stated at the end of the season there had not been a single losing week.

Readers of The Billboard who were circus patrons during the '90s and later years will remember that Carl Clark's Military Band was a feature of the Barnum & Bailey Circus in 1903 when it came back from a five-year tour of Europe and put on that wonderful Allegorical Parade in which the famous "Two Hemisphere Bandwagon" was used to carry the musicians in parade. It will also be remembered that in season of 1895 W. E. Franklin was general agent of the Walter L. Main Circus; J. P. Fagan, railroad contractor; Jess Worton, treasurer, and W. Fred Aymar, equestrian-director; all of them having been identified with the 1889 "King & Franklin New Colossal Shows."

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

A MOVEMENT of national importance to the status of roller skating is under way in Detroit with enrollment of enthusiasm in a project to place roller skating in the next Olympics. Detroit rink men are generally interested, and leader of the movement there is Fred Martin, manager of Arena Gardens Rink. A meeting of prominent rink operators from Eastern and Central States is to be called in Detroit about October 1. Other matters probably will be discussed, but principal feature is expected to be the Olympic proposal.

W. A. MACBAIN JR., manager of the Camden (N. J.) Arrows, is preparing for the season and is lining up games for the six-year, fully uniformed roller hockey team which he is piloting.

THE PALISADES, McKeesport, Pa., reopened its 23rd roller skating season on September 11. Week will be given over to dancing and roller sessions. Bands prominent in Western Pennsylvania will be used.

ADVERTISING a "brand new top on floor made of the finest maple hardwood," Sefferino's Chester Rink, Cincinnati, reopened on night of September 5 with orchestra music featuring Melba Marling, organist. New lower prices and skating party rates will prevail.

HARRY AVERS, formerly of the Whirlwinds, has formed a roller skating team, the Two Rollwinds, which is featured on opening bill of the new Battenberg Theater in Leipzig. Skating Macks, American quartet, are at the Ronacher in Vienna.

DEL VITTO's roller rink, Greensburg, Pa., opened on Labor Day with a novelty party. Souvenirs were given. Sessions will be held on Tuesdays, Thursdays and Saturdays and admission is 16 cents for women and 26 cents for men.

WITH CLOSING of the season in Meyers Lake Park, Canton, O., on Labor Day, work was started on reconditioning the roller rink over the Hofbrau in the spacious recreation center building. There will be nightly sessions and matinees on Saturdays. Rink is known as one of the largest and best equipped in that section.

CHICAGO roller-rink operators have been having an unusually good season. The Arcadia, which opened on September 10 under management of J. Newman, reports a substantial lead over business in 1935. Riverview Roller Rink, according to Manager Dan Levy, will continue to operate thruout the fall and winter, even tho the park closes on September 20. J. G. McCormack opens his 13th season as manager of Madison Gardens Roller Rink on September 18. Happy Johnson has been engaged as organist.

ROCKAWAY ARENA, Edgemere, L. I., N. Y., will sponsor roller skating this fall and winter. The Seldman Brothers, operators of the spot, have made known. Arena has been staging boxing and wrestling shows.

"Cleaned and Pressed"

By C. D. NIXON

The Skating Jay Walker

Frank Vernon, in his views expressed recently in these columns, is 100 per

cent right. I am in favor of playing good acts and, even if one does not make out so well at the end of a week, interest has been increased in skating and that is the main point. He is right when he declares rink managers do not want to pay for good help. Some managers have found that they can get town fellows to work for nothing and they take them. These men cannot put on an attraction nor teach anyone to skate. All they can do is try to enforce rules. But it is difficult for a local man to do that, as everyone knows him and generally pays no attention to him. With such conditions, no one comes to the rinks to learn to skate. And beginners are the backbone of roller skating. And soon the ladies drop away from such rinks and when ladies leave a rink it might just as well close.

There is an increasing tendency to run rinks all the year round. Near where I am in Pennsylvania there are three rinks running 365 days a year. When there are 100 skaters on the floor, it is a big crowd to them. I may be old-timey in my ideas, but give me music that I can hear! And let it be the kind to which I can keep time. When I say this I am treading on the cheap guy who wants to see it all come in and none go out.

Roller skating is the best game of all, but until it has been "cleaned and pressed" I can't see much hope, for as fast as one loses out another is ready to start all over again in the same rut in which the other fellow lost out. Clubs are okeh in large rinks but in some spots I have found that they divide the crowd, and rinks, large or small, cannot play favorites. All must be treated alike, as one dollar is as good as another.

Observations

By W. H. (BILLY) CARPENTER

The season of fall and winter of 1936-'37 looks to be well primed in advance and we who are interested in the skating business, whether operators, managers or skaters, seem to be in for a season of many new angles or a lot of old ideas dug up and improved to the trend of modern demands. First coming to my mind is the Roller Derby, under direction of Leo A. Seltzer. The outline of his articles recently appearing in *The Billboard*, referring to his promotion, is worthy of consideration and deserves careful study by all who make roller-skating business their method of earning an income.

Much credit is due this man for promoting and staging an idea that has attracted thousands of people who have previously looked upon roller skating as a sport for children, to be indulged in on the pavements. On the contrary, grownups, after attending a Roller Derby become sold on the idea that roller skating is without doubt a leader in the line of sports for the old as well as kiddies. Here's the point. If rink managers can induce parents or adults to skate the operators will soon find out that they will have whole families coming to rinks to skate instead of just getting youngsters of high-school age. The Roller Derby will undoubtedly make for more roller skaters in whatever locality it may show, for the publicity setup of this organization is perhaps the best that roller skating has ever had.

For the enlightenment of those who have not read *Collier's* of August 22, let me say that under the title of *Round and Round* Quentin Reynolds describes in an article some of the doings that go on in one of Seltzer's Roller Derbies. This is probably the best piece of publicity of national scope ever put across in the interest of roller skating. Regardless of comments for or against some of the statements in the article, the fact remains that it has reached a large proportion of national readers and a class that many rink operators have longed to reach for many years but have been unable to do so because of lack of organization or proper contact with capable and high-salaried publicity experts.

This is especially true regarding roller skating. Ice skating has come to the front as one of the major sports in the past few years only thru the publicity it has received in large dailies and magazines which is, in turn, copied by smaller town newspapers and news-service syndicates that service them. The result is that people look upon ice skating, with its figure skaters, as one of the higher arts, its hockey as a major sport and its fast skaters as the speediest.

Just as long as those interested in the roller skating branch take the same attitude that we have witnessed in the last few years the tougher it is going to be to meet the competition that ice skating is giving it.

(Continued next week)

DEXTER FELLOWS

(Continued from page 37)

of the family. Papa Vaughn got all the honors at the local fairs for that special act. He usually wore out a horse a day. He was the first rider to substitute ashes for resin.

"Just to keep the record straight I want to tell you that Uncle McGee was the original man on the flying trapeze. In addition to flying thru the air with the greatest of ease, he hung by his toes and clutched my aunt by the hair with his teeth. Thus they both flew merrily across the big top. After a time this became monotonous for my aunt, so she took up crocheting to lessen the boredom. It was indeed a sight to see him hanging by his toes and her crocheting as they whirled thru the ether. Occasionally they changed off and she hung by her toes and clutched my uncle by the hair with her teeth. This lasted until my uncle got bald and auntie's teeth-marks began to show on his scalp."

CORRAL

(Continued from page 37)

ond day, Gene Creed, Brida Gafford, Alice Greenough. Third day, Gene Creed, Vivian White, Brida Gafford. Fourth day, Vivian White, Gene Creed, Brida Gafford. Fifth day, Gene Creed, Vivian White, Brida Gafford. Finals, Gene Creed, Brida Gafford, Vivian White. Cowboy Bronk Riding—First day, Bob Askins, Earl Thode, Vance Homan, Vic Swartz and Roy Gafford split fourth. Second day, Vic Swartz, Earl Thode; Billy Wilkinson and Bob Askin split third; Mack Like. Third day, Bob Askin, Dusty Don Funk, Earl Thode. Rube Huhhle. Fourth day, Melvin Harper, Mel Stonehouse, Bob Askins, Roy Gafford. Fifth day, Bob Askins, Vic Swartz, Earl Thode, Chuck Nathrop. Finals, Bob Askins, Earl Thode, Vic Swartz.

DESPITE the drought, the Centennial Rodeo, held at Wichita Falls, Tex., August 28-30, drew big crowds and was a financial success, according to Fog Horn Clancy, publicity director and announcer. A feature of the event was the Oldtimers' party. Clancy, together with the local broadcasting station, selected 40 old-time Texans from five counties who had lived in the State the longest. They were honored guests at a big chuck-wagon dinner, the theater and an old-fashioned square dance at a leading hotel. Prizes were awarded for the best figs and costumes, depicting a period of half a century or more ago, in the parade which was held on opening day. Music was furnished by the Texans, a band under the direction of Paul Seeds of Wichita Falls, which by an act of the Legislature was made the official band of Texas. Officials were: Buck Owens, managing director; Frank Rush Jr., arena director; Fog Horn Clancy, announcer; Dick Anderson, John Lindsay and Buck Goodspeed, judges. Contracted performers included Norma Shultz, Maxine Ramsay, Helen Clancy Hammerschmidt, Joyco Ramsay, Clark Shultz, Eleanor Ramsay and Buck Owens, fancy ropers; Buck Owens and Rita Ty Bell, Australian bull whips; Rita Ty Bell, Fagan Miller, Raymond Ramsay and Buck Owens, trick riders; Raymond Ramsay and his horse "White Cloud," and Buck Owens and his horse "Goldie," special horse act; Charlie Shultz, clown. Final results follow: Steer Riding—Blanket Simms, Johnny Williams, Jack Wilmeth. Calf Roping—Earl Moore, Eddle Smith, Otis Riddle. Bronk Riding—Milt Moe, Tack Bolton, Slim Burnett. Steer Wres-

ting—Slim Burnett, Bud Spillsbury, Shorty McCrory. Juvenile Calf Roping—Delbert Riddle, Willie Stocker, Billy Spivey. Juvenile Steer Riding—Billy Spivey, Willie Stocker, Luther Lee Jr.

MORE THAN 3,000 people packed the park at each performance of the sixth annual National Roundup and Rodeo of the Mounted Troops of America, which was held August 26-27 at Baxter Springs, Kan., according to John A. Guthrie, national secretary. Two hundred of the organization's members, from 8 to 16 years, which included associated patrols from other towns and cities in Kansas, Oklahoma, Missouri and Arkansas, participated. A street parade was held each afternoon, with a performance in the evening, which was preceded by a Frontier Day pageant depicting the original settlement of Baxter Springs. W. A. Douthitt Sr., an early settler in that city, was dressed to represent the late William F. (Buffalo Bill) Cody. A colorful presentation was the Indian War and Stomp Dance by the Bacone Indian patrol. Music was furnished by the Baxter Springs Band, Major Gordon W. Liddle (Pawnee Bill) is national supervisor of the organization. National officers and patrol leaders in attendance were Raymond Cook, John A. Guthrie, Bill Bennett, A. Viseur, Harold C. Mills, C. H. Mullendore, S. C. Douthitt, Dr. O. W. Starr, Howard Douthitt, Fred Rysler Jr., J. C. Scott and Jim K. Fribley. Officials for the event included John Stoskopf, arena director; Clarence Clemons, assistant arena director; Jim K. Fribley, Fred Owens and Smoky Ballard, judges; Park Hartley, timekeeper; John Cornell and Bob Elliott, pick-up men; Jim Wallace, clown; John A. Guthrie and Raymond Cook, announcers. Final results: Senior Steer Riding—First day, Rusty Douthitt, Bill Sparks, Fred Rysler Jr. Second day, Rusty Douthitt, Scotty Sneed, O. E. Gilmore. Junior Calf Bulldogging—First day, Clarence Clemons Jr., Bill Igberta, Jay Shelton. Second day, Jay Shelton; Clarence Clemons and Pete Morgan split second; Bill Rysler. Junior Steer Riding—First day, Dale Douthitt, Junior Duffee, Clarence Clemons. Second day, Leonard Carlew, Bob Kelley, Clarence Clemons. Trick Riding—First day, Rusty Douthitt, Fred Rysler Jr., Bob Kelley. Second day, Fred Rysler Jr., Rusty Douthitt, Pete Morgan. Senior Bulldogging—First day, Bill Sparks, Rusty Douthitt. Second day, Bill Sparks, Rusty Douthitt, Bill Sparks. High-Jumping Horses—First day, Buck Boas, Rous Wade. Second day, Rusty Douthitt, Rous Wade, Wayne Sisco. Roman Riding—First day, Bobby Kelley, Second day, Bobby Kelley. Three-Gaited Saddle-Horse Class—First day, Mary Elizabeth Cook. Second day, Mary Elizabeth Cook. Trick Ropers—First day, Bill Kelley; Fred and Clark Rysler split second; Bill Rysler and Jiggs Osborn split third. Second day, Bill Kelley, Fred Rysler Jr., Jiggs Osborn. Australian Whip Cracking—First day, John A. Guthrie. Second day, John A. Guthrie. Trick Ponies—First day, Nelson English, Bill Rysler, Eugene Viseur. Second day, Clyde V. Thompson, Nelson English, Eugene Viseur. Pony Races—Bill Rysler, Dale Douthitt, Clark Rysler. Second day, Bill Rysler, Dennis Shelton, Clark Rysler. Bronk Riders—First day, Bill Sparks, Rusty Douthitt, Dick French. Second day, Rusty Douthitt, Bill Sparks, Fred Rysler Jr. Polo Teams—First day, first team, John A. Guthrie, Bob Elliott, Bill Bennett, Fred Rysler Jr., Clarence Clemons. Second team, Howard Douthitt, Rusty Douthitt, Bud Stoskopf, George Provine. Second day, first team, John A. Guthrie, Bob Elliott, Bill Bennett, Fred Rysler Jr., Clarence Clemons. Second team, Howard Douthitt, Rusty Douthitt, Bud Stoskopf, George Provine.

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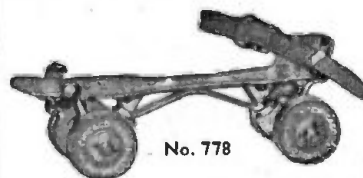
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LABOR DAY RECORDS HIGH

Many Carnivals On Soft Velvet

Several major events broke all-time grosses on pivotal day of season

CINCINNATI, Sept. 12.—Labor Day marks the turning day for the last half of the carnival season. It is of more than passing interest to the industry as a whole to learn of the weather conditions and midway business done.

The following reports filed with *The Billboard* reveal a fair cross section of midway events on the pivotal day and major holiday of the season:

TORONTO, Sept. 12.—Rubin & Cherry Exposition report: Business is up to standard. Daytime attendance is light but big at night. On Labor Day it started to rain at 2 a.m. and at 8 a.m. it was a deluge. At 10 o'clock it looked like a positive washout. However, at 11 the skies cleared and the sun came out, as did the crowds. Light showers three times during the day, but the big rain held off until exactly 12 midnight, when it came down in torrents.

Apprehensive of this impending storm, the crowds slackened patronage somewhat earlier than is the custom of this day at the Canadian National Exhibition. Business, despite the rain, the day recorded a slight increase over 1935 but did not up the record of 1928 for this holiday.

MINNEAPOLIS, Sept. 12.—All midway earnings records for one day in the history of the Minnesota State Fair were smashed here Labor Day by the Royal American Shows. The gross was \$25,449.60, a 30 per cent increase over 1935. Dick Best's World's Fair Living Freaks drew top money Labor Day. Kemp's Lion Motordrome, Raynell's Musical Revue and Claxton's All-Colored Rhythm Show fared big.

INDIANAPOLIS, Sept. 12.—Johnny J. Jones Exposition presented its augmented midway here Labor Day to the largest crowd ever assembled in a single day in the history of the Indiana State Fair.

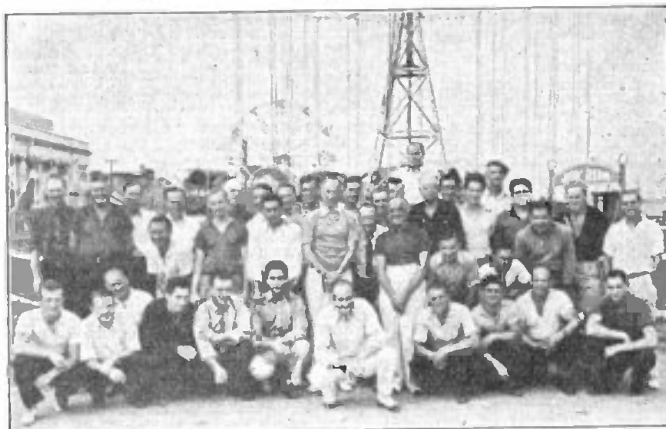
Perfect weather prevailed. Shows and rides grossed heavily from opening of gate until midnight. Official figures withheld as to midway gross. However, the 4-unit Big Ell Wheels and Lauther's Side Show topped the ride and show features.

ROCHESTER, N. Y., Sept. 12.—Dodson's World's Fair Shows filled the midway space here at the Rochester Exposition. Labor Day grosses cut by rain and heavy skies.

SYRACUSE, N. Y., Sept. 12.—Max Gruber's World's Exposition Shows, on the midway of the New York State Fair, did exceptionally good Labor Day. A 40 per cent increase over last year in the midst of a drizzling rain resulted in a record gross over previous years. Joe Dobish's Motordrome took over \$20,000 on the day, followed in order by Hodge's Side Show, W. H. Smith's Side Show and Midget Show. Rides played to capacity for several hours.

Peerless Expo Shows Deny Closing Report

PARSONS, W. Va., Sept. 12.—The Peerless Exposition Shows appeared here this week at the Tucker County Fair. According to Joe Cramer, manager of the shows, this organization will remain intact to play its circuit of six more fairs, five of which will take them south. Cramer stated that Thomas, W. Va., was not played by his carnival week ended September 5, when it was reported as having closed.



THE ABOVE SCENE of the De Luxe Shows of America was flashed at the Camden County Fair, Camden, N. J., August 20. All the male members of the organization are sitting or standing in front of the Chairplane. Ferris Wheel, Joy Ride and one of the show fronts are visible in the background. Sam Prell is executive head, assisted by Harry Ramish and Jack Russell, of this Eastern carnival organization.

Labor Day on West Coast Makes Record

LOS ANGELES, Sept. 12.—From apparently competent authority, Police Departments and Chambers of Commerce, the crowds that swarmed at the beaches and all outdoor events on week-end and Labor Day outnumbered any previous period of record. Every beach had immense crowds, crowds at the several beach resorts said to have been over 500,000. And the concessioners and operators of rides and shows state a fine spending crowd.

The National Air Races, presented at Los Angeles Municipal Airport September 4 to 7, drew big crowds daily, except Labor Day, given out as 70,000, and Labor Day the crowd was said to have been over 125,000. It was a huge suc-

cess and reflects a lot of credit on Cliff Henderson who handled details.

From the Western carnivals comes word that all are doing nicely and it is consensus of reports that this has been the best season for several years.

Montebello Pioneer Days was a big success in every way, usual pioneer presentations and Rideo, this was a big feature and drew heavily, staged in regulation rodeo style, hotly contested. Andy Jauregui supplied the stock, stated there were 10,000 Saturday and Sunday. United Shows had rides and handled concessions in charge of Doc Hall.

George (Whitey) Gore writes of his travels and mentions meeting Harry Hargreaves, Pete Callahan and Fred Milligan. All of whom, according to him, are doing fine at Dallas Exposition.

Cal Lipes writes from Great Lakes Exposition, he and Joe Glacey, he says, doing okay, and that Johnny Branson (See LABOR DAY on page 53)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Bean Blossom, Ill. Week ended Sept. 12, 1936.

Dear Charlie:

The long looked forward Labor Day week at last. Believe me, it was labor from start to finish. The best week of the season. The most pleasant and congenial auspices we ever played under. The Annual Bean Festival and Pork County Fair. Everything and everybody labored or "worked" here.

The bosses were well prepared for this date and our State and county fairs to follow. For weeks the big job of painting, repairing and building had been in full away. Fair secretaries from all parts of America and Canada visited and marveled at the beauty and magnitude of the Century of Profit Shows. Immediately following the special performance that was given in our girl show 75 secretaries not only asked but begged the Ballyhoo Brothers to bring their show to their 1937 fairs. The bosses could only sign up with 32 fairs, due to our short one-year season. The chosen few (\$2) each placed a \$25,000 bond in our office wagon and guaranteed the show a \$150,000 gross.

Labor Day gave the show its largest gross in its history. The office posted a 5 a.m. call, with orders to be open not later than 5:10. But a number of our showmen that weren't late risers were open at 3 a.m. and registered a nice gross before the sleepy heads woke up. To give the entire gross for the week is impossible at this writing. This is Sunday morning, there is still a line of show-

men and ride operators lined up at the office wagon checking in. It will take till Thursday next week to count up the money and check up the gross.

Several new shows were added for the rest of the season. The old ones given new titles and a change in banners. The Midget show now called the Great International Guessing Contest. The Unborn Show now named the Blessed Event. Our Motordrome and Monkeydrome now doubled up. The monkeys driving miniature automobiles race with girl riders on motorcycles on the straight wall. This spot should put a little weight on our fat people so they can go back to work.

The five local papers and 50 State papers co-operated in every way to help make the date a success. Front-page stories appeared daily. One paper donated the entire daily, filling it up with cuts and mats of the Ballyhoo Show. The lives of the brothers in pictures, starting from their first Well Show until the present day. We expect the Associated Press to try to buy some of this publicity.

Sorry that we can't send in the gross. The show's treasurer just stopped counting and started weighing the money, didn't want to hold the show up. But the Annual Bean Festival and Pork County Fair will long linger in the minds of all. MAJOR PRIVILEGE.

P. S.—Don't publish any stories sent in by any of our people. Some of them have been referring to the spot as a "Pork and Bean Event." M. P.

SLA Members Plan Fund Drive

CLEVELAND, Sept. 12.—Arrangements are being made by members of the Showmen's League of America at the Great Lakes Exposition to produce and stage a gigantic Midnight Show to raise money for the Cemetery Fund Charity Drive.

Committee appointments will be made this week by three members of the board of governors: Frank D. Shean, assistant to Almon R. Shaffer, associate director in charge of amusements and concessions; A. L. Rossmann, concessioner, and Frank P. Duffield, fireworks manager.

Stanley Graham, operator of the Midget Circus, also a member of the League, and Ben Levine, of the Universal Candy Company, will be part of the committee in the arrangements for this gigantic Midnight Show. Harlowe R. Hoyt, newly appointed correspondent of *The Billboard* for Cleveland and the Great Lakes Exposition, will act as chairman of the publicity committee and also lend his efforts to gathering outside talent.

The Cemetery Fund show will take place some time the latter part of September. A definite date will be set this week by the committee.

An invitation has been extended to J. W. Conklin, president of the Showmen's League of America, to attend as guest of honor, and it is expected that J. L. Streibich, League secretary, will be another honored guest.

Hansen Shows Cancel Iowa Fairs

CINCINNATI, Sept. 12.—Walter B. Fox, general agent Al C. Hansen Shows, advised *The Billboard* from Montgomery, Ala., today: "Had to cancel the remainder of the show's circuit of Iowa fairs on account of the drought conditions in that State, which lowered the attendance nearly 75 per cent from the official State records of last year. Regret this disappointment to the fairs in question, but this action was fully explained to the fair officials. Business was so bad at the first three fairs that the show had to change the route for its own salvation. The show will 'wildcat' for two weeks and will pick up the original route in Missouri the last week of this month."

Gooding Amusements Combined for Canton

DETROIT, Sept. 14.—The Gooding Amusement Company combined a number of the show and ride units which appeared at Ann Arbor and Jackson, Mich., fairs for the Stark County Fair, Canton, O., last week. A portion of the attractions moved from Ann Arbor to the Barry County Fair at Hastings, Mich., for the fair which closed Saturday.

Robert Cook, who has been managing the Gooding Shows No. 1, reports good business at both the Canton and Hastings events and that Ann Arbor was exceptionally profitable because of the new policy of free gate. Jackson, Mich., was profitable. This show was under the management of William Goutermouth.

Cook bought a new "Covered Wagon" trailer while in Michigan.

The Gooding No. 1 show recently set a record for carnival jumps by making five stands in eight days—Xenia, O.; Mooresville, Quincy and Parker, Ind., and Troy, O. One overnight run of 150 miles was made during this tour.

JASPER, Tex., Sept. 12.—The Great Southern Shows has been signed for the county fair here, T. B. Walther, president, announced today. Midway will be placed adjacent to exhibit halls for bettered position over previous seasons.

House Car Photos Wanted

The *Billboard* is desirous of receiving clear photographs of house cars being used by show and concession people. Kindly mail same to Editorial Department, The *Billboard*, 25-27 Opera place, Cincinnati, O.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

President Patty Conklin asks that you keep the following events in mind: The opening meeting for the winter is October 1. Dues for 1937 are due and payable on September 1, 1936. The annual banquet and ball to be held in the Hotel Sherman, the date will be December 1 or 2. The 1936 Membership and Cemetery Fund drives are still on and both close on November 30. He asks your whole-hearted co-operation for the balance of the year that we may make this the greatest year the League has been privileged to enjoy.

Secretary Streiblich visited the United Shows of America at Detroit. His reception was so cordial that he was loath to leave after a two-day visit spent with John R. Castle, W. R. Hirsch, R. L. Lohmar, Denny Howard, Max Goodman, George Vogstad, Murray and Phil Lorber, Dr. Friedman, Max Klepper, Chickie Allen, Thad Reising, Eddie Madigan, Rajah and many others. There is real action in store for the League ere the season closes for this show. Others met on the Detroit fairgrounds were Mr. and Mrs. John Lorman and son, John; Mr. and Mrs. Charles Miles, Mrs. Tom Rankine, Lou Leonard, Jack (Cooke) Kaners, Elsie Calvert, Mrs. Eddie Madigan and Mr. and Mrs. Sonny Bernat.

Messages received during the week from Joe Vernick with applications of David Kann and David Schulman and Al Rossman with application of Harry Mazey. Other messages from Nat Hirsch, Neil Webb and J. Eddie Brown.

Denny Howard and Lou Leonard in town for a day, Denny on his way to Amarillo and Lou to Memphis. Other callers included Jack Pritchard, William Young, and M. J. Doolan with application of Hadji Delgarian.

Royal American Shows are planning a big Cemetery Fund benefit at one of their Southern stands; also there will be quite a few more applications to be credited to Elmer Velare, who is after one of those gold life membership cards. Results in the Cemetery Fund Drive during the week were from Joseph Reynolds, J. D. Craig, Daniel E. Croty, Harry F. (Fitzle) Brown, Charles Gerald, Donaldson Lithographing Company, J. T. Shepard, Fred H. Moore, Roy Staton, Frank P. Harris, Lucien Plamondon, Charles A. Lillenthal, John A. Shabaro, Peter Kortez, John O'Brien, L. Asher, W. A. (Snake) King and Mrs. C. F. Zoiger. Mr. Lillenthal has promised more co-operation. Brother Fitzle Brown at it again, this time to send in the application of Morris Friedenhein. Dues received during the week from Joe Palmer, Charles Taylor, William Young, Charles J. Miles, Charles L. Stephenson and Peter Kortez. Mr. and Mrs. Bernio Mendelson off on an auto trip to Toronto and points north.

Kansas City

KANSAS CITY, Sept. 12.—Mel Vaught, owner of the State Fair Shows, has been confined to hospital here and has had amputation of the index finger. During his stay at the hospital he had many show visitors. Don O'Donahue, of the

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

If you are a member of the Showmen's League of America you can always reach brother members through the headquarters of the League in Chicago.



ALMON R. SHAFER makes Ralph Hollander a Gold Medal talker. He won the "barker's championship" of the Great Lakes Exposition, Cleveland, and was presented with a gold medal by Almon R. Shaffer, associate director of the exposition, in recognition of his prowess. Hollander, who is talker for the Byrd South Pole ship, never faced a microphone until two months ago. He won the exposition championship over a dozen competitors numbering among them well-known veteran dallyhoo artists of the midway and the Streets of the World.

same shows, is confined at Research Hospital and is reported doing well. Mrs. Imogene Lynch is confined to her bed here at the Coates House. Her husband, Eddie Lynch, had some concessions at Jamesport, Mo.

Mr. and Mrs. Gene Berni are visitors here on their way to Chattanooga, Tenn. Dannie Howard was a visitor here on his way south. Mrs. E. E. Haney left for Indianapolis to join her husband, who has some rides on the Johnny J. Jones Exposition. George Howk made a business trip to Topeka, Kan. Roy Marr is here on business for a few days.

Letter from Ed Strassburg states that business has been better than previous years. The membership drive for the HASC is creating a lot of interest and the standing so far shows Harry Aitshuler is leading with 29 to his credit; Tony Martone, second, with 18.

Pittsburgh

PITTSBURGH, Sept. 12.—Waxo, mechanical man, has been working in a local 5 and 10-cent store.

I. Lumssock, scale concessioner at the Conneaut Lake, Pa., reports his best business in five seasons.

Prospects are strong for a museum in a downtown spot.

Maurice Rosen has been a frequent visitor with the Frank West show.

Joe Cramer will winter his Peerless Exposition in Waynesburg again.

John Geocoma had a good season with his Elane Exposition in near-by towns.

The Wilkesburg Street Fair has been a profitable date for a number of local concession men.

Wallace Bros.' Shows

Union City, Tenn. Week ended September 8. Auspices, American Legion. Location, in Grove at city limits. Weather, fair. Business, good.

Had full co-operation of committee. Good attendance every night. Wednesday a very bad storm came up about 7 p.m., but no damage to property. Entire midway was under at least a foot of water. Four marriages have taken place on the show within the last three weeks. J. F. (Pony Boy) Hale and Marie Karloff, in Marion, Ill.; B. C. Hines and Cordie Berger, in Union City, Tenn.; Clyde L. Kirkpatrick (nonprofessional) and Jackie Davis, formerly of Happy Days Shows, in Union City, Tenn.; Edward Spence and Gertrude Watters in Metropolis, Ill.

William Pink joined with Tilt-a-Whirl, Browning joined at Metropolis, Ill., with Baby Auto Ride, and Bethshell with kiddie self-running autos, Albert Wines with loud-speaking advertising truck. Mr. and Mrs. Clark Hearn resumed charge of the Minstrel Show and Mr. and Mrs. Eckhart with Hawaiian Show. MARGARET MILLER.



Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, Sept. 12.—Meeting PCSA held Tuesday evening account Labor Day drew 42 members present when Dr. Ralph E. Smith called the body to order. John T. Backman, secretary, being the only other officer present. Lights lowered and silent tribute paid departed brother, the late Joseph W. Dichel, past president PCSA. Doc Cunningham spoke feelingly of him, his fine qualities and what he had done for this organization.

Reports of committees sidetracked for reading of newly prepared financial statement; there is now in general fund the greatest amount of money ever credited this organization since its inception, and the reading got a big hand.

Communications: William (Red) Lowney, of the Tom Mix Circus; George Whitney Gore, concluding an extended auto tour; Cal Lipetz inclosed check for \$130 covering memberships and life membership for Johnny Branson, of the Great Lakes Expo; R. R. Jones, of Rock Island, Ill., writing for information; George Silver, touring the North, asks for additional application blanks; Fritz Landes inclosed check for 1937 dues; Roy Ludington inclosed check for new memberships on the Crafts Shows; from Theo Forstall check for memberships; Will Wright, of the Golden Gate Shows, inclosed check for new memberships and reinstatements; Paul Eagles, check for two memberships.

Then came open discussion on the matter of new furnishings for the club to move in its new quarters October 5. Ed Walsh, chairman house committee, asked the ok of the members for the purchase of pool tables that he and Steve Henry, associate member of house committee, had bargained for; unanimous vote of approval given and, on motion of Harry Seber, seconded by Harry Fink, there was voted the sum of \$500 available at once for the house committee as first installment of sum, for the furnishing of the new club. Chairman Walsh explained the plans the committee had in mind, and this also met with unanimous approval.

Reports from membership committee show 211 new members since opening of the drive and 18 reinstatements. This swells the membership to highest in the history of PCSA. Tickets for the coming annual charity banquet and ball received 50 sold within a few minutes; the price is \$5 per ticket. Letter from Theo Forstall and Jack Grimes it was stated that it would be the biggest five dollars worth ever sold, and stated that the "over surprise surprise numbers" of which much has been written will be such that they will measure up to every advance notice given.

Theo and Jack have put the prize dance money for The Waltz in the discard, Jack saying that carrying out the idea of John Miller would clog the bases.

New members: John Branson, life membership, credited to Cal Lipetz and Jo Olacey; "Red" Crawford McClister, credit to Cal Lipetz and John Branson; Jack Leeper, Fred Simms, Robert Marcus, credited to Cal and John; Arthur R. Hopper, general agent Barnes Circus, credited to Paul Eagles; Bernard Lohmuller, Laddy Case and Louis Babbs, all of Crafts Shows, credited to Roy E. Ludington. Reinstatement of Sammy Coomas, credit to Will Wright and William D. Corbett. Dr. Ralph E. Smith set out another "Knock, Knock" session: Floyd King, Ed Maxwell, Clyde Willard, Harry Phillips, Lew Keller, A. Samuel Goldman, Milt Runkle, Neal Eastman, Nate Albert, Bob Winslow, Ed Walsh, Will J. Casey, Johnny Kleins and Harry Fink. The winner, Harry Fink's Knock, knock! Who's there? Valencia. Valencia who? Valencia a "fin," what chance of getting it back?

Floyd King, general agent of the Cole Bros.' Circus, introduced and made a nice talk. Expressed himself as glad to be back with the brothers again and invited the PCSA members and auxiliary to be guests of the show Monday night, September 21; this gratefully accepted, vote of thanks given and recorded. Committee of Steve Henry, chairman; Harry Fink and Ben Dobbert to handle the tickets on that night. Invitation extended to members of the Cole Bros.' Circus to refreshments and buffet lunch after the show Monday night, September 21, at the clubrooms. Clyde Willard, brigade manager the Cole show, introduced and made a short talk. Ed Max-

well, of the Barnes show, made a talk. Milt Runkle said when Ed finished that the talk would make a good story and he titled the story "From Hell to Han-over Courthouse."

The weekly award went to Johnny Kleins. Refreshments and lunch served after adjournment by Jack Bigelow and Will Casey.

Eligible trouper folks, there are several fine showmen's organizations. Better get with this one—the PCSA is "join' to town." A ten-spot pays all until September 1, 1937.

Ladies' Auxiliary

Meeting of the Ladies' Auxiliary of August 29 was called to order by officers Ruby Kirkendall, Vera Downey and Minnie Fisher. Lunch was furnished by Mrs. Backman and Regina Fink, assisted by Minnie Fisher.

Door prize went to Mrs. Rawlins and the cash award to Alfreida Avalon. Bingo's prize went to Virginia Schaller. No meeting Monday, Labor Day.

New members present: Mrs. Kline, Mrs. Winslow and Lucille Kirby, of Long Beach. Visitors: Emma Emmanuel and Mrs. W. F. Morley.

A letter from Ethel Krug, president, stated that tickets on the auto to be given away in November were going big. To date \$314 is in. Mrs. Mabel Crafts is a real booster and credit goes to her for the fine showing. A vote of thanks was extended to her for her support of the club which put Crafts Shows in the lead on ticket sales. Ann Metcalf has trouble with her arm, which was injured by an elephant. Nell Ziv was in for a few minutes after several months. Girls, send in now and join. Five dollars pays all and you could not make a better investment.

