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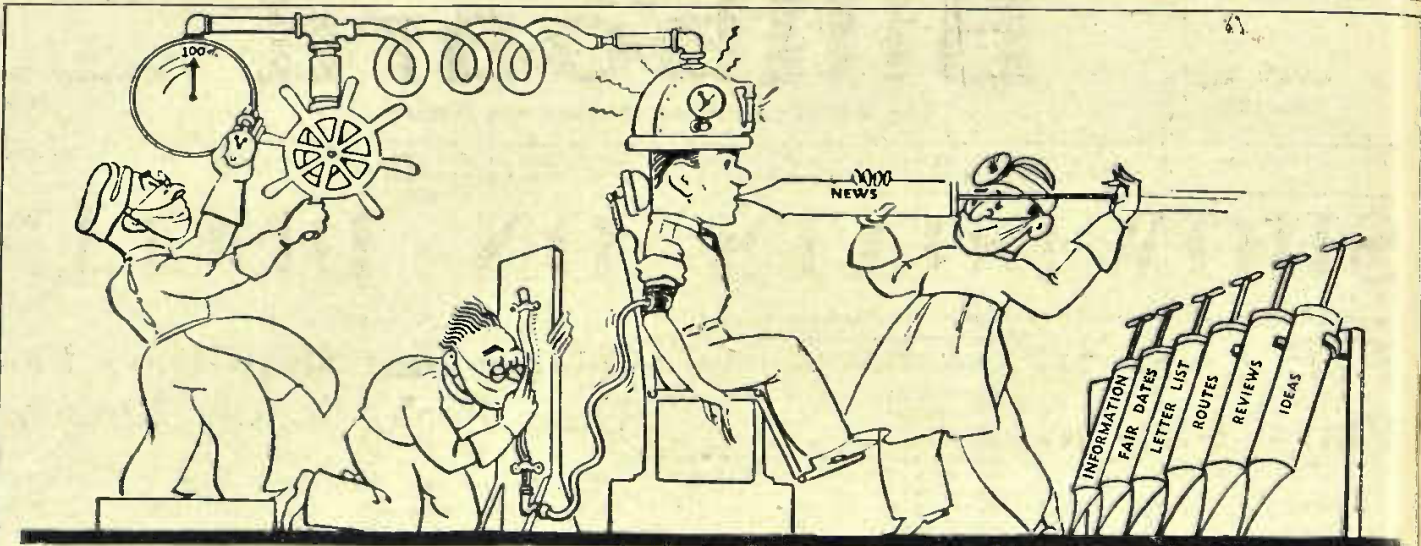
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1937

The World's Foremost Amusement Weekly

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SHOWBOATS ON DECLINE

FTP Lists 40 Plays for '38

Advisory Board votes upped admish—okehs subscription season

NEW YORK, Aug. 14.—Meeting of the Advisory Board of the Federal Theater committee August 3 was informed by Mrs. Hallie Flanagan, national director, of the play lineup for the 1937-'38 season. List calls for 40 productions, with chief emphasis on current problems of American life. Second emphasis will be on classical material, such as *Dr. Faustus*.

Consensus of the meeting's opinion on vaudeville was that the FTP had good vaude talent badly produced and that the musical comedy form was a mistake. Straight vaude indicated.

Unanimously voted at the meeting that admissions to downtown theaters be upped to a \$1 top, with majority of seats available at 50 and 25 cents.

Board also indicated its favorable attitude toward a subscription season. Idea to take in six plays beginning January, 1938. Subscription plan to apply only to \$1 seats.

Schedule is still tentative. Addition of the following to the Advisory Board was announced: Herman Shumlin, Blanche Yurka, Cornelia Otis Skinner and Helen Hall. At the meeting (See *FTP LISTS* on page 4)

Good Publicity, Anyway

NEW YORK, Aug. 14.—More ribbing for the poor male from what was once his rib. This time it is pretty Kitty Mara, acrobatic dancer, recently arrived here from Europe, who gives the men the finger with a bit of reverse evolution. A chimpanzee, it was revealed, is and has been for six years her dancing partner because, she intimates, men are too dumb to be her partner.

Anthrax Changes 2 Circus Routes

MILWAUKEE, Aug. 14.—On account of anthrax in the Dakotas S. W. Gumpertz, general manager of Ringling Bros. and Barnum & Bailey Combined Circus, said he was obliged to take out a week in South Dakota and substitute dates in Iowa and Nebraska, as he did not want to take a chance on being quarantined. (See *ANTHRAX CHANGES* on page 85)

Attorney Calls Equity Fines On WPA-ers Just "Face-Saving"

NEW YORK, Aug. 14.—Action of council of Actors' Equity in giving suspended sentences of \$50 fines to 50-odd members who participated in the WPA Federal Theater "stoppage" in May resulted in a blast from Harry Sacher, attorney, who aligned himself on the side of the de-

Modern Fun Ships Have Passed Their Peak, Survey Indicates

New York boats drop from 9 to 3—Sanford's \$2.20 top three years ago was height—now it's \$1 for the masses—a few old style Mississippi showboats still active

By GEORGE COLSON

NEW YORK, Aug. 14.—The spectacular rise of the modernized showboat, typed after its romantic predecessor of the Ohio and Mississippi rivers of a century ago and finding increasing favor since the initial production of Bobby Sanford here in 1931, has to all appearances passed its height of popularity. This year showed a 300 per cent decrease in the number of boats using music and talent, the only ones remaining locally being the S. S. America, the S. S. Mandalay and the S. S. Bear Mountain, last named captained for the fifth consecutive summer by Kay Parson. Sanford chose not to run this year. Last summer nine showboats operated in local waters.

With Bobby Sanford's demise from the field also went the true revue type of show and the steeper admission prices (See *SHOWBOATS* on page 5)

Aerialist's Elbow Fractured in Fall

ROCKFORD, Ill., Aug. 16.—The condition of Mildred Millette, who fell here during the performance of Ringling-Barnum Circus night of August 9 and who is at St. Anthony's Hospital, is fair. She sustained a bad fracture of an elbow. General prognosis is good, but she must stay in the hospital three more weeks.

Miss Millette, member of a five-girl aerial act, lost her grip on a trapeze and fell to a canvas pad, a distance of 40 feet. In falling she tried vainly to catch a lower trapeze upon which four other members of the act were standing. One of the other girls, seeing Miss Millette fall, fainted. She was held on the trapeze by the others and by a helper sent from the ground until the trapeze could be lowered.

Theater Situation Next Nut To Crack in Fight on Sound

Joe Weber says fight to finish on mechanization—raps affiliated radio stations for not employing more musicians—recording tax for relief fund, maybe

READING, Pa., Aug. 14.—The annual regional conference of Pennsylvania and Delaware locals of the American Federation of Musicians, held Sunday at the Berkshire Hotel, was highlighted by the presence of Joseph N. Weber, national prez. Weber revealed that the next point in the fight of the AFM on mechanization will be the theaters, altho plans of the battle are still nebulous. Weber gave a full summary on the progress being made against mechanization. Altho he expressed optimism at the outcome of present negotiations, Weber said that he would fight it thru to the finish. "There can be no going back now," he reiterated. "We may not get all we ask, but I'd rather get a little bit now rather than precipitate a legal fight."

Weber pointed out that the biggest stumbling blocks are the broadcasting chains, in that their affiliated stations are the worst offenders. While the parent stations are in full accord with the AFM stand, only 24 of the 234 network affiliated stations are owned by the chains. Weber, however, advised that he is of the opinion that the chains could force their outlets into line and be governed under the provisions of the proposed music code. He made special mention of WCAU, 50,000-watt Philadelphia outlet for CBS, which has carried on for the past year without employing a single musician.

The recording situation also involves the plan to charge a royalty on all recordings with the moneys going to care for the unemployed musicians.

In opening new avenues of employment for the musicians, Weber advised (See *THEATER SITUATION* on page 5)

\$900,000 Administration Bldg. Of N. Y. World's Fair Dedicated

NEW YORK, Aug. 14.—The first major structure of the New York World's Fair of 1939, the \$900,000 Administration Building, was dedicated by President Grover Whalen yesterday afternoon. The building, located outside the exhibit grounds, will house offices of the Fair Corporation and will be occupied by approximately 500 white-collar workers beginning next Monday. Process of moving equipment from the Empire State

Building to the Flushing Meadows site will be accomplished over the week-end.

The building, dedicated exactly 124 days after laying of the cornerstone, was completed exactly two days ahead of the schedule set last January. Whalen in his dedication address paid a tribute to the architects, engineers, contractors and workmen for completing the project so rapidly, and stated that this first enterprise showed conclusively that New York need have no fears about the fair opening on time in April two years hence. The building, which has 115,000 square feet of floor space, is of steel and stucco construction and of modernistic design.

On Monday fair and civic officials will assemble at the Flushing site once again, this time to dedicate the Theme Center with its striking Perisphere and Trylon. (See *ADMINISTRATION* on page 92)

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A Close Shave

PITTSBURGH, Aug. 14.—Manager Mike Cullen of Loew's Penn Theater narrowly missed death this week because his barber's foot "slipped." Easing into his usual chair, Mike ordered the dally shave, dropped off into a cat-nap. Next thing he knew he found his neck bloody and near-frantic white coats all around him. A doctor informed that the barber had "just missed" Cullen's jugular vein because "his foot must have slipped."

LA Negotiates New Contracts

N. Y. local meets circuits on wages—Philly, Boston, Chi and Pittsburgh activity

NEW YORK, Aug. 14.—Stagehands' Local 1 is expected to negotiate within two weeks an agreement with RKO and Loew's regarding the 15 per cent wage cut taken in 1932. Union will present a proposition on the matter to its members at a meeting scheduled at the Knights of Columbus Hotel August 22. Current contract between the local and the theaters expires September 5.

BOSTON, Aug. 14.—Representatives of Theater Workers' Local B4 and of the Loew and RKO circuits will probably confer soon with a view to establishing wage and hour conditions to serve as a basis for similar arrangements with other theaters.