Members present: Pearl Jones, Tillie Palmater, Vera Downey, Ruby Kirkendall, Minnie Fisher, Martha Levine, Inez Walsh, Alfreida Avalon, Virginia Schaller, Regina Fink, Nell Ziv, Stella Lynton, Leon Barrie, Mrs. John Backman, Ada Mae Moore, Mrs. Winslow, Frances Klein, Mrs. Klein, Mrs. W. F. Morley, Lucille Kirby, Mrs. Rawlins and Emma Emmanuel.

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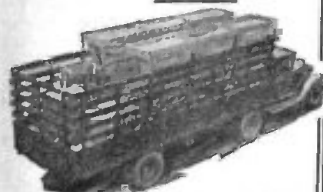
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Want
 For Columbian Association Fall Festival on the Streets, La Salle St., One week starting Monday, September 21st.
 Shows that don't conflict, Legitimate Merchandise Concessions.
 Address Aldeo, Ill., this week.

W. E. WEST MOTORIZED SHOWS
 Can place useful Show People and Concession Agents, also Concessions and Shows with own outfit. Going south for cotton. Always out late. Can place Girls for Dancing Shows, Man for Cookhouse. Want to buy good Casuaras, Walls and Tops at all times, also Banners. Will book, buy or lease a good Ride that don't conflict. Write me per route. Will buy old-style Crazy House or specifications to build. Must be light and portable for motorized transportation, Washington, Kan., this week; Ellsworth, next; then St. John, Kan.; all good spots; then Oklahoma. W. E. WEST.

Midway Confab

By THE MIXER

REGARDLESS: Service brings its reward.
NOTHING is as useless as an imperfect idea.
IT STILL IS good juice-joint weather.
WHY IGNORE reputable show visitors?
GEORGE RITCH is touring in West Virginia.
TWO CRONIES: Henry J. Polle and Al Latta.
TO WHAT records did they soar after Labor Day?
AERIAL BAUERS present a thrilling, classy free act.
FRED BURNS says his bucking mule is his sidekick.
LOUIE AND LIZZIE SELZER are trouping in Missouri.
MONEY SPENT in improving shows and rides is well spent.
ART ROBER joined the Keystone Shows at Thomas, W. Va.
SMASH RECORDS, but guard well your reputation for decent competition.
cently acquired a new trailer and visited the Toronto Exhibition.
THOMAS L. HATTON postcards from Fort Dodge, Ia.: "Am with Al Ford on the West Bros.' Shows."
"CROSS WORD" puzzle shows should be taken off the midway if they cannot be operated without contentions.
TOM MEHL reports from Norristown, Tenn.: "Am joining the Buntly Shows with my Minstrel Show."
DON'T CONFLICT: Might well apply to carnival titles in some instances. "Is it true what they say about Dixie?"
PRESS AGENTS have public, press and show relations that must receive equal attention. Text is a wonderful thing to possess.
WHITEY DAVIS from New York City: "Resting after season with Charles Gerard as foreman of Big Eli Wheel."
SOME GENERAL AGENTS might well remember that the shortest distance between two given points is a straight line.
AL K. GREEN, formerly "flyer" with the "Flying Lesters," is in Illinois with his high-striker and reports business swell.

COLONEL WALLY WELLIVER: If a female snakes takes food it is a lady snake. If a male takes cats it is a gentleman snake. Science is indeed wonderful.

JUST HOW many independent carnival showmen reduce their admission prices when their show is short of acts and not up to the usual standard? You ask them.

"BIG BOY" WADLOW, "Tallest Man on Earth," has certainly been in the limelight of late. He may yet wind up as a feature in some Side Show.

PROF. L. LEEVITCH speaks from Esterville, Ia.: "Have palmistry on Crawley Shows. Been all over the country and find conditions very good."

WAIT UNTIL the close of this season before speculating on phantom images in the mind for season 1937. However, it is well to have things in mind.

B. H. NYE cards: "Newspapers are carrying a story of a town in Michigan called 'Hell.' I call a lot of them that." Nye looks for towns that look for carnivals.

W. C. FIELDS had a tag line in one of his theater shows, "Never give a sucker an even break." That was long ago. Would not go these days as there are no more Simple Simons.

MR. AND MRS. H. E. HUNTING, chairplane operators, stopped over in Cincinnati last week en route from Michigan to join C. E. Barfield at Dalton, Ga.

HABAB KATOOLE has a new monkey show, according to reports from John Hall, of the T. J. Tidwell Shows. New sound truck and calliope wagon has been added.

ARTHUR ATHERTON, secretary-treasurer [Johnny J. Jones Exposition, never has any portable money on hand. With him it is to rest on a firm foundation if it is to be passed thru the wicker.

KENT HOSMER, press representative Beckmann & Carey Shows, has a smooth, even tenor of way that he pursues. This manner aids him in accomplishing his objectives when seeking space recognition.

C. F. (JUDGE) CALKINS letters from Alexandria, La.: "Have been admitted to U. S. Hospital here suffering from heart attack. Have been with W. R. Snapp Shows for past 12 seasons."

LOOKS LIKE business being done the current season will prompt a number of the "retired ones" to return to the fold season 1937. Vaporings or such intentions are now on the breeze.

DODSON SHOWS report most pleasing business relations with the Chamber of Commerce of Wheeling, W. Va. It was the show's auspices when it played the recent centennial celebration there.

GEORGE L. DOBYNS from Port Richmond, N. Y.: "Somehow or other I get the thought every now and then I'll be back in the game next year; if not as owner of some kind, then general agent."

SAILOR HARRIS cards from Waukegan, Ill.: "Now on Gold Medal Shows with "geek" and Side Show. "Believe it or not," have added many oddities, freak sheep, lamb and loud-speaking system."

R. E. SAVAGE postcards from La Follette, Tenn.: "Think I made an error in my J. J. Page show letter in mentioning the death of Mrs. Montgomery's brother, Oscar Wheeler. He was from Pottsville, Pa."

SAILOR JOE SIMMONS reports the framing of a new posing show. Going to be very elaborate, revolving stages and stunning electrical effects, beautiful models. All for the Greater Exposition Shows.

HARRY L. SCOTT, Baraboo, Wis., speaks a good word for the Imperial motorized carnival that played his home city recently. O'Neill's Barnyard Circus was most favorably mentioned in his communication.

M. H. BAKER writes from Louisville, Ky.: "Peggy Mays, formerly with Royal American, has been off the road the past season. Am building four new concessions, with Gooding Shows. Have new truck and house car."

J. E. (DUTCH) HOOVER, for many years with carnivals, now makes his



CARNIVAL PROVIDES EDUCATIONAL FACILITIES—The Dodson Shows maintains a regular school for its children, with a saturated teacher, Alice Jordan. Here are the six best scholars enjoying a picnic with "teacher." Left to right: Jessie Giles, Theresa Romec, Ruby Dodson (Alice Jordan, teacher), Marie Ricardo, Lois Cobb and Gloria McCloud, pupils.

IF MONEY goes to the head it should be taken off of pockets and deposited in banks.

T. J. TIDWELL reports a long list of advance bookings for the T. J. Tidwell Shows.

T. E. KAUS writes: "The Kaus Shows will play the celebration in Elkins, W. Va."

AFTER BREAKING records do not break the bank roll with useless expenditures.

R. W. REID states he is with the Majestic Shows. Recently in Virginia territory.

A NEW SHOW IDEA: Credit to Charles Davis. An all-fat-girl singing, dancing and cavorting revue.

HOMER V. SIBLEY is in mind to many side-show men when thinking of inside lecturers.

IMOGENE BIRNEY, with Dodson Shows, hopes for speedy recovery of Charles C. Blue.

H. M. GOODHUE—Did you ever see the "Trilby" illusion as perfected by the late J. B. Morris?

EDDIE BRENNER stands near the top as a Bingo announcer. His enunciation is well nigh perfect.

MR. AND MRS HARRY COFFIN re-

W. H. DAVIS, of grunt and groan show fame, is with Dodson Shows. He is well again and as active as a hive of bees.

"PUNCH AND JUDY" snowball "King and Queen." The pride of the Royal Palm and source of comfort to Leo M. Bistany.

FRITZ LANDIS reports from Covington, Va., September 2: "With Art Converse on West Shows with trained birds."

CARLETON COLLINS says it is tough enough to be a press agent, but when one becomes a show owner, as he, "Ah-hem!"

JEAN DE KREKO is with the Imperial Shows. Long years as owner and manager of the De Kreko Bros.' carnival enterprises.

JOHN ALEXANDER POLLITT bring back "Pharaoh's Daughter" in all her regal splendor. She was some illusion spectacle.

WE JUST as well would have the Legion of Honor, Jumbo Peanut and Mickey Finn titles and get this title thing settled.

MEL DODSON opened up Niagara Falls, N. Y., for the Dodson Shows, states Dick Collins. Power House grounds the location.

home in Cincinnati. Been in the watch-making business for a long time. Some fine spring morning he may feel the urge to troupe again.

TO REMEMBER: Mills and Mills' high-wire-walking elephant act and the Great Fusser, spiral tower ascensionist; Jack Bailie, Clarence Sherman, Nancy Miller and Jack Paige. Not forgetting Zaehini, the human cannon ball.

"BILL SNYDER" is now associated with the Al C. Hansen Shows in advance, he letters from Leavenworth, Kan., September 9. Early in the season he was adjuster with Bailey Bros. and Joe B. Webb circuses, he reports.

TONY HARRIS cards from Cleveland: "Was with T. W. Kelly's Side Show early part season. Just arrived from Ottawa, Ont., Exhibition and now a special attraction in Cliff Wilson's monster show. Mr. Wilson is doing an enormous business."

M. JACKIE MILLER, Springfield, Mo.: "Credit should be given Tommy Tidwell for the consideration given the widow of the late Curley Adams, formerly of the Leggett Shows, who died August 31 in Oklahoma. All the showfolks attended the funeral and helped with dollars. City officials and press took notice of how showfolks look after their kind."

BOB MARCERAL, of the Dixie Shows, letters from West Memphis, Ark.: "Under Boy Scouts. Good support. Two more rides added. Alabama Storey joined with novelties. Barney and Joe Large leaving for school. Ben Mottle ordered a new top for cookhouse. Manager Scott ordered some large tents. "Pooche" Scott, the office pet, is high-hatting since given a meal ticket."

JACKSON, Mich., flash from Jack O'Brian: "F. E. Fisher, the writer and Frank E. Pilbeam entertained many visitors during fair. Good business. Pilbeam, formerly of Pilbeam Amusement Company, is now operating cookhouse and Pit Show. Kelly is manager Eat Shoppe and Harold Young the freak emporium. O'Brian on banners and Fisher is the agent. Jack Miller joined to talk on the girl show."

P. VAN AULT, of Dee Lang Shows, midway flashes: Minnesota fairs very good. Burr Van Ault left for Muskogee, Okla., to high school. Mrs. Norma Dee Lang celebrated her birthday September 9. Jackson, Mo., good spot. Very little sleep. Open until 1 a.m. several nights. Bill Baker lays out a good lot. A 588-mile jump to Labor Day spot. Writer has had best season in four years and has enlarged Arcade to 80 by 80 top.

EDDIE B. ELKINS writes from New York City: "Back in operation again. Opened up Mt. Vernon, first in five years. Show consists of Phil Iser's rides, Jack Harris' blanket store, Jack Allen's tally-ball, John Flynn's four stores; Rifkin, 2; Jonesy's corn game did big; Carl Wilson, 2 and penny pitch; Phil Marks, ball game; Hank Miller, frozen custard. Free act: 'Champion' Lucile Anderson, high diver. Westchester Shows."

ROY E. LUDINGTON types from Bakersfield, Calif.: "Elmer Hanscom, staff member Crafts Shows, was given a surprise birthday party here. Dinner held in a fashionable hotel. Attended by Mr. and Mrs. O. N. Crafts, Mr. and Mrs. Roy Ludington, Mr. and Mrs. Joe Krug, Mrs. Elmer Hanscom and Bakersfield friends of the honored and wife. Joe Krug was toastmaster. An avalanche of presents presented. The Hanscoms gave a theater party afterward."

FLOYD NEWELL, press agent Sheesley Midway, reports on cards of his busy days: "Put out 200 cards, wrote press copy, entertained newspaper men, made grand-stand announcements, handled show mail and did a few other minor jobs." Floyd does not enthuse over radio broadcasts as of much news value. This season he used WHIO, Dayton, O.; WOOD, Grand Rapids, Mich., and several others. The news value is in the names of the talent appearing in broadcast programs, Floyd.

TO REMEMBER: Duke Mills, Eddie Vaughn, Frank J. Lee, Mrs. Bertha Melville, Harry Metz, Charles Kidder, Paul Parker, Larry H. Hogan, F. Percy Morency, Harry Bentum, Frank J. Schneek, J. George Loos, W. C. Huggins, C. Frank Bailey, Ralph Hankinson, Charles Davis, George Davis, Charles

Dodson, Phil Iser, Jupiter Pluvius, Ben O. Roodhouse, Art Anderson, Ralph Decker, L. Clifton Kelley, Ernest Mahrol, Louie G. King, Mrs. Frank J. Murphy, Paul McKee, Joe McKee, Burns O'Sullivan, Joe V. Palmer, Marie Mitchell, S. W. Brundage, Herman Singer, Frank S. Reed and Jimmy Sullivan.

WANTED for the Vacant Lot and Great Jaxbo Shows Combined: Old style track Merry-Go-Round, Flying Jinxer, Mobby Horses or Roundabout. Prefer those propelled by burros or coal-burning (boiler) engine. Can place razzle-dazzle or "Ocean Wave." The old human roulette wheel and helter-skelter will get good money with us. Have opening for talkers who carry "arm hook" walking sticks. Also want: English auction store show or boxing show. Girls for the "Follies of 1875." Must be blondes and carry parrots, cats or poodles. Preference given those who do not try to sing. General agent who has been up to snuff and has gotten away from it. Press agent who has a wide acquaintance among the cigar counter girls' fraternity. Season opens early in Swamp Poole. Do not wire or write. Wait where you are and we will pick you up en route. Aside from all kidding the "Ocean Wave" and "Human Roulette" rides are due for a comeback—"The Onion."

JONES MIDWAY at Indianapolis observations and news: Johnny J. Jr. leaves to enter military school, Haines City, Fla., September 18. Mrs. Grant Smith (Sister Sue) celebrated her golden wedding August 10 at Crooked Creek, Pa. Dr. W. Timothy Needham, the exposition physician, had his reception tent immaculate. K. E. Simmons was a visitor. Joe Pearl found that old pickle and mustard bottles make good cocktail shakers. Walter Davis busy with text and photos for "March of Progress" book. Carl J. Lauther busy seeing that his staff, performers and workmen did not miss any meals during the Labor Day rush. Four Big Eli Wheels in a row playing to capacity. Walter A. White found in a thinking mood. Big idea developing. E. Lawrence Phillips here, there and all over encouraging the workmen and ride operators. "Take it easy" is one of his slogans. David Sorg, chief electrician, now satisfied with the standard of his electrical equipment. Andrew Taylor on the front and Lee Daw on the inside lecturing Max Kimerer's monsters. Mrs. Hody Jones on the reception committee. Starr De Belle meditating the fate of Ballyhoo Brothers on Labor Day. Richard Scott was smiling. Joe Stly busy ordering cookhouse supplies.

Johnny J. Jones Exposition

Indianapolis, Ind. First five days ended September 8. Indiana State Fair. Weather, perfect. Business, great. Show train arrived from La Porte, Ind., early Sunday morning, August 30. Engagement opened here Saturday morning, September 5. The lay-off days were taken up by every member of the Jones organization in response to the wishes and plans of General Director E. Lawrence Phillips and General Manager Walter A. White to put the exposition in shipshape in time for the scheduled opening. A vast amount of work was laid out and completed letter perfect. Four new 45-foot light towers were erected, each with five naval searchlights. The entire "garden of rides" was repainted and decorated. New canvas for Carl J. Lauther's World's Fair Oddities, Merry-Go-Round. Richard Scott's Harlem Revue and Max Kimerer's Monsters arrived from the Fulton Bag and Cotton Mills and M. D. Smith Tent and Awning Company. Saturday attendance way up. Sunday higher. Monday, Labor Day, broke records. Tuesday dropped considerably. Wednesday, Children's Day, set an eight-year record. All shows and rides opened at 8 a.m. Monday and Wednesday. Top money for these days was registered by the four big Eli Wheels and Lauther's Side Show, respectively. Friday night before the opening a preview of the midway was held for fair officials and newspaper men. Dinner was served in Joe Stly's cookhouse. Guests were from The Indianapolis Star, Times and News, as well as representatives of the Associated Press, United Press and International News Service and representatives from Radio Stations WFBM and WIRE. After dinner the entire party hid themselves to Lillian Murray's Rainbow Frolics for a special performance in honor of the occasion. A few of the many visitors entertained by Director Phillips and Manager White and show official hostess Mrs. Hody Jones included: Jack Warren, Saskatchewan Exhibition, Saskatoon, Sask.; Mr. and Mrs. J. E. Rittie, of Brandon,

Man., Can.; P. T. Strieder, of the Tampa, Fla., and Birmingham, Ala., fairs. A party of friends from The Billboard, Cincinnati, were on hand Monday evening for a visit to the midway and the "Show of a Century," a Barnes-Carruthers' grand-stand production, and included Mr. and Mrs. A. C. Hartmann, Mr. and Mrs. Claude R. Ellis and William Judkins (Red Onion) Hewitt; Walter McCaughlin, director of agriculture, State of Illinois; Gene Irwin, general manager Illinois State Fair, and party. WALTER DAVIS.

Zimdars Shows

Caledonia, Minn., August 24-27. Auspices, Houston County Fair. Business, fair. Weather, rain. Laverne, Minn., August 27-30. Auspices, Rock County Tri-State Fair. Location, fairgrounds. Weather, two days rain. Business, fair. Sioux Falls, S. D., September 1-4. Auspices, Minnehaha County Fair. Location, Coliseum. Weather, Good. Business, good.

Ed Zimmerhahl, president of Federation of Minnesota Fairs and secretary of Houston County Fair, did all in his power to make the fair a success. Had four free attractions. Barnes-Carruthers revue and high-wire acts.

Laverne, Minn.—Free attractions: Miller's Dreamland Steppers, musical revue, and Torrelli's trained animal show. Bill Dyer was a visitor. Lonis Cutter played this spot with the show. Jack Smith bought a new car.

Sioux Falls, S. D.—The 4-H Club started the fair off with a parade. Three bands of music, four blocks of good young musicians. Moved to Elmwood Park, two and a quarter miles from the city, for Labor Day celebration under the auspices of American Federation of Labor. Show was said to be the first in many years to occupy the main streets of Coliseum. CHARLES SEIP.

Monty Young Shows

Burley, Idaho (fair). Gooding, Idaho (fair). Week ended September 5. Business, good. Weather, fair. Both Burley and Gooding fairs played in one week. At Burley one night lost because of wind and dust storm. Roster of show: Rides—No. 16 Eli Wheel, Merry-Go-Round, Tilt-a-Whirl, Loop-o-Plane, four free attractions. Barnes-Carruthers Baby Eli, Baby Whip, Shows—Stella's Congress of Oddities, Stell Ozudek, owner; Lawrence LaLorde making openings. Show has 14 platform acts and features Bessie Bessett, half-and-half. Eleven new banners on the front. Motordrome—Bob Perry, owner and rider; Jerry Perry, openings. Girl Revue—Carl Lindsey, owner and opener. Eight girls in line-up. Snake Show—Carl Lindsey, owner. Fifteen concessions are carried. Monte Young, owner and manager. Show moves in five baggage cars and carries seven trucks. Ted Levitt and George Morgan were recent visitors. LAWRENCE LALORDE.

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Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Bets, Creepers, Grand Stairs, P. C.'s and Gases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

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STRATES SHOWS CORP.

WANTS FOR THEIR SOUTHERN FAIRS

STARTING AT SUFFOLK, VA., SEPTEMBER 21-26. FOLLOWED BY MEBANE, N. C., SEPTEMBER 28-OCTOBER 3; WASHINGTON, N. C., OCTOBER 12-17; EMPORIA, VA., OCTOBER 19-24, AND TARBORO, N. C., OCTOBER 26-31.
Three More Choice Dates Pending.

One of two more Novelty Shows, Colored Musicians and Performers. Legitimate Concessions all open. No exclusives except Corn Game. Positively no Grift Stores. NOTICE—Those joining show may leave with Show Train, leaving Bath, N. Y., Sunday A. M. September 20.

All address JAMES E. STRATES, Gen. Mgr., Bath, N. Y., this week; then as per route.

AL G. HODGE SHOWS, INC.

WANTS FOR BALANCE OF SEASON:

Concessions of all kinds. Cook House that serves something besides Hamburger and fries. Exclusive Cook House, \$25.00 per week. Bingo is sold. Candy Apples, Frozen Custard, Ice Cream, Lead Gallery, Candy Flots, Eric Stock Diggers. No grift of any kind, so save your time and do not waste ours. WANT Acts for Tent-In-One, Freaks of all kinds. Shows that do not conflict. Brookston, Ind., Free Street Fair, this week; Muncie, week September 21 to 27. All legitimate Concessions, \$12.50 per week. Independent Shows, 75/25. Girls for Review. Free Acts.

WANTED FOR HARRY BURKE SHOWS

OPENING PORT ALLEN, LA., FREE FAIR, WEEK SEPTEMBER 21; NEW ROADS, WEEK 28; COVINGTON, WEEK OCTOBER 5. THIS SHOW WILL BE OUT ALL WINTER.

CAN PLACE Cook House, Bingo, Concessions of all kinds. Special inducement to Shows with their own outfits. WANTED—Foremen for Whip and Leaping Lena. Have brand-new 20x70 Tent with 14 new Banners and Monkeys and Illusion, will furnish to any capable showman with something to put inside. Also have Platform Truck Show, furnish to anyone with Attraction that will get money. All correspondence to HARRY BURKE, Baton Rouge, La., week September 14.

Concession Tents
Give Measurements as Indicated BUY from Factory SAVE Money

POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

SOFT DRINK AND ICE-BALL SYRUPS

You can make your own Syrups cheaper and better by using GOLD MEDAL FRUIT CONCENTRATES. Unless you try them, you will never know how good your drinks can be made. They have the real fruit flavor, the right color and the right tang. Every concessionaire who has used them says they are the finest they have ever used.

All Flavors, \$2.00 per quart, makes 48 gallons of drink. Use GOLD MEDAL CONCENTRATES this year and you will do more business and make more money.

Send for yours today. Further details upon request.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., CINCINNATI, OHIO

Peerless Exposition—Wanted—Wanted—Wanted
FOR THE FOLLOWING FAIRS, HOME COMINGS AND CELEBRATIONS:

CEREDO-KENOVA, W. VA., Community Fair, September 21 to 26; PAINTSVILLE, KY. Stock Fair and Fall Festival, September 28 to October 3; ATHENS, O., American Legion Fall Festival, on the Streets, October 5 to 10; then the Big One, COLUMBUS, O., American Legion Fall Festival and Home Coming, in the heart of the town, October 12 to 17. Rides: Loop-o-Plane, or any Novelty Ride. Shows not conflicting. All wheels open, nothing too big. Come on and set your winter bank roll. We have a circuit of five Southern Fairs pending, but above contracts are in the pocket. This week Shepherdstown, W. Va.; after this we have no exclusive. All mail and wires address to JOE CRAMER, Shepherdstown, W. Va., Fair.

Golden State Shows
Tracy, Calif. Week ended September 6. Auspices, Fair Association. Location, fairgrounds. Weather, warm. Business, good.

Business at this spot was a surprise. Gate receipts were better than any previous year. Midway was way up over last year. Ideal weather prevailed throughout the entire week and despite the fact that the State Fair at Sacramento was in operation during the last two days it did not affect the attendance. Bill Hobday, manager of the Side Show, added Prince Zoolong and Alf Cardoso, the armless wonder. All rides did capacity business the last two days. Side Show and Silodrome ran close for top money among the shows. Mrs. Art Anderson, new agent for Harry Taki in the ham store, made an auspicious start, doing nice business all week. Orville Crafts flew up from Bakerfield to visit and left for San Diego. Will Wright made a trip to San Francisco. Mrs. Radenbaugh gave a birthday party to all the ladies on the show, ending with a dance at near-by roadhouse. Phil Williams, general agent for both units of the Crafts Shows, was a visitor.

R. M. SMITH.

Crystal Exposition Shows
Lenoir City, Tenn. Week ended September 5. Fair. Location, one block from town. Weather, rain. Business, light.

The first week of the season that rain has interfered with business. Rained first four nights about opening time. Shows and rides opened, but very few people to do business with. Thursday night was lost entirely. Friday, Kiddies' Day, very few on the grounds, but the night was big. Shows, rides and concessions did a satisfactory business. Saturday night about the same. Doc Felmet was taken seriously ill here and it will be necessary for him to remain in the hospital for at least three weeks. Everett (Pats) Bryant has returned to the show to take over the management of the Penny Arcade. Manager W. J. Bunts had a beautiful new house-car trailer delivered to him. It is a De Luxe Model, 26 feet long, with every convenience imaginable that is modern. Mr. and Mrs. Frank Crawford had one delivered to them last week from the same firm. Crawford has two concessions. Mr. and Mrs. John Varday joined with three concessions, photos, diggers and high striker. Hank Angelo in charge of the latter. Joe Hurley has four concessions, with Chick Tilly in charge of stock. Nine new machines have been added to the Penny Arcade, including electric piano. Johnnie Bunts and "Chuck" Staunke also bought a house trailer. Eddie Maek joined with a circus side show. A new top arrived and will be put up in the air for Eddie's show at the next stand. At present he

has Lady Lorenzo, mentalist; Jackie Smith, bally and two acts inside. Red Allman, tickets, and Wizardo, magician, and the five-legged dog, sword box, fire eater, glass dancer, and Ray Snyder, the man of many faces. Art Carver, one of the three free acts, bought a housecar trailer.

PUNCH ALLEN.

American United Shows
Missoula, Mont. Week ending August 29. Western Montana Fair. Weather, excellent. Business, good.

The first fair to be held here in seven years. Show opened Tuesday night, but official opening of fair Wednesday. Show ideally located at entrance of grounds so that no attendant could miss it either coming or going. Huge crowds all week and climaxed Saturday with over 10,000 people.

The talk of the midway is Orlando Allin's new Ferris Wheel. Delbert Dorrance busy operating the two wheels and was topped only by the Dodgem. Everyone congratulating Mr. and Mrs. "Stash" Kasmussen, who were married Tuesday afternoon. The bride, the former Miss Birdie Polson, assists Mrs. Anderson at the photo gallery, and "Stash" is with the circus Side Show. Peggy and Jessie Carr left for Seattle to enter school. Blanche Griffen visited relatives in St. Louis. Bob, with new scales, doing good business. Mr. and Mrs. Baxter have added African dip. Eddie Gunther proud of his show's new banners.

PAT HOGAN.

Dee Lang Shows
Kasson, Minn. Four days ending August 27. Dodge County Fair. Weather, rain. Business, satisfactory.

The show's second appearance in Kasson. Business cut by rain. Enjoyed full co-operation of the fair board. Many show and fair officials visitors.

Preston, Minn. Three days ending August 30. Fillmore County Fair. Weather, cool and clear. Attendance, good. Business, good.

Several new attractions added. Fair board pleased with shows and co-operated fully. Many visitors.

Cresco, Ia. Five days ending September 5. Howard County Fair. Weather, favorable. Business, very good.

The fair officials reported this, the 13th annual event, as having the largest attendance in its history. Second appearance here for shows. Many shows and rides upped for season's record takings. John Sweeney's corn game and Lew Finch's shooting gallery did exceptionally well. Visitors: Secretaries Bloom of Nashua, Jule of Osage, Bauder of West Union, Monard of Waukon, Pearson of Decora and Charles Utley of Preston, Minn., accompanied by Joe Christensen and McVeaty Broadwater.

DAD HAHN.

Along the Expo Midway at Dallas
By GREGG WELLINGHOFF

DALLAS, Sept. 12.—The latest tag put on some of the "boys" along the midway is "World's Fairites."

Eddie Brown, assistant to Director General Olmsted, entertained Mr. and Mrs. George Whitney, moguls in the park business in Frisco, who are spending a few weeks here at the exposition.

June Hennies, formerly of Beckmann & Gerety Shows, who is now operating a chain of millinery stores in Dallas and Fort Worth, is a frequent visitor on the midway, renewing acquaintances.

Jack O'Shea, in charge of the front on Days of Real Sport, will stage a "Centennial Employees" night in the Sports Village. Following week he has scheduled a free swimming party in Lake Neptune.

Gene Autry, movie star, in town for a movie to be "shot" on the Centennial grounds, is a frequent visitor around "location."

Tex Cooper plays a leading part in the dramatized Western in Days of Real Sport. Colonel and Mrs. Hall are also in the cast.

Eddie Brown crashed the daffies with an eight-column-streamer photo of various office poses. The cut line gave a brief history of his many years in the amusement business.

Mrs. Harry Dixon, who with her husband operates T. Riley Hickman's Pitch-Till-U-Win, left for a few weeks' vacation in Ada, Okla.

Mrs. Ketta Lindsay was a visitor early this week. She is in the city to enter her children for the school term, starting next week, and will depart again within the next 10 days for Tulsa, Okla., where their corn game and other concessions are booked at the fair.

Two peep-show talkers on the midway were arrested by the chief of police in person when they failed to abide by his recent decision to "tame" the outside "spies." The chief took up their Centennial passes and threatened rearrest if they as much as appeared on the grounds again.

Ida Mae Browning resigned from the Centennial staff to join the New York World's Fair staff as secretary to the director of exhibits, Paul Massmann, who was director of exhibits and concessions here until his resignation several weeks ago.

Tiny McPherson arrived late this week from San Diego, where he operated a concession at the exposition.

Freddie Ferguson is due back on the midway after the close of the Minnesota State Fair. Will operate a concession.

Bill Manley, of Houston, former minstrel showman, spent a few days at the exposition during the past week, paying particular attention to the success of the minstrel show in Days of Real Sport and becoming very much enthused.

Beckmann & Gerety Shows
Des Moines, Ia. Week ended September 4. Iowa State Fair, report of final five days. Rain Tuesday night, cool and cloudy Wednesday and Thursday. Business, fair.

While the first four days of this fair showed a marked increase in midway grosses over the past several years, inclement weather Tuesday night and the appearance of President Roosevelt and party in downtown Des Moines Thursday no doubt kept many thousands away from the fair who otherwise would have attended.

Verne Soules received a large shipment of fine pythons from India and the snakes are doing fine in their new quarters. The well-known Doc Scanlon, curator and lecturer in Soules big snake emporium, was painfully but not seriously injured while tearing down the attraction in Springfield. A broken collar bone and three fractured ribs will keep him in bandages for a few weeks.

The writer entertained at luncheon 32 reporters and photographers of the local press in Steward George Davis' show cookhouse. Among the guests were representatives of The Des Moines Register, Tribune, Associated Press, United Press, and Nat Green, manager of the Chicago office of The Billboard. Visitors during the week included Ralph Hemphill, secretary of the Oklahoma State Fair; Eugene Irwin, secretary Illinois State Fair; L. C. Dailey, secretary Spencer (Ia.)

Marks Shows
Tazewell, Va. Second (holdover) week of fair. Week ending Friday, September 4. Weather, rain last half. Business, poor.

The second week of the Greater Tazewell County Fair, held over on account of rain the entire first week, proved a total blank for Marks Shows. Monday and Tuesday offered ideal weather, but the natives refused to take any interest in the fairgrounds or in what was on them. Wednesday, with a free gate, it was expected that hundreds of people would attend the stock sale and then flock to the fairgrounds proper, but it started raining early in the morning, continued thruout the day, and the Pleasure Trail was entirely deserted.

A public wedding Thursday night, ably promoted by that maestro, Ben Voorhels, failed to draw more than a baker's dozen, and fair weather again on Friday still failed to attract the natives.

It was a greatly reduced Marks Shows from concession-row standpoint that greeted the hold-over week. Several of the concessions, including Johnny Caruso, Al Politz, J. C. Corbitt and others, left to play near-by fairs. They will rejoin. Frank Harrison and the missus left for a visit home during the hold-over week.

John H. Marks, president and general manager, was away most of the week on a business trip.

Mrs. Ruby Wilson, who has been ill for several weeks, suffered a turn for the worse last Sunday and was taken to the Richards Hospital.

Capt. Frank Sterling, of San Quentin, lectured before a class of boys being instructed in police work by Tazewell's enterprising chief of police.

Bluefield newspapers gave considerable space and world of co-operation to the fair and loaned the facilities of WHIS, their radio station, for two 15-minute broadcasts during the week. George Rody entertaining with his accordion and Baby Lee, of Harlem Dandys, doing a good job of blues singing. The publisher of The Telegraph and Sunset News, Col. H. Ike Scott, is an old trouper, having been one of the Shott Brothers in the circus by that name in years gone by. Jim Shott, manager of the radio station, also proved a good friend to showfolks.

Mr. and Mrs. James Rafferty visited her home in Princeton. Pete Madia, with a heavily stocked store, continues to prove a wizard at weight guessing.

CARLETON COLLINS.

Endy Bros.' Shows
Red Lion, Pa. Week ended August 29. Fair. Attendance, good. Weather, some rain. Business, excellent.

Fine co-operation tendered the show here by Fair Manager R. M. Spangler. Arrived early Monday after a long run and everything up and ready to go by nightfall, when a terrific storm set in and the night was practically lost. The following days made up for it and a splendid week's business was the result. Manager Eddie Lippman presented Mrs. Lippman with a new sedan. John Hutchins has a new trailer. Frank Voltaggio, with the Custard, also bought a new truck. Endy Brothers purchased a new 10-wheel truck for a new light plant, carrying two 100 transformers. Also have a new 50 k. w. Light plant has been purchased from the E. B. Kelly Company, of Long Island City, N. Y. Show Builder Harold Hadley has just about finished one of the most beautiful light plants there is. Lee Sullivan paid a visit. A new engine was purchased from Mr. Sullivan for another Ferris Wheel. Matt Crown joined with his artist show. Top-money honors went to the Follies Revue, with a six-piece band and nine chorines on the front. Followed closely by Hutchins' modern museum and Jake Davis' Motordroms. David B. Endy, away for a week, returned. Mrs. Ralph N. Endy and her sister, Mrs. Elias Hawkins, spent a week on the show. Willie Gugley's cookhouse all repainted. Mrs. Thomas Lambert was taken to the York Hospital seriously ill and is getting along nicely. Many visitors, including George Larkin, who sold Jake Davis, of the Motordrome, a new trailer.

J. J. KELLY.

Fair, and John Banderob, prominent Elk from Davenport. L. S. Hogan, show's general representative, accompanied by Charlie Jameson, left for San Antonio.