CHICAGO, Aug. 14.—Local boothmen will try to get a wage increase when confabs between the theater men and the union begin soon.

PHILADELPHIA, Aug. 14.—Final approbation of demands made upon local picture houses by the recently unionized lower salaried help was made Monday at a meeting of Local B 100, International Alliance of Theatrical Stage Employees, representing more than 1,000 assistant managers, ushers, doormen, cashiers and porters. With Lou Krouse, vice-president in charge, the union elected a committee of nine to meet with the indie exhibitors and representatives of the local Warner Bros. Circuit. Wage scale adopted runs from \$35 for assistants to \$20 for porters, salaries staggered for first run, key run and neighborhood theaters. Ushers ask for an hourly scale at 42 cents per and a minimum of \$17 per week for all houses. Since no distinction was made between the chain and indie houses union will undoubtedly experience difficulty in effecting an agreement with the independent exhibitors.

PITTSBURGH, Aug. 14.—Having organized city chain theaters' employees 100 per cent in the front of the house, International Alliance of Theatrical Stage Employees-affiliated Local B12 will move toward unionizing doormen, cashiers and ushers. B12, formed by 300 employees of the Warner, Harris and Loew houses here, will also meet with the Theater Managers' Association next week to seek adjustment of several members' complaints, including shortening of work week hours, according to Lawrence Katz, of the operators' union.

Who Wants the Job?

NEW YORK, Aug. 14.—War veterans on the WPA Federal Theater "be-seech" the powers that be to permit "the immediate operation a constructive Federal Theater sub-project to be known as the Veterans' Project."

In a leaflet distributed recently adherents of the Veterans' Project go on this way: "We desire a veteran that possesses executive theatrical ability to head the Veterans' Project. He must also have had experience in commercial production of shows. He should be a veterans' playwright, a director of creative ability of artistic endeavor" (FTP grammar).

Central City Out Of Red--Almost

DENVER, Aug. 14.—Central City play festival came nearer paying off than last year even tho the gross was less. Gross this year was close to \$25,000 as against \$32,000 last, but with fewer actors, one set and inexpensive costumes the deficit was down. This will be made up, as usual, by Denver business firms, which feel the tourist-drawing value of the festival is worth all it costs.

For the first time the night club made a profit. Sheila Barrett was the attraction and she put on three shows a night, all different. Plans call for remodeling the night club for next year. In the past acts have been presented at one end of a long narrow room, with the floor for a stage, and many customers in the far end not catching the show.

Curtain calls at the final performance of *A Doll's House* in the 58-year-old opera house were numerous and applause continued long after the cast cared to appear. In the cast were Ruth Gordon, Walter Slezak, Dennis King, Sam Jaffe, Inga Hill, Margaret Waller, Hope Landin and Harold Johnsrud. Richard Aldrich staged the entire festival for the Central City Opera House Association and Jed Harris produced and directed the play.

Screen Directors Set Confab

HOLLYWOOD, Aug. 14.—Screen Directors' Guild and representatives of the motion picture producers are slated for a get-together tonight to iron out basic working conditions for the craft. Screen Directors' Guild committee composed of John Ford, Howard Hawks and Edward G. Robinson has reached a virtual verbal agreement with producers' committee composed of Jack Warner, Darryl Zanuck and E. J. Mannix. A salary boost and improvement of working conditions for assistant directors and unit managers will be the chief subject of discussion tonight, demands of the feature and short-subject directors having been met.

"Whispered" to Los Angeles

HOLLYWOOD, Aug. 14.—*Story To Be Whispered*, featuring Marjorie Rameau, is due for a run at the Biltmore here following its run at the Curran in San Francisco, where it opens August 19. Arch Selwyn and Edgar McGregor plan to take it to New York following the Los Angeles showing.

Pennsy Law "Protects" Acts; Cancellation Okeh a Joker

PHILADELPHIA, Aug. 14.—Entertainers fired from a nitery on opening night because they fail to suit the whims of the owner will have full backing of the law in collecting a full salary for the booking, according to the McGee-Walsh Bill, which starts regimenting the nitery field September 1. First infraction will find Tom Kelly, exec head of the local United Entertainers' Association, pushing a legal test case to uphold the trick wordage.

600 Attend Dance Confab

Chi ADM has 27 in faculty — 3-week convention — banquet, show Aug. 26

CHICAGO, Aug. 14.—The 24th annual normal school and convention of the Chicago Association of Dancing Masters opened a three-week period at the Sherman Hotel Monday. Over 100 teachers, representing almost every State in the Union, turned out for opening-day classes. Some 600 dance masters are expected in for lessons during the course of the convention.

Business sessions, headed by an open forum discussion of the current trend of modern ballroom dancing, will be conducted during the last week of the affair. Climax will be reached August 26 with an elaborate banquet and show.

Among the prominent 27 dance instructors engaged this year are Veronine Vestoff, Adolph Blome, Alexander Kotchetsky, Edna Lucile Baum, Senior Angel Gansino, Leo Kohl, Myrtle D. Pettingale, Jack Manning, Peter Villere, Grace Bowman Jenkins, Phil Osterhouse, Elmer Wheatley, Adolph Franksen, Julia Kuhl, Arthur Kretlow, Gretchen Bernadt Schmaal, Elliott Vincent, Paul Shahn, Ernie Schultz, Bobby Rivers, Clement O. Browne, Mary Vandas, Louis Stockman, Mme. Antoinette Ludwig, Jessie Charleston, J. Allan MacKenzie and Dorothy Jenelson.

Gorrell, Dellbridge in N. Y.

NEW YORK, Aug. 14.—Ray Gorrell and Del Dellbridge, Detroit bookers and Michigan reps of CRA, in town for business conferences with Charlie Green, report that indications are already in evidence of a spending spurt for entertainment following upon the heels of the automobile strike settlements.

ATTORNEY CALLS

(Continued from page 3)

It is ironic that Equity, which was born as a militant union in 1919, should now descend to punish its members because they acted in unity with other unions.

"Never in the history of the labor movement was there greater need of unity of all members. By prohibiting the Equity WPA-ers from joining the musicians and other crafts against cuts Gillmore committed an unforgivable sin against that necessary unity."

Equity regards the suspended sentence as a reprimand, with the understanding that it can be made operative, together with additional penalties, if the defendants disobey similar orders not to strike without direct word from AEA.

NOEL LEON WEST is being sought by his family. He is wanted at the bedside of his mother, who is suffering from an incurable disease. Information concerning West should be sent to Fanny E. West, Los Angeles General Hospital, Los Angeles.

Plays Role in Real Life

CENTERVILLE, Mass., Aug. 14.—It is a coincidence that the part of George MacFarland, which Carlyle Moore Jr. played in *Believe Me, Xantippe*, at the Mary Young Theater here, is that of a man who wagers a fortune that he can commit a crime and keep from being apprehended by the law for at least a year.

Several days ago Moore by mistake drove someone else's car from New York to Centerville, queried at least six policemen for directions and was never questioned about the car, which had already been reported to New York police as "stolen."

B&K To Try Names At Chi Oriental

CHICAGO, Aug. 14.—A name policy will be tried out at the Balaban & Katz Oriental Theater starting Friday, when Helen Morgan and Lou Holtz come in for the opening bill. House has been doing poorly for the last few months and the operators have put in extra night work trying to figure out a way that will put the theater on the right side of the ledger again.

A promising policy which featured exploited nude dancers as extra added attractions was nipped in the bud recently when a ban on strip-tease artists was put into effect.

Grant Park Artists Paid

CHICAGO, Aug. 14.—In last week's issue it was stated that the guest artists and conductors featured in the 68 Grant Park concerts came in as a favor to the AFM local and that the only remuneration they received was the exploitation given them. This statement was an error. *The Billboard* has been informed that many of the guest artists are paid for their appearances by the Chicago Federation of Musicians and only a few are giving their services, notable among these being Rubinoff.

FTP LISTS 40

(Continued from page 3)

ing were Barret Clark, Herman Shumlin, Brooks Atkinson, George Sklar, Helen Hall, Miss Ingersoll (representing Irene Lewisohn), Cornelia Otis Skinner and Elias E. Sugarman.

PHILADELPHIA, Aug. 14.—Local WPA Theater Project is whipping its vaude units into shape for a revusical, *Bunks, Bullets and Babies*, directed by Eddie Cramer. Premier early next month. Cast includes J. Barney Sherry, Stella Tracey, Harry Fields, Bob Girard and Spike Howard. Joseph Murphy, one-time minstrel man, is booking agent for the WPA.

DETROIT, Aug. 14.—A week's run of *The Tragical History of Dr. Faustus* has been arranged by Verner Haldene, director of the WPA Federal Theater, for outdoor production, opening Monday at the huge orchestra shell at Belle Isle Park. This is the first time that the theater has gone outdoors here.

MADISON, Wis., Aug. 14.—Marcus Ford has resigned as State director of the drama and public speaking on the WPA educational program.

MARY RAYE and MARIO NALDI (This Week's Cover Subjects)

AS A team, Raye and Naldi made their first appearance at the Rainbow Room, New York, and immediately established themselves as favorites, so much so that the management signed them to a contract under which they will appear for 40 weeks of the next year at the Room. An Italian by birth, Naldi has appeared professionally in many European countries. His partner first saw him when he was working at the Capitol Theater, New York, altho at that time she was in the vaude act of Raye, Ellis and Larue. Soon after Raye and Naldi teamed. This took place in London.

This dancing pair uses a definitely stylized technic and new routines, with exceedingly difficult tricks and steps. Prior to opening at the Rainbow Room, their European appearances included several before royalty of various nations.

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IA Plans Okeh On Council Tie

George Browne favors tie with musicians, actors — AFL's united front

SEATTLE, Wash., Aug. 14.— Executive board of the International Alliance of Theatrical Stage Employees convenes at the Olympic Hotel here Monday, one of the chief issues under consideration being the projected tieup between the IA, the American Federation of Musicians and the Associated Actors and Artists of America. Plan, which is only in the embryo stage, altho commented upon favorably by theatrical union leaders, calls for a tripartite council representing each of the unions and thus virtually tying up show biz for the American Federation of Labor.

George Browne, IA president, has already sounded out both the Four A's and the AFM, with no dissenting notes being heard so far. Presentation of the idea to the IA executive board appears logical at this time.

SHOWBOATS

(Continued from page 3)

of \$1.65 and \$2.20. Today the tariff on any of the three boats running is \$1 and the show offered is a straight vaude affair of three or four acts. While the idea was still a novelty, Sanford was able to pack in 2,000 to 3,000 passengers nightly at his prices, but was also able to afford a show much higher in quality than the present run. Such stars as Lester Allen, Rex Weber, Eddie Garr, Three Ritz Brothers, Jack White, Charles Kemper, Evelyn Thawl, George Haggerty and Kay Hamilton were among the attractions that made up his revues. A 16-girl line and a Meyer Davis orchestra went with every show. But the constant increase in popularity and patronage acted as a boomerang against the high-priced productions. Mass attendance, with little discrimination as to the quality of entertainment, is the order to-

day at \$1 a throw, and the three existing showboats can just about fill the demand adequately. Kay Parson's boat is the largest, with a capacity of 2,500. Calls for its services have forced this boat to run on Mondays as well as the rest of the days of the week, a procedure that was not the rule the years before. One or two additional excursion boats offer occasional music, usually by a strolling unit, but no show.

Most unusual, and most successful, venture into this form of entertainment was the acquisition of the barkentine *Buccaneer* for a floating theater in 1933 by the Intrepid Sanford, backed by the Day Line. They reentered the ship at great expense, necessitating the removal of three of the five masts, the building of a spacious stage thru all the forward part of the vessel and the conversion of the forward sleeping quarters into dressing rooms. Electric current was supplied by two generators and a gangway was cut into the starboard side to make convenient boarding. The ship was anchored at Tappan Zee on the Hudson and the various Day Line boats would moor alongside the floating theater and empty onto the *Buccaneer* its amazed passengers. The success of the daring idea was instantaneous and the following year, 1934, the original 1,000 capacity of the "theater" was increased to 1,400, an acoustical sound system was installed and a companionway was constructed on the port side to receive yachting and motor boating parties as well. In 1935 the *Buccaneer* was taken out of the running, being condemned by the Marine Division as lacking in proper fire apparatus. Last year it was used as a floating pier by the Federal Theater Project.

Besides the ones plying their trade in local waters, other showboats more prominently known and experiencing an in-and-out existence are found at Lake George, N. Y.; Boston, Washington and Chicago. In addition to these there are excursion boats working lakes, rivers and coastwise spots that offer dance music mainly.

Another number work along the Ohio and Mississippi rivers and their tributaries, adhering closely to the old-time presentation of revivals and time-tried melodramas. The casts of these boats are made up of wandering players, pure

hckum artists and those who can do nothing in particular, but have an undying desire to act. The better actors receive about \$3 a day and keep. The captain of the boat is still owner, manager, impresario, stage director, box-office clerk, accountant; his wife is still housekeeper, storekeeper and general Mrs. Grundy; the married actors play opposite their wives and all live on the callope carriers.

The showboat of today is a far cry, in the luxuriousness of the boat itself and the entertainment offered, from the earliest river showboat in 1827 sponsored by Geoffrey Chapman along the Ohio and Mississippi, or, in 1845, to the first steamer known to have plied the Hudson River, and Long Island Sound presenting several acts of entertainment. Yet its brilliant revival still seems to be in the balance, and perhaps an indication of its fate is the ad for sale of the showboat *Dixiana*, of Michigan City, Ind., found on page five of the August 14 issue of *The Billboard*.

THEATER SITUATION

(Continued from page 3)

that the international will carry on their fight beyond the radio and recording industry. The theater situation will be next to be tackled, the plans in that direction are still in a nebulous state. "For one thing," Weber stated, "we can't hurt the motion picture theaters thru Hollywood." He pointed out that a survey conducted by the federation revealed that only 15 per cent of theaters thruout the country are owned by the picture distributors.

As a parting shot Weber advised that the legal minds sitting in on the sessions are no threat toward a just settlement, many of them having admitted ignorance on many points of the law involved.

Other guests included Fred Birnbach, AFM executive secretary, and John Phillips, president of the Pennsylvania Federation of Labor, who urged that the AFL and CIO combine their forces to fight a common enemy.

While ballrooms present no problem to the unions, that field being pretty well regulated under national laws, the situation is entirely different in the night club field. Delegates reported wage

chiseling is widespread in the smaller niteries, but have met with little success in curbing the practice.

All locals reported a general improvement in their financial status.

Radio stations up-State, it was reported, employ no studio bands, giving recordings and transcriptions a grind run. Because these stations have uncurbed privilege on picking up music by remote control, A. Rex Riccardi, secretary of Philadelphia Local 77, advised the conference that here was an effective "hammer" if used advantageously. Riccardi pointed out that in Philadelphia only those stations employing a studio band could air the remotes, all others forced to pay a pro-rata rate for the use of the musicians.

A surprise trend noted in the reports was a marked increase in theater work for musicians in Eastern Pennsylvania cities.

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Wanted---A School for Songwriters

By E. B. MARKS

For years the cry has gone out that amateur American songwriters get little attention from the popular publishers.

It would seem that year after year the same names appear on the successful song hits. It looks to each amateur as if he or she is being side-tracked and that there is a preference given to the oldtimers, to the exclusion of what they believe to be better songs of their own. It is a fact that in speaking to almost any amateur he will criticize the year's crop of song successes as in merit far below those he could deliver. This is not at all strange, as every parent loves his own child best, and brain children are no exception to the rule.

The actual situation, however, is this: There is hardly an amateur writing today, anywhere in the United States, whose work rates with the rather progressive style of material produced on the Coast and elsewhere by the dozen or two writers whose efforts are preferred by the publishers. We need only refer to a statement made by a theatrical paper some time ago that out of 5,000 manuscripts submitted in a recent song contest hardly more than two or three were fit to be considered.

This is no exaggeration. There have been many song contests in the last few years sponsored by broadcasting stations and amateur companies. Thousands of effusions were sent in and scrutinized more or less carefully by those who sought to separate the chaff from the wheat. But in not a single instance that can be recalled, even among the winning numbers of the contest, and in spite of their being broadcast a number of times, did any one song attract more than ordinary attention from the thousands or perhaps million of people who heard the number. There were many cases in which the wish was father to the hope—that perchance a hit would evolve from the mass of material sent in. With this in view an inquiry was made as to whether any of the jobbers, dealers or syndicate stores handling sheet music received any demand for the winning songs. Strange to say, however, that in spite of the opportunity

given the song over the air, the calls, if any, were negligible.

To solve this situation, this, it appears, is what is needed: In order to give amateur songwriters a chance of success let them study the rudiments of the song-writing business thru a course of instruction. One can't be expected to break into such a difficult game without going thru an apprenticeship the same as the lawyer or doctor or any other professional. No matter what natural talent a writer may have for versification or composition, rarely is success attained unless the writer has followed thru and learned something about rhythm, construction, brevity, composition, harmony or whatever else may be essential.

There are minor leagues of baseball. The best actors have been trained in stock companies. Jockeys serve an apprenticeship for years. There are juvenile schools for acting. Chorus girls often graduate from the front row into specialties. In Hollywood there are schools for screen tests and for extras. Aspirants for broadcasting honors practice in radio schools. There are schools of salesmanship and schools of art, and there are also schools for practically every phase of music.

It is a far cry, however, from the

BAA Will Try To Revive "Burlesque"

NEW YORK, Aug. 16.—Attempt to "revive" word burlesque in New York will be made by Burlesque Artists' Association. This was decided at annual (See BAA WILL TRY on page 91)

No Statement From Crosley

CINCINNATI, Aug. 16.—Powel Crosley Jr., president of the Crosley Radio Corporation, could not be reached up until press time this afternoon for a statement relative to the letter sent him Saturday by FCC Commissioner George Henry Payne, in which Payne demanded explanation of what he terms WLW "monopoly and defiance." Mrs. Dorothy Bauer, Crosley's secretary, advised a representative of *The Billboard* that he was not due to arrive in his offices until late today, hence he had had no opportunity to read Payne's letter, which arrived in this morning's mail. She added that she could not be certain as to whether Crosley would make an immediate reply to the charges or whether he would reply at all. Powel Crosley, Lewis Crosley, general manager, and William Hodges, station director, were vacationing in Indiana over the weekend.

Petrillo Sized Up by Esquire And Seen as Rough, Tough Gent

CHICAGO, Aug. 14.—James C. Petrillo is the subject of an outspoken article tagged *Mussolini of Music* in the mag *Esquire*. But the president of the country's strongest musicians' local is not disturbed. He says the story is 99 per

cent true and as long as the truth is printed about him he doesn't care what is said. The only thing bothering the 15-year "czar" of Chicago's musicians is how the dope was gathered for the extensive mag article. "No one from that magazine ever called on me," Petrillo declared. "Somebody must have followed me."

Chances are that no one followed Petrillo because he has five bodyguards shadowing him. Probably a good part of the material was dug up in the newspaper morgues, which Petrillo, in this interview, was surprised to know existed, but pleased to hear his clippings were quartered in them. Petrillo has never been adverse to publicity, good or bad, and for that reason his activities are pretty well known to the man on the street.

Petrillo did not say as much to this interviewer, but it was evident that the 1 per cent of the article which he did not think true was the caricature accompanying the story. Jimmy did not consider it particularly flattering and wondered, too, "how in the h— they got that!"