KENT HOSMER.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Sept. 12.—Ted Spillo will take his concessions to the Pomona County Fair. . . . Stewart Morris, Ferris Wheel man for O. N. Crafts, will go into business in San Diego. . . . Crafts Merry-Mixup and Midget Auto Speedway will be stored; Ferris Wheel and Whoopie ride will be taken to Pomona. Major Tony Tremp will take his monster show and Swooper ride to the Del Mar Fair. . . . Arizona Joe is out of the hospital but is still very ill. . . . Ray Cameron, talker for Tony Tremp, will enter State

College. . . . Tony Mandele will go to Kansas City. . . . Billy McMahon and Joe Lowndes' Loop-o-Plane and Airplane will be taken to Del Mar. . . . Baldy Miller and wife will rest a few weeks before going back to Mission Beach. . . . Happy Johnson has bought Tony Mandele's cloth-pin, spill the milk and balloon and dart games and will operate them in Del Mar. . . . John Boggs will take his shooting gallery to Los Angeles. Ray Holmes, manager, and Eddie Dixie will go with him. . . . George Waukazoo, who had the Indian Trading Post, going to Dallas. . . . Charles Dodson, talker for the Streets of Paris, going to Del Mar. . . . Billy McMahon's Scandals of 1836, with Jackie McCarry, Faith Roach, Hazel Davis and Francis Johnson, dancers, going to the Cotton Club at Imperial City, Calif.

Bavarian Beer Garden will be permanently located on Pacific boulevard, in San Diego, under same management. . . . Al Cunningham has placed his coin machines in and near San Diego. . . . Max Eckhorn (Sweet Violets) left for Hollywood and will work in pictures. . . . Mr. and Mrs. Mardoni going to Los Angeles. . . . George Dobbs going to Los Angeles for a rest. . . . Bob and Mrs. Foster, who had Spill-the-Milk concession, going to Seattle. . . . Front Page show going to Del Mar. . . . J. Callahan will take his penny crushers to Pomona. . . . Ione Zeigler, the "I. Z." secretary of the midway office, was the saddest person at the expo when it came to say good-bye to her host of friends. . . . P. A. Daggett, who had canes and scales, announced his retirement from the amusement field. . . . Warren Burgess, manager of Darto concession, returns to Los Angeles. . . . John Silvera moving stock and crew to Dallas. . . . Bonnie Agnew, Meranie Ramero, Marjory Berg, Geraldine Floersch, Louise Flynn, Betina Smith, of the Shell Information booths, will remain in San Diego; Betty Benton will return to San Francisco office. . . . Happy Johnson, who was the best known of all showfolk on the midway, was given a farewell party by his friends and received a gold watch as a token of their esteem.

papers illustrated story with pictures. Samuel Johnson, brother of Mrs. Bess Gray, and family visitors. Column in society page of Tyler Courier-Times devoted to show's "smart set" truck, draped, decorated, electric lighted, modern interior, wherein women of Big State unit received and entertained at bridge and the like. Gambians, official painters, have all metal parts, trucks, fronts, poles, stakes retouched with silver and gold colors. Little Edna Cook (midget and 10 people) attraction joined. Imported freak, billed "Bullet Proof," with Harry Dale's Side Show. Bullets flatten on his back. Catches missiles in teeth shot at him. Charley Gessner, ride foreman, went home. Floyd (Red) Robinson took his place. J. B. (Speedboat) Dugan passed thru Tyler with his concessions. Curley Webster added three more concessions. Purchased new truck and house-living trailer. A. B. Kirkpatrick and Mildred Dudley submitted plans for Illusion Show, due at Crockett Fair. Visitors: Hon. J. B. Miller, Colonel Frank King, Bernard King, Sally Bentlow, Goldie Reisley, Manuel King. "Walla Walla Sam" Brass, J. N. Wisner, Calte McLean II, A. O. Amberg, O. L. Mitchell, Kenneth Tatman, Herman Studer, Sam Waldon, Mr. and Mrs. Parson Waddell, Blanche Seagraves, Bertram Mills Johnson and more than 20 trouper from J. George Loos Shows. Luke Helton and wife (sister Joe Baker) entertained Bess Gray and 20 showfolk. Sam Howard's shooting gallery joined. Chief Electrician Bob Young has light plant capacity dooled. Green River's Jig Minstrels scoring big with new line of comedians and dancers. Minstrel band now has 10 men. Captain Farnsworth has Green River's front. Also official announcer. No megaphone. Claims championship at long-distance talking. Movement from Gilmer to Tyler, directed by William Dorman, chief mechanic, tops record for Big State Shows. Sir Edward Rife added three more sections to eating palace. Chamber of Horrors' ticket seller, orator and lecturer and doorman actual last names: Lightning, Thunder and Rain. Little Miss Elizabeth Whaley, daughter of Mr. and Mrs. Will C. Whaley, noted civil engineer, friends of show's secretary-treasurer, Louis Bright, given surprise Saturday midnight—her fourth birthday. DOC WADDELL.

LOOP-O-PLANE

THE RIDE THAT HAS PROVEN THE GREATEST MONEY MAKER OF THEM ALL

SPEEY PROFITS, APPEAL—Loop-o-Plane appeals to everyone, old and young. RUGGED CONSTRUCTION—Loop-o-Plane is constructed for perfect safety, ease of assembling and dismantling, and long life.

SPECIFICATIONS PRICES—TERMS UPON REQUEST. For Information Write **ROBIN REED, Sales Mgr.** Box 237, Salem, Ore. Eyerly Aircraft Corp., Manufacturers.



Hennies Bros.' Shows

Albert Lea, Minn. Four days, ended August 27. Freeborn County Fair. Weather, rainstorm Thursday. Business, nil. . . . A downpour of rain starting at 7 p.m. Thursday and lasting till after midnight deprived the show of what would have probably been the biggest one day's business in the history of the show. Forty thousand people were in the grounds and strings of cars still coming in when the storm hit. All lights had to be turned out as the midway was a river. At 7 a.m. Friday hundreds of cars still on the fairgrounds and people trying to get out and home. The show could not tear down till Friday. . . . Plainville, Minn. Four days, ended August 30. Wabasha County Fair. Weather, cool and clear. Business, good. . . . Owing to favorable turn in weather opening day was made without losses. Saturday and Sunday recorded good patronage. . . . Northwood, Ia. Three days, ended September 2. Worth County Fair. Weather, rain. Business, fair. . . . Tuesday, the big day, lost account of almost continuous rain. . . . Austin, Minn. Three days ended September 5. Mower County Fair. Weather, rain. Business, good. . . . Rain all day Saturday; however, Saturday night turned out a big crowd and the Austin Fair in all proved to be the most successful in years. Many Minnesota fair secretaries have paid the show a visit. V. J. Streeter, brother of the late Billy Streeter, and family, who live in Austin, were daily visitors on the midway. Orville Hennies visited the Beckmann & Gerety Shows at Des Moines. Harry Hennies made a business trip to Minneapolis and visited the Royal American Shows. Everything is receiving a new coat of paint. Many new attractions have been added. At this writing the show consists of 12 rides, 16 shows and 30 concessions. Earl Strout still is a feature with the Hussar Band. Midway observations: Alice Melville with her Manhattan Gayeties runs among the feature shows, with Art Martin and his Paris Show along about the same path. Arthur Ray's Ginger Snaps in close run for top money. Johnny Bejano is on the midway with his big 175-foot Circus Side Show. Don Carlos keeps his Dog and Monkey Show working full time, with Mrs. Carlos on the front. Harvey Hollis has taken charge of the Palace of Illusions and putting the show over in fine shape. The new 60-foot corn game owned by the Hennies Brothers and operated by H. Miller is proving a big success. VIOLA FAIRLY.

Dixie Exposition Shows

West Memphis, Ark. Week ended September 5. Weather, rainy. Business, fair. This spot proved very disappointing due to very little co-operation on the part of the committee. Hughis Waters, show painter, very busy getting show fronts and rides ready for the fair. William Stroud joined with two rides and musical comedy show, also Leonard McLemore with two kiddie rides and several concessions. Harry Harris joined with giant snake show. Ben Mottle bought a new coochoose top. Robert Mackeral and Lex Caldwell joined coochoose staff. Curly Burke improving (See DIXIE EXPOSITION on page 62)

Greater Exposition Shows

SIX MISSISSIPPI DELTA FAIRS, SIX Where There Is CASH and COTTON

WANTED—Ride Men who can drive trucks. Dog and Pony Circus. Will furnish complete outfit with gold leaf front to a real sit-down show. CAN PLACE Single Pit Attractions. LOLA THOMAS wants Colored Performers and Musicians. Have three Free Acts, can use one more High Act. WANT Mule Owners, Posing Girls and Ball Game Girls. WANT Concession Agents and Grind Store Agents.

CAIRO, ILL. Week September 14. CLEVELAND COMMUNITY FAIR, Cleveland, Miss., Week September 21. MONTGOMERY COUNTY FAIR, Winona, Miss., Week September 28. YAZOO COUNTY FAIR, Yazoo City, Miss., Week October 5. ADAMS COUNTY FAIR, Natchez, Miss., Week October 12. LEFLORE COUNTY FAIR, Greenwood, Miss., Week October 19. GREENVILLE COMMUNITY FAIR AND FALL FESTIVAL, Greenville, Miss., Week October 24.

Dixie Exposition Shows Want

For Ten Fairs in Alabama. Big crops, plenty money. Haleyville, next week; Decatur, Carbon Hill, Greensboro, Monroeville, four others. Want Flat Ride, Pit Show, Grind Shows. Have outfits, panel fronts. Half and Half open. Allen-Allene, answer. Want legitimate Concessions, Ride Help, Musicians and Performers for Minstrel. Russellville, Ala., Fair this week. Address C. D. SCOTT.

Keystone Exposition Shows

WANTED—Shows, Rides, Loop-O-Plane, Kiddie Rides, Concessions of all kind. Open Murphy, N. C., September 22, followed by Waynesville Cherokee Indian Fair; Laurans, S. C.; Ellijay, Ga., and others to follow. No time to write; wire SAM MECHANIC, Murphy, N. C.

THE GREAT CONEY ISLAND SHOWS

CAN PLACE FOR JONESBORO, LA., FREE FAIR, WEEK OF SEPTEMBER 21. CONCESSIONS OF ALL KINDS. No exclusive except Bingo, Diggers and Novelties. Special inducement to Mouse Joint operating for Stock. Wonderful opportunity for all Wheels, Grind Joints, Popcorn, Peanuts, Snow, Eating and Drinking Stands and Ball Games. Have several new 16-ft. Tops. Will finance Stock and sell to right agents. SHOWS of all kinds open at 35%. CAN USE Foremen and Working People in all departments. Mrs. Miller wants Cook House Help. Oak Grove, West Monroe, Franklinton and Eunice to follow; all Louisiana. All correspondence to RALPH R. MILLER, Assistant Manager, week September 14, Lecompte, La. (THIS SHOW HAS NOT CLOSED IN TEN YEARS.)

ZIMDARS GREATER SHOWS WANT

For eight more Fairs, with more pending, and a long season South. Side-Show Manager who has something to put inside of top. We have outfit. Geck Show, Unborn or any Show that don't conflict. CAN PLACE Pony Ride. Concessions come on. Will sell X on French Custer-Diggers, Tom Wells, Doc Tyce, Earl Lund and Olunda write. CAN PLACE Banner Man that can lay lot. Address this week, Fair, Poplar Bluff, Mo.; next week, Fair, Malden, Mo., or per route.

WANT SHOWS

Will furnish outfits for money-getting Shows. Now playing best show territory in America. WANT Concessions that work for stock. FOR SALE — Two-Abreast Spillman Merry-Co Round, \$200.00. Nine more weeks. Close November 11.

C. F. ZEIGER UNITED SHOWS
Flagstaff, Ariz., this week; Prescott, Ariz., September 21 to 26.

Merchandise Concessioners and Helpers

A column all your own

"Over the Counter"

appears in the Wholesale Merchandise Section of each issue of The Billboard. Be sure to read it.

Big State Shows

Tyler, Tex. Week ended September 5. Location, South Broadway. Auspices, city authorities. Pay gate. Weather, nights cool, no rain. Business, big. This second time in Tyler in a month proved routing correct. City promments working to have Roy Gray winter carnival in Tyler. Afternoon Courier-Times and Morning Telegraph back of movement in headlined stories. Show broadcast daily from Dr. Jim Ulmer's Tyler station. Ruth Gray Young's Scotch terrier, Oypay, won blue ribbon in California Dog Show. She and dog airplanned to and from canine expo. Local

WANTED
RIDES, SHOWS AND CONCESSIONS,
FOR
FALL FESTIVAL AND STREET FAIR
To Be Held on the Streets of Brazil, Ind., Week
Beginning October 5.
Benefit English.
First Street Fair in Brazil in 14 Years.
Write
W. LONG, Gen. Del., Brazil, Ind.

41st ANNIVERSARY CELEBRATION
CITY BANO, SUNBURY, PA., SEPTEMBER
21 TO 26, INCLUSIVE.
Band Concerts, Contests, Parades, Geo. A.
Hamid's Eye Act, WANTED—Girl Shows,
Plant, Hawaiian, Etc. Rides, Concessions,
Bingo, Popcorn sold. Write or wire
MEL SOBER, Chairman.

CARNIVAL WANTED
OCTOBER 8-9-10.
ANNUAL COMMUNITY FAIR
RUTHERFORD, TENN.
Address T. T. McLEAN, Rutherford, Tenn.

WANTED
Merry-Go-Round and Ferris Wheel.
Firemen's Celebration, week Sept. 28th to Oct. 4th.
Write or wire
J. P. DONAHUE, Seward, Pa.

HOT SPRINGS, ARK.
6 Days—OCTOBER 12-17—6 Nights.
WANTED—Carnival and Free Acts.
FIVE COUNTIES FAIR & CENTENNIAL
EO BARNBACK, Mgr., 308 Alcorn Ave.

WANTED
Shows and Rides of all kinds. Also any kind of
honest Concession and Amusement, for the West
Michigan Township Free Round-Up, at the West
Michigan Fair Grounds, October 5 to 10, inclu-
sive. Six Big Days and Nites. FREE GATE, 25c
Grandstand Charge. Have Free Acts booked. Ad-
dress FRANK COOK, Director of Concessions,
Cemistock Park, Mich.

WANTED
Clean Shows and Legitimate Concessions, for
CENTENNIAL
SEPT. 28 TO OCT. 3, PORTLAND, IND.
Midwest's Most Prosperous City.
GLEM WILSON, Concessions.

BIG ANNUAL STREET FAIR
ASHTABULA, OHIO, SEPT. 17-18-19
CASH PRIZES, BANO CONCERTS, CONTESTS, WATER SHOW, FREE ACTS.
LOCATION MAIN BUSINESS STREET. SPONSORED BY BUSINESS MEN CLUB.
WILL BOOK Penny Arcade, Photo Gallery, Palmistry, Diggers, Scales, Ball Games, Frozen
Custard, Novelties, Grand Stores, Wheels of all kinds not conflicting.
WANTED Shows that don't conflict. Also Rides Auto Ride, other rides booked. Bingo and
Chuck sold, no other exclusives. LAST CALL, come on Billy Winters, Jimmie Finn and my old
concessions. Everything working, several big pay days. Communicate
ED. WEYLS, Fair Headquarters, 1127 W. 5th St., Ashtabula, O.

MAMMOTH CENTENNIAL CARNIVAL
6 Days, September 21-26, Inclusive, 6 Nights.
SOUTH COMMON, LOWELL, MASS.
Parades—Fireworks—Free Acts—Free Admission.
WANTED
LEGITIMATE SHOWS. CONCESSIONS: Refreshments, Pitch-Toss-Win, Ball Games, Shoot-
ing Galleries, Stock Wheels. NO Cs. No Exclusives. POSITIVELY NO GRIFT.
Write or Wire
JOHN W. KERNAN, Park Department, City Hall, or JOHN F. CARNEY, 21 Blossom St.,
Promoter.

WANTED for MERCHANTS' STREET FESTIVAL
GOSHEN, IND., OCTOBER 15-16-17
SENSATIONAL FREE ACTS—HIGH-GRADE CLEAN SHOWS. Limited
number legitimate Concessions. How much for exclusive? Address
F. N. HASCALL.

- WANTED -
FOUR OR FIVE RIDES
on a rental basis or a percentage basis guaranteed.
SEPTEMBER 21 TO SEPTEMBER 26.
AMERICAN LEGION, Freehold, N. J.

WANTED
SENSATIONAL HIGH WIRE ACTS AND INNOVENT SHOWS AND REVUES, also Whip,
Loop-o-Plane and Tilt-a-Whirl, for
LEGION MERCHANTS' STREET FAIR FESTIVAL
SEPTEMBER 28-OCTOBER 3, SIX OAYS, PEKIN, ILL.
On Percentage Basis.
An Annual Event Sponsored by the American Legion and the Association of Commerce.
Address L. S. PATTERSON, Manager, Legion-A. of C. Festival Committee.

Sponsored Events
Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

**Fund for 1937 Won
By Montpelier, Ind.**

MONTPELIER, Ind., Sept. 12.—Montpelier Centennial Home-Coming Celebration on September 1-5, according to Clyde A. Neff, chairman of concessions, was much more of a success than the committee had hoped for, both financially and in attendance, and as a result the committee has about \$450 with which to start preparations for next year's celebration.

Opening with a ceremony at the "Old Home Town of Montpelier," the event featured rides, shows, 40 concessions, culinary art displays and a parade which included high school classes, local merchants, Spanish-American War Veterans, American Legion and American Legion Auxiliary, Women's Relief Corps and Business and Professional Women's Clubs.

Two other features were selection of Jean Danforth as queen of the centennial and a pageant which portrayed "Montpelier Thru One Hundred Years." Pageant had a cast of 200 and was under direction of Jewel Standford, Muncie. Officials for the event were Mayor Ralph Shadle, general chairman; H. T. Walker, assistant chairman; Don Riggs, program chairman; Floss Henderson, secretary and treasurer; Martin Ball, advertising chairman, and Clyde A. Neff.

FALL FESTIVAL which was to be held in October in Fort Wayne, Ind., has been called off but will be held in 1937, said Frank A. Biemer, chairman of the committee.

**Just How Long Has
This Been Going On?**

COLORADO SPRINGS, Colo., Sept. 12.—American Legion Post Circus and Wild West, with Ruback's Western State Shows, closed a week's run here on August 30. In spite of bad weather, a net profit of more than \$1,250 was made. This was made possible by an advance sale of tickets that was over \$3,500. The Legion Post, encouraged by its first show, plans to make this an annual event.

**Plans Are Completed for
Upper Darby Celebration**

UPPER DARBY, Pa., Sept. 12.—Final arrangements have been made for the program for the 150th anniversary celebration of Upper Darby Township. Opening with special services in various local churches, the six-day celebration will feature landing of an auto-gyro with the queen of the event and the dedication of the new 69th Street Terminal Building, soap-box derby; baby, merchants' and military parades; community singing, firemen's jump, treasure hunt, merchants' special sale day.

A special feature twice daily will be a high dive and carnival. A fireworks display will also be presented. Another special feature will be McClatchy Day, when extension of the 69th street boulevard will be dedicated.

Rodeo Heads Sued by Worth

SHREVEPORT, La., Sept. 12.—His petition alleging financial losses of \$4,250 because of alleged violation of contract by Shreveport Rodeo and Pioneer Days, which closed here on Labor Day, and Bill Crosby, F. E. Townsend and Bruce Cartwright, co-producers, Hal O. Worth, producer, Dallas, filed suit for that amount this week in Caddo District Court. Worth says that Crosby and the others refused to execute a contract made by Worth Amusement Company for holding of a queen's contest in connection with the recent rodeo. Worth asks \$1,000 for damage to his reputation as a producer, \$2,500 for anticipated profits and \$750 for expenses incurred. Worth said he delayed his suit because he tried for more than two weeks to reach a compromise.

Texas Chamber Books Show

FLOYDADA, Tex., Sept. 12.—Dudley Bros.' Shows have been contracted for a three-day civic celebration here, announced Secretary R. W. Cothran, Floydada Chamber of Commerce. On the bill are scheduled auto and horse racing, air circus, parades and fireworks displays, it being estimated attendance will be 10,000 people daily.

Regatta Revived in Ohio

ZANESVILLE, O., Sept. 12.—Zane Grey Regatta will be revived here this year under sponsorship of Zanesville Milk Fund, which will receive the profits. Some of the nation's best outboard motorboat pilots will come to participate on the Muskingum River course. The event always attracts many concessioners.

Lions Will Sponsor Fair

CARTAGE, Miss., Sept. 12.—Lions' Club, which has taken sponsorship of Panola County Junior Fair here, hopes to build it into a regular county fair group, as there has been no county fair for several years. Future Farmers, 4-H, Boy Scouts and other youth movements have pledged support and adults have promised exhibits.

HELP This Department by Telling Committees About It.

**Home Fund Sought
By Savannah Post**

SAVANNAH, Ga., Sept. 12.—American Legion Post here approved a budget of \$7,000 for premiums, free acts and advertising for a Savannah Fair at a meeting on Monday, of last week, according to Mort L. Bixler, manager of the sponsoring committee.

Marks Shows have been contracted to provide midway attractions and have the exclusive on concessions except privileges usually sold to local people. Object of the fair is to raise money to buy a Legion Home. Admission prices will be 10 and 25 cents, with two free school days and a special ticket of six admissions for \$1.

Edwardsburg Is Good Spot

EDWARDSBURG, Mich., Sept. 12.—Despite rain and threatening weather, Edwardsburg Centennial, on August 27 and 28, was one of the biggest little spots of the season, according to reports of concessioners and ride owners. Rides and concessions were contracted independently and did nice business. Free acts were Marie's Marvly Dog and Animal Circus; Swiggle and Swiggle, comedy team; Fiorena La Belle, aerial act, and balloon ascension with triple parachute drop furnished by O. E. Ruth Balloon Company. Music was by the Cass County Band. Celebration committee had a good profit left, reported Harry Beagles.

Park Site of Indiana Fete

INDIANA HARBOR, Ind., Sept. 12.—Reports of the Grocers and Butchers' Association Annual Picnic, Better Babies Bureau and Popularity Ball, to be held here, are that receipts from wholesalers are encouraging. Sponsors are building a beautifully illuminated steel arch, with national advertisers in co-operation with steel industries and manufacturers of the city. Thru co-operation of city officials and manufacturers permission has been granted to use Washington Park to operate concessions, rides and shows, reports Clay M. Oreene, director.

Fondy Profit Is \$3,353.47

FOND DU LAC, Wis., Sept. 12.—Fond du Lac's Centennial made net profit of \$3,353.47, which will be returned to subscribers to the underwriting fund. Receipts during the celebration on June 28-July 5 were \$21,861.60. Expenses totaled \$18,508.13.

Shorts

ANNUAL Fall Festival and Madri Gras will be held in Berlin, Wis., three weeks earlier than usual this year. Event is sponsored by the Chamber of Commerce.

FALL Street Fair is to be sponsored by Forest, O. merchants and farmers from surrounding territories. The annual is scheduled to have rides and concessions.

THOUSANDS of home-coming visitors made the Reynoldsville (Pa.) four-day Jubilee, which closed on September 8, a huge success. The Claytons, trapeze and wire, worked daily to tremendous crowds.

PAN-AMERICAN Shows have been contracted for amusements and free acts for the Fall Festival sponsored by merchants and Chamber of Commerce of Lamer. (See SHORTS on page 58)

WANTED CONCESSIONS AND RIDES FOR
5th HARVEST HOME FESTIVAL
Scottville, Mich., Thursday & Friday, Oct. 1 & 2
Write or wire
F. J. READER, JR., Concession Chairman.

CARNIVAL WANTED
RANDOLPH COUNTY
CENTENNIAL CELEBRATION
POCANONTAS, ARK., OCTOBER 7 TO 10,
1936 INCLUSIVE.
JAMES KING, Pocanontas, Ark.

NOTICE CONCESSIONERS!
GRANDVIEW FALL FESTIVAL
Sponsored by Merchants—October 12-17.
Good space now open for skill Games, Shows, etc., of high type for use in high-class community. Must be best appearance. Price a small weekly Grand prize. Auto. Grandview Ave. Merchants' Ass'n, 1283 Grandview Ave., Columbus, G. O. F. RICKETTS, Ass. Secy.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Xmas Buying Ahead of '35

Trade buying earlier—average high and low prices for 56 items given

Recent reports received by *The Drug Trade News* indicate that retail druggists are ordering far more Christmas merchandise than they did last year at this time. Increases are ranging between 10 and 25 per cent, and, although the stores say their holiday business last year was the highest since 1929, they believe the sales this year will be better than last.

One interesting fact is that all druggists are preparing for the Christmas season earlier. Substantial orders were received for holiday merchandise by wholesalers during the first week in August, and it is estimated that 35 per cent of the nation's druggists finished their Christmas buying by the end of August. Most of this buying was by retailers in the South and Far West. The stores in the metropolitan area are expected to take care of all their holiday requirements in September.

An interesting questionnaire was mailed to 300 druggists by *The Drug* (See XMAS BUYING on page 63)

Wholesale Biz Up in Philly

PHILADELPHIA, Sept. 12.—Wholesale business went forward last week. The advent of cooler weather, together with end-of-season clearance sales, boosted activity in Philadelphia to a new peak. Sales approximated 22 per cent ahead of the previous week and more than 12 per cent ahead of the same week last year.

Bigger Mdse. Moves Faster

The coin machine industry has found that the public taste in the Eastern section of the country has gone over to the larger merchandise products. It is interesting to note that the operators are displaying large furniture products and specialty products in the furniture line.

Among the larger items now being featured are home bars. Combination bars and radios as manufactured by Philco and many other radio firms are also becoming an outstanding feature. The turn to home decorative merchandise is very interesting, for *The Billboard* columns some months ago noted the trend to this larger furniture specialty field and reported it.

Consoles in the radio and other specialty lines are also getting a better reception among the operators.

The men have turned to these larger items for weekly high score play and have found that they thereby gain a better play from the public, who appreciate this larger flash display and the better usefulness of the item itself.

In many of the leading locations in New York and New Jersey territory storekeepers are actually featuring these larger items in their windows and have found them capable of attracting much greater play.

Some of the men are allowing the combination bars and radios to remain open on display on the floor of the store with the radio itself in operation. They have learned that this will immediately attract attention and also tends to greatly liven up the interior of the store itself, thereby aiding the merchant as well as helping the play on the games.

With the trend definitely under way for larger items many unique specialties are expected to be seen in the industry within the next few months.

Mdse. Orders Big for Labor Day Park Crowds

Merchandise orders placed in anticipation of the Labor Day double holiday reflected a new high for recent years in late season game-concession activity. The volume of late summer orders received by New York and Chicago wholesalers has been construed as a display of confidence in continued good crowds and aided by fair weather in most sections of the country park turnouts were unusually large.

At many of the parks individual stands benefited from special promotions by the park managements, such as half prices on rides, free transportation and the like, which drew throngs.

Another feature of park play over the double holiday was the liberal giving away of awards. In line with the trend prevailing in most parks this summer and also possibly because of the nearness of the close of the outdoor season, operators appeared to be working less closely than at any time during the season.

New Mdse. at Coast Show

Many outstanding features will mark the second annual Atlantic Coast Premium Exposition to be held at the Hotel Astor, New York, September 28 to October 2, inclusive.

At least 110 exhibits of standard merchandise, the products of many of the leading concerns of the country, will be on display. Advance information is to the effect that many of the exhibits will be unique and elaborate and on every hand will be shown the very newest products.

A heavy trend toward increased use of premiums, prizes and combination awards is indicated by the fact that all available exposition space has been sold since July 9.

Prof. Neil H. Borden, of Harvard, will (See NEW MDSE on page 63)

Nation's Retail Trade Continues on Upgrade

Retail trade, spurred by cooler weather in some regions, turned in a good aggregate gain last week over the preceding period, although the country's industrial trend was irregular.

In its weekly survey of 34 cities the Department of Commerce said: "Under the stimulus of month-end promotions, early fall buying and more favorable weather, retail trade generally moved to higher levels during the week ended September 5."

"The period brought a volume of business far in excess of last year and with but few exceptions the report gave evidence of substantial advances over the previous week."

Activity in wholesale markets, reflecting the same upward progress, combined with indications of expanding purchasing power over a wide front, were seen as the basis of predictions of a rosy fall outlook for retailers.

Warsaw Council Okehs Mdse. Prizes

Merchandise as prizes in legitimate games of chance were endorsed by the Warsaw, Ind., city council in placing a ban on gambling at the Kosciusko County Fair, to be held in Warsaw September 29 to October 3. Games in which money is used or given as prizes, or in which merchandise is used only as a front, were specifically prohibited by the city ordinance.

Members of the council stated that objection had been raised by many to such games and endorsed such honestly operated games as bingo, raffles and others in which merchandise is given as awards.

The council pointed out that not only does the strictly merchandise plan assure the players receiving something for their money, but is in line with the trend thruout the country, notably at county fairs, of awarding some type of merchandise as skill prizes.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

BUSINESS in the wholesale houses is still under the influence of the in-between season. Although it is not exactly quiet, it is far from active. Buyers, looking around for fall ideas, have so far been very slow to make up their minds and the only marked "hits" fall in the campaign merchandise category. . . . Outside of campaign goods quiet a few large orders have been placed for electric clocks and there is also an increased demand for general electrical merchandise such as toasters, percolators, waffle irons, grills and baking dishes. . . . Knives, buckle tie pins and tie-holder sets, with or without initials, are in demand. . . . Also watch small radios this year; many buyers are looking at them and the new designs are more attractive than ever. . . . Finally with the Southern resorts looking very favorable at this time, coolie hats and other beach wear are quite popular.

Many operators are worrying about the price situation and for this reason I have inquired around a little. Opinions of wholesalers frankly differ, but the consensus of opinion among the majority is that higher prices are due either at the end of the present season or a little later. The upward swing is not likely to be general because merchandise is too varied, but eventually all items will be affected, inasmuch as higher raw material costs are already making themselves noticeable. Clocks have started already with slight advances in some lines and I feel I can safely make the assumption that any items wherein fine metal goods are used will soon follow suit, because the European dictators seem to be buying up all the copper and brass for their extensive armament programs. . . . Advice is to cover early on the more bulky items such as metal trays, cocktail shakers, metal drinking glass sets, punch bowls, etc. Wholesalers say they have a sufficient stock to cover their regular customers, but cannot promise unlimited delivery very far in the future. My own opinion, which is supported by manufacturers who should know what they are talking about, is that stocks are just large enough to support a normal demand but will not stand up against the expected late fall rush.

Looking back upon last summer, the general opinion is that business was much better than had been expected. The weather in the East especially was very favorable and there have been comparatively few rainy week-ends to spoil resort and amusement park business. The crowds have been in a fair spending mood and, although comparatively few complaints are heard, quite a few operators feel that concessions are in need of some novel and more or less elaborate promotional ideas. Your guess is as good as mine as to just what these ideas are to be.

Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

Everyone who qualifies as a merchandise concessioner is invited to be occasionally represented in this column. All you have to do is to write us in care of *The Billboard*, 25-27 Opera Place, Cincinnati, O., and tell what type of game you are operating, what kind of merchandise you are handing out, names of helpers, changes made in staffs of helpers, brief accounts of humorous or other interesting experiences, etc.

The column is yours—we want you to make the most of it.

OUR congratulations to Al Shenkman on the new scoring system which he is adopting for his dart game in the Casino Arcade at Wildwood, N. J., next season! It has all the earmarks of a wow. Giving a blank prize for 10 points if all balloons are spared by the dart thrower in addition to awarding one point for breaking one balloon, three points for two and 10 points for all three, as Al has been doing, should bring added revenue as it doubles the player's interest in the game. The first dart thrown is the deciding factor. If it strikes a balloon the player strives to break the next two. If the first dart misses, then he aims to have the remaining two do likewise.

WHILE on the subject of increasing revenue on merchandise games, why not award points to non-winning players according to the amount of money spent, the points to be redeemable in merchandise at the end of each day or whatever period is desired? Say for each nickel spent, the player would get one point, worked thru a coupon or some other system, and prizes would be given for points from a minimum number up. The more points had, the better the merchandise award would be.

Take an individual who spends \$1 at a game trying to win a merchandise item and fails. He has had some fun for his money, it is true, but would he not be more happy if he were given a point for each nickel spent, or 20 for the dollar, and received a piece of merchandise or two for these points? Furthermore, would there not be the inducement, thru this merchandise award, for the player of the game to spend more money?

Of course, if such a plan were adopted game operators would have to have a separate display (on probably one side of the booth) of the merchandise items showing the number of points required to obtain same. And wouldn't this display, too, serve as a good ballyhoo?

The suggestion is yours, Mr. Operator, for what it is worth. We would appreciate receiving your views on it, whether favorable or unfavorable. And, if you (See OYER THE COUNTER on page 63)

Farmers' Income Reaches New High

That there is today no more receptive market than the rural areas for agents, demonstrators and pitchmen is indicated by some figures just released by the Bureau of Agricultural Economics.

Farmers' cash receipts from the sale of principal products during the first five months of this year were \$2,349,390,000—the highest for that period since 1931. In addition farmers received government benefit payments totaling \$112,415,000 during the first five months of this year, compared with \$256,000,000 in 1935 and \$119,768,000 in 1934.

As a result of this sharp advance in farm income the percentage of the nation's business done in rural communities is also gaining rapidly.

A Sensational Limited Offer!

BORLAB PRODUCTS

LOW PRICE HIGH QUALITY ITEMS

DEMONSTRATORS, PITCHMEN, AGENTS, CANVASERS, SALESMEN

426 BROOME ST., NEW YORK, N.Y.

HERE'S YOUR BIG CHANCE TO CLEAN UP!

Gross Assortments of Beauty Creams, Beauty Lotions, Hair Beauty Needs, Shampoo—12 each of any item in the above lines All hot 25¢ Sellers and ABSOLUTELY FREE YOUR OWN PRIVATE LABEL (made up exactly to your order) FREE ON EVERY PACKAGE AND BOTTLE IN THE ABOVE ASSORTMENT.

THIS DEAL ASSURES YOU A QUICK 400% PROFIT. ORDER TODAY!

And remember! BORLAB PRODUCTS gives you finer merchandise at guaranteed lower prices on any items in COSMETICS—CLEANERS—POLISHES All Types! Everything You Need! Write Today for New Special Value Circular and Price List!

Get in Touch With Us Today! Write More Money Tomorrow!

ABSOLUTELY FREE—YOUR OWN PRIVATE LABEL.

We will make up any of the products in our extensive low-priced line with your own private label at no additional cost. Write today.

BORLAB PRODUCTS.

426 Broome Street. New York, N. Y.

5c Each
\$7.20 GROSS

New Items

Write to The Billboard, Buyers' Service Department, 23 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New-Type Portable Radio

Something new and different in portable radios has been announced by the Crosley Radio Corporation. Shaped like a golf bag, but less than half the size, it is carried like one. An outstanding feature of the new receiver is its extremely high sensitivity. Only a foot of antenna wire is necessary as against much greater lengths usually required. This feature, combined with its light weight of only 18 pounds with batteries, makes it a handy receiver that can be carried to ball games, football games and other sport events, outings, etc.

Equipped with either loud speaker or headphones, it can be used by a number of people without disturbing those sitting near by. It is also very useful on long bus, automobile or train rides. The traveler can relieve the monotony of the trip by tuning in with headphones or if other passengers care to listen the loud speaker can be used.

Whoever one goes he may now have a portable radio that does not have to be plugged into a power supply or connected with external batteries. It is entirely complete in itself, requiring neither aerial nor ground connections. The receiver has six tubes, including ballast tube, and uses dry-cell batteries.

surrounding the clock which indicates the difference in time in various cities from that indicated on the clock, not only within the United States but around the world. This feature serves to make the clock-globe combination an ideal companion piece for any radio set, especially one equipped for short-wave reception from abroad, as it gives the local time in the foreign cities in which the program originates. Louis A. Landu organization, which company markets the product, states the combination has proved a premium and prize sensation wherever it has been shown, not only for itself but because of its extremely low price.