\$25 for Best Reply To Query on Rates

LONGVIEW, Tex., Aug. 16.—A prize of \$25 has been offered to ad agency execs and station reps for the best answer to the question: How to improve KFRO rates. East Texas indie station has sent out 500 letters announcing details of contest, which ends September 15.

Attached to all letters are copies of station's rates and other details.

SAG Okehs Interchange

HOLLYWOOD, Aug. 14.—New program approved by the Screen Actors' Guild will permit players who are members of this organization to participate in radio and stage shows without taking out additional labor organization memberships. The guild approved this plan on recommendation of Kenneth Thomson, secretary, who returned yesterday from New York after working out details of the arrangement with officials of the Associated Actors and Artists of America. Under a similar arrangement stage and radio performers will not be required to apply for membership in the screen organization.

NVA Club Holds Election

NEW YORK, Aug. 16.—NVA Club held its first election in three years and voted the official ticket without opposition. Louis Handin was elected president; Al Edwards, first vice-president; Ernie Van, second vice-president; Henry Chesterfield, executive secretary, and William Marble, treasurer. Directors elected are Joe Verdi, Wilber Heid, Charles M. Preston, Mrs. George Primrose, Ross Crouch, Joe McMerney, Harry Brooks and Lester Rose.

French Casino, A. C., Does Another Fold

ATLANTIC CITY, Aug. 14.—A line of Jack Pomeroy's chorus girls left French Casino flat last Saturday, a short time (See FRENCH CASINO on page 92)

Screen Guild Ups Eastern Salaries

NEW YORK, Aug. 14.—Tightening up by Screen Actors' Guild on Eastern production is showing quick results. Thursday 125 extras each received a check for \$16.50, whereas two weeks ago they would have received only \$7.50, according to Mr. Florence Marston, head of SAG's Eastern office. Same production company last week readjusted salaries of workers after SAG had requested as much. Two days' work had been done.

No great difficulty is expected to stand in the way of the producers falling in line with the provisions of the Guild contract, judging by the reaction to the SAG thus far.

Beckhard Shows Click

SANTA BARBARA, Calif., Aug. 14.—Lobero Theater here is the present center of theatrical interest on the Pacific Coast, with Arthur J. Beckhard presenting modern plays, featuring casts of stage and screen names. Audiences are journeying from all near-by cities to witness these presentations.

Thursday a new play by Ernest Pascal entitled *American Primitive* had its world premiere. Grant Withers, John Arledge and Helen Craig are in the cast, set to run for three days. On August 16 *Spring in Autumn*, by Martinez-Sierra, will be presented for a week's run. In the cast are Fortuna Bona-Nova, Pedro de Cordoba, Carol Stone, Leona Roberts and Marguerite Namara.

Wilner Prepares Stage-Show Chain

NEW YORK, Aug. 14.—Four or five more houses are being lined up by Max Wilner, operator of the Apollo, former burlesque house, for stage shows. Besides continuing with the 42d street theater, it is understood that Wilner will branch out of New York with his other houses. While the policy will remain the same, title of shows will probably vary because of local conditions.

To Name Dempsey Successor

SEATTLE, Wash., Aug. 16.—Executive board of the IATSE, now in session here, has been notified of the death of Fred J. Dempsey, IATSE's general secretary-treasurer, at Ocean Bluffs, Mass., yesterday, and it is probable it will appoint a successor pending the next elections.

Film for Ellington Band

NEW YORK, Aug. 14.—Negotiations are under way between Irving Mills and a newly syndicated European film company, headed by Alexander Korda, to do an all-colored picture, starring Duke Ellington and his band.

Dorothy Bryant Vacations

NEW YORK, Aug. 14.—Dorothy Bryant, executive secretary of Chorus Equity, is taking a month's vacation. Not known yet exactly how long she can be persuaded to remain with Chorus Equity, but she will definitely remain until June to clear up the association's annual meeting.

Shaw Tours Southwest

NEW YORK, Aug. 14.—Billy Shaw, of the one-night department of CRA here, left this week for a two-week sales tour thru the Southwest.

French Riviera Gets Name Acts

PARIS, Aug. 9.—Riviera summer season is in full swing, with many night (See FRENCH RIVIERA on page 91)

50 Colored Musicians

And Performers Wanted for

Huntington's Mighty Minstrels

Opening Jackson, Miss., Early in September Band Leader, Producer, Musicians on all instruments, Comedians, Chorus Girls, Novelty Acts, Agent, Billposters. Want two Trombones, Clarinet to join Rabbit Foot Show on wire. A. D. King is band leader. Address all wires and letters F. S. WOLCOTT, Royal Hotel, Jackson, Miss.

YOU NEED THIS NOW!

DUTIES OF A COMPANY MANAGER AND ADVANCE AGENT, by PHIL YORK, teaches all you need to know to manage company or go ahead of a Show or Moving Picture Production. Price, \$3.00, Postpaid.

ELLIS ANTKES

Publisher, Room 33, 200 West 72d Street, New York, N. Y.

WANTED

Colored Performers and Musicians for Jimmie Simpson's Mighty Minstrels: Comedian doubling Bass Drum, A-1 Trap Drummer, A-1 Blues Singer that can sing, Chorus Girls. Banners save stamps. Won't last here. Write or wire, JIMMIE SIMPSON, Bridgville, Delaware.

WANTED

Young Team as Cost and Specialists, Trumpet, Sax and useful people. All must work. Join quick. B. M. GOFF, GOFF'S COMEDIANS, Crosbyton, Tex., 19, 20, 21; Lockney, Tex., 23, 24 and 25.

ZEKE YOUNGBLOOD OPENING

WALKATHON DERBY SHOWS

THURSDAY, AUGUST 26, MATTOON, ILL.

This is virgin territory with 75,000 to draw from. Good Contestants wanting right treatment, come at once. Will take care of you on arrival. Sponsors guaranteed. Two daily broadcasts. Show sponsored by American Legion. Communicate ZEKE YOUNGBLOOD, Victory Cafe, Mattoon, Ill.

QUALITY STOCK TICKETS

ONE ROLL... \$.50
FIVE ROLLS... 2.00
TEN ROLLS... 3.50
ROLLS 2,000 EACH.
Double Coupons,
Double Price.
No C. O. D. Orders Accepted.

Have You Seen Our New 6-Page Folder?—Ask for it.

TICKETS

Of Every Description With Promptness and Accuracy.

THE TOLEDO TICKET COMPANY
TOLEDO, OHIO.

SPECIAL PRINTED

10,000	.. \$.65
30,000	.. 1.95
50,000	.. 12.75
100,000	.. 20.00
1,000,000	.. 150.50

Double Coupons,
Double Price.

WRITERS LEAVE DOGHOUSE

Mfrs.' 100 G for Radio Propaganda

NEW YORK, Aug. 14.—American Family Robinson, offered cuffs to 248 stations, has cost approximately \$100,000, according to the National Industrial Council. Discs, the council reports, are not to be classed as "propaganda," but are "industry's attempt to create a better understanding with the public."

Council, which is associated with the National Association of Manufacturers, is now waxing two a week and reports that stations broadcast from one to five discs weekly.

Discs are used by stations thruout the country. WNEW is the local outlet airing the series. Indie station added the discs to its schedule this week.

No stations have sold the series, according to the industrial group, shows aired as sustainers. In addition to the council's attempt to create "a better understanding with consumers," Robinson records are "promoting Americanism" and aiding radio stations along with other industries, according to the council.

NAB Plans Survey Of AFM Jobless

WASHINGTON, Aug. 14.—James W. Baldwin, managing director of the National Association of Broadcasters, announced today following a conference with NAB president, John Elmer (WCBM), that NAB will soon undertake a survey of broadcasters to find how acute the AFM unemployment situation may be. Altho questionnaire has not been completed, it is expected that data on available musicians in each city and amount of actual unemployment will be asked of each station.

A very moot and important point of whether union memberships contain a great many part-time musicians who also work at some other trade will probably be settled by this survey. At any rate the additional information is expected to materially aid the musician and broadcasting groups to reach an early solution.

WFIL Near News SRO

PHILADELPHIA, Aug. 14.—A full hour of commercially sponsored news broadcasts will ride the WFIL program sheet daily for the next 52 weeks. Lone sustaining shot, at 5 p.m. will have Cohen's Fur Shop underwriting the five minutes of headline flashes. Placed direct, "Morning Extra" edition, 8:45-9 a.m., goes on a paying basis September 14 for Mrs. Morrison's Puddings, Clements Agency handling the account. Adams Clothes has a 10-minute stanza and Tide-water Associated Oil Company accounts for a half hour daily, staggering the time thruout the day. Station picks its scoops from INS and Universal teletypes.

WATCH FOR

Producing News Programs

By Larry Nixon

Handling Special Events

By Jerry Danzig

in the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Issued August 24

Hal Nichols' Hat

LONG BEACH, Calif., Aug. 14.—An executive without a desk and with no private office is located at KFOX. Hal Nichols, president, doesn't bother to plant his game under the mahogany—just conducts deals wherever he happens to be.

Postpone CBS-UP On the Scene Show

NEW YORK, Aug. 14.—Deal between Columbia Broadcasting System and United Press for use of UP's *Radio Extra* has been postponed until suitable time can be cleared.

Radio Extra setup calls for engineers and announcers in three key cities available to cover national events and disasters for "from the scene" broadcasts thrice weekly. Columbia men will secure co-operation of local UP newshawks to supply background and other material. Stanzas will be 15 minutes each.

Henry Heads Neb. NAB; WAAW Joins Station Group

LINCOLN, Neb., Aug. 14.—Nebraska Broadcasters' Association elected John M. Henry, KOL-KPAB, president. Clark Standiford, KGFV, was voted vice-president, and Art Thomas, WJAG, elected secretary. Directors elected include Frank Manchester, WAAW, and L. L. Hilliard, KGGY.

WAAW, Omaha, joined the association, which leaves only KMMJ, Clay Center, out of the setup. No immediate action was taken on the anti-ASCAP measure passed by the State Legislature, tho this was the main topic of discussion.