New Football Balloon

Anderson Rubber Company presents the new football balloon for a seasonal bid to greater sales for those who are either booking the stores or making some of the big games. The new balloon is the regulation size and shape and is brilliantly colored.

Grill and Sandwich Toaster

Here is a natural premium number which will go over on any deal requiring a flashy yet useful number. The Ritz grill and sandwich toaster is chromium plated and has the drip lip, cup and enameled base. Looks like a \$2 item, yet costs the trade only 70 cents.

New Beauty Line by Borlab

Borlab Products, which is becoming one of the favorite sources of supply for agents, demonstrators, pitchmen and salesman, is introducing for a limited period a special offer on a beauty line.

A buyer may order a gross assortment, consisting of 12 each of any items in the line of beauty creams, beauty lotions, hair beauty needs and shampoos. The assorted gross is sold at a price as low, practically, as a gross of any single item in these lines.

An outstanding feature of the offer is that Borlab Products will make up special private labels exactly as per the buyer's order for every package and bottle in the gross assortment. This additional service is given without extra charge.

Borlab's new price list as well as the circular "What Do You Need?" is in great demand and is being sent to people in the trade in great quantities. The price list and circular are offered free of charge upon request.

New Kitchen Premiums

Several new items pertaining to the kitchen have just been introduced by the Kitchen Novelty Company. One gadget strings and alices beans in a simple operation, yet there is nothing to adjust or get out of order. It preserves the fresh garden flavor and color.

The second item is a rotary slicer, ideal for slicing potatoes, beets, carrots, turnips or any solid vegetable. The unusual garnish which it makes should attract the eye of every woman.

The third item is a novel self-sharpening knife made of glass. Perfect for fruit or vegetables which are likely to stain an ordinary steel knife. All of the items are easy to demonstrate and should sell to every housewife.

Metal Baskets of Beauty

There has recently been placed on the market by Moderne Spediatrics Associates a new line of all-purpose utility baskets made of perforated steel and finished in baked white enamel with double bottom, giving the effect of lace design. Light in weight, they permit nesting. They are suitable for eggs, fruits and vegetables and are ideal for washing berries, cleaning salad and radishes. Their beauty plus their low cost make them ideal for use as oyster tainer premiums.

Rotary Clock and Globe

The rotary clock, which made its appearance about a year ago and met with instant popularity, again steps out by linking itself with a fine globe to form the latest innovation in the premium field. One of the item's most interesting features is a guide on the base frame



COMBINATION GLASS CUTTER KNIFE
2 Blades, Oil and Pen. Glass Cutter and Corkscrew, Nickel Finish Metal Handle, Celluloid Inlay Center. Size Closed, 3 1/2 Inches.

BI0CI78 Per Gross. 12.00 Per Dozen. 1.05

PECKING BIRDS

Good For Demonstrators

PER GROSS 9.00

BA0N75—Pecking Bird, Made of Metal, 1 1/2 in. over all, with long felt Tail. Bright colors. Wind strong spring and Bird will Hop around and Peck.



FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery

N. SHURE CO.
200 W. Adams St.
CHICAGO

STATE and COUNTY FAIR SPECIALS

Heavy White, Mahogany or Fancy Parade Canes, Doz. \$ 1.50
Gro. 16.50
Swagger Sticks, Gro. 5.50
Reach Rounder Balls, Doz. 1.15
Rocket Baseballs, Doz.85
Decorated Gas Balloons, Gro. 2.50
"Thrillers" Candy (250 in Case), Case 2.75

We have Beacon Blankets, Morocco Gold Covers, Aluminum Ware, Plaster and all other Carnival Supplies.

Lowest Prices and Best Service for 50 years. 25% deposit must accompany all C. O. D. orders.

LEVIN BROS., Terre Haute, Ind.

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 1/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials. Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog

Model 40W
\$ 5.95 each
\$ 6.50 each

in lots of six samples
F. D. B. N. Y. 25% Deposit

PLAYLAND SUPPLY CO.
118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel. 2 Blades, Grass Bolsters and Lined.

A New Deal — Big Buy
Per Dozen, \$2.25
Five Dozen for \$10.00

Send for New Catalog.
ROHDE-SPENCER CO.
Wholesale House,
223-26 W. Madison St., Chicago.

bb22—NOVELTY OGG ASH TRAY, Dozen, \$1.20; Gross \$12.00
bb23—"MOBLAFF," Inflated Rubber Novelty, Dozen80
bb24—RAYON SILK PARASOLS, Dozen \$1.50; Extra Large Size, Dozen, 1.75
bb25—FLORAL GOTTON PARASOLS, Dozen 75¢; Gross, 8.50
bb26—HEAVY SUPREME WHITE MAPLE PARADE CANES, Gross 17.00
bb27—SWAGGER CANES, Assorted Bright Colors, Gross 6.00
bb28—GENUINE REACH ROUNDNER BASE BALLS, Dozen 1.15
bb29—BALLOONS, Special Carnival Prints, Gross 2.50
bb30—DICE ASH TRAYS, 4 in Box, Gross Boxes 4.00
bb31—17-Piece Large Size CHINA TEA SET, Each 1.00
bb32—GIVE AWAY SANDY, Flashy Box, Per Hundred 1.00
bb33—LAMPS, Assorted Table Lamps, Large Sizes, Dozen 7.20
DAMPATION NOVELTIES, 7 Sample Sent for 40c in Stamps.

We have on hand for immediate shipment: Bingo Cards, Hoop La Blocks and Hoops, Cane Rack Nets and Rings, Knife Rack, Ring, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you. 25% with order, balance O. O. D.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

FREE CATALOG

Listing 5,000 new fast-selling Novelty and Sundry Items. Write for your copy at once. We are swamped with requests.

IMPERIAL MERCHANDISE CO., Inc.
893 Broadway, Dept. M., New York

Franklin D. Roosevelt

ROOSEVELT---LONDON CAMPAIGN STICKERS

Standard Size, 3 1/2 x 8 inches, assorted colors.

SOUVENIR STICKERS for all Colleges and Cities Carried in stock—Specials to order for Advertising.

1,000 or Less, Per 1,000 \$7.50
5,000, Per 1,000 6.00
10,000, Per 1,000 4.50
(25% Deposit, Balance O. O. D.)

THE COLLEGE STICKER CO.
95 8th Avenue, New York City

ELGIN or WALTHAM \$1.65 Ea.

7-Jewel, 18 Size Watches in White Cases.
7-Jewel, 18 Size Elgin and Waltham, \$2.35.
Flash Carnival Watches that do not run, 50¢ each.
Send for Price List.

Your Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.
Old Gold and Silver Buyers and Refiners,
118 N. Broadway, St. Louis, Mo.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

XMAS BUYING

(Continued from page 60)

Trade News. The question, What items are you stocking especially for Christmas selling and what do you expect will be the most popular price in the low-price range and the most popular price in the high-price range of each item? The resulting answer for 56 items is listed in the table below:

Table with 4 columns: Product, Average Low, Average High. Lists various goods like Alarm Clocks, Ash Trays, Baby Scales, Bath Salts, Bill Folds, Books, Bridge Sets, Boxed Candy, etc.

Table with 4 columns: Product, Average Low, Average High. Lists goods like Toasters, Tobacco, Tobacco Pouches, Toiletary Gift Sets, Toilet Water, Toys, Travel Kits, Vacuum Bottles, Waffle Irons, Watches.

NEW MDSE.

(Continued from page 60) Lead the discussion on the subject Problems of Premium Advertising. Other speakers include: Floyd L. Hockenbuhl on Holo Premiums Build Periodical Circulation; Douglas Taylor on Premiums, Advertising's Stimulant, and E. E. Peterson on Fitting Premium Appeal into the Complete Sales Plan.

OVER THE COUNTER

(Continued from page 60) have something better to suggest, let's have that also. EDDIE ELKINS, managing director of the Westchester United Shows, says his motto always has been: "Always give the player a break and you'll get more money into your store in the long run."

THE BEST in five years is the way I. Lumensock speaks of his 1936 park season, which he spent at Conneaut Lake, Pa., working scales.

MANY concessioners raked in the shekels at the recent street fair in Wilkensburg, Pa. MRS. HARRY DIXON has gone to Ada, Okla., for a few weeks' rest. Her husband is still at the Dallas Exposition handling T. Riley Hickman's pitch-kill-you-win.

JOHN SWEENEY'S corn game, with Dee Lang's Shows, did exceptionally well at the Howard County Fair, Cresco, Ia.

ALL of the merchandise concessioners on the Bill Hames midway at the Fort Worth Frontier Centennial are operated by Olin Thornton. Mr. and Mrs. Johnny Gulvin recently arrived there from Minnesota to handle one of the Thornton stands.

ROUTES

- (Continued from page 59) Yates, Billy: (Grotto) Pittsburgh, br. Young, Sterling: (Pal.) San Francisco, h. Zarin, Michael: (Waldorf-Astoria) New York, Zelman, Rubin: (Caravan) NYC, md. Zwillig, Sid: (Bellevue) Belleair, Fla., cc. Zwolin, Ted: (Moulin Rouge) Detroit, c. Bankhead, Talulah: (Shubert) New Haven, Conn., 17-19. Blossom Time: (Grand) Chi. Boy Meets Girl: (Masonic) Rochester, N. Y., 14-16; (Erlanger) Buffalo 17-19; (Royal) Toronto Can., 21-26. Emperor's New Clothes: (Maj.) Brooklyn 14-19. Muallito: (Capitol) Albany, N. Y., 18-19. Night of January 16: (Royal Alexandra) Toronto 14-19. White's, George, Scandals: (English) Indianapolis 18-19.

INDEPENDENT BURLESK

- Babes of Broadway: (Gayety) Baltimore 21-26. Bally Hoo: (Republic) NYC 14-19; (Troadero) Phila 21-26. Beauty Parade: (Gayety) Washington, D. C., 14-19; (Hudson) Union City, N. J., 21-26. Dizzy Dames: (Empress) Kansas City 14-19; (Garriek) St. Louis 21-26. Fashion Plates: (Werba) Brooklyn 14-19; (Republic) NYC 21-26. Garden of Girls: (Rialto) Chi 14-19; (Gayety) Minneapolis 21-26. Gayety Girls: (Casino) Pittsburgh 21-26. Hindu Belles: (Empire) Newark, N. J., 14-19; (Howard) Boston 21-26. Hi-Play: (Jacques) Waterbury, Conn., 21-26. Kne-Hi Revue: (Jacques) Waterbury, Conn., 14-19; (Werba) Brooklyn 21-26. Modern Models: (Rialto) Chi 21-26. Pirates of Melody: (Howard) Boston 14-19; (Vorester) Worcester, Mass., 21-26. Red Hot: (Capitol) Toledo, O., 21-26. Red Rhythm: (Casino) Pittsburgh 14-19; (Gayety) Washington, D. C., 21-26. Scan-Ten: (Troadero) Phila 14-19; Allentown, Pa., 21-22; Harrisburg 23; Reading 24-25. Scan-Dolls: (Gayety) Minneapolis 14-19; (Empress) Kansas City 21-26. Steppin' Stars: Harrisburg, Pa., 18; Reading 17-18; Williamsport 19; (Gayety) Buffalo 21-26. Vaniteasers: (Garriek) St. Louis 14-19; (Mills) Akron, O., 21-26.

TRADING POST

"RINGS-UP" PROFITS AND REPEAT PROFITS FOR . . .

OPERATORS— Earn \$200.00 a week placing the Trading Post . . . fastest selling quality merchandiser on the market. The one colorful, attention-compelling, display case that every dealer wants. Costs the operator \$6.60, F. O. B. Chicago. Sells for \$9.75.



RETAILERS— The Trading Post uses small counter space . . . attracts customers . . . affords entertainment . . . makes big profits and repeat profits . . . customers come back again and again. Costs the dealer only \$9.75 . . . brings in \$13.00.

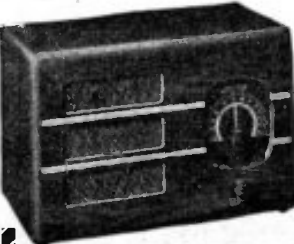
CUSTOMERS— A dime merchandiser that has no blanks . . . 130 chances . . . 130 winners . . . quality merchandise —perfumes, cosmetics, wearing apparel, novelties, games, etc. The CUSTOMER always wins.

Attractively printed in 4 colors.

25% deposit with all orders; balance C. O. D.

TRADING POST SYNDICATE

322 West Huron Street Chicago, Ill.



Size: 11 1/4 x 7 1/4 x 8 GENERAL WIRELESS LABORATORIES, Inc. 240 W. 23rd St. (Dev. 1-E) New York, N. Y.

FREE 5 DAY TRIAL

NEW GENERAL RADIO

SAISFACTION GUARANTEED Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Low freight charges.) FAST SALES! BIG PROFITS! Modern Walnut Cabinet. Powerful dynamic Speaker. Superb tone. NEW 3-COLOR DIAL. H. O. A. Liège based Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. FREE NEW 1936 CATALOG. Showing 6 new models. Sensational values.

\$6.45 LOTS OF SIX \$6.95 SAMPLE SET 25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

FAST SELLING JUMBO PEN DEAL \$3.95 EACH WITH 12 PENS IN LOTS OF 6 \$4.25 ea.



Get in on the Big Profits with this new, snappy seller. Takes in \$20.00 (400 holes at \$5). Pays out \$2 latest novelty overtop Jumbo Fountain Pens and 20 Packages of Cigarettes. Sells to dealer at \$8.50. Wire your order in today. Order No. 837. Each set is complete with 12 pens. For compactness each set displays only one pen. 25% deposit required on C. O. D. orders. JOSEPH HAGN CO. "The World's Bargain House." Dept. 88, 217-225 W. Madison St., CHICAGO, ILL.



A BETTER SET FOR LESS MONEY! \$5.75 That's the reputation "The Firebird" has built up all over the country. Orders and re-orders prove it. Buy "The Firebird" and you'll never buy any other low-priced set. Illustrated is new improved model No. 40. A. C. D. C.—Smart, Modern, walnut finish cabinet, 11 1/4 x 7 1/4 x 8. New improved white marble, full-size calibrated dial, 550 to 1000 kilocycles. Bright red pilot light. Four quality tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful Selective—Accurate! Order today! 25% deposit. FREELY C. O. D. Circular on request. FREELY CORP., 2 W. 20th St., New York, N. Y.

Your New MONEY SAVING GUIDE



IS NOW! READY! Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties will be found in Our New 1936 Catalog. This book presents the finest and most extensive line of Imported and Domestic Merchandise we have ever offered.

GELLMAN BROS.

119 North Fourth St. MINNEAPOLIS, MINN. **REX HONES Now Less Than 3c Each** \$4.25 a Gross Send \$1.00. Bal. C. O. D. Plus Postage. Each Hone in dandy silver box, priced 30c. A real fast cutting abrasive stone of good quality. Wonderful demonstration for Pitchman. Home men are drinking UP ACT QUICK. REX-MORE MFRS., 1500 West Madison, BR-9, Chicago, Ill.

MISCELLANEOUS

- Wine, Woman and Song: (Hudson) Union City, N. J., 14-19; (Empire) Newark 21-26. Ace-High Show: Forsyth, Ga., 17-19; Maccos 21-Oct. 2. Almond, Jethro, Show: Gibson, N. O., 14-19. Burke & Gordon Show: Rankin, Ill., 14-19. Dabiel, Magician: Rankin, Ill., 14-19. Harlan Show: (Fair) Lisbon, O., 14-19. Hunsinger, Harry, Magician: Colon, Mich., 14-19. Karnack, Magician: Hackensack, N. J., 14-19; Summit 21-26. Lewis, H. Kay, & Hollywood Varieties: Coalville, Utah, 17; Evanston, Wyo., 18; Green River 19. Long, Leon, Magician: Pocastello, Ida., 18-19; Idaho Falls 20; (Fair) Blackfoot 21-24; Dillon, Mont., 25. Marine-Firestone Co.: Longview, Tex., 14-19; Tyler 21-26. Mel-Roy, Magician: (Mesa) Douglas, Wyo., 18; (American) Casper 19-30; (Big Horn) Greybull 22-23; (Teton) Powell 24; (Orphan) Sheridan 25. (See ROUTES on page 75)

GIVEN AWAY

You get one—your choice set one—without cost. Let us give you the details of this amazing Free Give-Away. You can pay you the money by showing others, how to obtain without cost. Showing to you or sell your own. GARDEN CITY NOVELTY CO., 4387-A Ravenswood Ave., Chicago.

OAK BY-TIE BALLOONS

MICKY MOUSE and PALS

Licensed by Walt Disney Enterprises.

SEVEN popular members of the Micky Mouse gang pictured in two colors on two sides of round or airship balloons.

Top money getters on street, lot or midway. Sold by Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.

PITCHMEN

by **BILL BAKER**
(Cincinnati Office)

Pitchdom Five Years Ago

Two pitch stores were being opened in New York by Doc Victor Perry. . . Harold T. Maloney, secretary of the DeVore Manufacturing Company, was telling plenty of fish stories about his vacation at Indian Lake, O. . . Texas cotton was selling for only 6 cents, all of which wasn't so good for Doc L. E. McKee and his med show. . . The X-ray was going strong up in Detroit. . . Darwin, the magish, reported that Michigan was pretty good for his med show. . . There were no arrests when pitchmen refused to pay the \$500 license in Brockton, Mass. They threatened to take the case to the Supreme Court and it worked. Next day the council repealed the law. . . Doc Kries took to the indoors with his med show after 11 weeks of fair biz outside. . . Another echo of the argument over the star jam artist came from Prof. Nat K. Morris. The professor gave top honors to Ching Ling Foo, second place to Dr. Bernard Maler and third place to either Maxie the Gael or Phil Unger. . . Doc J. W. Fancher, of the Fancher-Turner Show, celebrated his 50th year as a performer. . . There is one nice thing about being twins—that is you can work two fairs at one time. The Ragan sisters were doing just such a thing, Mary knocking them cold at Syracuse while sister Madeline was doing just as well down at Trenton. . . Doc George M. Reed was still knocking around the State of Wisconsin, but with wheat selling for only 44 cents a bushel, there wasn't a whole lot of money for anyone. . . Rolling Thunder, Kiowa Indian med man, was still doing business on his 300-acre estate in the Allegheny Mountains. Altho 87 years of age, he was as busy as ever making medicine. . . That's all.

bacco is coming in at a fair price, while cotton, according to reports, is the best in years in North Georgia. South Georgia is only fair in spots. North Alabama is good. Central South Tennessee is good. Western half burned up. South and West Alabama good. Regaras to all my friends up Texas way."

SHIELDS . . . worked the Wapakoneta (O.) Fair and did an extraordinary business.

SALEM BEDONTE . . . is evidently a chip off the old block, for, according to reports, the boy bids to be as good as was his dad, George, in the palmy days.

DOC FRANKLIN HALE . . . are doing a swell business at the fairs with the health books and bran foods.

AMONG THE KNIGHTS . . . MacBotanford, St. Louis are Mr. and Mrs. MacBotanford, Charles Lorenzen, Dr. and Mrs. Herbert Kellett, Roy Lart, Oliver Fitzmaurice and Joe Smith. According to reports, business is picking up in the Mount City.

GEORGE SAUERWEIN . . . now working liniment in and around Memphis, reports biz on the uptrend in Arkansas.

MANY TOWNS . . . in Arkansas are open to lots and doorways. A lot of these towns should be good for the lads going to and coming from the Texas celebration.

IT SELLS PLUNGER FILLER VAC
ZIPL ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
NEW YORK CITY.
458 Broadway, Fast Service Sully.

FAIR WORKERS!!!

WHITESTONE RINGS of DISTINCTION!!!
Exclusive designs from \$6.00 to \$12.00 for ladies and men. Also CAMEO RINGS from \$12.00 to \$20.00 for 20 new rings. WE ALSO CARRY A FULL LINE OF CRYSTALS, Free Catalogue. **OLYMPIO BEAD CO.**, Dept. R, 307 5th Ave., New York City.

FAIR WORKERS

We Carry the Most Complete Stock of White Stone Rings in the Country.

OLD CUSTOMERS—NEW CUSTOMERS
All indications point to a banner Fair Season just ahead. Be prepared. You can always get what you want from us. Send for our sample line No. 93, consisting of 18 New White Stone Rings for \$2.00.

HARRY PAKULA & CO.
5 North Wabash Ave. CHICAGO

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JAS. KELLEY, The Fountain Pen King, 487 Broadway, N. Y. O.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

Send your correspondence to advertisers by mentioning The Billboard.

HEAVY BUSINESS is expected by the boys who are planning to make the National American Legion convention at Cleveland. Among those are Bill Shelford, George Silvers, Jack Vinnick, Joe Conley, Sid Goodman, Morris Kahntroff, Jack Bills and Harold Watson, the latter with the horoscopes.

DARNERS, RUN MENDERS . . . and punch needle workers are few and far between on the fairs this fall, but those who are working the above items are reported to be doing a swell business.

"HOT-SHOT" AUSTIN . . . inks from Griffin, Ga.: "Here I am back in the Cracker State and have been finding things much better than last year and a whole lot better than the drought part of the West and Southwest. Landed here in time to make the big 100th anniversary of Griffin. Plenty of people and a little money to be had. It is really bigger than Carthage, Webb City and Joplin combined. Here's a tip to some of the boys who may want to make Puxico, Mo. Take my word for it, boys, and stay away. I have made it for the last 20 years and have yet to as much as come out even. Will head for South Carolina next week, as the to-

CONTRIBUTORS to the Pipes column are urged to keep their communications as brief as possible and free from superfluous matter. This will assure the publication of a greater number of Pipes each week. And, you know, the "more the merrier."

GEORGE J. (HEAVY) MITCHELL . . . who recently joined the ranks of the benedicts when he married Dorothy Wolf, infos from Gary, Ind., that he and Otis Scott have been doing well with their new store there. George suggests that folks of the profession coming out his way drop in and cut up a few jackpots. He is also anxious to have a pipe from Frank Vail, Al Rice, Frenchy Thelabaut, Harry Weber, Mary Ragan and Chet.

ROBERT HUNT . . . working auto tails at the fairs in Ohio, is reported doing a land-office business with that item. Hunt is headed for Southern Ohio, Georgia, and then will go into Texas.

RALPH RUHL . . . who has been making Ohio and Pennsylvania spots with the Lord's Prayer on a penny to good business, shoots from Canton, O.: "Certainly sorry to learn of the death of Mr. Holly. He was a real guy. Glad to hear Art Munz is doing okeh. Have a swell housecar now and tickled to death with it. Sure cuts down the nut and makes living a pleasure."

THE LADS . . . working the pin-on tails are reported doing a swell business with that item at the fairs. Demand is so great in some spots that the boys have raised the price. Editor's Tip: This item should be a great seller for those working to motorists on the highways.

"THIS IS MY FIRST PIPE . . . for a long time," inks Mac Goodman from Marshalltown, Ia. "Conditions in

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IT WILL SHOW YOU HOW TO MAKE UP TO \$2760 AN HOUR

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What is it?
Tendra is miracle harmless essence made from Carica Papaya, used in primitive form for centuries by natives in tropical countries for tenderizing all meats. Brushed or sprinkled on any meat makes it more tender and delicious quickly. Even tougher cuts become so tender you can cut with a fork. Costs as little as 1/2¢ per meal.

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FAIRS CONVENTIONS COMING EVENTS

And Other LISTS

Will Appear in the Next Issue

this State are not so good. The med pitch is about worked out, and that goes for merchandise as far as the high pitch is concerned. Called at the Indian Powwow in Tama and saw English Tommy Evans, Harry Corry, Savan and Burns, and was just in time to see Tommy make his pitch to a good pass-out. You really have to hand it to Tommy, as he is one of the cleanest workers in the jam business. Ed (Blackie) Brown, Tommy's old reliable driver, says Tommy never used any outside help and his only hope is the cow-bell. Let's hear from Morris Kahntroff, Salem Bedonie and the rest. The missus and I are leaving here for Nebraska, after which we plan to go south to Alabama, where we will again work herbs at the old stand-by."

THE MILWAUKEE JOURNAL . . . recently carried a feature article, and a favorable one, on pitchmen, together with an illustration showing Bill (Doc) Boyce in action.

CHIEF MEXAS . . . is sporting a brand-new Cord car. The chief reports biz as fine.

ST. LOUIS IS OPEN . . . to an 85-cent reader, which is not recognized by all officers, but a merchant's reader costing \$6 for one year grants pitchmen easy sailing.

KANSAS CITY . . . is open to doorways on some streets, but otherwise the town is sloughed.

TOWNS IN ILLINOIS . . . reported to be open to corners, doorways or parking lots are Evanston, Aurora, Joliet, Bloomington, a block off square; Peoria in the less congested district; Decatur, a very good corner on the main street; Danville, doorways only; Quincy, fair corner; Springfield, Eighth street at Washington, not so good, and Granite City. A reader is required in most of these towns. Soldier's license has been declared unconstitutional.

JOHNNY McLANE . . . fogs thru from Binghamton, N. Y.: "Certainly seems strange to be working this territory and not finding 40-11 pitchmen. Mitchell with herbs and myself

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EASTERN MILLS, EVERETT, MASS.

Pitchmen I Have Met
By SID SIDENBERG

When a man works health books for one pitch and, finding it tough, jumps to another spot and goes in for medicine he must be good, for the two pitches are anything but harmonious. The book lecturers never boost med, while the med men must extol the merits of the mixtures in order to do their collecting.

One of the best known pitchmen in the business works either or both. He is none other than Francis DeMills, who has spent nearly two-score years in the game. The last time I ran into DeMills he was making the court and trade days in Kentucky and Tennessee. When this baby runs into a spot where the powers-that-be object to med DeMills switches to health books, and I found that he was one of the boys down in that neck of the woods who was getting his share of the gelt without the worries that go with working med in some of the hostile spots.

DeMills was one of the first in the biz to do the physical culture act on the corners, propounding the proper methods of living, breathing and exercising.

Francis not only talks proper diet and exercise, but looks and lives the part. He recently celebrated his 55th birthday and I dare say that he can easily pass for one in the thirties, especially when he is working dressed in athletic shirt and trousers off a platform attached to the rear of his car. With charts and newspaper clippings forming a background, he naturally attracts a good-sized tip when he is ready to go in for his lecture.

DeMills passed thru the portals of Pitchdom via the circus route. Thirty-eight years ago he was a victim of the wanderlust beg, taking it on the lam from the old home town of McKinney, Tex. He made a berth on the Ringling show, assisting old Pop Robinson, property man. Robinson took an interest in DeMills and taught him a lot about the amusement world. In subsequent years Robinson's training was reflected in DeMills, for he did everything in the show business from advancing to closing a show.

DeMills carries the missus with him in all of his travels. He is a member of the Elks and Masons, and *The Billboard* is his permanent address.

are the only ones here. Shops are now working on Saturday and, in fact, things are booming all over the State. My next stop is Scranton, Pa., home town of Doc Hughes. Anyone coming here should contact Fred Slater at the E-J Medical Building, Johnson City, N. Y. He knows the ropes and is an old friend of Doc Hughes and the late Pat Noonan."

"MY WIGWAM CAFE . . . pencils Tom Waters from Gowen City, Pa. "Had letters from Dr. Paddy Scanlan and his brother, Pete, from Minneapolis, and Doc Kreis and the Oessley brothers. They all sound reassuring. I am busy campaigning for my brother, Harry, of Shenandoah, Pa., who is the Republican nominee for legislature, and my old pal, Jim Kirchner, Republican nominee for Congress from the 13th Pennsylvania district. Had a letter today from John Del Vecho with Lewis Bros.' Circus. Del was with Charlie Sparks many years ago and more than 40 years ago, was my partner in a comedy act."

SONIA GIROUD . . . from Poughkeepsie, N. Y., that her husband, Clarence, has been making various fairs in New York and is doing exceptionally well for himself. Sonia says her husband recently purchased a shooting gallery for her, which she is operating with the O. C. Buck Shows. She and her hubby will make their annual trip to Florida again this year, she infos.

BILL PALMER . . . after a long silence, infos from Los Angeles to wit: "Have been off the road and working at Billy Allen's (old showman of Maggio and Jiggs fame) store

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here for the last two years. Business is much better here than a year ago. Benches were good this summer. Los Angeles is practically closed to doorways and lots, but stores are okeh. If any of the boys, particularly med men, see me I can probably give them a break. Would like to have a pipe from Bill Goforth, Max Cogshall, Dave Schoen, Al Williem and Andy Anderson."

JAMES L. OSBORNE . . . pipes from Park Rapids, Minn., that he has been in the Lake of the Woods region all summer and that business is okeh. He plans to leave this week for Louisiana and Mississippi, where he will winter. Osborne sends his regards to all the regulars.

"I SEE BY THE PIPES . . . where Slim Rhodes is getting the cash with his blades and watches," cards H. L. Crumpton from Chattanooga. "Slim is a good worker and always could get his share of the folding money. Thomas (Red) Estes, just breaking into the pitch game, looks like real come." Well, lookout, fairs, here we come."

BILLY G. MARTIN . . . scribbles from Dothan, Ala., that the lads working the sheet out of that town are Newsum, Red Wilson, George Stacey, Bowen and himself. According to Martin, all the boys are doing okeh.

FLOYD L. LYONS . . . shoots from Niagara Falls, N. Y.: "The pard and I breezed into the honeymoon resort of the nation last Saturday and found it in good shape. Plenty of the long green floating around and everyone seems to be getting his share. However, this is the closing week, with Labor Day being the crowning day. Biz may snicken a bit after that. I'll be back at the old stamping grounds, New York City, for the winter. Would appreciate a pipe from Schultz, liquid solder man. Mac wants to know the whereabouts of Doc Bowen. Come on, all you pipesters, let's hear from you."

GUY V. WILKINSON . . . pencils from the Veterans' Hospital at Albuquerque, N. M., that he will be confined there for at least two more months. Wilkinson has been suffering from a nervous breakdown which will keep him away from the fall business. "Would appreciate a pipe from some of the boys on the outside," he infos.

JEFF FARMER . . . cards from Richmond, Va., that he is still holding down his market spot there and that his sales are holding up extra well. He plans, however, to leave for Farmville, N. C., next week, where he will work the tobacco market. Jeff suggests that Doc Anderson, Doc Brummit, Doc Schneider, Blacky Kessler, Jack Flowers, Southern Jack Wilson, Bill Gaunt and Wingy get the writer's cramp out of their fingers. Jeff says that if any of the lads and lasses get down his way they should get in touch with him, as he may be able to help them get set. He has been making these spots for the last five years.

TOMMY HOY . . . Detroit med purveyor, is reported doing a good business with zelve and tonic.

THE ORIGINAL "KING KONG"

Thank Everybody for the tremendous response accorded this popular novelty—We hope for continued success. Absolutely novel in character and design. Dressed in two attractive colors of like fur—Pure White and Chocolate Brown. 25c for Sample Prepaid. Each in Wrapper. 1 Dozen Asslt. to Box.

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 - NEW IVORITE OGWBOY ON HORSE CHARM. Gross. **1.20**
 - SPECIAL 3 1/2" IN. HAT & GANE CELL. DOLL with Beads & Earrings. Gross. **.80**
 - LARGE SIZE LUCKY FOX FUR TAILS. Oozon. **.70**
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LIMESTONE COUNTY WHITE FAIR, ATHENS, ALA., WEEK SEPTEMBER 20.
LIMESTONE COUNTY COLORED FAIR, ATHENS, ALA., WEEK SEPTEMBER 27.
NORTH MISSISSIPPI, WEST TENNESSEE FAIR & DAIRY SHOW, GORINTH, MISS.
 (Best Cotton Crop in Years.)
 Fair Secretaries in Mississippi, or Organizations, get in touch with us. Have some open time. Will furnish Tents for Exhibits.
WANTED—Organized State Show, Motorhome, Half-and-Half, Talkers and Grinders, Chorus Girls that can do Specialties. This is an office show. One more Kiddie Ride, Pony Ride, or any Single Attractions with own outfits, or we will furnish Tents. CONCESSIONS—All Concessions open, no exception with the exception of Corn Game, Photo Gallery and Cook House. Columbus, Tenn., this week, then as per route.
L. J. HETH, Manager.

WANTED FOR THE WASHINGTON C. H., OHIO, FARM FESTIVAL

October 5 to 10, Inclusive—Everything Located on the Streets

Would like to hear from Shows, Free Acts and Concessions, Decorator. F. E. Gooding's Rides booked. This is the first celebration for five years and will be the largest in this section of the State. Address
R. S. BOWEN, Secy., Fayette Farm Festival, Washington C. H., Ohio.
E. W. WEAVER, Agent, F. E. Gooding Amusement Co., Columbus, Ohio.

MILLER BROS. SHOWS WANT

FOR FOLLOWING FAIRS AND GREAT AMERICAN SHOWS

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LAURINBURG, N. C., Sept. 28-Oct. 3. **SYLACAUGA, ALA., October 26-31.**
ELBERTON, Ga., October 5-10. **TALLADEGA, ALA., November 2-7.**
CADSDEN, ALA., October 12-17. **SELMA, ALA., November 9-14.**

With Two More City Celebrations and Florida Fairs.
WANTED AT ONCE one more Flat Ride or Caterpillar, or Skooter. SHOWS—Can use all kinds Shows not conflicting. FREAKS—All kinds, for Ten-in-One and Museum. CONCES-
SIONS—All kinds. No exclusive at any Fairs. Good opening for Frozen Custard. CAN USE Colored Performers and Musicians. Write or wire
MORRIS MILLER, High Point, N. C., this week; then as per route.

MAJESTIC SHOWS WANT

FOR HONAKER FAIR, THIS WEEK, THEN CLINTWOOD, VA., TO FOLLOW, THEN LONG JUMP SOUTH INTO ALABAMA AND FLORIDA.

WANT any Flat Ride that can rilly, Loop-o-Plane, Tilt-a-Whirl and Kiddie Rides. WANT Concessions of all kinds, no exclusives—Diggers, Pitch-Till-You-Win, Mt. Camp, any Wheel or Grind Stone, Everything open. Claude (dehirk) and Babe McFarland, Little Bikes come out. Have outfit for Greek Show or Blue Eyes. WANT Half-and-Half to feature. Have outfits for above-named Shows. Organized Minstrel with Band, salary and percentage. Stack of Dollars get in touch with me. This week, Henaker, Va., then Clintwood, Va. All Fairs until December. All address, Honaker, Va., this week.

LUCAS COUNTY FAIR

TOLEDO, D., SEPTEMBER 17-19-20.

Opens Thursday. Two Children's Days, Saturday and Sunday. 70,000 Free Tickets. WANT Independent Shows of all kinds. Concessions all open except Eats and Drinks. CAN PLACE Whip, Merry-Go-Round. WANT Foreman and Second Man for Ferris Wheel. Wire or Call S. DECKER, Fair Grounds, or Montecello Hotel, Toledo, O.

MARKS SHOWS, Inc., Want for

ROBESON COUNTY FAIR, LUMBERTON, N. C., WEEK OF SEPTEMBER 21; CUMBERLAND COUNTY FAIR, FAYETTEVILLE, N. C., WEEK OF SEPTEMBER 28; AND NINE MORE REAL SOUTHERN FAIRS.

Cook House. Merry-Go-Round Foreman. Pony or Other Rides Not Conflicting. Platform Shows. Legitimate Concessions.
JOHN H. MARKS, North Wilkesboro, N. C., This Week.

COREY GREATER SHOWS

MADISON, N. C. FAIR, THIS WEEK, ALSO COOKPORT, INDIANA COUNTY, PA., FAIR. WANTED for Madison, Plant, or any Shows of merit, Diggers and legitimate Concessions, Eats and Drinks. WANTED for Cookport, Shows, Bingo, Eats, Drinks and Concessions. This Fair runs Thursday, Friday and Saturday, day and night this week. Located on Route 843. Address E. S. COREY, Madison, N. C., or G. C. SMITH, Cookport, Pa.

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283 MARKET STREET, NEWARK, N. J.

OPENS SATURDAY, OCTOBER 3rd

CAN USE Freaks, Novelty, Circus, Animal and Bird Acts, Etc. Also Oriental Dancers. Address NAMY SALIH, Manager.

DEE LANG'S FAMOUS SHOWS

WANTS FOR BALANCE OF SEASON. SHOW OUT UNTIL CHRISTMAS.

Talkers and Grinders for Shows. CAN PLACE People in all lines for Colored Minstrel Show. (This is an office show. Salaries sure.) FREE ATTRACTIONS WANTED FOR WEEK OF OCTOBER 5. High Aerial Acts or Perch preferred. If salary and act satisfactory, may book permanent. Advise best offer in first letter. All address DEE LANG, General Manager, Dresden, Tenn., week September 14; Lexington, Tenn., week September 21 (Both Fairs).

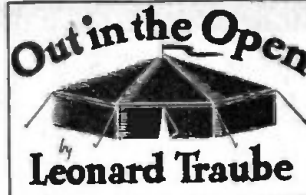
ROCKBRIDGE COUNTY FAIR

LEXINGTON, VA., WEEK SEPTEMBER 21.

Legitimate Concessions of all kinds, Eatings and Drinking Stands. No exclusive except Bingo. WANT Motordrome Riders, Wrestlers and Boxers. WANT Girls for Dancing Revue. All address this week.

KAUS SHOWS, INC.

Woodstock, Va. (Fair) next week, Lexington, Va. (Fair).



Sun, Moon and Stars

C. E. DUBLE, circus musician now playing fairs, sends an intriguing note culled from his historical shelf. "We all recall Sun Bros.' Circus of 25 years ago. My first trouping was with that organization. About 10 years ago there was a Moon Bros.' Circus. In the last few years there came along the Star Bros.' Circus. Perhaps all three at one time or another pitched tents in St. Cloud, Minn. Thirty years ago Lemen Bros.' (Pan-American) show was touring the country. In the last decade there has been an Orange Bros.' show among us."

Duble wrote this unique piece with one eye on the inkwell and the other on a photo of the Barnum & Bailey Band, season of 1895. 'Twas Carl Clair's 32-piece Grand Military Band. Nineteen members were adorned with prominent mustaches, handlebar style. "I saw the show one day in October of that season in Louisville, Ky. Ten years later I was with Barnum & Bailey, Ned Brill, musical director, and 10 years after that, or 1923, I was with Ringling-Barnum, Merle Evans, leader, the most widely known bandmaster in the show world." And the guy who avoids wrinkles by smiling almost constantly.

CHARLES BERNARD, sawdust historian and collector of Savannah, Ga., who recently celebrated his 75th year of usefulness, is prominently mentioned in A. L. Chumley's *Circuses Thru the Ages*, published in *The Chattanooga Sunday Times*. "Mr. Bernard is recognized as one of the most authoritative circus historians, and in addition to numerous newspaper and magazine articles which he has written he is also the author of books filled with authentic and carefully compiled information about circuses from the time of early wagon shows to that of the railroad shows of recent years. Mr. Bernard was contracting agent for one of the last of large wagon shows, and later on he was connected with the publicity department of other shows, including the Adam Forepaugh Circus after it had become one of the largest of the railroad shows."

AUTUMN issue of *The Sawdust Ring*, organ of the British Circus Fans' Association, is the best produced so far.—Fred Panaher, device man, post-cards from Toronto that Labor Day brought a few showers but "lots of peeples."—Joe Minchin and the bride, the former Phyllis Wering, Jersey CPA, offer love and kisses from a busy bee in San Juan, P. R.—Doc and Ma Kelley, the med showfolk, ask us to arrange passports for their entry into Coney Island during the Mardi Gras, "as we wish to leave our bucolic existence in Gales Ferry, Conn., for the more lively existence of Coney Island." Namy Salih is readying his dime museum in Newark, N. J., having concluded his season at Playland, Rye, with One-Ring European Circus.—The matriarch of the Four Dobas, none other than Mrs. Dobas, celebrated a birthday at Smethport, Pa., last week which was sprung by her lovely daughters, Hilda and Jeanne, and attended by the entire show, including Bench Bentum and Company, Dippy Diers and "Dizzy" and the Loretas, Ora, Minerva and Jay Gee.—That was William Glick, of the carnival bearing his name, talking elephant talk. States season excellent, especially still dates.—Ernest Anderson, show builder, motored to Cincy to have a huddle with Ed Schott, manager of Coney Island Park. Proving that the time to think about next season is at the conclusion of the season before. For intelligent impresarios, anyway.

Allan Herschell's New Rides at Toronto

TORONTO, Ont., Sept. 12.—The Ben-Hur and Blue Goose amusement rides were the new ride features appearing here at the exhibition with Rubin & Cherry Shows. These latest devices from

the Allan Herschell Company, North Tonawanda, N. Y., were favorably commented on by visiting ride operators and carnival owners.

BROADCAST

(Continued from page 62)

Ind., reached his 74th milestone August 25. Jim was ushered into this world in 1862, and has followed the fair business for many years.

A HARD-WORKING young lady on the office staff of the Indiana State Fair at Indianapolis, and one thoroughly familiar with its operations, is Chlois W. Steiger.

When administrations change, State fair managers, and many times their aids, change, but such has not been the case with the secretary to the manager of the Indiana State Fair for the last 16 years. It was on August 20, 1920, that Miss Steiger assumed these duties with the Indiana State Fair, and since that time she has worked for some half-dozen managers in the same capacity. This long connection speaks well for her ability.

To change the babbling brook saying a bit, "Politics may come and politics may go, but Chlois Steiger goes on forever."

That golden wedding celebration of Major and Mrs. Gordon W. Little last week was quite a rarity in outdoor show circles. And what a celebration it must have been! Gifts there were in abundance and some very expensive. To get an idea of the number, two sedan cars were required to carry them.

TRAILER BUILDERS OWNERS

Send 25c Today for this big 60-page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How To Build Tops, Beds, Cabinets, etc. All About Electric Light and Water Systems. Floor Plans, etc. Catalog of parts and equipment includes everything you want—Axles, Hitchcs, Pumps, Stores, Lights, Windows, Sinks, Toilets, Mattresses—Over 200 items exclusively for building and equipping a Trailer. Rush 25c (coin) today—Satisfaction positively guaranteed.

TRAILER SUPPLY CO., Box 438-H, Wausau, Wis.

FREE ACT WANTED

Prefer High Dive, High Wire or Perch Act. Join on wire. Sure salary. Long season. Address

BIG STATE SHOWS

Nacogdoches, Tex.

The Greater Waynesburg, Pa., Fair

SEPTEMBER 22, 23, 24

Everything open. Come on, boys. Address all mail HARRY WINTERS, Waynesburg, Pa.

ELANE'S EXPOSITION SHOWS

CAN PLACE Shows, Bides not conflicting with Merry-Go-Round and Chairplane, legitimate Concessions of all kinds. Girls for Girl Show. Half-and-Half and Talkers. Reonsboro, Md., this week. Show out till Christmas.

THREE ACTS

Trapeze, Rings, Cradle Perch Acts. Lady and Gentleman at liberty after September 28.

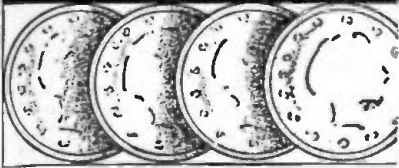
AERIAL LaZELLAS

General Delivery, Sioux City, Iowa.

GIRLS--GIRLS

Flea, Oriental, Strip and Fan Dancers. Salary or percentage. All winter's work South. Also Talker and Grinders, Jackie Miller, Girls or come on F. W. MILLER, Greensburg, Ind., September 14-19; Jonesboro, Ind., 21-25.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

A FAST TRACK

No phase of the coin machine industry has been designed for timid men. It's a fast business with speedy profits for those who can maintain the zippy and constant forward motion demanded of every participant.

"Sic Transit Gloria Mundi," which means that yesterday's big shot will be judged tomorrow on the basis of what he did today, not yesterday. Anybody can stay out ahead for a lap or two, but the coin machine man who maintains constant alertness and drive is the only one who'll stay in the race to the finish.

Because rewards for merit are so appealing in the coin machine field, the leadership of successful manufacturers, jobbers, distributors, operators and location owners is being constantly challenged. The man who decides to rest on his past laurels soon finds that his past triumphs aren't recognized in the payoff for today's business.

The head of a coin machine factory knows that he must be consistent in producing games with player appeal. When you consider that the fancies of the public change with a speed comparable to the pace maintained by the coin machine industry you understand why the manufacturer can't take time out for a nap. If he fails to market hit games at regular intervals he knows that his competitors will not be guilty of the same mistake and he understands that customers will do business where they see the greatest potential profit.

He is cursed by the never-resting bogey of a flop or buggy game. One bad machine, he realizes, will retard him many laps in the race for business. "The operators," a manufacturer friend of mine says, "remember your hit game just so long as it's hot. They remember your flop game for years."

When you consider the competitive situation which exists in the game production field, with every recognized manufacturer utilizing every available resource to make his product more attractive, you wonder how the manufacturers find time for three meals a day.

Distributors and jobbers are faced with equally difficult problems. It is their job to sell the merits of specific coin machines in an era where nearly all machines are of unquestionably high merit. They must be in almost constant contact with their customers. They must advertise without letup, never permitting the trade to forget the best firm with which to place orders.

They must be on their toes day and night in the search for the new customer. With many operators firmly entrenched in the business and fairly well set in their buying habits, the new customer becomes a pearl of great price, to be highly treasured by the firm that gets his business.

The operator, too, must know the meaning of top speed. He must be forever on the watch for new locations and he must guard those locations he already has against invasion from other operators. He must see that his coin machines and his services are the best in his territory if he is to stay in the race.

Let him fail to keep abreast of the latest developments in the industry, let him permit his machines to die slow deaths on his locations, let him make mistakes on his purchases and you'll see him waded to the pit, flagged out of the race.

The industry couldn't have reached its present status in a comparatively few years had it been anything except speedy. "It's a fast age," as has been so tritely observed on many occasions, and any business which makes a novelty appeal to the public must necessarily be fast and furious if it is to last.

Had lethargy existed anywhere along the line the coin machine industry could not be furnishing direct employment to half a million people. Without aggressiveness and really amazing ingenuity it could not have held the fancy of millions of coin-machine enthusiasts after the fading of the basic idea's first freshness.

The demand was for innovations, speedy ones, and the industry was smart enough to recognize the demand. Supplying it was a task which called for perpetual alertness and the records show to the credit of the business that there has been no letup in the quest for virgin applications of a popular principle.

New coin machine creations take their bows week after week, and the race goes zooming along at such a clip that the public has as yet had no chance to say "These games are old stuff. Let's try something new for a change."

John Q. Public has set the speed of the race and he has ordered the throttle pressed flat against the floorboard. He wants change, novelty, speed, fast and furious fun—and coin-operated amusement games have given him the things he demands.

He wants too much for his nickel, and the way to come into the home stretch of the field is to give this sometimes unreasoning, almost always unreasonable, exacting, critical Mr. Public exactly what he wants. His order is a large one, demanding breakneck speed, and the phenomenal success of the industry may be attributed almost entirely to the amazing way in which his demands have been met.

If he complains occasionally that the price of his amusement is too high the industry will not take his complaint seriously so long as the nickels continue to fall into the coin chutes. Mr. Public is a notoriously close bargainer and he wouldn't patronize the machines for another minute if he should decide that he were getting less than a dime's worth of entertainment from every nickel expended.

The fact that he continues to be a rabid game enthusiast is ample proof that the industry is not slowing down. So long as Mr. Public is confronted at location after location with new, modern, intriguing examples of coin machine ingenuity he will continue to invest nickels in the relaxing entertainment which the games offer.

And so long as members of the coin machine family keep roaring along with the last burst of speed on every lap the rewards for a good race well run will continue to be high.

You can't run on the other fellow's gas. It's possible to stay out ahead for a short time thru capitalizing on the race someone else in the industry is running, but the other fellow's efforts will eventually leave the "tow-in" operator or distributor or manufacturer back with the also-rans.

The coin machine industry is a fast business. There's no room in it for anyone who is slower than the industry as a whole. The pokey individual who slows down the track for the rest of the contestants has no place in the race. He'd be much better off to stay out than to make the

If I Were a Coin Machine Op

By EDWARD H. HILTON

One thing I would do if I were in the coin machine business—and I speak as a merchandising counselor by profession—would be to put on an occasional inexpensive but sales-stimulating contest.

During the last two years America has become contest-conscious almost to the point of a mania. Contestants are far in the millions—one or more in practically every family. A real contest fan is constantly on the alert for new contests. And right here, as a coin machine operator, I would follow the example of great and small companies that use the radio, newspapers and other media and hold a contest of my own.

I'd make the subject of the contest "Why I Patronize Hilton Coin Machines," with entries to be written in not more than 75 words. I'd make a condition of the contest that each entrant must have used Hilton machines at least five times, a statement to which effect would be included on the entrance form.

I would suit the prizes to the volume of my business, realizing that even a \$25 contest makes a real splash among contest fans in a community. Suppose the contest were for \$25. My first prize would be \$10, my second \$5, and I would have 10 of \$1 each. The more prizes you offer in a contest the more entrants you tend to get. Moreover, when the con-

test is over, the more pleased friends you have!

How would I advertise the contest? Well, I surely would advertise it at all of my machines. I would have a hanger or other sign which read: "Win Some Easy Money! Your Letter, Not Over 75 Words, May Win \$10 for You. Read Details on Circular." I would have a supply of small handbills or circulars at every machine which would give full particulars of the contest, prizes, etc., along with an entrance form big enough to include the contestant's letter.

I would make the stipulation that the contestant must have patronized my machines very plain.

Of course, it would be possible to require the contestant to inclose several wrappers or other proof. However, I think I would take a chance here. There would be some chiseling, of course, but there would be a lot of direct sales benefit.

The contest rules should state when the competition would end, how it would be judged and where the announcement would be made. I think it would be well to give results on another circular or announcement card at my machines. You ask me what results I would expect from such a contest.

Well, I would expect an immediate increase in my sales. It couldn't work any other way! A great many people—contest fans—would sample my nuts, gum, candies that never had before.

Second, I would expect permanent sales benefit, since out of the large number who would compete in my contest a considerable percentage would remain as habitual users of machine-vended merchandise.

Third, I would expect my standing with locations to be much enhanced. Locations like to do business with live wires. My contest would proclaim me to be enterprising and progressive and ready to spend a little money to promote my business.

Yes, for promotion the contest plan is a dandy, and a good many go-getters among operators ought to use it.

Detroit

DETROIT, Sept. 12.—Earl R. Corwin, Battle Creek, operator of pin games, has been spending the summer out on the road with various carnival companies and is now playing a route of fairs in Michigan and near-by States. He has a new Novelty Merchantman concession, with a battery of eight of the machines arranged around a central "room." All machines are played from the outside and constitute an effective midway display when brilliantly lighted in colors. Commenting on his type of concession, Corwin told *The Billboard* correspondent at the Jackson County Fair last week: "Business has been good on both carnival and fair lots. The stand this week proves that there's always room for more concessions of this type. There are two other similar concessions on the midway and all are doing good business."

The American Coin Machine Company, operated by Frank Healey, is planning to enter the bowling-type machine field. The company will operate and job the machines in the Detroit territory.

Joseph Reich, Detroit coin-machine operator, has taken over representation for the Wurlitzer Company on Skee Ball bowling-type machines. Reich is operating thru the Marquette Music Company, general Wurlitzer representative. "Sales are good in Detroit," Reich says, "and the only difficulty has (See DETROIT on next page)

New Handbook of Foreign Currencies

CHICAGO, Sept. 12.—Coin-machine men, especially those engaged in export business, will be interested in a new edition of the *Handbook of Foreign Currency and Exchange* issued by the bureau of foreign and domestic commerce of the U. S. Department of Commerce at Washington.

The handbook was first published in 1930. The present volume covers the same general ground as the earlier one, but in addition includes information as to changes in the monetary use of silver that have occurred since publication of a special monograph on the subject in 1933. Advantage was also taken of the opportunity offered to present details regarding the metallic content, dimensions, weight, etc., of the coins and the dimensions, etc., of the notes in circulation in the several countries.

Practically every country and colonial possession of the world has been included; the omissions relate to a few minor political subdivisions. Because of the large number of countries covered and also because of the wide range of topics considered, only the most essential facts regarding currency developments in recent years have been presented. The monograph will therefore have greater usefulness for purposes connected with the conduct of trade than for economic research.

Foreign exchange rates are shown (in the appendixes) by months, for the years 1930-'35, for the countries included in the statements issued daily by the Federal Reserve Board. In addition the average official and free-market rates of exchange for the dollar in the several Latin American countries that have exchange control are shown, by months, for the years 1934 and 1935, as are also the average quotations in Berlin for three of the principal classes of blocked reichmarks.

Copies of the bulletin may be obtained from the Superintendent of Documents, Government Printing Office, Washington, or from any of the district and co-operative offices of the Bureau of Foreign and Domestic Commerce, located in principal cities. The price of the booklet is 20 cents.

feeble attempt to start. The man who can maintain the demanded speed will find in the coin machine industry a business which will take everything he can give—with suitable rewards. SILVER SAM.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.
"Knock, knock!" "Who's there?"
"Cheerful Credit, the popular plan that hundreds of successful operators are using." "You'll be interested in both the credit plan and our high-grade games."
ASK FOR CREDIT!
Lee D. Jones
P. S.—State past experience. Those who double in brass given preference.

SPECIAL OPENING SALE!

Daily Races, \$65.00; Fortune, \$35.00; Grand Slam, Cash, \$70.00; Grand Slam, Ticket, \$75.00; Ivory Golf, \$20.00; Kings of the Turf, \$25.00; Mammoth, \$35.00; Pamco Parlay, Senior, \$55.00; Sportsman, \$15.00; Stampede, \$25.00; Wheel of Fortune, Ticket, \$65.00; 5c Mills Escalators, \$35.00; 1935 Mufoscope Cranes, \$100.00. Write for our complete price list.

AUTOMATIC COIN MACHINE CORP.

37-43 ESSEX ST.

SPRINGFIELD, MASS.

Daval Follows "21" With Races

CHICAGO, Sept. 12.—A. S. Douglas, president of Daval Manufacturing Company, manufacturer and producer of the sensational Reel "21" counter game, announced today that the firm will be on the market with its new Daval Races counter game within the next three days.

Daval Races is expected by the firm to follow the tremendous success of Reel "21," and Daval officials feel that operators who have been looking forward to this game, which was shown by Douglas on his last 9,000-mile trip, will have one of the greatest counter games they have ever seen.

Douglas said: "Daval Races has actually been built by the leading operators, jobbers and distributors in the United States. Previous to our producing the game I personally showed it to all leading coin machine men in the country during my last trip and they made certain changes which I believe make Daval Races the greatest race-horse counter game in the history of the coin machine business.

"The game has been designed by one of the country's leading commercial designers and is even more beautiful than any modernistic design we have yet produced. It is finished in a rich, warm blue and a soft gray with chromium and is truly handsome. Everywhere I showed the game there was instantly a great deal of enthusiasm for the beautiful colors and design.

"Furthermore, the game has the same guaranteed mechanism which has made all of our counter games famous. In fact, this game really brings out our new slogan, 'What Sterling means on silver—Daval means on counter games,' and I believe that when the operators see Daval Races, which will be shipped in large quantities within a few days, they will agree with us that it is the finest game of its kind ever originated in the coin machine business.

"There is no doubt in my mind that Daval Races will even exceed the tremendous production which we have been running on Reel '21.'"

Daval Manufacturing Company reports that Reel "21" is getting greater orders every day and that the factory production is now past the 500 per day mark. They are now in production on Daval Races with a new crew of men. At the same time orders for their sensational Penny Pack continue as strongly as ever.

Big Sales Reported On Big Bank Nite

CHICAGO, Sept. 12.—Jack Nelson, general sales manager of the Rock-Ola Manufacturing Corporation, says the plant has been taxed to capacity in pro-

duction of the new novelty pin game, Big Bank Nite.

"The pin game, with its many new features, has taken the country by storm," says Nelson, "and the machine is cashing in admirably on the millions of dollars' worth of publicity which has been given the game by theaters throughout the country. Every feature of the bank nights used in theaters is incorporated in the playing principles of this novelty pin game. For example, the player must 'register' by putting a ball in certain hole in order to qualify for the big prize and he must also 'be present' and must also 'hold the lucky number.' The more the player plays the more the bank increases, which makes it exceptionally interesting."

This bank night feature, Nelson states, is not the only feature on Big Bank Nite, as it also has the light-up line which gives players an opportunity to win a prize if they are successful in placing four balls in a line or diagonally. This, he says, makes two exceptional features in one game and the players like this opportunity and keep playing game after game because as the bank increases players will not leave the game.

Lorino With Automatic Coin

NEW ORLEANS, Sept. 12.—John Lorino, formerly with the Southern Automatic Sales Company from 1932 to 1934 and until recently with the National Amusement Company, is now associated with the phonograph department of the Automatic Coin Machine Company, this city.



"INDIANA KINGFISH" VISITS CHICAGO—Frank Banister, of AAA Novelty Company, Indianapolis, snapped while playing Bally-Roll at the Bally Manufacturing Company, Chicago. Frank, who is known to his friends as the "Indiana Kingfish," is one of the largest distributors in the Hoosier State.

Knock-Knock Plugs Bally Baby Game

"Knock! Knock!"
"Who's there?"
"Glady!"
"Glady's who?"
"Glady'sent for that sample Bally Baby!"

The above is the beginning of a clever letter recently mailed to jobbers by Bally Manufacturing Company to broadcast new earning reports on Bally Baby, claimed to be the world's smallest coin machine. Actual collection records are included with the letter, showing \$84.70 net profit, operator's share, in 12 days with one Bally Baby machine.

After quoting these figures the "knock-knock" letter urges the jobber to "knock, knock the news about Stella to your trade—Stella flock of locations waiting for this mighty molecule of money makers" and closes with the warning to "order at least a sample for display before the boys start 'knock knocking' you about 'Ida.'" And for the answer to "Ida who?" just drop a note to Herb Jones, Bally's advertising manager.

Bally Baby is furnished with three sets of interchangeable reels, card, etc., enabling operator to change from penny cigarette game to 5-10-25-cent trade stimulator or 400-to-1 daily numbers game. The machine is said to be very easily placed, due to the fact that it requires only 5x6 inches of counter space.

Surface Is Only Scratched, Says Keeney's Man, Becker

CHICAGO, Sept. 12.—Jack Keeney's man Becker states that in spite of the big business the Keeney firm has enjoyed on its Bowlettes he believes the surface has just been scratched. Even the thousands of Bowlettes are now on location the Keeney firm's sales for the game are larger than ever due to several important factors. With cooler weather coming on the public is patronizing indoor places. Many are noting for the first time the new-type bowling games and are looking forward to them as a means for exercise and amusement.

Bowling games are becoming familiar to the public, who have been intrigued by their play. Ray Becker says he has been informed by many of the operators who have purchased Bowlettes that leagues and clubs have been formed for playing the game. Bowlettes, he says, are accepted everywhere as a permanent means of diversion.

Becker says Keeney's Bowlette game has proved so popular that the three Keeney factories have been overtaxed with the endeavor to fulfill the demand created. With three separate factories in daily production on the game, Jack Keeney has been forced to inspect other premises in the endeavor to find a suitable location for a Keeney factory No. 4.

Keeney has informed the operators that every Bowlette produced will represent the very ultimate in mechanical and electrical construction. Therefore so as not to endanger the quality by overloading the three present Keeney factories he will soon have Factory No. 4 in full production on a daily quota of at least 25 Bowlettes.

Folder Shows Simplicity Of Bally's Ray's Track

CHICAGO, Sept. 12.—A simple but clever little folder is being mailed by Bally Manufacturing Company to illustrate the mechanical simplicity of the Ray's Track horse-race game. An illustration of Ray's Track is shown, but the folder is designed so that only the top five or six inches of the cabinet is visible, the lower part being cut off by a heavy dotted line and the caption "No Mechanism Below the Dotted Line."

The entire machine is revealed when the folder is opened up, but the first impression strongly emphasizes the fact that instead of the cabinet being loaded with mechanism only the top few inches are required to house the simple, compact, all-electric mechanism.

Jim Buckley, Bally's general sales manager, states that "the simplicity of Ray's Track is what first impresses the average operator, as he realizes that mechanical simplicity means trouble-proof performance and freedom from service grief. And once an operator has tried Ray's Track, its greater earning power keeps him sold for life."

Lazar Philly Office Has a Gala Opening

PHILADELPHIA, Sept. 12.—Formal opening of the B. D. Lazar Company offices in this city was a grand success, according to J. D. (Si) Lazar, who acted as host to the many visiting ops.

Lazar says that this city has warmly welcomed the firm and that with this encouragement feels that Paul Strickland and J. D. Delaney, managers in charge of this new Lazar branch, will do everything possible to satisfy all of the operators. Both Strickland and Delaney are well acquainted with the coin-machine business. Strickland was formerly with the Wuritzer organization and Delaney with Mills Novelty Company. Both experienced music men and will be able to help the ops in this territory get started in a big way with the Rock-Ola Multi-Selector and Rock-O-Ball game, which the Lazar firm is featuring.

The firm also intends to carry a complete stock of all the latest games in the industry. They will arrange for warehouse space for large stock so that ops can get immediate shipment. The firm represents many leading manufacturers in the four cities it covers and is in a position to make immediate shipment of all late equipment.

Among those present at this opening were Lou Feldman, manager of the Scranton office of the firm, and Mike Carpen, manager of the Reading offices. Ben D. Lazar, from the firm's headquarters in Pittsburgh, made the first long-distance phone call to the new offices when he phoned to wish the new branch the "very greatest success."

A huge banquet was held that same evening. J. D. Lazar said at the banquet: "This is the fourth office we have opened in Pennsylvania and I believe that we are giving 100 per cent coverage to Pennsylvania operators. From our Pittsburgh headquarters to our offices here in Philadelphia we have arranged for a direct-wire hookup which will allow us to keep in constant touch with conditions and always be ready to help every one of our customers at all times."

Vet Theater Man Acquires Jefferson City Coin Firm

JEFFERSON CITY, Mo., Sept. 12.—W. H. (Billy) Mueller, veteran Jefferson City theater man, who a few years ago sold out his houses to the Dubinsky brothers, is back in the amusement business, this time with coin-operated machines. Mueller this week purchased the Jefferson City branch of the Operators' Amusement Company from Paul Jones.

Jones will become affiliated with his brother, Roy Jones, successful Dallas operator.

Operators' Amusement Company occupies a ground-floor display room and a repair shop in the shadow of Missouri's State capitol. The firm is the Central Missouri distributor for the Pacific Amusement Distributing Company, Bally and other leading coin-machine manufacturers.

In addition to distributing new and used equipment, the Operators' Amusement Company also operates a large string of coin-operated phonographs and machines throughout its territory, which includes the big Lake of the Ozarks region.

Bank-Roll Via Coal Hole

NEW YORK, Sept. 12.—In delivering a Genco famous Bank-Roll to a location in Long Island this week Rosy Rosenberg had to take the manhole cover off the coal cellar and carry the machine thru the coal cellar in order to get it into the location. Rosy is wondering what will be the next move in order to put the popular game on location in order to please the operator and location owner.

DETROIT—

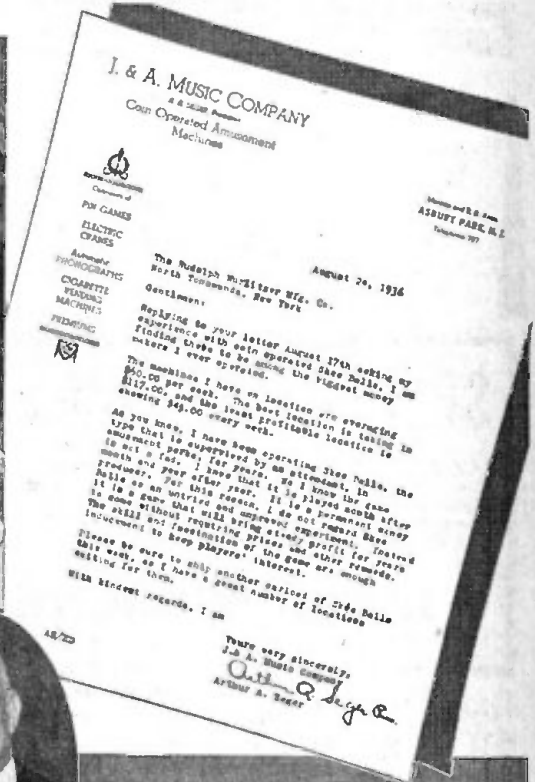
(Continued from preceding page)

been to get machines thru for delivery. Operators in the territory have been rushing us for orders for the last few weeks as a result of ads in The Billboard."

The appointment of H. H. White as exclusive operator of Tid Bit Shops for Plymouth and Northville, Mich., and near-by territory is announced by J. W. S. Langley, general sales manager of the Venitor Corporation.

"EARNING FROM \$45 to \$117 Per Week"

Arthur Q. Seger, Inc.



Cash in on the BIG "SKEE BALL" profits with the Wurlitzer Skee Ball—the original Skee Ball—the game that gets the play—that makes the big money because it is the only bowling game that incorporates the tried and proven principles of big play appeal.

Get the biggest and best locations. Replace hurriedly rushed out imitations, which some operators bought "to be there first"—and which have only been a source of trouble and annoyance to the location owner.

Wire, phone or write for prices and full particulars today.

THE RUDOLPH WURLITZER MFG. CO.
North Tonawanda, New York



A. A. SEGER, President J. & A. Music Co., Asbury Park, New Jersey.

WURLITZER SKEE BALL

REG. U. S. PAT. OFF.

Rock-o-Ball a Wow, Says Willie Blatt

BROOKLYN, Sept. 12.—Willie Blatt, president of Supreme Vending Company, Inc., reports that the first sample of Rock-o-Ball which he received created the greatest sensation of any machine which the firm has featured in the last five years.

He claims that the orders which the firm has already taken, one for 50 of the games to a single operator, are breaking all records, and that the firm's three offices in this city have been swamped by operators, all demanding part of the first shipment.

Blatt since relinquishing the distributorship of one of the factories will now be able to give the greatest co-operation to Rock-Ola Manufacturing Corporation. He feels that Supreme Vending Company is going to enjoy its greatest sales year.

Old customers of Willie Blatt say that this is the first time in the last five years that he has been at his headquarters from early morning until late at night, just taking orders for the Rock-o-Ball as well as the other new Rock-Ola games. Operators have been coming in from everywhere in the territory to see the games.

Willie says: "There is no doubt that the Rock-o-Ball is one of the greatest games of its kind in the industry. It is certainly, without doubt, the most beautiful game and the sturdiest. It is so simple that when removed from its case it took but a few minutes to put together and has worked perfectly ever since. The Rock-o-Ball sample that we have here has received more play than any game would on any location. There hasn't been a letup in the action for a minute and the game works so perfectly that every operator has complimented and commented upon it."

"With the co-operation of David C. Rockola and Jack Nelson, of the Rock-Ola Manufacturing Corporation, I feel sure that we are going to enjoy the greatest record sales of our career. I

only wish that we had 10 carloads coming in so that we could partially fill the orders we have already taken."

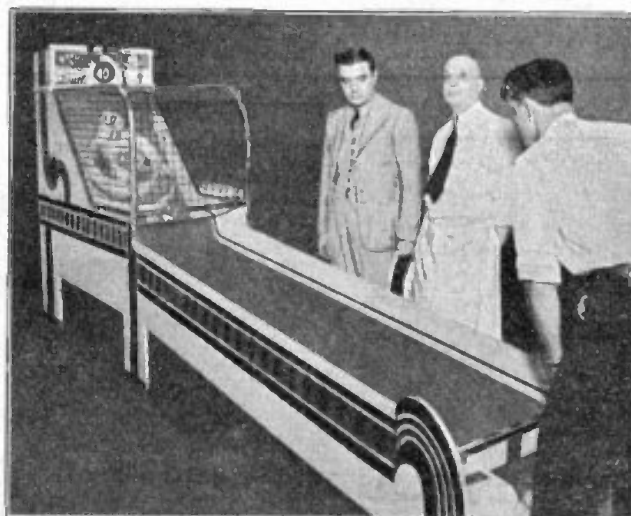
The firm is so enthusiastic about the game that it has arranged for an unusually elaborate campaign and has also arranged for operators from everywhere in this territory to see the machine.

Rock-o-Balls to Western

SEATTLE, Sept. 12.—Harry Wolcher, Northwest distributor, reports exceptional activity on the sale of Rock-o-Ball, new bowling game manufactured by the Rock-Ola Manufacturing Corporation. Harry claims several Rock-o-

Balls have already been sold in Alaska and that from all indications the game will enjoy an exceptional sale in the great Northwest. Harry claims that with the exceptional features of the game, such as high score, number of balls played and many others, Rock-o-Ball is a game that will remain popular for a long time to come.

Wolcher stopped off in Chicago for a few days on his way from the Coast and spent considerable time at the Rock-Ola plant watching the new coin-operated machines being made. Wolcher will travel east to visit his folks and will probably stop off at Chicago on his way back to Seattle.



BALLY-ROLL IN WORLD'S LARGEST PRODUCE MARKET—Lee Jones, of American Sales Corporation, submits this picture of Bally Manufacturing Company's "roll" game installed in the Market Inn, leading restaurant in Chicago's South Water Produce Market. This machine was placed by Al Sebring, well-known Chicago operator.

A-1 Condition Used Machines

VENDING MACHINES.

MASTERS No. 77, Penny-Nickel Comb'n.	\$ 2.25
MASTERS No. 2, 1c or 5c Game Blt.	2.25
MASTERS, 1c Play	2.75
NORTHWESTERN, Penny-Nickel Comb'n.	2.75
NORTHWESTERN, 1c or 5c Play	2.25

PAYOUT.

Peeless, Cash \$40.00	Kingfish	\$13.50
Jumbo, Cash.. 25.00	Big League	12.50
Daily Double.. 27.50		

NON-PAYOUT.

System	\$17.50	Kings of Turf	6.00
Finance	13.50	Cheer Leaders	6.00
Cyclone	12.00	Action, Br.	6.00
Watch the Dial	9.50	Rockola "21"	8.00
Cross Country	9.50	Cris Cross Lite	6.00
Neonact	9.00	Score-A-Lite	5.00
Basehit	8.00	Rockette	5.00
Flying Colors	7.50	Cavalade	3.75
Genco Baseball	7.50	Fire Chief	3.75
		Beacon	3.75

One-Third Deposit With Order.

FINN & GENE, MOCANAQUA, PENNA.

B HERB BESSER B

STRONGLY RECOMMENDS

REEL "21"

\$23.75

And he substantiates his recommendation with a guarantee that he will allow you 50% trade-in allowance on any new machines purchased from him in six months.

B BESSER NOVELTY CO. B

3028 OLIVEST., ST. LOUIS, MO.

Wire Us For Quotations On Turf Champs.