Survey Shows Preference For Two News Announcers

SALT LAKE CITY, Aug. 14.—Change in KSL's news programs calling for two announcers for each period and a limit on commercial spels is being accepted locally. Survey, conducted by Lennox Murdoch, director of station operations, revealed that 80 per cent of local sponsors and fans preferred two spellers—one for news, the other for plugs.

News periods are limited to four commercials each period and sales continuity is limited to 50 words. Quarter-hour programs are thus limited to 200 words of commercials and to four sponsors.

Station uses United Press, Hearst's Universal and International News service, plus local coverage.

Such a Gay Party as MBS and WLW Fought Over Silver Dust

NEW YORK, Aug. 14.—You should have been there. It was the loveliest party. There was entertainment, but no drinks, cigarets and plenty of smoke. The smoke came from some tempers being frayed. It all happened at the party Arthur Fryor, radio director of Batten, Barton, Durstine & Osborn, threw for some radio salesmen the other day. The salesmen there represented Transamerican and Warner Brothers WLW-WHN line, as one group, and the Mutual Broadcasting System as another. What makes it all delightful is that the WLW gang is still a part of Mutual, so it's claimed, except maybe when there's a commercial in the offing that can go on either one of the hookups.

Just as a confusing note, there's this additional factor. WLW is also an NBC station. But from all reports around, neither NBC nor MBS can get the station to clear any more network time. From now on, if it's possible and according to reports, any network business WLW clears will be for the Transamerican line. This may be denied, but ask any time buyer who has lately tried to get the 500,000 watt for either an MBS or NBC commercial.

Hollywood Influence on Radio Increases Budgets for Authors

Writers in Hollywood won't work in radio unless the dough's big, because of salaries paid by pix producers—Came!'s \$2,000 weekly for writers

HOLLYWOOD, Calif., Aug. 14.—The motion picture industry, with the big money it pays writers, is forcing the radio industry in turn to ante up in large doses for its writers. Indications are, with more and more shows coming here for national hookups, that the radio writers may soon be out of the doghouse which has long been their balliwick. The film business is writers' paradise, since it pays the biggest dough of any scrivenering medium but, with the exception of top-name writers working on special assignments, radio hasn't come near filmdom's golden

F. D. R. To Set FCC Names Soon

WASHINGTON, Aug. 14.—President Roosevelt is quoted as saying this week during his press conference that he hoped to be able to send nominations for two Federal Communications Commissioners to the Senate for confirmation before adjournment of Congress.

Observers tie this move to Senate objection of recess appointments, which was answered Thursday (12) with the nomination of Senator Hugo L. Black (Dem., Ala.) to the Supreme Court bench.

U. S. Tops in Tele Philco Exec Claims

PHILADELPHIA, Aug. 14.—Albert F. Murray, chief television engineer of Philco Radio and Television Corporation, told local Rotary Club that Americans would rather hear than see when the cost is \$350, addressing the group on the present status of television. England has "what might be called satisfactory commercial television broadcasting," with "no rush to buy television receivers at \$350 each," he said, further pointing out that of the 5,000 estimated sets in operation in England most of them are owned by dealers and only lent to prospective customers. Altho the science has not yet reached the commercial stage in the United States, "from the standpoint of technical development this country leads the world in television, and the hub of its development is Philadelphia."

Three principal television laboratories, Philco, Farnsworth and RCA, are in this vicinity.

New New Jersey Station Starts on Air August 23

BRIDGETON, N. J., Aug. 14.—Southern New Jersey gets its second radio outlet, WFG, Atlantic City, formerly having the territory to itself, when WSNJ starts broadcasting August 23. Operating from 7 a.m. to 7:30 p.m. at 100 watts on the 1210 band, station was authorized last January 27. Studios are located on the outskirts of Bridgeton, only 40 miles from Philadelphia. Coverage embraces four cities in an area of 10.5 miles and includes a population of 68,000.

WSNJ will be strictly local, devoting half its time to transcriptions and the remaining schedule for civic events and whatever local talent might be available. NBC Thesauri will provide the music and International News Service the news. Staff, as yet, is incomplete, with Paul Alger, formerly of WFN and WBG, Philadelphia, coming in as general manager. Commercial manager will be Burt P. McKinnie, formerly circuit director of the Swarthmore Chautauqua. Station is owned and operated by the Eastern States Broadcasting Corporation. Howard S. Frazier, Philadelphia consulting engineer, is president. Other stockholders include W. Burley Frazier and Garrison R. Bub.

Must Be an Announcer

NEW YORK, Aug. 14.—Confessions of a Lunatic, in Italian, is being piped to WCOP, Boston. Madhouse stanza is on daily, Monday thru Saturday, 11:45-12 noon. Foreign language is fed from WEVD but is not heard locally.

Prince Marconi sponsoring.

Payne Demands Explanation Of WLW "Monopoly," "Defiance"

500,000-watt operated for profit, not experimentation, is claim—demand for data answered by Crosley's invite to ball game, says Payne

WASHINGTON, Aug. 14.—FCC Commissioner George Henry Payne today sent a letter to Powel Crosley Jr., president of the Crosley Radio Corporation, which raised a question over WLW's monopoly on 500,000-watt power for broadcasting purposes and reveals that unknown to the commissioners there was inserted in the annual report of the Federal Communications Commission a valuable free advertisement for Crosley's Cincinnati Station WLW. Commissioner Payne asked Crosley to furnish complete information about WLW's operation under an "experimental license." The text of the letters is as follows:

"August 14, 1937.

"Mr. Powel Crosley Jr.,
"Radio Station WLW,
"Cincinnati, O.

"Dear Sir: When you were a voluntary witness at the Informal Engineering Conference of this commission I asked you certain questions designed to bring out information about the monopoly you hold of the unusual power of 500,000 watts and the fact that you enjoy this extraordinary privilege under the guise of an experimental license in the interest of science. It seems now, as it seemed then, that there is no great secret about the fact that instead of this experimental license being used for scientific research, it is used simply as a means of earning unusual commercial profits. You were unable to answer the questions at the time but stated that you would later furnish the information for the record.

"On November 10, 1936, my office called your attention to the fact that the desired information had not been received. But no answer to that letter has as yet been received.

"Law Defiance"

"On June 30 I received from you an invitation to a baseball game and to 'a small informal lunch.' As I had never met you the invitation and the proffered 'good fellowship' seemed unusual. When I recalled, however, that an official letter that I had addressed to you had remained unanswered for over six months the problem became one not of gaucherie but of defiance of the law.

"I requested my secretary to decline your invitation but to leave your letter in my open file in order that I might consider it when important and more immediate matters were not so pressing.

"You said at the October 7, 1936, hearing that it was your policy to plow back into better service a large portion of the profits that might accrue from the improvement of that service and that most of our profits have been plowed back into better and better programs. You stated that you would furnish the details regarding this policy but have failed to do so.

"Immediately after my attempt to question you there was surreptitiously inserted into our annual report to Congress—a report that was never seen by any commissioner—a gratuitous and valuable advertisement of your station, confirming my impression that there was something strange in Denmark.

"Since I first attempted to obtain information from you about your station the commission and the public have had the question of monopoly and favoritism brought officially to their attention in both houses of Congress.

"On March 17, 1937, Senator Wallace H. White made a speech before the Senate in which, inter alia, he called attention to the provisions of law guarding against monopoly in broadcasting and pointed out that there were no property rights vested in the holder of a radio license of any kind. The Senator believed that the facts now available regarding broadcast stations justified thoughtful consideration as to whether these stations, with their large revenues and profits, their wide variations in charge, with the limited frequencies available, with the tendency toward centralization . . . and with their great usefulness and interest to the public should not be declared to be public utilities and be subjected to a control in rates and practices to which they are not now amenable. That there would be legal justification for such classification I believe is clear. He goes on to say that there cannot be the slightest doubt that Congress undertook to make certain that undue concentration of stations in particular areas should not

be permitted and that there should not be monopoly ownership or control of radio."

"On July 19, 1937, Congressman W. D. McFarlane, in a speech replete with facts, called attention to the deplorable conditions now existing in the broadcast industry as far as the public was concerned, in which your company is prominently but unfortunately not favorably mentioned. He said that upon receiving your experimental license to use a total of 500,000 watts power (an increase amounting to 450,000 watts) you immediately raised the price of your radio advertising time some 50 per cent and continued to collect handsome commercial profits on the basis of experimentation for those 39 months, a practice which you know is definitely prohibited by the rules of the commission. He said further, 'I wonder sometimes whether men secure such unusual concessions because of their innate ability or because they are good looking or because they have ways of getting things done. Just why, I think it is fair to ask, has this unusual concession been handed out and continued in the hands of one of the 700 licensees?'"

Demands Data

"In view of those statements from such eminent authorities it would seem to me that I have been very patient with reference to your failure to furnish the desired information. I am now formally notifying you that I will expect by September 13, 1937, to receive answers to the questions addressed to you and complete information as to the following:

"A. Please supply the following information for each calendar year or portion thereof since the date of the commission's granting authority to employ additional power for experimental purposes; also for the last full calendar year and the portion of a year immediately preceding that date:

"1. Balance sheet showing separately

Sponsor Stuff

WASHINGTON, Aug. 14.—Radio Joe Kaufman, clothier and sponsor of Radio Joe's Budget Boys over Station WMAL, rewarded Announcer Bill Coyle, after five years of association, with a law course in the Washington College of Law with all tuition paid. Kaufman, who had originally given Coyle a \$250 credit for clothing, decided after consultation with Coyle's wardrobe that the announcer had enough glad rags.

Coyle is now running around looking for an accident.

(a) current assets, (b) investments, (c) fixed assets, (d) intangible assets, (e) current and accrued liabilities, (f) fixed liabilities, (g) reserves, (h) capital stock and (i) surplus.