Ticket Bally Oerby, \$49.50; Budgets with Electro-picks, \$17.50; Torpedos, \$18.00; Rooney's Free Game Reporter, \$28.50; Free Game Big 5 Jr., \$49.50; Latest Model Tickettes, \$4.00; Triple Jack 1c Little Ouke, \$19.50. All mechanically perfect. Send 1/3 deposit.

AMUSEMENT MACHINE CO.

207 Church Street, Nashville, Tenn.

**IMPORTANT DISTRIBUTORS
THRUOUT AMERICA WILL
SHORTLY PRESENT**

"GIANT MOVIE BANK"

**A ONE-SHOT TABLE THAT
ESTABLISHES A NEW TREND IN
PAYOUT TABLE ACHIEVEMENT**

- by all means -

WAIT FOR EXHIBIT'S

"GIANT MOVIE BANK"

The greatest achievement in Automatic History—positively obsoletes everything on the market.

Large size table—51"x25". Pull out "in-a-drawer" mechanism. Large metal ball—and many new and different features never before incorporated in an Automatic Pay Table.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

Send for circulars and full particulars
on the

ROTARY MERCHANDISER

(the new Exhibit Digger) to

MEYER WOLF, Distributor

Vermont Apartments, Atlantic City, N. J.
(Formerly of 1212 S. 5th St., Philadelphia, Pa.)

**Hy-G Places Record
Order for Derby Day**

CHICAGO, Sept. 12.—Hy Greenstein, of the Hy-G Games Company, Minneapolis, visited the plant of D. Gottlieb & Company this week and after seeing actual location reports on the earning power of Derby Day, the new Gottlieb horse-race game that pays off for fourth place, placed the largest initial order in the history of the Hy-G Games Company.

"Derby Day is positively a phenomenal game," said Hy, "and I believe it will be the biggest hit ever given the coin-machine world by Dave Gottlieb. Altho Daily Races experienced remarkable suc-

cess and is still going strong in its sixth month, I feel confident that Derby Day will even surpass the remarkable record of Daily Races. Derby Day has been on the market for only a very short time, but we have been hearing plenty about it up in our territory. Reports from operators who have it on location are very encouraging and I feel that my record initial order will be out working for Minnesota operators in record time." While at the office Hy also looked over the pingame with the bowling-type game atmosphere. Skill-Roll, and the new Gottlieb baseball game, Hit Parade, and placed substantial orders for both.

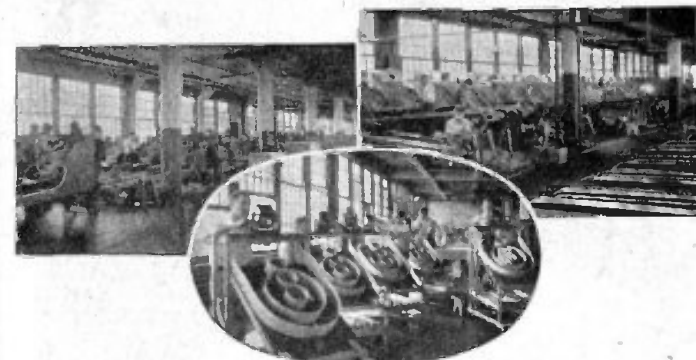
EMPIRE TOY & CANDY VENDOR



SENSATIONAL PENNY GETTER!
The EMPIRE is equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c. Operator's Net PROFIT is over \$2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly! Operate a "chain" of these Steady Money Makers! Remit Only \$14.00 for This Deal!

1 EMPIRE: 10 pounds Candy Coated Peanuts, 2 gross assorted Toys, 1 Toy Display Frame.
EXCLUSIVE EMPIRE FEATURES: Slug-proof Coin Slot, Headlight Same Machine Also Vends Salted Peanuts, Pistachio Nuts, etc. Write for Quantity Prices.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



VIEWS OF THE NAMMOTH WURLITZER PLANT at North Tonawanda, N. Y., showing the firm's automatic phonographs and Skee Ball, bowling-type game, in production. Phonograph production has been stepped up to more than 250 units per day, while Skee Ball output is steadily being boosted. More than 1,700 people are on the Wurlitzer pay roll at the present time, with every indication that the 2,000 figure will be reached within the next two months.



**New Soap Dispensing
Machine Being Developed**

DETROIT, Sept. 12.—A new dispensing machine for mechanics' soap is being developed by the new American Dispensing Company and will shortly be placed on the national market. It is a small model, designed for inexpensive operation. It will probably be placed in pro-

duction in about two months. The company has been organized by Alfred M. Amlinger, of the Advance Manufacturing Company, and Russell E. Anger, one of the original incorporators of the National Dispensing Company, which is producing another type of soap dispensing machine.

A number of the machines have been completed and placed out on location, where they are said to be proving thoroughly satisfactory.

I'm an Operator 7 Days a Week!

By C. H. SHUMANN

Some of our friends in the west end with whom we had been spending the evening insisted that we visit the neighborhood drug store for fountain refreshment. This appealed to the young people very much.

The druggist came along as we were seated and my friend introduced me to him.

As we were leaving I said to Joe, my host: "I'll be a little late in getting out. I want to have a word with the druggist!" Joe knows my idiosyncrasies and simply grinned. And a few minutes later I had the druggist off in a quiet corner—giving him a canvass on coin machines!

I sold him to the point that he agreed to a visit the following morning when I should show him machines and discuss the matter further. That interview was satisfactory—the store became a mighty good location.

I relate this episode because for me it is a common thing. I joke with the family and remark that for me there are seven business days in the week—and except for the time when I am asleep I am always a coin-machine operator.

There are plenty of operators who when 5:30 or 6 o'clock in the evening comes forget their business. Actually there are a good many spots which can be secured much more readily, on the average, in the evening than during the day.

The great majority of druggists and restaurant men are at their places of business in the evening. At this time the great run of salesmen leave them alone. This part of the day may be the quiet period. It is my experience that it is no trick at all to discuss business at such times, nor to put over a deal.

All the right conditions were present in the case I mentioned above. True, I was with friends—but I had been introduced to the druggist by a friend; I had consumed some of his ice cream. I noticed that he did not have coin machines—and should. Also he looked fresh and in good humor.

I didn't stand on ceremony. I never

do. I excuse myself and launch into my canvass.

Once out trout fishing I got acquainted with another lone fisherman. Off and on, thru a day, we met each other. There came the time when I introduced myself and learned the other chap's name.

He was superintendent of the town's principal industry, employing several hundred people!

Right then and there I saw my chance and carefully laid events thru the balance of the afternoon so that eventually I got the conversation on the subject of coin machines. I told him how pleased his employees would be to have my machines in. I related how in various large factories the management encouraged coin machines retelling candy and nuts because they definitely gave employees greater "pep" and energy when they needed it.

Of course, the deal wasn't finally consummated on the creek bank, but the job was mostly done there. I called the following Monday and completed arrangements.

So you see what I mean by being an operator seven days a week. I always carry business cards with me, and getting acquainted with new people always, no matter what the occasion, adroitly tender my business card.

Driving home late one evening thru a heavy fall storm I came on an old Ford by the road in distress. Two young fellows had their heads under the hood.

I slipped on my raincoat and got out to help them. I know a thing or two about Fords! I finally determined the trouble, an unexpected lack of gas, and pushed the boys two miles to the nearest service station. There I got acquainted with them—the sons of the town's leading banker.

The acquaintance formed at that time with the family grew fast. I can truthfully say that a good many favors done me by this banker since can be traced directly to my first "helping hand" for his sons out on the road in a heavy storm.

I was just keeping in character as a wide-awake operator. All of us should seize every opportunity which presents itself to be of help to others.

When you work seven days a week at this business it becomes something mighty nice. One doesn't have to worry about competition. Those evening and Sunday hours when so many people forget about business are productive of the real "velvet."

Special Campaign On

CHICAGO, Sept. 12.—Atlas Novelty Corporation has inaugurated a special sales and promotional campaign for the products of the Electrical Products Company. Maurie Ginsberg, of the Atlas firm, reports that they are now recommending the Electropak or Adaptopak, Electrolok and the new Epcos fuse eliminator to all their operators. All games, according to Maurie, should be equipped with the Epcos fuse eliminator in order to do away with nuisance and expense of blown fuses.

We Offer TRADE & TERMS ON ROCK-O-BALL

The One Real Bowling Game . . . by Rock-Ola

It's a golden opportunity to trade your idle Pay Tables, Counter Games, Slots, Phonographs, Diggers or "What Have You" in on the best of the new coin-operated amusement devices . . . Rock-Ola's Rock-O-Ball Bowling Game. We accept used equipment as part payment, and the BALANCE may be paid on Terms. Write for particulars of our special Trade & Terms offer.

ELECTRO-BALL CO. Inc.
Distributors — 1200 Camp, Dallas, Tex.

Gottlieb's Races On Market 6 Months

CHICAGO, Sept. 12.—Next Monday will usher in the sixth month of continuous production of Gottlieb's sensational payout game, Daily Races.

In commenting on this record Dave Gottlieb said: "There have been many successful games, but I feel sure that Daily Races is the only game that can claim title to a steady production record of six months. Every day brings more and more orders so that you'd think Daily Races had just been introduced six days ago instead of six months ago."

"Our production is being kept at a steady gait supplying the demands of jobbers and operators all over the country. Locations are so satisfied with the earning capacity and profits of Daily Races that they are installing two and more on one location. One sportland is reported to have seven Daily Races. We are proud to have introduced as successful a game as Daily Races and are happy to keep up immediate deliveries as long as there is a demand. And the way things look now Daily Races is here to stay for a long time."

Report Big Collections On Bally's Blue Bird

CHICAGO, Sept. 12.—Jim Buckley, general sales manager of Bally Manufacturing Company, states that first collection reports on Blue Bird indicate that the new one-shot changing-odds payout game will be one of the most popular machines of the fall season.

"Reports now coming in," Jim states, "show an even higher earning average than Jumbo and Bally Derby in similar locations. The 'extra dividend' lights, whereby each can pay a mystery gold award of from 5 to 40 free games in addition to the regular award of from 2 to 30 free games, is proving a sensational hit with players. This feature, plus the changing odds, means that any hole on the board can pay a 70-to-1 top award, and it is this possibility that is resulting in tremendous repeat play for Blue Bird."

Nat Cohn Claims Flicker Is a Great Ticket Game

NEW YORK, Sept. 12.—Nat Cohn, of Modern Vending Company, leading distributor, reports that Jennings' Flicker machine is one of the best ticket games the firm has yet handled and that it is getting a great play in the East.

"Flicker is moving faster than any other ticket game we have ever handled," says Nat. "It is the sort of game that this city likes. We have been rushed with orders for Flicker since its introduction here and feel that the game is bound to become one of the most outstanding of all the ticket games we have ever handled."

"There is a lot of action in Flicker.

The light-up effect which is used gives the machine a better play action than most games. The way that the machine itself captivates the players and holds them hour after hour is truly marvelous, considering the fact that New York has been one of the oldest pin-game cities and players tire quickly of any ordinary game.

"To my way of thinking, Flicker is not only out of the ordinary run of games but because it earns such great profits for the operators is one game that is sure to bring consistent and better profits for a long period of time."

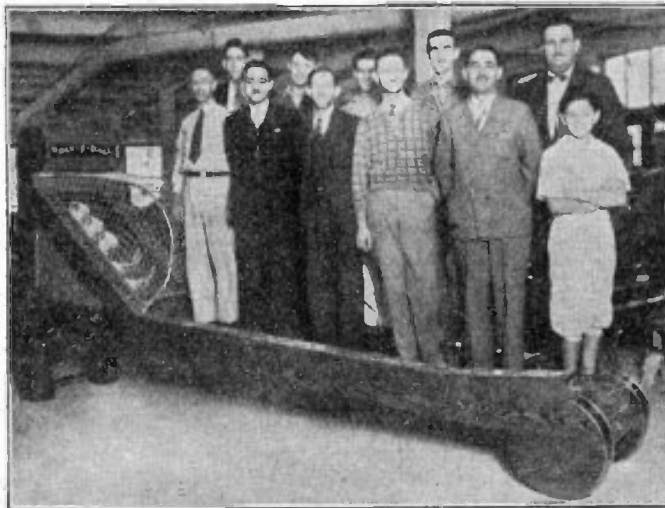
Modern Vending Company is preparing a special drive on Flicker and is convinced that the game will be the leading ticket game of the year.

Broudy Says Bar-Ette Is Hit

NEWARK, Sept. 12.—Sam Broudy, president of Jersey Trading Company, premium distributor to the coin-machine business, reports that the Bar-ette, which the firm recently introduced to the industry as a novel high-score feature prize, has become one of the biggest hits which his firm has ever had the pleasure of handling.

Jersey Trading Company has the exclusive State distribution rights for the unique miniature bar. It is equipped with all the necessary arrangements for mixing purposes and makes a beautiful appearance in the home. It is well finished and attractive and makes excellent display for the operators on location.

The firm has been unusually busy making shipments of Bar-ette to lead-



ROLL-A-BALL IN UNIQUE WEIGHT TEST—More than 2,000 movable pounds from 10 men and a boy do not affect working parts or playing field of game. Roll-o-Matic, Inc., claims its game is the sturdiest in industry. This test was made before visiting Canadian operators at new Roll-o-Matic factory, claimed largest of its kind in the East.

OPERATORS INCREASE YOUR BANK ROLL

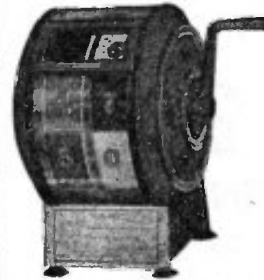
WITH
Trade-Mark.

"CLUB JACK"

(Reg. U. S. Pat. Office.)

THE NEW COUNTER AMUSEMENT MACHINE

**LEGAL IN ALL
TERRITORIES**



Patents Pending
1, 2 AND 3-REEL MODELS.
Built of Sturdy Cast Aluminum. Finished
in Brilliant Colored Lacquers.

\$19.75 Up. F. O. B. Chicago

EVERY MERCHANT A PROSPECT

We Can Show You How a Route of These
Machines Placed in Almost All Lines of Re-
tail Business Will Give You a Nice Steady
Income With a Small Investment.
**DON'T FAIL TO GET OUR PLAN OF
OPERATION.**

Not a Slot Machine—No Coins Required.
Customer Spins the Wheels.

PAY OFF IN CASH OR TRADE

Complete "Club-Jack" Service Includes
Indicator, 11x14 Window Cards, Banners,
Radio Broadcasts, Newspaper and Magazine
Advertising.

"CLUB JACK"

Increases the Merchant's Trade, Tempts Every One To Play and is LEGAL, Violating no
Gambling or Lottery Laws. Small and Compact, Its Beautiful Finish Excites Interest on
sight.

NO COMPETITION—Thoroughly Covered by Patents,
Copyrights and Reg. Trade Mark.

Write for Complete Information.

FOUR JACKS CORPORATION,

160 NORTH LA SALLE STREET, CHICAGO

Phone: State 7824.

**MERCHANTS CAN PURCHASE THESE MACHINES DIRECT FROM US IN UNASSIGNED
TERRITORIES. WRITE FOR PARTICULARS.**

WURLITZER SKEE-BALLS

AND

**WURLITZER
SIMPLEX
AUTOMATIC
PHONOGRAPHS**



KEMO NOVELTY CO.
7833 W. GREENFIELD AVENUE,
WEST ALLIS, WIS.
PHONE GREENFIELD 2335.

Don't Forget!

There Is Only One

SKEE-BALL NOT A SLUG
In A Carload

Anderson's Speed Record

NEW YORK, Sept. 12.—L. G. (Andy) Anderson, sales manager for the George Ponsler Company, Inc., claims a record for speedy sales of Bank-Roll bowling games.

Andy reports that a shipment of 40 of the games received during the early morning hours was completely sold out by late afternoon. "It took only eight hours to sell the games," Anderson says, "which makes it a sale of five machines every hour."

Andy believes that the sales record which the George Ponsler Company, Inc., is establishing here will remain for some time. He also says that as the firm completes its organization it will have one of the best selling forces in the country.



Seeburg Symphonola Helps Elect Mayor Four Times

CHICAGO, Sept. 12.—Back from an extended business trip thru the South-eastern States, Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, recounted the wonderful acceptance of the complete line of High Fidelity Symphonolas thru-out that territory.

Among many interesting stories (and how "Oil" can tell 'em), one in particular was of special interest.

"It happened in a typical small Southern town," Holland relates. "Approaching the small village square, I noticed a crowd numbering a few thousand fervently cheering in strong, clear, impressive voice. Of course, forgetting the paternal advice of 'mind thine own business,' I piled out of the car and set forth to see what was happening. The usual political blarney that greeted my sensitive ears was: 'And if re-elected mayor of this garden spot of America I promise you...'"

"Not paying any attention to the mayor's speech, I was very much impressed by the clear enunciation and excellent performance of the loud-speaking system, altho I was fully a half city block away from the speaker. Naturally interested in amplifying systems, I decided to do a bit of snooping around.

"I finally edged up close to the speaker's platform and, honestly, could have keeled over when I saw the microphone was attached to a Model 'F' Seeburg High Fidelity Symphonola. I

spotted four loud-speakers placed up in the trees.

"I have heard the Seeburg Symphonolas perform in auditoriums, dine and dance locations of all sizes, but I was thrilled to actually listen to one of our machines perform with such perfect clarity at a distance so far removed from the speaker, especially out of doors.

"Leaving this 'garden spot of America,' I wended my way onward. A week later I drove thru the same town. I know all the operators in the section and decided to hunt up the owner of this particular machine. Finally, finding the operator who owned it, I was told that the mayor has borrowed a Seeburg automatic phonograph from him in his last four campaigns and each time the mayor was successful. The same operator told me it is not unusual that several times a month he rents the Model 'F' Seeburg High Fidelity Symphonola to various organizations and societies, which in turn use it as a public-address system."

New Orleans

NEW ORLEANS, Sept. 12. — Closed down for three days for renovation, the Sports Center on St. Charles avenue, operated by Louis Boasberg and Ray Bosworth, has reopened beautifully decorated. Owners report a good play with two Keeney Bowlette machines on location there. A weekly award on Saturdays of \$25 to the high scorer in special contests held on the machine open to all who run up a 330 score on other days is proving to be an attractive in-

document and both machines are constantly on the go.

Mr. and Mrs. Elmo Pierce and Jane Wood and Robert Bosworth, all of local coin machine row, had a quick week-end trip over to the Dallas Expo and Fort Worth Frontier Days, where they had a great time. Elmo says he was surprised at the fine way the coin-machine business was being done out that way.

Louis Boasberg was seen sitting in a corner of Tulane Stadium the other day sadly watching the 1936 edition of the Green Wave 11 going thru their tactics in preparation for the football season which opens September 28. It was only a few years ago that this same Louis Boasberg got his letters for playing on the Tulane team when it played in the Ross Bowl game for the championship and back with a fighting finish to almost capture the mythical championship after a hopeless first half.

Our mutual friend, Schwenk, of Phillips & Schwenk Novelty Company, made his usual good speech at the last coin machine operators' meeting. Schwenk's oratorical powers and his fame as an extemporaneous speaker are well known among the coin machine men of the city.

When it rains it pours. And so it is with Herby Mills. Herby has just finished letting people autograph the sling in which he held his fractured arm for several years when he contacts a swell attack of boils. Ike Ahten, first assistant to the chief mechanic of the New Orleans Novelty Company, Joe Isaacson, has been lending a helping hand to poor Herby while he recovers from his second letdown.

Of course Labor Day was another holiday and so, of course, Frank Alessi and Vincent Casertano were back at the same old "fishing hole," Lake Catherine. And the usual luck, plenty of reds, trout and croakers to bring home for Vincent to fry for Frank to eat.

Three oddly named selections are one of the best trios of best sellers ever put on sale by Decca Distributing Corporation, R. H. (Mac) McCormick, New Orleans and Atlanta office manager, announces. They are *You Done Tore Your Playhouse Down*, *Let's Get Drunk and Truck and Let's Try Some of That*. All recordings are by the Harlem Hamfats.

October 1 Louisiana puts into effect a two per cent sales tax on luxuries and the city of New Orleans an additional two per cent, all of which means that operators will be hit as well as all other consumers. Phonographs, coin machines, records, lenses, realty changes, oil and gas and machine parts are just a few of the items on which the added tax will have to be paid.

Los Angeles

LOS ANGELES, Sept. 12.—A new operators' organization to be known as AOLAC, Associate Operators of Los Angeles County, has been formed here. The body will handle the operating business in parts of Los Angeles County other than the city of Los Angeles proper. The board of directors is composed of Vernon Moore, George D. Cooley, Eli Glassman and Hal Halgren. Paul Henry, of Sol Gottlieb Company, is acting secretary. It is stated that the organization will function in much the same manner as the CAMOA, which has done a great work for the operating business in Los Angeles. In addition to the two bodies mentioned, there is now an association of music operators, vending machine operators and, lastly, operators of automatic merchandising diggers or cranes.

Jack McClelland, president of National Amusement Company, vacationing with party at Strawberry Lake up in Sonora County, reports having a wonderful time, with splendid fishing.

Letter from Henry Stewart, of National, now in Sydney, Australia, in which he writes of gradual improvement in conditions in the antipodes.

W. P. Cavanaugh is branching out considerably. George Schwartz, formerly of the National Amusement Company, is now associated with him. Much larger floor space has been taken in the building where now located and the company

will handle Wurlitzer phonographs and Skee-Ball in addition to the established merchandise vending machines, according to Schwartz.

Earl Lusby, who is in charge of the Hot Shot records sales, states that the recent ad in *The Billboard* has brought

Sheet-Music Leaders

(Week Ending September 12)

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

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

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

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, September 4, to Thursday, September 10, both dates inclusive.

Did I Remember? (32)	28
When Did You Leave Heaven? (27)	26
Sing, Baby, Sing (16)	25
Bye, Bye, Baby (29)	24
A Star Fell Out of Heaven (24)	23
When I'm With You (25)	21
Me and the Moon (26)	20
I'm an Old Cowhand (22)	18
The Way You Look Tonight (17)	17
Empty Saddles	15
My Kingdom for a Kiss (16)	15
Until Today (22)	15
When a Lady Meets a Gentleman	14
I Can't Escape From You	13
Long Ago and Far Away	13
Rendezvous With a Dream	12
South Sea Island Magic	12
Take My Heart (16)	11
Runnin' a Temperature	10
Sing, Sing, Sing	9

Demand
PERMO-POINT
PHONO NEEDLES
 FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS

FOR SALE

1 SEEBURG SELECTOPHONE, \$98.00
 1 GABLE'S JUNIOR 85.00
 These Machines are in perfect condition. Immediate Delivery on All New Models of Seeburg SYMPHONOLA. Cash or Terms.

HY-G GAMES CO.
 1641 Hennepin Ave., Minneapolis, Minn.

THE SEEBURG FRANCHISE IS MORE VALUABLE!



SUPER DE LUXE MODEL "F"

The Instrument without Service Headaches

J. P. SEEBURG CORPORATION
 1502 DAYTON STREET · CHICAGO ILLINOIS

a tremendous amount of business and that they are filling orders from every part of the country. He reports sales as being far beyond anticipations. He also states that five new releases will be in their stock this week. Willard Jamison, in charge during the absence of McClelland, states that Rock-Ola Multi-Selectors are still going on high, as are the sales on Rock-Ola Flash Light and Bank Nite.

Cleg Le Beau, in charge of phonograph sales, vacationing at Pismo Beach, E. G. Stepp, prominent operator of Phoenix, Ariz., here and looking over a variety of merchandise.

W. E. Sewell, president of Marble Games, Inc., on Pasadena avenue, has enlarged his operating route.

Joe Orcutt, president California Games, has added a lot of music to the several routes his company operates.

Eastern Chatter

NEW YORK, Sept. 12.—Lou Wolf, traveling representative for John A. Fitzgibbons, has returned from New York after an extended three-month trip selling Daily products. Lou's camera was working overtime and he has many fine shots.

The boys at Modern's showrooms are marvelling at the coin-slot on the new Wurliitzer Skee Ball. In a demonstration the machine kept throwing back all types of slugs. The only coin able to release the balls was a nickel. Nat Cohn and Irving Sommer claim it is the most ingenious coin-slot ever invented.

Irving Sommer, of Modern Vending Company, has a new ultra-modern method for selling phonographs and Skee Ball. Irving takes his prospect out to the golf links and graciously allows his opponent to beat him—then takes his large orders. They say that Irving shoots a marvelous game, his only fault being that the ball misses the hole too often.

Bill Gersh, director of the coin machine department of "The Birds" (Byrde,

Richard & Pound Advertising Agency to you), has returned to New York after a seven-week automobile trip thruout the country. Bill returned just in time to catch up with a lot of heavy work and his squawks can be heard clear across to the Golden Gate. Well, Bill, we must work to win!

Charlie Aronson, of the Brooklyn Amusement Machine Company, Brooklyn, says he'll have something important to break to the trade in a little while.

Frank B. Sturnagel, representative of the Pace Manufacturing Company, Chicago, dropped in to see Babe Kaufman, who distributes the Pace line in this territory. Babe and Sam Rabinowitz call Sturnagel the Colonel. Incidentally, Babe claims she has passed her 300 mark in the sale of Bowlettes and it is only the beginning.

Willie Blatt is really "going to town" with the Rock-Ola line.

With the summer over and everybody taking business seriously, things are starting to hum around New York.

Pittsburgh

PITTSBURGH, Sept. 12.—Newest and among the profitable locations in this district are waiting rooms in indoor and outdoor parking lots. A checkup reveals that merchandising and cigaret machines are enjoying good business. The new three-deck parking lot which is now being erected here will include one of the most modern waiting rooms in this territory.

Jack Levin was in Wheeling, W. Va., for a couple of days before heading for Chicago on a business trip.

B. D. Lazar and Myer Abelson are back from their Atlantic City vacation.

The local branch of the Automatic Canteen Company reports a spurt in business.

Parking Space for Rock-Ola Visitors

CHICAGO, Sept. 12.—With the hundreds of visitors at the Rock-Ola plant daily looking over the new games, it was necessary to arrange for parking space for many out-of-town visitors driving to the plant. Now when visitors come to the Rock-Ola plant they will have the convenience of parking a short distance from the entrance to the main office. The parking space is directly across from the main building at Kezile and Chicago avenues and there is ample space for 200 cars.

Rock-Ola officials say that never in the history of the corporation have there been so many out-of-town visitors, a condition, they state, which has been brought on by the many new games being manufactured.

The Rock-o-Ball bowling alley has created so much interest thruout the country, Rock-Ola officials say, that the demand has taxed the manufacturing facilities to capacity and a 24-hour shift is in operation every day. The huge woodworking plant is also in operation 24 hours a day making the cabinets.

The Tom Mix Radio Rifle, now in full production has, they say, also created a nation-wide interest because operators have realized the value of this kind of equipment for present-day operation, and with the name Tom Mix on the rifle big things are expected.

"The Tom Mix name is magic with crowds any place and he is the idol of American youth," says Jack Nelson. "The name will be prominent on every Tom Mix Radio Rifle, which, we believe, will automatically increase the play from 100 to 300 per cent. On test locations the Tom Mix Radio Rifle has shown such remarkable returns that it has been almost unbelievable that coin-operated equipment of this kind giving nothing away but straight amusement could possibly take in such revenue."

Big Bank Nite, the new novelty pin game, is also in full production 24 hours a day.

With the many new machines at the Rock-Ola plant it is common for coin-machine men to visit the plant and stay the entire day negotiating for the new equipment.

Charm nickels from customers' pockets

with "Bojangles of Harlem"



played by Tempo King and his Kings of Tempo

• Hit of the current smash, RKO movie, "Swing Time."

• Played by the peppiest and most popular of the new swing bands.

• Now out on warp-recording, longer-wearing Blue Bird Records that bring in more nickels and let you keep more of every nickel you take in!



VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

Ten Best Records for Week Ended Sept. 14

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6533—"Bojangles of Harlem" and "Organ Grinder's Swing." Tempo King and Kings of Tempo Orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	871—"I'm an Old Cowhand" and "I Can't Escape From You." Bing Crosby with Jimmy Dorsey and orchestra.	25389—"Bye, Bye, Baby" and "There Goes My Attraction." Fats Waller and orchestra.	3288—"Summertime" and "Billie's Blues." Billie Holiday and orchestra.
2	B6504—"Bye, Bye, Baby" and "Make-Believe Ball Room." Charlie Barnet and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	880—"Song of the Islands" and "Aloha Oe." Bing Crosby with Dick McIntire and orchestra.	25374—"Until the Real Thing Comes Along" and "I'm Crazy 'Bout My Baby." Fats Waller and orchestra.	3291—"If We Never Meet Again" and "Here Comes Your Pappy." Putney Dandridge and orchestra.
3	B6507—"Knock, Knock, Who's There?" and "When a Lady Meets a Gentleman Down South." Dolly Dawn and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	885—"Knock! Knock! (Who's There?)" and "When a Lady Meets a Gentleman Down South." Ted Weems and orchestra.	25373—"Knock, Knock, Who's There?" and "Until Today." Fletcher Henderson and orchestra.	3281—"Minky Dinky Parley Voo" and "Medley of Barroom Songs." The Sweet Violet Boys.
4	B6535—"I'll Sing You a Thousand Love Songs" and "Papa Tree-Top Tall." Tempo Kings and Kings of Tempo Orchestra.	7716—"A Fine Romance." Fred Astaire with Johnny Green and orchestra, and "The Waltz in Swing Time." Johnny Green and orchestra.	859—"Did I Remember?" and "I'm Just Beginning To Care." Jan Garber and orchestra.	25372—"The Way You Look Tonight" and "A Fine Romance." Guy Lombardo and orchestra.	3110—"Sweet Violets" and "Put on Your Old Gray Bonnet." The Sweet Violet Boys.
5	B6511—"Picture Me Without You" and "Midnight Blues." Shep Fields and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DoLange Orchestra.	881—"The One Rose" and "Paradise in Waltz Time." Victor Young and orchestra.	25342—"It's a Sin To Tell a Lie" and "Big Chief De Sota." Fats Waller and orchestra.	3276—"No Regrets" and "Did I Remember?" Billy Holiday and orchestra.
6	B6505—"The Way You Look Tonight" and "Never Gonna Dance." Shep Fields and orchestra.	7727—"Looking Down at the Stars" and "What the Heart Believes." Hudson-DoLange Orchestra.	809—"Until the Real Thing Comes Along" and "Walkin' and Swingin'." Andy Kirk and 12 Clouds of Joy.	25391—"You Turned the Tables on Me" and "There's Love in Your Eyes." Benny Goodman and orchestra.	3292—"Until Today" and "Am I Asking Too Much?" Henry (Red) Allen and orchestra.
7	B6353—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tampa Red and orchestra.	7721—"South Sea Island Magic" and "It Ain't Right." Artie Shaw and orchestra.	870—"Empty Saddles" and "Roundup Lullaby." Bing Crosby with Victor Young and orchestra.	25387—"Pick Yourself Up" and "Down South Camp Meeting." Benny Goodman and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." Lil Johnson and orchestra.
8	B6476—"Did I Remember?" and "Sittin' in the Sand a-Sunnin'." Shep Fields and orchestra.	7699—"These Foolish Things" and "Why Do I Lie to Myself?" Teddy Wilson and orchestra.	867—"A Rendezvous With a Dream" and "Jo Vous Adore." Jan Garber and orchestra.	25393—"South Sea Island Magic" and "I'll Sing You a Thousand Love Songs." Eddie Duchin and orchestra.	3278—"Sweet Misery of Love" and "The Boston Tea Party." Mal Hallett and orchestra.
9	B6487—"Until the Real Thing Comes Along" and "Always." Charlie Barnet and orchestra.	7707—"A Star Fell Out of Heaven" and "Me and the Moon." Hal Kemp and his orchestra.	887—"South Sea Island Magic" and "To You, Sweetheart, Aloha." Henry King and orchestra.	25390—"I'm Talking Through My Heart" and "Night in Manhattan." Eddie Duchin and orchestra.	3294—"Uptown Rhapsody" and "Passionette." Teddy Mill and orchestra.
10	B6443—"When You Were a Gal of Seven" and "River Blues." Tampa Red and orchestra.	7728—"When a Lady Meets a Gentleman Down South" and "To You, Sweetheart, Aloha." Music in the Russ Morgan manner.	878—"A Star Fell Out of Heaven" and "Why Did You Leave Heaven?" Ben Bernie and orchestra.	25361—"A Star Fell Out of Heaven" and "Dream Awake." Eddie Duchin and orchestra.	3268—"I'm an Old Cowhand" and "Why Do I Lie to Myself About You?" Mal Hallett and orchestra.

2 NEW STARS THAT WILL LEAD THE COUNTER GAME FIELD.



High Stakes

"Match-A-Color" Horses revolve swiftly and then click into place. A moment's suspense — and then the fourth reel announces position and a second later the odds reel quotes the Win, Place and Show odds for the race. Odds range from 2 to 1 to 50 to 1. HIGH STAKES takes pennies, quarters, nickels and dimes.

\$24.75 TAX PAID

TWENTY-ONE BLACK JACK

REAL BLACK JACK played according to the accepted rules. Here is a 21 BLACK JACK machine with absolute silent reels, which come to a perfect stop without a bounce. So positive is this mechanism that it is impossible to manipulate reels or shutters in any way — BEAUTIFUL NATURAL WOOD CABINET, smartly streamlined — gets the better class of locations and plays 1c-5c-10c-25c.

The Shutter feature on "21" is covered by GROETCHEN'S U. S. PATENT No. 1978395.

\$24.75 TAX PAID

21 Black Jack and High Stakes Can Be Furnished for the French Franc and English Penny Play.



GROETCHEN TOOL COMPANY
124-130 N. UNION ST. • CHICAGO, ILLINOIS

INSIST ON STANCOR UNIVERTERS IN ALL YOUR GAMES!

Models Available for the New Type "Bowling Games." Manufacturers—Send in your Specifications!

STANDARD TRANSFORMER CORP.
850 Blackhawk Street, CHICAGO.

They're BEST by TEST

3000 BIG BARGAINS

1936 SPORS
wholesale catalog.
AT WHOLESALE PRICES. Hundreds of items from many parts of the world are shown in Spors Catalog, 196 pages chock full of Fast Sellers and 25 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it today.
SPORS CO.
9-36 Erie St.,
Le Center,
Minn.

SAY "I SAW IT IN THE BILLBOARD."

Roll-o-Matic Has New Model

NEWARK, Sept. 12.—Archie and Howard Kass, of Roll-o-Matic, Inc., manufacturers of the Roll-a-Ball bowling game, announce that they have just launched their new de luxe model.

They believe that the new model is one of the greatest bowling games ever introduced. They point to their sales records for the last 18 months and the fact that their game has been already overordered by distributors who saw the first sample of the new de luxe model.

The new model is of the latest streamline cabinet design and Roll-o-Matic claims the very best scoring arrangement for electrical bowling games ever yet seen in the industry. The machine is already on display at the firm's offices here, and Howard Kass has left for an extended trip to see all the leading distributors to show them pictures of the new model and to tell them about the game.

The firm is retaining the side-lighting scoring arrangement, for it feels that this is the most unique scoring principle in the industry. They will use the new hand-finished varnish effect seen on very few games and will also have a new chime for the high-score pocket, which they claim is the best that has ever been presented.