"2. (a) Profit and loss statement showing separately (1) gross broadcasting revenue; (2) deductions, showing separately (a) technical and production department expense, (b) sales department expense, (c) general and administrative expense, (d) depreciation, (e) amortization of intangible capital, (f) operating rents, (g) taxes (except federal income taxes); (3) net operating revenue. (4) other income, (5) other income deductions, (6) net income before federal income taxes, (7) federal income taxes and (8) net income.

"2. (b) Amount of dividends declared during the period covered by the above statement.

"2. (c) Number of broadcasting hours sold during the period covered by the above statement.

"3. Broadcasting time devoted to advertising of Crosley products and products of companies affiliated, directly or indirectly, with the Crosley Radio Corporation, the value of such time (state basis of valuation) and the amount charged for such time and/or the manner of accounting therefor.

Rates

"B (1) Show amounts charged for broadcasting per hour or fraction of an hour.

"B (2). Have advertising rates for broadcasting time been increased since the granting of the experimental license?"

"B (3). If so give the dates on which rates were increased and the percentage of each increase over rates in effect immediately preceding the granting of the experimental license.

"Yours truly,

"GEORGE HENRY PAYNE,
"Commissioner."

Martha Deane Gets Two

NEW YORK, Aug. 14.—Two Young & Rubicam accounts have signed as participants on the Martha Deane WOR show. Walker-Gordon and Minute Tapioca started this week.

Crosby, Benny, Cantor, Heifetz On Radio Actors' Union Board

NEW YORK, Aug. 16.—Thirty-seven members for the national board of American Federation of Radio Artists were chosen last week at a meeting in offices of Actors' Equity. Panel was mutually agreed upon by delegates representing the three chief organizations involved, viz.: Kenneth Thomson and Mrs. Florence Marston, of Screen Actors' Guild; Leo Fischer, American Guild of Musical Artists, and Mark Smith, of the New York local of AFRA. Acceptances have not been received from a few of the 37, but 90 per cent have signified willingness to serve. Governing board when completed will total 45, the Chicago local being expected to fill the unnamed places.

Next step toward consummation of the organization will be a meeting today, originally slated for last Thursday, to sign a petition for a charter to be granted by the Associated Actors and Artists of America, AFL International, which is ready to pass over to AFRA the radio jurisdiction relinquished by Actors' Equity. Frank Gillmore, Equity president, said the Four A's could expect the request Tuesday.

Confab Monday is also expected to name an executive secretary, who will shortly take over the job of lining up the Association nationally. Chicago will probably be one of the first areas to be dealt with, commercial dramatic actors there receiving a very low scale from the ad agencies.

Initiation fee to the AFRA has been tentatively set at between \$5 and \$10, with monthly dues of \$12 per year. The initiation will most likely be raised after November 1.

Names of those on the national board are Don Ameche, Phil Baker, Jack Benny, Edgar Bergen, John Boles, Richard Bonelli, Reed Brown Jr., Eddie Cantor, Frank Chapman, Bing Crosby, Ted di Corsia, Norman Field, Georgia Fiffeld, Martin Gabel, Helen Hayes, Jascha Heifetz, George Heller, Warren Hull, Carleton Kadell, Joe Laurie, John McGovern, Florence Malone, Queensa Mario, James Melton, Ray Middleton, Grace Moore, Osgood Perkins, Dick Powell, Lanny Ross and Mark Smith. Three of these represent the Los Angeles local.

Next meeting of the Four A's is slated for August 27, at which time Grand Opera Artists' Association is due to show cause why its charter should not be revoked. American Guild of Musical Artists, which, together with Actors' Equity and Screen Actors' Guild, is financing the radio drive, is due to receive its charter on or shortly after that date.

Final strings to be tied, other than the formal granting of Equity's radio jurisdiction to AFRA, include provisions for geographical representation by local boards to be named by regional units of the national radio organization.

Meeting today will also see the AFRA get its \$30,000 from the three other unions.

No Hooch Radio Shows in Canada

QUEBEC, Can., Aug. 14.—Governors of the Canadian Broadcasting Corporation, meeting here in a three-day closed conference, decided not to accept liquor advertising programs on corporation stations and to ban such programs on privately owned stations thruout the Dominion.

In some provinces in Canada, however, it is legal to advertise wine and beer, and where programs sponsored by brewers are now being accepted the board has decided to consult local authorities before proceeding to final regulation. Future of these wine and beer programs will be decided at the next board meeting. Meanwhile privately owned stations will be required to submit to the CBC all contingencies of wine and beer programs before acceptance for broadcasting.

Spot announcements, including time signals, associated with the advertisement of wine and beer shall not be accepted for broadcasting by privately owned stations thruout Canada as from October 1 next, the date on which the new regulations of broadcasting will become effective.

Daily Gives Raw Deal to Ike Levy

PHILADELPHIA, Aug. 14.—When Ike Levy, chairman of the board of WCAU, broke out in public print admonishing Congress for calling an investigation of the FCC, it looked like the former NAB pyrotechnical demonstrator had put himself in the middle of things. Carrying a head that the "WCAU head scores move to probe FCC." *The Philadelphia Inquirer* termed yesterday (13): "Opposition to an investigation of the Federal Communications Commission was voiced yesterday by Isaac Levy, chairman of the board of the WCAU Broadcasting Company. An investigation is called for in a resolution now pending before the Senate.

"We have a very high grade of commissioners," story quoted Levy as saying. "They are men of experience, learning and integrity. I have never heard complaints that they are recognizing claims for frequencies beyond those specified in licenses or that they have permitted concentration of stations in certain areas and refusing equitable services to others."

While the item has all appearances of Levy putting the lawmakers on the pan, the WCAU mogul claimed that only half the story was told. When questioned by *The Billboard* to elaborate his position on the public protest, Levy explained: "By the widest stretch of imagination I cannot conceive a caption such as *The Philadelphia Inquirer* placed above a statement of mine which they printed.

"The portion of the statement printed by *The Philadelphia Inquirer* clearly praises the Commission for its excellent work and in addition merely states that I, personally, have never heard of any complaints against the Federal Communications Commission in the disposition of the matters that have come before it. The statement printed was only part of a statement I made and the full statement if printed would have stated that I definitely recognized the duty and right of Congress to investigate the Federal Communications Commission and the broadcasting industry which is within its province. I am not in the habit of criticizing Congress for ordering investigations."

WOR-Announcers Sign Union Deal

NEW YORK, Aug. 14.—A contract between WOR and the American Guild of Radio Announcers and Producers, covering wages, hours and other conditions, was signed yesterday (13). Minimum is \$40 weekly. An immediate up in salaries was granted, tho the contract does not become effective until September 1. It runs for two years.

Contract with the AGRAP covers announcers and producers but not engineers, who have a separate agreement with the station. Basic grants of the contract are a 40 "elapsing" hours, five-day week, raises, paid vacations and leave-of-absence grants. According to (*See WOR-Announcers on opposite page*)

Fall Network Schedules

Schedules below show new accounts and returning accounts set so far to start on the three major networks this fall. Asterisks indicate those shows which will emanate from Hollywood.

CBS

International Silver, thru Young & Rubicam. Starting October 3. Sundays, 5-5:30 p.m. Dramatic sketch.
Coca-Cola, thru D'Arcy Agency, Fridays, 10-10:45 p.m. Variety program. Date not given.
Pet Milk, thru Gardner Advertising Company. Starting October 2, Saturdays, 9:30-10 p.m. No details.
Vicks, thru Morse International. Starting October 3. Sundays, 7-7:30 p.m. Jeanette Macdonald-Joseph Pasternack Orchestra.
Vicks, thru Morse International. Starting October 4. Mondays, Wednesdays and Fridays, 10:30-10:45 a.m. Tony Wons.
Chevrolet, thru Campbell-Ewald. Starting September 26, Sundays, 6:30-7 p.m. Rubinoff.
Texaco, thru Buchanan Company. Starting September 12, Sundays, 8:30-9 p.m. Eddie Cantor.*
Gulf Gas, thru Young & Rubicam. Starting October 3, Sundays, 7:30-8 p.m. Phil Baker.
General Foods. Starting September 30, Thursdays, 8-9 p.m. Kate Smith.
Cocacamil, thru Ruthrauff & Ryan. Starting October 3, Sundays, 6:30-7 p.m. Joe Penner.*
Lux, thru J. Walter Thompson. Starting September 13, Mondays, 9-10 p.m. Radio Theaters.*
Lever Bros., thru Ruthrauff & Ryan. Starting September 7, Tuesdays, 8:30-9 p.m. Al Jolson.*
R. J. Reynolds Company, thru William Eby Company. Mondays, 9:30-10 p.m. Jack Oakie and George Stoll Orchestra*; 10-10:30 p.m. Benny Goodman Orchestra.

MBS

Parker Watches, thru DeGarmo Agency. Starting September 12, Sundays, 11:30-11:45 a.m. Benny Friedman.
Blue Coal, thru Ruthrauff & Ryan. Starting September 26, Sundays, 4:30-5 p.m. Sketch—*The Shadow*.
Kellogg Company, thru N. W. Ayer. Starting October 2, Saturdays, 5-5:30 p.m. Irene Wicker.
Admiracion, thru Charles Dallas Reach. Starting October 17, Sundays, 6:30-7 p.m. Tim and Irene and Bunny Berigan.
Duart Company placed direct. Starting August 22, Sundays, 9-9:15 p.m. John Nesbitt's *Passing Parade*.
Hecker, thru Erwin, Wasey. Starting September 7, Mondays thru Fridays, 11:45-12 noon. Myra Kingsley's *Information Service*.
Varady of Vienna, thru Baggley, Horton & Hoyt. Starting September 26, Sundays, 1:30-2 p.m. Ted Weems' Orchestra.
Lutheran Church. Starting October 24, Sundays, 4-4:30 p.m. Lutheran Hour.
Schaeffer Pen Company, thru Bagley, Horton & Hoyt. Starting August 27, Fridays, 8:15-8:30 p.m. Harold Stokes' Orchestra and soloists.
Commentator Magazine, thru Cecil, Warwick & Legler. Starting September 19, Sundays, time not set. Dramatic varieties.
American Bird Products, thru Westen, Barnett. Starting October 10, Sundays, 11:45-12 noon. Canary Chorus.