Howard and Archie Kass state: "No expense has been spared in the preparation of the de luxe model Roll-a-Ball. After 18 months on the market and with games in operation from Coast to Coast we have learned all the necessary requirements for a successful bowling game and we believe that in the beautiful solid mahogany work which we are giving the industry in the de luxe model that we not only have the most impressive and beautiful game, but the best mechanical performance."

Trade with...

- THE BEST DOCTOR!
- THE BEST DENTIST!
- THE BEST GROCER!
- THE BEST DRUGGIST!

- and -

THE BEST DISTRIBUTOR!

B. D. LAZAR COMPANY

● 1340 Forbes Street, Pittsburgh, Pa. ● 119 Penn Street, Reading, Pa.
● 620 Spring Garden St., Philadelphia, Pa. ● 136 Franklin Avenue, Scranton, Pa.

CARRYING A COMPLETE STOCK ON HAND OF ALL THE LATEST AND BEST GAMES—FEATURING THE—

ROCK-OLA MULTI-SELECTOR

ROCK-O-BALL — BALLY ROLL — BOWLETTE — BIG BANK NIGHT — LIGHTS OUT — REEL "21" — DRAW BALL — AND THE BEST PAY-TABLES. BEFORE YOU BUY WRITE OR VISIT OUR NEAREST OFFICE.

Eisen and Margolin Open Impressive Offices in Philly

PHILADELPHIA, Sept. 12.—Joe Eisen and Dave Margolin, well-known columnists, have just opened impressive offices here, taking over the second mezzanine at the Broadwood Hotel.

The firm is known as the Penn-Coin-o-Matic Company and bronze plaques with this name are found at the entrance of the hotel. The firm is distributing the Wurlitzer phonographs and Skee-Ball game here. Eisen and Margolin believe that Philadelphia will welcome the Wurlitzer products in grand style. They feel certain that the Simplex phonographs and Skee-Ball have already been established in this territory as the finest equipment in their respective fields.

Space is being devoted to a unique display of the products and arrangements are being made for an elaborate display.

A large formal opening party will be arranged shortly, when the firm will act as host to hundreds of ops in this territory. Homer E. Capehart, Paul Bennett, Joe Darwin and many other executives of the Rudolph Wurlitzer Manufacturing Company are expected to be present at the formal opening.

firm at this time. "The machine is earning real profits for operators everywhere in the South," they say, "and the repeat orders are really something to marvel about."

"In all our history we have never handled a counter game which has brought us as much business and as much complimentary letters and as much friendship as has Reel '21,'" say Max and Harry.

The Gold Dust Twins are introducing the machine to their operators in a new way. They claim that "buying Reel '21' is like buying a gold bond. Profits just simply keep on growing every day and it's even easier than clipping the coupons from bonds."

Birmingham Vending Company will lead the South in sales of Reel "21," the Gold Dust Twins claim.

Rothstein Leads the Way

PHILADELPHIA, Sept. 12.—J. H. (Izz) Rothstein, of Banner Specialty Company, Inc., is leading the way with new games in this territory.

The firm has successfully introduced Neck "n Neck and Reel "21" in this territory, as well as Bowlette and Bally-Roll and many new pay tables. Rothstein is looking forward to other new games which he inspected on his last visit to Chicago.

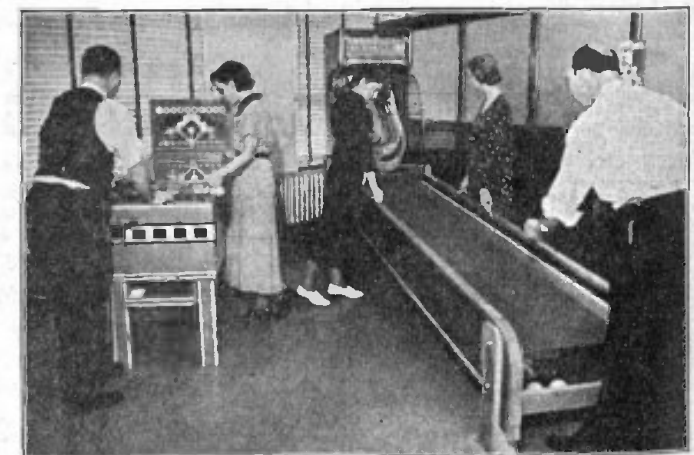
Izz claims that the operators need new products, now that the big summer season is over and the fall and winter season is approaching. "The operators expect a jump in their receipts at this time and realize that they must have new and better games to help them bring about bigger profits," he says.

The firm is receiving shipments of new games daily. Izz states: "In the new games which we are receiving at this time we can truthfully state that we have some of the best money makers which the industry has ever had."

Reel "21" Great Counter Game, Say Gold Dust Twins

BIRMINGHAM, Ala., Sept. 12.—Max and Harry Hurvich, the "Gold Dust Twins" and leaders of the Birmingham Vending Company here, report that the Daval Reel "21" counter game is one of the greatest of its kind which the firm has ever handled.

Max and Harry claim that the game is one of the major attractions of their



BANK-ROLL AND ROLLA-BASE on display in the new showrooms of the George Ponsler Company, New York, which were formally opened with a gala celebration September 12. Left to right: L. G. (Andy) Anderson, general sales manager of the Ponsler firm; Selma Brown, office; Esther Hirschhoff, office; A. Blount, cashier, and E. Becker, New York sales representative.

EVEN THOUGH WE OFFER A

7 DAY FREE TRIAL ON REEL "21"



Immediate Deliveries

We Couldn't Get You to Part with this Sensational Counter Game for Double the Price!

It is only because we know that Daval's Reel "21" is the greatest profit making counter game of all times that we dare make such a sensational offer. You take no chance in buying Reel "21" from GERBER & GLASS!

\$23⁷⁵ TAX PAID
1/3 Deposit With Order

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

E. K. FERNANDEZ

WILL BE AT THE
BILTMORE HOTEL,
LOS ANGELES, CALIF.
FROM SEPTEMBER 16 TO SEPTEMBER 26.

WANTED FOREMAN

For Caterpillar Ride, also Lecturer on Al Capone Car.

MIGHTY SHEESLEY MIDWAY, Inc.

OAK HILL, W. VA.

ARENA FOR RENT

SEPTEMBER 19 TO OCTOBER 20
Bicycle Racing, Miniature Auto Racing, Circus, Show, Carnival, etc.
Floor, 90'x210', seating 8,000 to 8,000. Six car lines, two bus lines.
PLA-MOR
82d and Main, Kansas City, Mo.

Hardinsburg, Ky., Fair

WEEK SEPTEMBER 21
Can use Stock Concessions, Kid Ride and Shows. Live and let live rates. **DIXIE BELLE ATTRACTIONS**, Cannelton, Ind., this week; factories working full time. Come on.

Musicians Wanted

Bass, Cornets and Trap Drummers. Join on wire. Other Musicians wire. **TONNY LAMB**, Bandmaster, **KAY BROS' CIRCUS**, Duane, St. Pauls, Laurinburg, Fairmount; all North Carolina.

ROYAL AMUSEMENT CO.
WANTS Shows and Concessions for its string of celebrations and fairs, beginning September 21 at West Helena, Ark. Can place Cookhouse, Photos, Pop Corn, Candy Floss and any Stock Show. Will book Kiddie Ride, Looped-Plane or any non-conflicting ride. Wants Ride Help. Jack Cooper come on. Wire **J. E. CLAYTON**, Mgr., Gregg Hotel, Helena, Ark., this week; then West Helena, Ark.

WANT ATHLETIC SHOW

Will furnish outfit. Must be able to protect your show. Good territory if you are good Athletic Show Manager. **G. F. ZEIGER UNITED SHOWS**, Flagstaff, Ariz. this week; Prescott, Ariz., September 21 to 26. Long season.

FREE ACTS WANTED

FOR
HALIFAX COUNTY FAIR, October 5-10, Weldon, N. C.
ROANOKE-CROWAN FAIR, October 12-17, Woodland, N. C.
LITTLETON FAIR, October 18-24, Littleton, N. C.
T. R. WALKER, Secretary, Littleton, N. C.

ROUTES

(Continued from page 63)
Miller's, Jacks, Indian Herb Co.: Harrison, Ark., 21-26.
Newton, Magician, & Master Denton, Mentalist: Heuvelton, N. Y., 14-19; Rensselaer 21-26.
Original Floating Theater: Chesapeake City, Md., 14-19.
Ricton's Show: Daylight, Tenn., 14-16; Spencer 17-19.
Silver's Fun Show: Greene, Ia., 14-19.
Van Arman's, John E., Radio Barn Dance: Westminster, Md., 18; Frederick 17; Brunswick 18; Charleston, W. Va., 19; Martinsburg 21.

REPERTOIRE

(See page 5)

CARNIVAL COMPANIES

(Continued from page 5)

Hennies Bros.: (Fair) Huron, S. D.
Hoth, L. J.: Columbia, Tenn.; (Fair) Athens, Ala., 21-26.
Hilderbrand's United: (Fair) John Day, Ore.; (Fair) Burns 21-26.
Hodge, Al G.: Brookston, Ind.
Hoffner, Wm., Am. Co.: Polo, Ill.; Macomb 21-26.
Hughes Bros.: Abingdon, Ill.
(See ROUTES on page 76)

WANTED CHIMPANZEE

One more healthy trained Chimpanzee. State age, what tricks, lowest cash price, where can be seen, etc. Send photo if possible.
BOX D-42, Billboard, CINCINNATI, O.

WILLARD MERCHANTS' TENTH ANNUAL FALL FESTIVAL

September 17 to 19, on Main Street
Concessions all open except Bingo and Lunch.
RAY A. SNOOK, Secy., care Commercial Club, Willard, Ohio.

GARDEN STATE FAIR

BRIDGETON, N. J., SEPTEMBER 21 TO 26.

Can place Concessions of every description, including Grind Store, Ball Games, Wheels, Palmistry, Picture Machines, Corn Game, Lunch Stands, Soft Drinks, Popcorn and Peanuts, Diggers and all Concessions of every nature. Write or wire **LOUIS KING**, Garden State Fair, Bridgeton, N. J.

NEW JERSEY STATE FAIR

TRENTON, N. J., SEPTEMBER 28 TO OCTOBER 3.

Can place Game Concessions, such as Wheels, Grind Stores, Corn Game, Diggers and Ball Games. We hold exclusive Game Concessions. Write or wire **WILLIAM GLICK**, Manager
WILLIAM GLICK EXPOSITION SHOWS, Inc.
Week September 14, Hanover, Pa.; Week September 21, Bridgeton, N. J.
P. S.—Can also place Concessions of every description for Garden State Fair, Bridgeton, N. J., Week September 21.

RECONDITIONED AUTOMATIC PAYOUT GAMES

CARIOCA
COCONUTS
MILLS EQUITY
BIG 5 JR., 5 BALL
\$17 50

KEENEY'S MAMMOTH, \$27.50

DE LUXE "46" 1 BALL
BAFFLE BALL
DOUBLE UP
SNOOKER
BIG CASINO
DAILY DOUBLE
BIG SHOT
\$27 50

SUNSHINE DERBY . . . \$42.50

HOLLYWOOD, 1 BALL
REPEATER
BALLY JUMBO
DAILY LIMIT
\$37 50

PAMCO RACES, 1 BALL
RED SAILS
BALLY DERBY
PINCH HITTER
SKY HI, 5 BALL
\$55 00

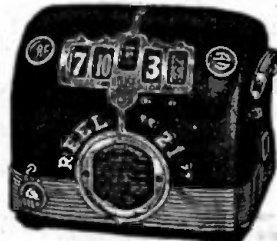
5 STAR BALL GUM, CASE OF 50 BOXES, 6 ASSORTED COLORS. **\$4.95**

COUNTER GAMES

PUNCHETTE MYSTERY TAPE . . . \$ 7.95
USE HOLD AND DRAW 9.85
NEW CENT-A-SMOKE 11.95

RELIANCE
5c PLAY JACK POT . . **\$69.50**

DAVAL'S



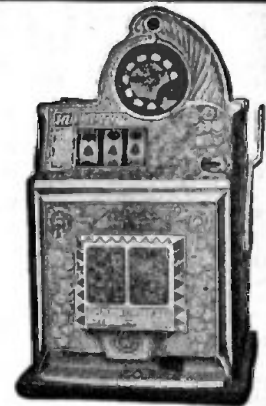
\$23.75 Tax Paid

Sold on 7-Day Money-Back Guarantee.

WURLITZER AUTOMATIC
PHONOGRAPHS, Model **\$179 50**
P-12, Operated Only Short
Time

It Will Pay You To Be on Our Mailing List.
Write for a Complete List of New and Used Games.

A C M E
NOVELTY CO.
23-25 NO. 12th ST.
MINNEAPOLIS, MINN.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play

Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

Concessionaires
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
WHEELS, BARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

WESTERN STATE SHOWS WANT

WANT for balance of season, heavy weight Combination Wrestler and Boxer. Do not wire, come. Half-and-Half for Niek Dejos Pit Show, Cecil-Cocella come on. Can furnish good Platform Show to capable Showman. CAN PLACE other Shows of merit that do not conflict. Boxer, capable Electrician wanted. Liberal Pay, this week; Plainview, Tex., next week. Children Littlefield and Lamesa, Tex., Fairs to follow. Wire **MANAGER JACK RUBACK**.

WANTED

Sober, reliable, capable Man for Athletic Show, to join at once.

STATE FAIR SHOWS
FOUR-STATE FAIR, TULSA, OKLA.

WEST MICHIGAN STREET BUSINESS AND PROFESSIONAL MEN'S ASSOCIATION
FALL FESTIVAL
OCT. 5 TO 10, INC., INDIANAPOLIS, IND.
WANT Shows, Concessions and Free Acts.
W. O. WEHRLY, Chairman Arrangements,
2820 West Michigan Street.

KEYSTONE SHOWS WANT

Ferris Wheel Foreman for No. 5 Pitt Wheel and Girls for Girl Revue Show to join on wire. McCallsburg, Pa., Fair this week.

FAIR MANAGERS NOTICE!

Carnival unit at liberty, Rides and Concessions. Something new in amusements. Write or wire **BARNY TASSSEL UNIT**, this week American Legion, Culpeper, Va.; week September 21, Scotch-Indian County Agricultural Fair, Harrisonburg, Va. Can use few more Legitimate Concessions, also good Banner Man.

Festival of the Lakes

To Be Held on Streets at St. Marys, O., October 13 to 17, Inclusive, Five Days, Five Nights.
WANTED—Circus Shows, all kinds of Rides, Concessions, Girl Shows, Free Acts, No Wheels. Wire or mail **THOMAS BROAD**, St. Marys, O.

"TURF CHAMPS..."



\$137⁵⁰
TICKET MODEL
ELECTROPAK EQUIPPED

STONER CORPORATION

Aurora, Illinois

BIG MONEY MAKERS!
SHORT SOX \$49.50
TURF CHAMPS TICKET MODEL \$137.50

RECONDITIONED DIGGERS
3—1933 Microscope Granes, Ea. \$40.00
20—1934 Model Electro Holdis, Ea. 40.00
10—1935 Roll Front Electro Holdis, Ea., 70.00
Remit 1/3 Deposit, Balance O. O. D.

D. ROBBINS & CO. BROOKLYN, N. Y.

2 in 1 Vendor
Vends Over 20
Different Items

Steady Money

DON'T BE DISAPPOINTED
WHEN ORDERING from DELUXE

COMPLETE STOCKS OF ALL
POPULAR CONCESSION ITEMS

"DELUXE PLASTER"
LATEST CREATIONS—FINEST FINISH

CORN GAME FLASH
'NUF SED—YOU'LL BE SURPRISED

"BEACON BLANKETS"
ORDER NOW—WHILE THEY LAST

BEACON MAGNETS — MINGOS —
BEACON WOOL FRINGE SHAWLS
25% DEPOSIT WITH ALL ORDERS.

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

NOBBY ALL BALLY PRIZE PACKAGES
SOMETHING NEW THIS SEASON!
A LARGE 25c BOX FOR A 10c SELLER
This Package Contains Chocolate Crushed Cherries. A Sensation in Prize Packages.

(100 Ballys to 100 Pkgs.) 10 Pkgs. FREE with every carton
PAKED 110 TO CARTON.

Carton, \$4.50—5 Cartons, \$22.50—10 Cartons, \$45.00
Send for Price Package Catalog of All Numbers.
20% Deposit with Order, Balance O. O. D.

DELIGHT SWEETS, Inc., 50 EAST 11th St., NEW YORK CITY

MEET...
"Miss Q.T."
NOW APPEARING IN
THE SENSATIONAL
COIN MACHINE OPERATORS' 52 PAGE BOOK

The JACKPOT

Published by Joe Calcult

THE ONLY FREE BOOK FOR COIN MACHINE OPERATORS WITH COMPLETE INFORMATION! ARTICLES BY LEADERS OF THE INDUSTRY! ALL THE LATEST AND BEST MACHINES FULLY PICTURED! SLOT MACHINE AND USED MACHINE BARGAINS! GIRLS—GIRLS—GIRLS! STORIES YOU LIKE TO READ!

NEW ISSUE NOW ON THE PRESSES.

FREE TO ALL OPERATORS
WRITE FOR YOUR COPY TODAY

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

ROUTES—
(Continued from page 75)

Krause Greater: Lebanon, Tenn.
Landes, J. L.: (Fair) Bird City, Kan., 18-20;
R (Fair) Clay Center, Neb., 21-26;
Lang's, Dec. Famous: (Fair) Dresden, Tenn.;
(Fair) Lexington 21-26.
Lewis Art: Playing fair at S. Paris, Me., and
fair at Topsfield, Mass., 14-19.
Liberty National: (Fair) Fredonia, Ky.; (Fair)
Cave City 21-26.
Liberty State: Farmersville, Tex.
McMahon: (Fair) David City, Neb.; Falls
City 21-26.
M. B. Am. Co.: Oran, Mo., 11-19.
Malarkey, W. S.: (Fair) Mansfield, Pa.
Majestic Expo.: Honaker, Va.; Clintwood 21-
26.
Marks: (Fair) N. Wilkesboro, N. C.; (Fair)
Lumberton 21-26.
Metropolitan: (Fair) Helena, Ga.; (Fair)
Rochelle 21-26.
Midwest: (Fair) Stapleton, Neb.; (Fair) Ar-
nold 23-26.
Miller Bros.: (Fair) High Point, N. C.; (Fair)
Rockingham 21-26.
Mimic World: (Fair) Logansport, La.; (Fair)
Plain Dealing 21-26.
Minner Model: (Fair) McClure, Pa.; (Fair)
Manheim 21-26.
Nall, C. W.: Winnsboro, La.
Northwestern: Union City, Mich.
Page, J. J.: (Fair) Oneida, Tenn.
Pan-American: Clinton, Mo.
Peerless Expo.: (Fair) Shepherdstown, W. Va.;
Ceredo 21-26.
Pelle & Lattio: (Fair) Wyandotte, Mich.;
(Fair) Lansing 21-26.
Ray's Am. Co.: Oshkosh, Minn., 17-19.
Reading's United: Sparta, Tenn., 21-26.
Rider's Greater: Fayetteville, Tenn.
Rogers & Powell: Tyrone, Ark.
Royal American: (Fair) Spencer, Ia.
Royal Am. Co.: (Fair) Sardis, Miss.
Royal Palm: Fayette, Ala.
Rubin & Cherry Expo.: (Fair) London, Ont.,
Can.; (Fair) Chattanooga, Tenn., 21-26.
Sawyer, Walter, Rides: Blair, Neb., 18-19;
York 24-26.
Selfer Greater: Laguna, N. M., 16-18.
(See ROUTES on page 78)

ELECTRIC REVOLVING CLOCK

A SENSATIONAL PREMIUM FOR OPERATORS EVERYWHERE

The Greatest Operator's Money-Getter in History! NOW AT A SENSATIONAL PRICE. Creating a Furor Everywhere! Rush Your Order TODAY for Our Famous Revolving Clock at this LOW PRICE!

\$1.35 EACH
Lots of 6

JERSEY TRADING CO.
11-15 East Runyon Street, Newark, N. J. 800 North Franklin Street, Philadelphia, Pa.

WANTED CARNIVAL FRIENDSHIP COMMUNITY FAIR
Only Fair in County
FRIENDSHIP, TENN., OCTOBER 6, 7, 8, 9, 10
Address A. G. ANDREWS.

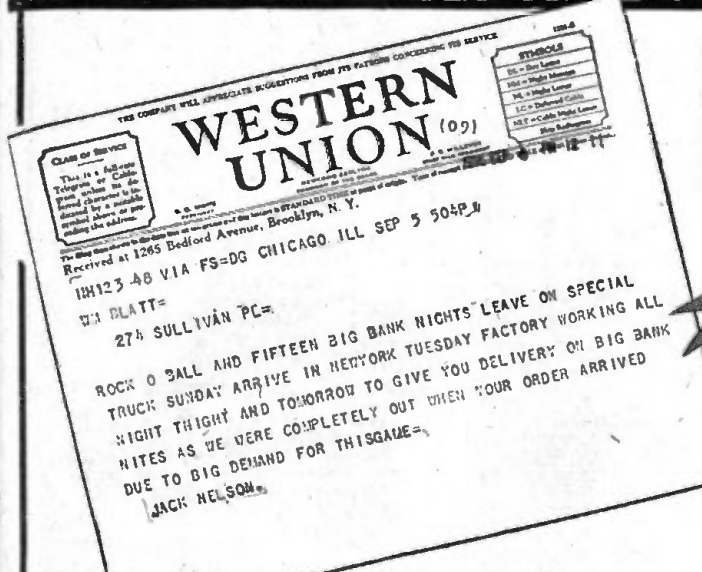
WANT

Booth, Banner and Program Man. Pay 25% gross. Advance Ticket Sale over 70,000. Santa Country Fair, Phoenix, Ariz., week October 19. Albuquerque, week December 1. Address HARRY TAYLOR, Hotel Lubra, Phoenix, Ariz.

Dixie Model Shows
Springhope, N. C., Week September 21
NASH COUNTY FAIR

Want Diggers, Long-Range Gallery, Hoops, Ball Games or any Concessions except Cookhouse, Bingo and Photos. All fairs until closing date. See our postage paid week's issue of The Billboard. Can use two more shows with own outfit. What have you? All address this week J. P. BOLT, Mgr., Spruce Pine, N. C.

AGAIN SUPREME IS FIRST WITH DELIVERY!



AGAIN ROCK-OLA MFG. CORP. BREAK ALL RECORDS AND MAKE SHIPMENT ON SUNDAY SO THAT SUPREME IS FIRST WITH IMMEDIATE DELIVERY!



★ SMALL DOWN PAYMENT AND EASY TERMS TO RESPONSIBLE PARTIES



As Beautiful as a Morning in May!
As Solid as the Rock of Gibraltar!
WRITE—WIRE—PHONE OR CALL TODAY!
BUY THE BEST GAME—A ROCK-OLA GAME!

4 REASONS WHY YOU SHOULD INVESTIGATE BEFORE YOU BUY!

- 1** ROCK-O-BALL is the only bowling game that offers the feature of constant competitive stimulation with daily or weekly high score. Highest score always remains in view to tempt players.
- 2** ROCK-O-BALL score buckets are not fastened with angles to interfere with the player. They give a better, smoother and faster action to the game. Every mechanical feature is superior to anything on the market.
- 3** ROCK-O-BALL takes but a few seconds to assemble. It is so well built that it never goes out of order. Only the tremendous facilities of the huge ROCK-OLA factory make such a game possible.
- 4** ROCK-O-BALL is the most beautiful game in history! It has already won the acclaim of everyone who has seen it. Before you buy—see ROCK-O-BALL—the BEST GAME. A Rock-Ola game—GUARANTEED BY SUPREME!

SUPREME VENDING COMPANY INC.
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 Brooklyn, N. Y. | New York, N. Y. | New York, N. Y.

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STRAIGHT MERCHANDISE SALESBOARD PLAN
 Ever Offered

EVERY PUNCH RECEIVES A WAND-ERING THE 4-HS INSTALL—FOR AS LITTLE AS \$4.00—No License

CONTINENTAL SALESBOARD

GOING OVER WITH A BANG

SEND YOUR ORDER TODAY or WRITE for Full Particulars.

1/3 Deposit with order, bal. C. O. D., P. O. B., N. Y.

WE GUARANTEE THIS DEAL

If You Are Not Satisfied Return the Deal and We Will Refund Your Money. (Less freight charges.)

JOBGING FRANCHISES
 Open in Many Sections of the Country.

CONTINENTAL MERCANTILE Co. 414 Broadway, N.Y.C.

COMING MARRIAGES
 (Continued from page 29)

tures publicist, to Harry Maxwell, non-professional, September 19 in Los Angeles.

Philo Higley, dramatist, and Mrs. Mary G. Graf, non-professional, soon in the East.

GET! GET! GET!
TURTLE BACK
 10—Skill Game—10 LEGAL EVERYWHERE.

LARGE JUMBO

Size Counter Jar Game.

1,000,000 Locations Waiting.

Amazing Profits Daily.

Cigarette Card Furnished—New Award Idea—1 to 5 Packages.

SAMPLE . . \$3.00
Lots of 6 . . . 2.50
Lots of 12 . . . 1.95

1/3 Deposit, Balance C. O. D.
 Go in for **BIG EARNINGS WITH TURTLE BACK**—Pennies Make Dollars!

SPARTAN NOVELTY CO.
 201 Elm Street, Olinnatti, O.

GRAB THESE BARGAINS

NEW HURDLE HOP	PAYOUTS.	PAYOUTS.
Shoe-Ball Pin Machine, 42x 20, 10 Ball, List, \$59.50.	Mileah \$50.00	Bally Bonus \$45.00
LARGE SIZE SKEE BALLS In Stock. ALL NEWEST MACHINES In Stock. Lights Out, Neck and Neck, Big Bank Nite. Full Line of New and Used Counter Games. Send for Price List.	Pamco Chato Ticket and Cash 78.00	Proinctor 27.50
	Multipay, Ticket and Cash 78.00	Trojan 25.00
	Ten Grand 48.00	De Luso 48 27.50
	All-Stars 50.00	ABT TICKET GAMES.
	Pamco Parlay, Jr. 40.00	Auto Dart, Auto Winner, Auto Crown, Auto Flash, \$10.00 Each.

One-Third Deposit

KC VENDING CO., 415 Market St., Philadelphia, Pa.

WEST'S WORLD WONDER SHOWS
WANT FOR CHARLOTTE, N. C.

WEEK SEPTEMBER 21 AND THE FOLLOWING ROUTE:

September 28—REIDSVILLE, N. C., Fair.	October 26—RUTHERFORDTON, N. C.
October 5—CONCORD, N. C., Elks' Jubilee.	November 2—MARTINSVILLE, VA.
October 12—HIGH POINT, N. C., Fair.	November 9—ELIZABETH CITY, N. C., Armistice Celebration.
October 19—BURLINGTON, N. C.	

WANT Merry-Go-Round and Caterpillar Formcan, Talkers and Grinders.
 All Concessions open. Address

FRANK WEST, General Manager, Galax, Va.

WANTED - T. J. TIDWELL SHOWS - WANTED

Shows that don't conflict, CAN PLACE the following Concessions: Ball Games, Hoop-la, Juice and Grab, Photo Machine, American Palmist, also Wheel and Coupon Agents for five big fairs. Osage County Free Fair, Pawhuska, Okla., September 21-26; Wichita County Free Fair, Iowa Park, Tex., September 23 to October 3; Eastern New Mexico State Fair, Roswell, N. M., October 5-10; Young County Free Fair, Graham, Tex., October 12-17; Central West Texas Fair, Haskell, Tex., week October 19-24. Wire

T. J. TIDWELL, Anadarko, Okla., this week.

ATTENTION: Salesboard Operators
 MERCHANDISE THAT IS DIFFERENT: FANCY CHROMIUM CHESTS, FITTED WITH ITEMS ON 40, 50 AND 60-HOLE PUSH CARDS. OHIOGGO OPERATORS NOW MAKING BIG PROFITS, \$50 TO \$100 WEEKLY. WE ARE MANUFACTURERS.

STONE BROS., 800 Sibley, Chicago, Ill.

FRISK GREATER SHOWS

Want Concessions for Street Fair, September 18 to 20 at Waterville, Minn. No racket. Hutchinson, September 21 to 24; Montgomery, Minn., Sunday, September 27.

Want Tilt-a-Whirl operator account illness.

WEST BROS. AMUSEMENT CO. WANT

Concessions of all kinds, Shows, Penny Arcade, Fun House, Ride Help, Scenic Artist. Come on: Rockport, Mo., Free Fair, week September 14; Butler, Mo., Free Fair, week September 21; Coffeyville, Kan., Fair, week September 28; Bentonville, Ark., Free Fair, week October 7; Danville, Ark., Free Fair, week October 12.

CONCESSION GOODS
 NOVELTIES, CANDY, SALESBOARDS—OVER 1,000 ITEMS.
 Write for Price List.

SOUTHERN PREMIUM MFG. CO.
 4101 Commerce St. Dallas, Texas

5 BALLY HITS!



2 RAY'S TRACK

Zooming to greater profits EVERY DAY! RAY'S TRACK is the perfect horse race machine for the new Fall Season. It's the game YOU NEED to help YOU EARN BIG PROFITS! WRITE, WIRE OR PHONE TODAY—Get going with RAY'S TRACK!

WRITE OR WIRE FOR PRICE



3 BLUE BIRD

The new 1-Shot Payout Sensation. Changing Odds and Extra Dividend make EVERY pocket a possible 70 to 1 winner! Ticker model is the greatest of its kind. WRITE FOR MORE DETAILS NOW!

WRITE OR WIRE FOR PRICE

1
The Greatest of all
BALLY ROLL

5 BALLY BABY



Cigarette or Numbers! The greatest trade stimulator in history. Bally Baby continues as the fastest selling, longest lasting counter game ever built. Put 50 in your car—learn how easy they are to place—EARN BIG, STEADY PROFITS! WRITE NOW for more details!

WRITE OR WIRE FOR PRICE

4 LIGHTS OUT



The 8-Ball NON-PAYOUT HIT! Growing in popularity EVERY DAY—EVERYWHERE! Lights Out is THE game of the hour! Get back those big time money-making locations with LIGHTS OUT—A Bally Game that leads the whole world in play appeal and mechanical perfection! WRITE TODAY!!

WRITE OR WIRE FOR PRICE

INSTANT DELIVERY

NOT JUST PROMISES! BALLY ROLL is the greatest bowling game in history! Operators EVERYWHERE are cleaning up with BALLY ROLL—WRITE NOW for Complete Details and time payment plan.

Write or Wire for Price

RUSH YOUR ORDER TODAY—GET ON OUR MAILING LIST FOR ALL NEW AND USED MACHINE PRICES! DO IT NOW!

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Top the Midway with THESE ITEMS WRITE FOR CATALOG

ONE DAY SERVICE

CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN

ATTENTION, Carnival Men

Before Buying GET OUR LOW-CUT PRICES ON NOVELTIES, CANES, PLASTER AND TOSS UPS.

MILTON D. MYER CO., 433 4th Ave., PITTSBURGH, PA.

THE UNDERSELLING SUPPLY HOUSE

GARDEN OF EDEN SUGAR ROLLED DATES

Fleasly Colophaned Box (8 1/2 x 1 1/2). A Strong Intermediate Give-Away. Guaranteed to stand up in all weather. Packed 100 to Carton.

25% Deposit With All Orders. Balance C. O. D. Send for Free Illustrated Catalog.

MARVEL CANDY CO., Inc. 101-103 Wooster St., NEW YORK CITY

- ROUTES**
- (Continued from page 76)
- Sheeley Midway: Oak Hill, W. Va.; Lynchburg, Va., 21-26.
 - Shugart's, Doc: Cameron, Tex., 14-17.
 - Siebrand Bros.: Ft. Duchesne, Utah, 17-19.
 - Silver Star: Elk City, Okla.
 - Smith's Greater Atlantic: (Fair) E. Rainelle, W. Va.
 - Snapp Greater: Danville, Ill.
 - Sol's Liberty: Canton, Ill.; Keokuk, Ia., 21-26.
 - Spencer, G. L.: De Soto, Mo.; Chaffee 21-26.
 - State Fair: Wellington, Kan., 14-17; (Fair) Tulsa, Okla., 19-26.
 - Strates Shows Corp.: (Fair) Bath, N. Y.; (Fair) Suffolk, Va., 21-26.
 - Busset Am. Co.: (Fair) Mt. Vernon, Ill.; (Fair) Carbondale 21-26.
 - Thomas, Dug: Sarcoux, Mo.; Willow Springs 21-26.
 - Tidwell, T. J.: (Fair) Anadarko, Okla.; (Fair) Pawhuska 21-26.
 - Tilley: (Fair) Aledo, Ill.; La Salle 21-26.
 - United Shows of America: (Fair) Amarillo, Tex., 17-26.
 - Valley: (Fair) Flatonia, Tex.; (Fair) New Braunfels 21-26.
 - Wade, R. H.: (Fair) Lisbon, O.
 - Wallace Bros.: (Fair) Okolona, Miss.; (Fair) Macos 21-26.
 - Wear, Mabel R.: (Fair) Montpelier, O.
 - West Bros.: Am. Co.: (Fair) Rockport, Mo.; (Fair) Butler 21-26.
 - West Coast Am. Co.: Lodi, Calif.; (Fair) Mariposa 22-27.
 - West, W. E.: Motorized: Washington, Kan.; Ellsworth 21-26.
 - Westchester United: Yonkers, N. Y.
 - Western State: Liberal, Kan.
 - West's World's Wonder: (Fair) Galax, Va.; (Fair) Charlotte, N. C., 21-26.
 - Weydt Am. Co.: Elsworth, Wis.
 - Wilson Am. Co.: Mahomet, Ill.
 - Work, R. E.: Gary, W. Va.
 - Yellowstone: (Fair) Forsyth, Mont., 14-16; (Fair) Baker 17-19; (Fair) Las Vegas, N. M., 25-27.
 - Zeiger, C. F., United: Flagstaff, Ariz.; Prescott 21-26.
 - Zimdars Greater, No. 1: (Fair) Poplar Bluff, Mo.; (Fair) Malden 21-26.
 - Zimdars Greater, No. 2: (Fair) Imboden, Ark., 21-26.

PRICE BUSTING BARGAINS

RECONDITIONED—GUARANTEED

AUTOMATIC PAYOUT GAMES

GOLD MEDAL	\$18.50
DE LUXE 46	22.50
ALAMO	47.50
DAILY RACES	55.00

PIN GAMES

CHICAGO 1	\$ 6.00
OTTO	19.50
TOTALITE	22.50
WHIRLPOOL	22.50
CHAMPS	25.00

SPECIAL We have unusual bargains in Automatic Payout Machines. You will be amazed at our prices. WRITE.

THE MARKEPP COMPANY

Ohio's Largest Distributor.

3328 Carnegie Avenue, Cleveland, O.

ENDY BROS. SHOWS INCORPORATED.

WANT Girl Shows, Freak Shows, Custard, All Concessions open. Come on. GRATZ, PA., FAIR, next week. WANT Kiddie Auto Ride for next four weeks. WANT for next ten weeks in North Carolina, all Fairs, Concessions, Shows not conflicting. Opening Merion, N. C., week September 21; Doylestown, Pa., this week.

WANTED

Merry-Go-Round and Ferris Wheel Foreman on per cent. Also Shows and Concessions. Being South. Winter's work. **KING'S UNITED SHOWS**, General Delivery, Kingman, Ind. Kitman Fair.