NBC

Packard Motor Car Company, thru Young & Rubicam. Starting September 7, Tuesdays, 9:30-10:30 p.m. Lanny Ross, others.*
C. F. Mueller Company, thru Kenyon & Eckhardt. Starting September 13, Mondays thru Fridays, 10:45-11 a.m. *Kitchen Cavalcade*.
Campana Sales Company. Starting September 20, Mondays, 8:30-9 p.m. Variety show.
Standard Brands, Inc., thru J. Walter Thompson. Starting September 22, Wednesdays, 8:30-9 p.m. Talent unset.
H. Fenrich. Starting September 26, Sundays, 1:30-2 p.m. Maruccis Orchestra.
Ralston Purina Company, thru Gardner Advertising Company. Starting Sep-

tember 26, Sundays, 5-5:30 p.m. Marlon Talley.
Grove Laboratories, Inc., thru Stack-Gobie. Starting September 27, Mondays and Thursdays, 8-8:15 p.m. and Tuesdays and Wednesdays, 10-10:15 p.m. General Hugh S. Johnson.
Ralston Purina Company, thru Gardner Advertising Company. Starting September 27, Mondays thru Fridays, 5:45-6 p.m. Tom Mix, *Straight Shooters* (sketch).
General Mills, Inc. Starting September 27, Mondays thru Fridays, 5:30-5:45 p.m. *Jack Armstrong* (sketch).
Wander Company. Starting September 27, Mondays thru Fridays, 5:45-6 p.m. *Little Orphan Annie* (sketch).
Lambert Company, thru Lambert & Peasley. Starting September 28, Tuesdays, 9:30-10 p.m. *Grand Central Station* (sketches).
Pontiac Motor Company, thru McManus, Johns & Adams. Starting October 1, Fridays, 8-8:30 p.m. Student talent.
Gruen Watch Company. Starting October 3, Sundays, 5:30-6 p.m. Variety show.
General Foods Corporation, thru Young & Rubicam. Starting October 3, Sundays, 7-7:30 p.m. Jack Benny.*
Sherwin-Williams Company, thru Cecil, Warwick & Legler. Starting October 3, Sundays, 5-5:30 p.m. Metropolitan Opera Auditions.
Musterole Company. Starting October 4, Mondays, Wednesdays and Fridays, 4-4:15 p.m. Carson Robison's Buckaroos.
Modern Food Process Company. Starting October 17, Sundays, 4:45-5 p.m. Talent unset.
William R. Warner Company, thru Cecil, Warwick & Legler. Starting October 18, Mondays, 10-10:30 p.m. Warden Lewis E. Lawes (sketches).
Cummer Products Company. Starting October 24, Sundays, 3-3:30 p.m. *Radio Newsreel* (Interviews).
Bristol-Myers Company, thru Young & Rubicam. November 17, Wednesdays, 9-10 p.m. Fred Allen.

WOR-ANNOUNCERS
(Continued from opposite page)
 the terms of the contract, the WOR management must give two weeks' notice before discharging Guild members and must agree to arbitrate any disputes that arise between station and Guilders. Contract, signed after six weeks' negotiations, does not provide a closed-shop status, but, according to the Guild, all announcers and producers now employed by WOR are members. One new group, "senior directors," was established in the contract. This classification includes men handling more important shows who will receive top-scale salaries.
 Guild, which is an independent industrial union, not affiliated with the AFL or CIO, will represent announcers and producers. Engineers have a separate agreement with the station, tho they are not members of AFL or CIO affiliates.

WOR-ANNOUNCERS

WASHINGTON, Aug. 14. — Eleven transcription companies banded together in a joint letter this week to all broadcasting stations informing them of their talks with representatives of the American Federation of Musicians in respect to current demands of the AFM for regulations concerning the use of transcriptions.
 The letter, signed by Advertisers Recording Service, Atlas Radio Corporation, E. V. Brinckerhoff & Company, Jenn V. Grombach, Inc., Lang-Worth Feature Programs, MacGregor & Solie, NBC Transcription Service, RCA Manufacturing Company, Transamerican Broadcasting and Television Corporation, WOR Recording Service and World Broadcasting System, told broadcasters that as transcription makers they were vitally interested in the problem and were anxious to do what they can to assist the stations in the solution. However, from the tone of the letter, it was evident that the transcription companies believed that the problem was more or less the broadcasters', because restrictions of the AFM, if applied, would be directed at the broadcasting stations. Stations were urged to confer with those firms whose products the broadcasters use, with such networks as they were af-

AFM Problem Stations' Own Woe Disc Firms' Letter Indicates

filled, with officers of the NAB and with officials of the AFM.
 The transcription firms stated that AFM reiterated its demand to ban union musicians from making transcriptions for use by any station not employing AFM musicians.
 NEW YORK, Aug. 14.—Delegates of independent stations are constantly trickling into the American Federation of Musicians' headquarters here to get detailed information on the situation between the musicians and broadcasters. AFM has its four-member sub-committee of the executive board in constant session to take care of the queries.
 Deadline dates of September 16 and 30 still stand, the former being the appointed final time for a get-together between the AFM and the broadcasters, electrical transcription and recording firms. Last day for reaching an agreement to secure increased employment for AFM members is September 30. The Federation's locals have been apprised of this.
 According to Bert Henderson, Federation exec, it is very possible that the broadcasters, transcription and recording firms will each appoint a committee to meet the AFM board.

Air Briefs

New York By JERRY FRANKEN

IN SPITE of \$100 weekly as an announcer for Loyalist stations, an American announcer quit Spain for the U. S. A. More safety and somewhat less hectic. Spleier spoke in English over EAR and PSEO for the benefit of American and British short-wave fans. Nicest break was that radio men were extended all courtesies given to foreign press correspondents, but that didn't ease the tension. . . . Earl Harper's WNEW mike interviews atop the Empire State may go to WOR.

John Van Cronkhite developing news possibilities of his organization and may not rep WBNX, New York. Because of impending changes in the music field, due to union demands, Van Cronkhite feels that news will become more desirable and will concentrate on it. . . . Two WHN-ers wearing out Underwoods. *Brandy for Heroes*, by Jack Kofoed, will be off the presses soon and Ida Bailey Allen is bringing out two new cookbooks. Press runs of 100,000 on each. And also nursing a play. . . . Russ Pierce still collecting luggage that was misshipped around Europe.

Rudy Vallee's October broadcasts will come from the Coast. Jim Sauter, of Air Features, is one of the town's most

precise diagrammatic doodlers. As he phones, he pencils involved charts. That's doodling. . . . George McGarrett, of Young & Rubicam, has almost bought passage for that Nassau trek, but you never can tell. . . . Plenty of New York agency men would like to see production remain, beg pardon, return to Gotham. Fact that many sponsors are here and can make their yelps and suggestions before instead of after show goes on the air saves plenty of headaches for agencies. . . . Edith Fern Melrose at the Cleveland Great Lakes Exposition. . . . Norman Gordon guesting on Saturday's *Hit Parade* and Ramon Navarro, Doris Kerr and Joe Cook likewise on the Gulf show, set by Nelson Hesse.

Abe Schechter now Alan Schechter. . . . WMCA opening doors Sunday at 8:15 instead of 9. . . . Ted Cott producing *Copy* on WBLL. . . . That Camel show coming thru in two parts. Jack Oakie half-hour will originate on the Coast, followed by a station break, and then Benny Goodman's *Ork* will be picked up in New York. . . . Paul White's invention for Ted Husing resembles a periscope. For use in crowds to prevent vocal confusion. . . . Let's Talk About Stars, on WAAW six months, may swing to a larger inclusion. . . . WMCA programs now included on Hotel Lincoln's room sets.

Chicago By SAM HONIGBERG

PROSPECTS for announcers to land emcee jobs in the smarter hotel rooms and cafes are much brighter. Pierre Andre and Ed Allen, of WGN, and Jack Shoemaker, of WBBM, now handling shows in local spots, proving to operators that the airwave boys are suitable for such assignments. Trio is working at the Drake, Palmer House and Edgewater Beach Hotel, respectively. . . . Fred Waring and his outfit will be in town Sunday to prepare for their opening at the Drake August 27. Band will be heard over Mutual. . . . Lanie Truesdale, vocalist with Roger Pryor's Band, looks like a comer. She formerly warbled with the Sterling Young and Hal Grayson orks. . . . Forrest Johnson is holding George Roesler's former post as director of the foreign language station division for Van Cronkhite Associates. Johnson was a recent account executive with the Pettinger & La Grange Agency, Indianapolis. . . . Al Tint, minstrel, will play fair dates with the WLS Barn Dance Show starting August 25.

Harriet Widmer has been added to the Fibber McGee and Molly cast. . . . Al Vierra and his band succeeded Will Hollander's outfit at the Glass Hat Room, Congress Hotel, and are picked up by NBC nightly. . . . William Nevins is back on WAAF. Another newcomer at that station is Emmet Melenthin, formerly with WJMS, Ironwood, Mich. . . . Before leaving on his vacation trip to Yellowstone Park Ralph Atlas, the WJJD-WIND head, signed with Virgil Reiter Jr., vice-president of Transamerican Broadcasting and Television, for WLW's local outlet on those two stations. Last time these independents went network was for Ed Wynn and his short-lived chain. . . . Attilio Baggione, operatic tenor, signed a contract with WGN for a Coast-to-Coast sustainer. Deal calls for his services on the Mutual network for the next three years. . . . Smiling Ed McConnell returns to the air with a new weekly network program August 29, originating at the NBC studios here.