MIDDLETOWN, INDIANA STREET FAIR

Sponsored by the Business Men.

WANT Shows and Concessions. Wire committee of come on.

GREATER UNITED SHOWS

WANT—Hillbilly or Minstrel Show—WANT

HAVE COMPLETE OUTFIT—TENT 40x85, WITH ELABORATE 52' PANEL FRONT. CAN PLACE Fun Show and Glass House, Illusion, Midget and Mechanical Shows.

WILL BOOK for Balance of this and next Season, Opening at LAREDO, TEX., 10-Day Celebration, February 15. ROUTE—Week of September 14, Holdenville, Okla., Free Fair; September 28, Bonham, Tex.; October 5, Athens, Tex. (East Texas Cotton Palace); October 12, Lufkin, Tex.; Fair; October 19, Huntsville, Tex.; Fair; October 26, Temple, Tex., Fair and Exposition; November 2, Beeville, Tex., Fair; November 9, Cuero, Tex., "Turkey Trot," and Others. Wire J. GEORGE LOOS, Week September 14, Holdenville, Okla.

- CIRCUS AND WILD WEST**
- Barnes, Al G.: Hereford, Tex., 15; Clovis, N. M., 16; Roswell 17; Carlsbad 18; Pecos, Tex., 19; El Paso 21; Las Cruces, N. M., 22; Albuquerque 23; Gallup 24; Winslow, Ariz., 25; Flagstaff 26; Prescott 27; Phoenix 28; season end.
 - Berry Bros.: Garberville, Calif., 15; Fortuna 16; Arcata 17; Farndale 18; Scotia 19.
 - Cole Bros.-Clyde Beatty: Modesto, Calif., 15.
 - Murced 16; Fresno 17; Bakersfield 18; Glendale 19; Los Angeles 20-24.
- (See ROUTES on page 80)

THE BIGGEST GAME FACTORY IN THE EAST

is now ready with the New



THE MOST BEAUTIFUL BOWLING GAME IN THE INDUSTRY— ALL SOLID MAHO- GANY — BACKED BY 18 MONTHS OF ACTUAL OPERATION — THE VERY BEST MECHANISM IN THE WORLD — WITH SENSATIONAL SILENT PLAY — REMOV- ABLE CASH BOX — VEEDER REGISTER ASSEMBLY IN FRONT OF MACHINE — REMOVABLE TARGET — STURDIEST GAME MADE WITHSTANDS ONE-TON PRESSURE—INDIRECT LIGHTING—ANIMATED SCORING ZOOMS UP THE SIDES— NEW DOUBLE CHIMES—AND A HUNDRED OTHER "WONDER FEATURES" ONLY POSSIBLE BECAUSE OF OUR 18 MONTHS' EXPERIENCE!

Just take it off the truck and plug it in—No assembly work necessary to install ROLL-A-BALL. BEFORE YOU BUY ANY BOWLING GAME SEE THE NEW De Luxe Model ROLL-A-BALL! WRITE, WIRE, PHONE OR CALL IMMEDIATELY!

ROLL-O-MATIC, INC.

MANUFACTURERS
209-219 PARKHURST STREET NEWARK, N. J.
PHONE Bigelow 3 — 2335

READY FOR DELIVERY!

DE LUXE MODEL

ROLL-A-BALL

Proven Perfect In Operation. Beautiful Modern Design. MARVELOUS MONEY MAKER!

D. ROBBINS & COMPANY - 1141 B De Kalb Ave. Brooklyn, N.Y.

The Great Dunn, North Carolina, Fair

OCTOBER 19 TO 24, INCLUSIVE—SIX DAYS AND SIX NIGHTS

Wanted—Two Promoters, also Advertising Man and Fast-Stepping Bill- poster and Lithographer. Write or wire LEE SCHAEFFER, Cotton Dale Hotel, Dunn, N. C.

TWO-COUNTY FARMERS FAIR AND CANDLEWICK QUILT EXHIBITION

ADAIRSVILLE, GA.—ALL WEEK SEPTEMBER 28 TO OCTOBER 3.

WANTED—Any Ride except Ferris Wheel and Mix-Up. Especially want Merry-Go-Round and Kiddie Rides, any Show with own outfit. Concessions of all kinds \$15.00. Cook House sold. We positively hold contracts for ten Fairs. WANT Circus Acts for our Congress of Daredevil Thrillers. Circus salary. Florida all winter. Address TERRELL'S COUNTY FAIR SHOWS, this week, Dalton, Ga.; next week, Chatsworth, Ga.; then Adairsville, Ga. Ten Fairs to follow.

WANTED FOR DEARBORN STREET CELEBRATION

September 16 to 21—Dix and Mulkey Sts.—Opposite Ford Factory Loop-O-Plane, Tilt-a-Whirl, Legitimate Concessions of all kind, Snake Show and Pit Show. The Red One of the season. Wire by Western Union. EARL CAALLSTEAD, Dearborn, Mich., Dix and Mulkey Sts. Celebration.

JOHN R. WARD SHOWS

CAN PLACE for Mississippi and Louisiana fairs and all winter, Shows that don't conflict. Ten-in-One. Johnny Webb wire. Illusion Show, Girl Revue, Daners for Hawaiian Show, Comedians, Girls and Musicians for Minstrel. Have private 25-passenger Bus for transportation Minstrel Show. Talkers for Geek Show. WANT CORN GAME, JOIN AT ONCE. Also place Milt Camp, Lead Gallery, Diggers and all Stock Concessions. WANT capable Chairplane Foreman and Concession Agents. Portageville, Mo., this week; Senatobia, Miss., State County Fair, next week.

GOOD NEWS FOR OPERATORS OF LOUISVILLE, KY.

AND ADJACENT TERRITORY

We Have Opened Offices and Salesrooms To Handle the Distribution of

AUTOMATIC PHONOGRAPHS and The ORIGINAL WURLITZER SKEE BALLS

Always a Large Stock of All Models Ready for Immediate Pick Up.

We Sell to Bona-Fide Operators Only.

PLEASE NOTE—We Do NOT Operate!

We Are NOT Your Competition!

You may always feel free to bring your customers to our showroom and let them see all models. Make our showroom your office.

OHIO SPECIALTY CO.

On Broadway—Near Clay, Louisville, Kentucky.



President of
SICKING MFG. CO., INC.

"FOR 41 YEARS WE HAVE BEEN FEATURING THE BEST MACHINES AND THE FINEST SERVICE, BUT NEVER IN ALL THOSE YEARS HAVE WE BEEN ABLE TO PRESENT A GREATER MONEY-MAKER THAN REEL "21". ORDER REEL "21" ON OUR 10 DAY FREE TRIAL GUARANTEE, AND AT THE SAME TIME ORDER THE NEWEST COUNTER GAME SENSATION, DAVAL'S "RACES," ONLY \$15.50 TAX PAID."

Wm. Marmar

DAVAL'S RACES

A truly remarkable VALUE! More beautiful than any horse race counter game in history! More clever in play action—NO SCORE-CARD NECESSARY! Rush your Order NOW! 1/3 Deposit, Balance C. O. D. **\$15.50** TAX PAID 4-WAY PLAY

REEL "21" \$23.75

No greater counter game money-maker ever existed! NOW made with deeper cash box to accommodate all the coins! Reel "21" is the operator's salvation — RUSH YOUR ORDER—1/3 Deposit, Balance C. O. D.

TAX PAID
4-WAY PLAY—1c, 5c, 10c, 25c



ESTABLISHED SINCE 1895
SICKING MFG. CO., INC.
1922 FREEMAN AVE., CINCINNATI, O.

JACKSON, TENN. COLORED FAIR

Week September 21. 40,000 tickets sold last year. Followed by Dickson, Tenn., Fair and five Mississippi Fairs. Conditions are good in this section of the South. Want Stock Concessions; no grift. Also want Athletic Show Manager; no boxers. Have complete new outfit. Why not make some money this fall at these seven good Southern Fairs? Address

F. H. BEE SHOWS, Inc.
Centerville, Tenn., Fair, this week, or come on to Jackson, Tenn.

Raleigh, N. C., Century of Progress

SEPTEMBER 14 TO 19.
ROANOKE RAPIDS, N. C., AMERICAN LEGION FALL FESTIVAL AND CELEBRATION, SEPTEMBER 21 TO 26.

Then All Fairs in North Carolina To Follow.

CAN PLACE Shows that do not conflict. WANT Concessions of all kinds. No exclusives. Rates reasonable. CAN PLACE Promoters who are capable. WANT Ride Help for Caterpillar, Tilt-a-Whirl, Skooter and Merry-Go-Round, also Drome Riders. All mail and wires as per route.

DENNERT & KNEPP COMBINED EXPOSITION, Inc.

ROYAL PALM SHOWS WANT

CAN PLACE Ride, Girl Show. Will furnish complete outfit, including beautiful Front. Also Grind Shows. Can furnish outfit for same. CAN PLACE Motordrome to join at once. CAN PLACE Talkers and Grinders. Side-Show Acts. Legitimate Concessions come on. We can place you. Positively no grift. No exclusives except Cook House and Corn Game. Experienced Ride Help come on. Fayette, Ala., this week; Courtland, Ala., Fair, the week September 21; Roanoke, Ala., Fair, the week September 26; Opelika, Ala., Fair, the week of October 5. We positively open in Cuba Thanksgiving Week for an all-winter tour.

BERNEY SMUCKLER, Mgr.

ROUTES

(Continued from page 78)

- Cooper Bros.: Capreal, Ont., Can., 18; Sudbury 18; Coniston 17; Sturgeon Falls 18; North Bay 19; South River 21; Huntsville 22; Orillia 23; New Market 24; Oakville 25; St. Catharines 26.
- Gainesville Community: Bonham, Tex., 16-17; Main, Walter L.; Sikeston, Mo., 15; Kennel 16; Caruthersville 17.
- Mix. Tom: Durham, N. C., 15; Burlington 16; Greensboro 17; Winston-Salem 18; Statesville 19; Charlotte 21; Sparta, N. C., 22; Anderson 23; Athens, Ga., 24; Macon 25; Dublin 26.
- Polsac Bros.: Billings, Mont., 14-19.
- Rising Bros. and Barnum & Bailey: Denver, Colo., 18; Colorado Springs 16; Pueblo 17; Garden City, Kan., 18; Dodge City 19; Enid, Okla., 21; Clinton 22; Chickasha 23; Wichita Falls, Tex., 24; Ardmore, Okla., 25; Paris, Tex., 26.
- Sadler, Harley: Goldthwaite, Tex., 18; Brownwood 19; Rising Star 17; Baird 16; Merkel 19; Colorado 20.
- Schad Circus Attrs.: Albin, Neb., 14-18.
- Seal Bros.: Kemmerer, Wyo., 17; Green River 18.
- Tiger Bill: Marble Hill, Mo., 18; Puxico 19; Broseley 20-21; Fisk 22; Essex 23-24; Sikeston 25-27.

MAX LINDERMAN, general manager World of Mirth Shows, visited the Canadian National Exhibition, Toronto, Thursday, September 10.

ISLER GREATER SHOWS

PARAGOULD, ARK., SEPTEMBER 14-19. WANTED—Whip Foreman, Ride Help, Concessions and Agents, Rides and Shows, Girls for Hula Show, Minstrel Performers and Musicians. Capable People in all lines. Southward bound. Ten-car Railroad Show. Privilege Car to Icaso.

AT LIBERTY

After this week, Double Loop-o-Plane. Well lighted. Swell flash.

R. T. WADE, Gen. Del., Grand Rapids, MICH.

DUCK SOUP 1c Skill Game



IT'S LEGAL
100,000 LOCATIONS
Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES Sample . . . \$3.25
1/2 Deposit Lots of 6 . \$3.00
Bal. C.O.D. Lots of 12 . \$2.75

Protect Your Route Without Delay
STAR SALES CO.
3901-09 Wayne, Kansas City, Mo.

WANTED

Shows, Rides and Concessions of all kinds for STATE CENTENNIAL CELEBRATION SEPTEMBER 30 to OCTOBER 3

Parades every day. Plenty free attractions. LESTER HOUCK, Chmn., Bangor, Pa.

HUGHEY BROS. SHOWS

WANTS good reliable Mechanic with own tools, prefer one with Commission. Also want a few more Legitimate Stock Concessions. Want two Workmen on Rides. This week Abingdon Centennial and Horse Show on streets, Abingdon, Ill.

**PLAY SKEEL-BALL IN
payout PIN GAME SIZE
Mutoscope's
HURDLE HOP**

**TICKET MODEL
NOW READY
for DELIVERY!**

\$97⁵⁰

OPERATOR'S PRICE.

Also Available Without Ticket in Standard Model Only.

\$59⁵⁰

JUST TRY HURDLE HOP ON LOCATION TODAY — EARNS MORE PROFIT THAN SKEEL-BALL GAMES — TAKES LESS SPACE — HAS SAME THRILLS — SAME ACTION — LEGAL EVERYWHERE — See Your Jobber or Write or Wire Direct TODAY!



BIGGEST SMALL GAME HIT IN TWO YEARS.

Size: 42" x 20" Fast Action — 10 Balls for 5c



MANUFACTURED BY **INTERNATIONAL MUTOSCOPE REEL CO.** 516 W. 34th St. INC. NEW YORK CITY THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

Janette Terrill's Georgia Fair Circuit

WANTS Rodeo, Rides (five only), Big Time Shows, Concessions of the better class, six High Thrillers for Midway, Free Circus, Promoters with Fair experience. Offices ready now. Spalding County Fair, Griffin, Ga., week October 26 (Last Year's Best County Fair); Lamar County Fair, Barnesville, Ga., week October 19 (Always a Winner); Emanuel County Fair, Swainsboro, Ga., week November 2 (A Bankroll Spot); Stephens County Fair, Toccoa, Ga. (A Maiden with Big Possibilities), week November 9; Coffee County Fair, Douglas, Ga., week November 16 (Best Southeastern Spot); Thomas County Fair, Thomasville, Ga., week November 23 (A Big Time Date). Address

JANETTE TERRILL, P. O. Box 598, Griffin, Ga.

STRATES SHOWS Corp.

New Four-County Fair, Suffolk, Va., September 21 to 26. Want Concessions, Novelties, Demonstrators, any legitimate Gaming Concessions for this date and route of Southern Fairs. Also want Shows of merit. Address, mail or wire, MATTHEW J. RILEY, New Four-County Fair.

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STOCK, WILD AND TAME TRAINED ANIMALS FOR A FRANK BUCK SHOW AT BOSTON, WEEK OF OCTOBER 5.

No act too large or too small. Wire complete details and lowest price. Could use any unusual act for this show. Also suitable Concessions wanted. Wire CHARLIE GORDON, Director, 204 Stuart St., Boston, Mass.

WANTED

Join on wire, Colored Side Show Band. Joe Ringler wire. Boss Caperman, Ralph Noble, if at liberty, wire. Best Men for Grand Stand, Working Men. Ventriloquist and Punch for Side Show. For Big Show can place on wire Feature Acts. Bill Marino Family wire. Friebrand's Seals wire. Chester Easy and wife wire. Property Men wire Sweeney (Whitay). This is America's best popular priced Circus. All new equipment. Plenty of business. Long season. Make salary reasonable, as you get it here. Tell all in wire. HARLEY SADLER, CARE HARLEY SADLER CIRCUS Brownwood, Wednesday, September 16; Rising Star, Thursday, September 17; Baird, September 18; Merkel, September 19; All Texas. Permanent address, Sweetwater, Tex. CAN PLACE Lunch Wagon. Must have flash.

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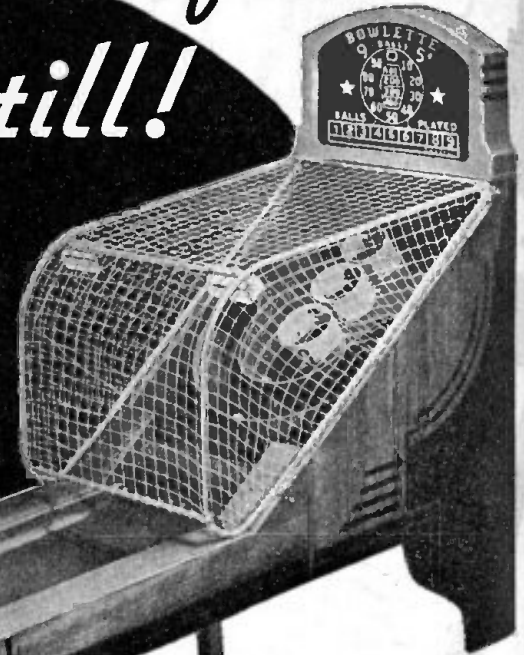
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A new 1 BALL AUTOMATIC PAYOUT TABLE. As a coin is inserted in the MYSTERY COIN CHUTE, 2 to 8 groups of numbers light on the backboard. Each group lighted has three individual numbers. If the big bronze ball drops into any of these pockets starting with the lowest number (for example, 1, 4-2, or 1-2-3) POLICY automatically pays the lighted odds (from 2 to 40). WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT.

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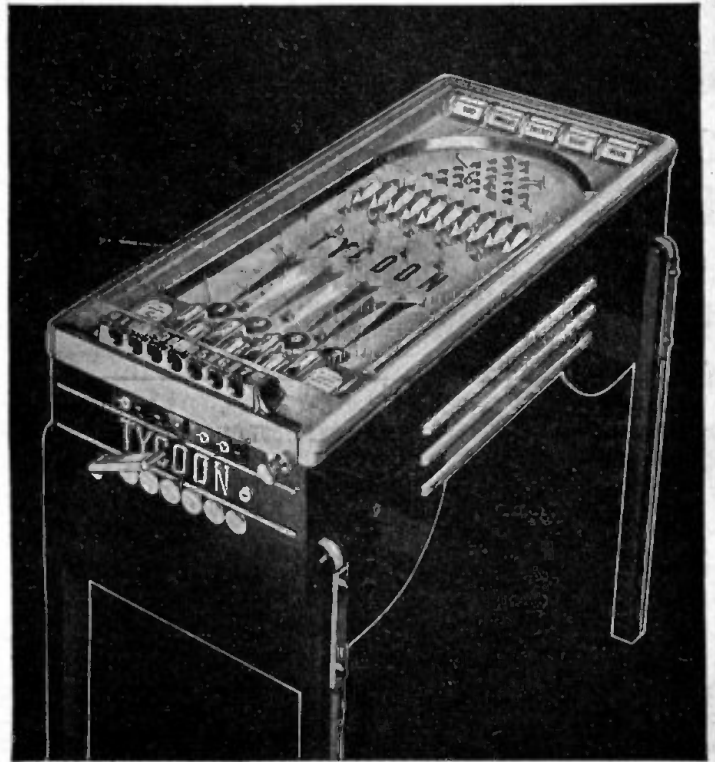
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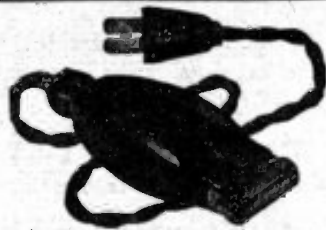
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Progressive Jackpot feature permits players punching "Trip Tickets" to punch in from 1 to 4 Jackpots with possibility of winning up to \$17.50.

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Price includes easels and 4 fraud-proof tickets.

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44 in. by
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\$54.50
READY TO
PLUG IN

BLUE BIRD 1-SHOT PAYOUT GAME

1-SHOT PLAY . . . CHANGING ODDS and EXTRA DIVIDEND LIGHTS making EVERY POCKET a possible 70-to-1 WINNER . . . MYSTERY AWARDS . . . FREE PLAY ODDS CHANGER . . . EXTRA GOLD AWARDS . . . All make BLUE BIRD unbeatable for steady REPEAT PLAY and consistently strong collections. BLUE BIRD'S EXTRA DIVIDENDS for the player mean EXTRA PROFITS to you!

53 in. by
24 in.



\$129.50
TICKET MODEL \$139.50
Complete with A. C. Power-
Pak. No extra charge for
Check Separator.



ROUND-UP 1-SHOT PAYOUT GAME

Big \$25.00 GOLD AWARD, DOUBLE PAYOUT and BRILLIANT SCENIC PANEL make ROUND-UP a sure-fire winner everywhere! MYSTERY POCKET pays out tokens good for 100 to 500 Free Games! EXTRA PAYOUT! EXTRA THRILLS! EXTRA PROFIT! Get in on the big ROUND-UP earnings—order yours today!

44 in. by
22 in.

\$99.50
TICKET
MODEL
\$109.50

BALLY-ROLL AMERICA'S MOST POPULAR ROLL-GAME

Earns \$30.00 to \$60.00 per day! NOISELESS OPERATION, PORTABLE CONSTRUCTION, TROUBLE-FREE MECHANISM and GREAT-ER PLAY-APPEAL make BALLY-ROLL the big favorite of locations and players! Order now!



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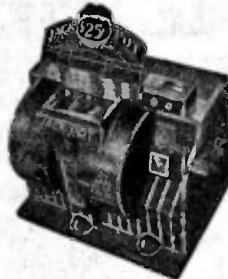
RELIANCE PAYOUT DICE GAME

It really "shoots craps" with GENUINE TRUE DICE! Duplicates every play known to dice! Its fever-pitch popularity among players explains its full cash box popularity among operators! A few RELIANCE machines will put you on Easy Street. Rush your order!

NICKEL MODEL

\$92.50

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3 Machines for Price of One

The world's smallest counter game—only 6 in. by 5 in.—but packed with a world of powerful play appeal! QUICKLY INTER-CHANGEABLE REELS make it 3 SEPARATE GAMES IN ONE! PENNY CIGAR-ETTE GAME, NUMBERS GAME with big 400-to-1 ODDS, and 5-10-25 CENT TRADE STIMULATOR GAME! Insure your territory for heavy profits NOW—COMPLETE with Reels, etc.

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REALITY

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ACCLAIMED EVERYWHERE IN COIN MACHINE INDUSTRY "THE GREATEST COUNTER GAME MONEY-MAKER OF ALL TIME." NOW IN 500 PER DAY PRODUCTION TO FILL ALL ORDERS.

\$23⁷⁵ EACH

TAX PAID—4-WAY PLAY RUSH YOUR ORDER TO YOUR JOBBER NOW



**BEFORE YOU BUY
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COUNTER GAME
MACHINE
GO TAX PAID**



ONLY \$23⁷⁵ R.A.S.

READY FOR DELIVERY NEXT WEEK

RUSH YOUR ORDER NOW!

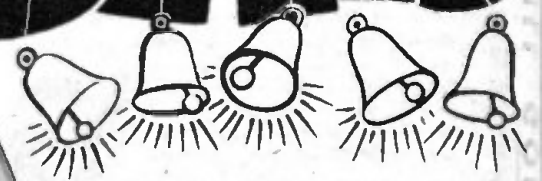
REMEMBER: "Wait Serving means Games!" on silver Counter

**DAVAL MFG CO
200 SO. PEORIA ST.
CHICAGO**

The perfect "sized game" to world-famous Real "21". The most beautiful of American's, leading commercial designers' with old fashioned "Beats" and "Brought" to Chicago, Illinois, U.S.A. The perfect "sized game" to world-famous Real "21". The most beautiful of American's, leading commercial designers' with old fashioned "Beats" and "Brought" to Chicago, Illinois, U.S.A.

THE ANSWER TO AN OPERATOR'S PRAYER!

PAMCO BELLS



CHERRIES • ORANGES • PLUMS
BELLS • BARS

SEE THOSE BELL MACHINE
SYMBOLS ON PLAYFIELD
AND LITE-UP BACKBOARD

AN ALL-TIME WINNER!

PRICED LOW AT

\$89

GET THAT BIG MONEY NOW!



SIZE
50"
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SUPER
DELUXE
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CABINET

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PACIFIC AMUSEMENT MFG. CO.

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DAILY RACES STILL GOING STRONG — SUNSHINE BASEBALL GOING BIG!

DAILY RACES STILL GOING STRONG — SUNSHINE BASEBALL GOING BIG!

ANOTHER WINNER BY GOTTLIEB! SKILL-ROLL

Not A Bowling Type Game

HERE is the atmosphere of a bowling type game in a 50"x24" automatic payout table! Just the game for locations that haven't tremendous space to spare. SKILL-ROLL pays from 2-1 to 40-1 on 16 winning holes. The payout depends upon the odds shown on the Light-Up Rack which the player has one opportunity of changing. It is equipped with famous Gottlieb Motor-Driven Payout Unit and all the excellent features of Sunshine Derby and Sunshine Baseball PLUS new refinements. A marvelous up-to-the-minute attraction you MUST have on your route!

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Just think! A quality PAYOUT with LIGHT-UP RACK for only.....



Battery Equipped. Check Separator - no charge. Extra, \$5.00
Electropak, \$2.50
2-Ball Play, \$2.50
Extra.
5-Ball Play, \$10.00
Extra.
Ticket Model, \$10.00 Extra.

TWO NEW TOP-NOTCH PAYOUTS

BE SURE TO SEE THESE SUPER FEATURES

★ — **MYSTERY SINGLE COIN SLOT**

The feature that made Daily Races the sensation of the year.

★ — **AWARDS**

Mechanically Adjustable Invisible mechanical adjustment controlled in light-up rack.

★ — **IN-A-DRAWER MECHANISM**

Simple construction—all parts easily accessible.

★ — **MAMMOTH**

Cabinet 54"x26" Beautiful design—rigidly constructed by expert craftsmen.

★ — **ESCALATOR 8-COIN VISIBLE**

Jam-proof Belt type escalator.

★ — **MOTOR DRIVEN**

Payout Unit Accurate, jam-proof, smooth action payout unit.

DERBY DAY

Also Pays Off for FOURTH Place

Seven winners of every famous derby, lined up ready to give all the thrills and excitement of a real DERBY DAY! Odds up to 40-1. Pays off on Win, Place, Show and FOURTH. The only horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Mystery Single Coin Slot or Multiple Slot optional. Put your money on the winner DERBY DAY!

HIT PARADE

Baseball at Its Best

A line-up of baseball stars at bat to pay odds as high as 40-1 for HOME RUN, 20-1 for Triple, 16-1 for Double and 12-1 for a Single. The baseball game that gives 28 opportunities to win. Hit Parade has everything to attract and hold play, plus handsome profits to the operator. Mystery Single Coin Slot or Multiple Slot optional. Make your locations show champion earnings with HIT PARADE!



EITHER GAME
\$149⁵⁰
Ticket Game, \$10.00
Extra—Check Separator
No charge—D. C.
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(Batteries Optional).
Equipped with New
A. B. T. No. 400 Slot.

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The only RACE GAME with
DAILY DOUBLES



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NO wonder RAY'S TRACK monopolizes the play wherever it's installed! That big 50-TO-1 EXTRA AWARD results in constant repeat play and the greatest profits in all amusement game history! The simple, ALL-ELECTRIC precision-built mechanism insures trouble-proof, noiseless performance. No tie races, no sequences, no charting, no favorite horses. Rich beauty of matched walnut buffet-style cabinet wins a welcome in the high-grade big-profit spots. Take a tip from America's leading operators—and get on Bally's RAY'S TRACK now!

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3 GAMES FOR PRICE OF ONE

Greatest counter hit of all times! Introduced last January and still going strong! Give it only 5 in. by 6 in. space and it will earn \$10 to \$40 profit per week. 3 QUICKLY INTERCHANGEABLE

SETS OF REELS with each machine—actually 3 games for price of one—PENNY CIGARETTE SALE—5-10-25 CENT TRADE STIMULATOR—and sensational NUMBERS GAME with 400-to-1 award! Countless locations await this mighty molecule of money makers—so order today!



BALLY BABY
\$17.50
F. O. B. CHICAGO



BLUE BIRD
\$129.50

TICKET MODEL \$139.50

Complete with A.C. Power-Pak. No extra charge for Check Separator. F. O. B. Chicago

53 IN. BY 24 IN.

BLUE BIRD

"DEND" LIGHTS, making EVERY POCKET a possible 70-TO-1 WINNER—up to 30-TO-1 on regular award, plus as high as 40-TO-1 Extra GOLD AWARD! No out-hole on board! FREE PLAY POCKET ALSO CHANGES ODDS! This marvelous combination of play-getting features insures record-breaking collections! Try a sample and taste those good old "Jumbo-days" profits again!

1-SHOT PAYOUT or ticket game with CHANGING ODDS and revolutionary new "EXTRA DIVI-

LIGHTS OUT

Fastest non-payout game on the market—as player can score by shooting only 4 balls! Welcomed by merchants because of Light-up Totalizer, Light-up Ball Count, Light-up Award Card and Light-up Anti-Tilt. Pep up your non-payout spots by ordering LIGHTS OUT today!

ORDER FROM YOUR JOBBER! ALSO BALLY-ROLL, ROUND-UP, RELIANCE!

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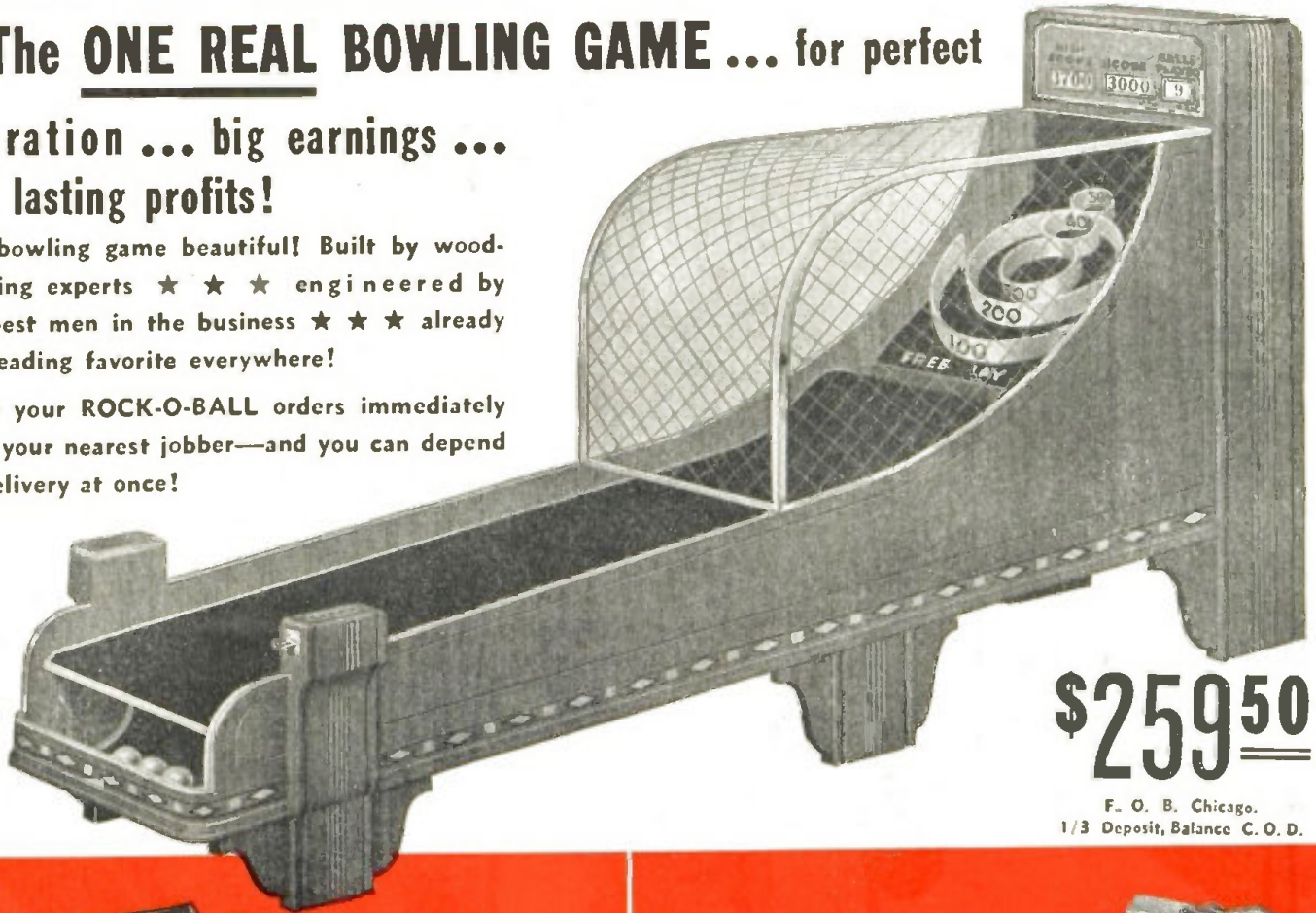
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ROCK-O-BALL

★ **The ONE REAL BOWLING GAME ... for perfect operation ... big earnings ... and lasting profits!**

The bowling game beautiful! Built by wood-working experts ★ ★ ★ engineered by the best men in the business ★ ★ ★ already the leading favorite everywhere!

Place your ROCK-O-BALL orders immediately with your nearest jobber—and you can depend on delivery at once!



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1/3 Deposit, Balance C. O. D.



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Being played heavily by Draw Poker fans (and who isn't) everywhere! With the exclusive pin game feature of giving the player 2 plays for his coin—just as in ROCK-OLA's famous Hold and Draw. Be sure you're there with DRAW BALL — It's a natural!

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Taking the country by storm—packing them in all over—just like at the movies everywhere! Timely ★ ★ ★ up-to-the-minute appeal ★ ★ ★ sure, certain profits! It's important to be first in your territory with BIG BANK NITE. Hurry! — see your nearest jobber today!



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THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE-SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMEN, FOR THE LADIES, SILK LINGERIE-SILK HOSE-EXOTIC PERFUMES-COSTUME JEWELRY, IMPORTED AND DOMESTIC NOVELTIES, UNIQUE/ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!

AMAZING ARTICLE FOR A TRIFLING SUM ASTOUNDING MERCHANDISE Each and every PURCHASE

10¢ per purchase

\$50.00 TO \$100.00 PER DAY FOR YOU! YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED.

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- Silk Hosiery
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- Silk Handkerchiefs
- Silk Socks
- Silk Scarfs
- Silk Suspenders
- Peel and Bone Handled
- Pocket Knives
- Leather Wallets
- Leather Memo Books
- Leather Key Cases
- Silver Belt Buckles
- Leather Belts
- Fountain Pens
- Pen Sets
- Propel and Repeal Pencils
- Gold Plated Cuff Buttons
- Gold and Silver Tie Clasps
- Fountain Pen Flash Lights
- Pocket Flash Lights
- Pocket Cigarette Lighters
- Table Cigarette Lighters
- Briar and Rosewood
- Smoking Pipes
- Cigar and Cigarette Holders
- Imported Cigarette Cases
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- Babies' Silk Shoes
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- Semi-Precious Stones
- Gold and Silver Brooches
- Pearl and Jade Ear Drops
- Ear Rings
- Gold Plated and Nickel
- Safety Razors
- Pocket Compasses
- Vanida, Pearls
- Peter Pan Pearls
- Costume Jewelry
- Exotic Perfumes
- Cosmetics
- Beaded Bags
- Leather Hand Bags
- Silk Hand Bags
- Imported Vases
- Miniature Statuary
- Imported Novelties
- Domestic Novelties
- Tops—Gowns
- Dressed Dolls
- Baby Dolls
- Incense Burners
- China Ware
- Glass Ware
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RECORD SALE!
12 MINUTES PER CASE!

Average complete sale in retail store less than 3 hours per case!

100%
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WE GUARANTEE THE SALE TO YOU, AND THRU YOU TO THE RETAILER... 100%
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RETAILER RECEIVES \$6.00 PER CASE
HE PAYS YOU \$4.50 PER CASE
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