A. D. Scott, production director for NBC, vacationing on the West Coast. . . . Hal Makelim, WIND sales manager, was in New York on business last week. . . . Mary McCormic flew to Hollywood on a business deal. . . . Jack Holden returned over WMAQ with his *Old Painter* show. . . . Congrats to Mr. and Mrs. Jack Fulton. The stork paid them a visit at the Evanston (Ill.) Hospital Thursday and left a seven-pound boy. . . . Not bothered with the heat these days are the following NBC boat owners: Bucky Harris, Bob Wamboldt, Norman Barry, Fort Pearson, Fayette Krum, Ken Griffin and Blair Walliser.

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RADIO CITY
Coast to Coast

Radio Investigation Now Considered Certain; White's Bill Provides for Sweeping Inquiry

No phase of radio industry to be left untouched—provisions made to check license deals, networks and newspaper-owned station angles

WASHINGTON, Aug. 14.—The Senate Interstate Commerce Committee this week reported out the resolution to investigate the radio broadcasting industry, introduced by Senator Wallace H. White Jr. (R., Maine) July 6. Senator White, visibly gratified over this action, stated the steering of this measure to a vote would be up to Senator Burton K. Wheeler (D., Montana), the committee chairman. Reports from Wheeler's committee did not indicate whether the resolution would be brought to the Senate floor this session, but it was learned that the Montana liberal does not wish the present session of Congress prolonged any more than necessary. Action may be deferred until next session, but Senator White believes that a Senate subcommittee should be able to gather material and data during adjournment in order to expedite the hearings. This could only be achieved by passage this session.

Washington observers grant the measure almost certain passage because past experience justifies this view. The Senate rarely defeats investigation resolutions once they have received the sanction of a responsible committee and it is rare indeed that a Senator wishes to publicly oppose an investigation of any serious problem. Each Congressional body has the authority to conduct investigations, making a House vote on this measure unnecessary.

The White Resolution lists 40 points in which it directs and authorizes the Senate committee on Interstate Commerce to investigate. This will serve to guide the committee in finding: (1) the cases, if any, in which the commission (FCC) has departed from or has modified the application of its regulations and the engineering and other standards generally observed by it, together with the reasons for each such departure or modification; (2) all acts by the commission which recognize or seem to recognize the right of a licensee to a license or a frequency other than as specified in the terms, conditions and time of the license; (3) whether the acts and decisions of the commission in broadcasting cases have been influenced by matters not apparent in the public records; (4) the geographical distribution of broadcasting facilities and whether there is an equitable distribution of broadcast service to all parts of the country and if not what steps should be taken; (5) the extent to which broadcast stations have been concentrated in the larger communities of the country by transfer of stations from smaller communities to such centers or otherwise.

Also (6) the extent to which and the circumstances under which the ownership, control, management or interest in more than a single broadcast station has passed into the hands of any person or group of persons; (7) the circumstances surrounding and the considerations for the voluntary transfer of station licenses or construction permits; (8) instances of the transfer of minority interests in broadcasting station licenses, and all transactions directly or indirectly affecting the control of such licensees, and whether said transfers have or have not been submitted to the commission for approval and have received commission approval or acquiescence; (9) the sale price of any broadcasting station in any manner sold and transferred, together with a statement of the fair value of the physical assets and of other property, rights, contracts and licenses involved in said sales, and in particular the value placed by the parties to the transaction upon the frequency licensed to be used; (10) the sale of stock or other securities of any broadcasting stations, of any licenses, or of any person or persons directly or indirectly controlling such licenses, and the valuation put by the person trans-

ferring the same upon the station license or the frequency, the power or the hours of operation fixed in the station license, and the circumstances surrounding and the consideration for such sales and transfers and as to the participation in the negotiations for such sales and transfers by any person other than the seller and purchaser, the transferor and the transferee.

More Provisions

Also (11) the licensing of broadcast stations to persons other than the owners of the physical equipment, and in particular all cases involving the leasing of transmitting equipment; (12) the surrender of control of facilities by licensees, including all agreements to accept proffered programs with or without supervision by the licensee; (13) all acts or assertions by station licensees which involve the claim to any right or interest beyond the terms, conditions and periods of the license; (14) whether considerations have been paid or promised to any licensee or permittee for not interposing objection to an application for all or a part of his facilities which could not be granted without disregard for the commission's rules or its standards except with the consent of such licensee or permittee; (15) all cases in which persons whose applications for the renewal of a broadcasting license have been refused by the commission have received from persons licensed to use the facilities for which renewal of license has been refused, money or other consideration in excess of the value of the physical equipment taken off the air and sold to the new licensee; (16) cases in which the real parties in interest in any application for broadcast facilities have not been disclosed to the commission; (17) the extent to which holding or other intermediate companies or persons have been employed in the ownership or control of broadcast stations and the effect of such intermediate ownership or control upon the effective regulation of broad-

casting; (18) the investments by licensees in the stations authorized to be operated by them, including the investment in equipment and other items of cost; (19) the charges for the use of station facilities and the profit or loss resulting therefrom; (20) the extent to which broadcast stations are used to build up other businesses or enterprises in which the station licensees or persons financially interested in the licensees are engaged, the extent to which the facilities of broadcast stations are refused or are granted conditionally to competitors of such other businesses or enterprises, and the effect of the ownership and use of such radio facilities upon the businesses of those in competition with the businesses of those having the radio facilities.

Newspaper Stations

Also (21) the extent to which broadcast stations are owned or controlled by or are affiliated with newspapers or other media of information or entertainment, and the effect of such ownership, control or affiliation upon competing newspapers not possessing such facilities and upon the public interest; (22) the development and present facts concerning broadcasting networks or chains, including the effects of chain association upon the licensee's control over his station; (23) the effect of chain operations upon the financial results and status of chain affiliated stations and independent stations, the ability of the chain owned or affiliated station to render a local service, both sustaining and commercial and the duplication of broadcast programs, and the desirability of special regulations governing chains and stations engaged in chain broadcasting; (24) the extent to which licensees of broadcast stations censor or refuse programs offered to them for transmission and the reasons for and the effects of such censorship or refusal; (25) the extent, basis and times broadcast stations carry programs relating to public affairs, education, religion, labor, agriculture, charity and public service generally; (26) the extent and basis for which stations carry programs relating to controversial subjects in the field of national, State or local politics and (27) the extent, basis, manner and times stations are used for commercial programs, including programs advertising products claimed to have medicinal or therapeutic value and programs relating to products or services, the sale or use of which may be illegal in any State in which the programs may be received, the time given by the several classes of stations to commercial advertising or sales talk in the programs broadcast and (See Radio Investigation opposite page)

"At Long Last"

On this page is a story setting forth the full details of the radio investigation proposed by the White resolution and which, according to accredited Washington information, is certain of passage by the Senate. Passage by the House is not necessary—each legislative chamber may resolve to make its own inquiries.

So it looks, at long last, as tho the long-sought, oft-debated radio investigation is about set. The industry, according to many, should and will welcome such inquiry—it has haunted the industry for a long time—and now the ghost is about to be laid.

It will be a thoro unweaving of radio, too. The provisions of the resolution, as set forth in the story next door, were devised to make sure that no stone will be unturned. The pernicious questions of license fees and license trafficking will now, it appears, finally get the light of a senatorial investigation. And so will all the other fronts on which radio has been attacked.

Dragonette's I G For Pa. Fair Date

PITTSBURGH, Aug. 14. — Allegheny County commissioners are becoming entertainment-minded in a big way. Founding reputedly the country's first local government-sponsored outdoor theater in the South Park Play area, currently showing *Taming of the Shrew*, the commissioners have engaged Jessica Dragonette to appear September 5 at the county Music Festival, also in South Park, for \$1,000. She will warble five numbers.

Miss Dragonette was engaged, says county Fair Director Cliff Ryan, only after she had cut an original quotation of \$3,000 to the contracted figure.

Chi Late Eve Biz Shows Big Boost

CHICAGO, Aug. 14.—Boost in radio business is causing agencies and sponsors to look over the after 10 p.m. hours more intently than they have been doing. While some agencies are forced to use plenty of sales-resistance dissolvers to sell sponsors the idea of late hours, encouraging sales results are adding the agency boys. Surveys showing large late audiences and reduced rates, on a sliding scale, have also helped sell the later hours.

Study of the after 10 commercials originating in the Windy City reveals that most of them are national accounts. Pepsodent, Lipton tea and Bulova (time signals) are on Columbia, while Longines (time signals), Penn Tobacco, Chevrolet (local), Wrigley, A. J. Krank (shaving cream) and Spry are on NBC.

Because of commitments with the Aragon-Trianon ballrooms, Mutual's WGN does not air commercials after 10.

Radio's the Forgotten Man in New Orleans; Paid Program Lists

NEW ORLEANS, Aug. 14.—Bad blood between local dailies and stations was spilled this week when General Manager P. K. Ewing of WDSU charged newspapers with restricting air news and highlights "unless it has borders around it or was paid advertising." Ewing, of the National Broadcasting Company's new Blue affiliate, was particularly peeved over the local sheets' disregard of the station's joining NBC last week.

To combat the lack of newspaper spreads station used flags and bunting across Canal street, and street cars were adorned fore and aft with placards. Downtown stores used window displays.

Three network stations of New Orleans have tied up with local department stores and share the cost of printing their programs in the dailies at regular ad rates. "After two years of this,"

Ewing said, "newspapers were notified that they could print the programs free as news or leave them out. After a hurried conference it was announced that not more than 15 inches daily would be allotted to listings of programs of three of the city's five stations. Paid advertising would, of course, be welcome and in any quantity. There followed petty squabbles among the local papers because one or the other was giving space to radio-picture stars in syndicated copy.

"Today," Ewing stated, "New Orleans newspaper readers know very little of what is going on in radio. On August 1, a big day for NBC and the radio public—at least the governor of the State, mayor of the city and other leaders thought so—a rival station heralded the joining of the NBC Blue network with a half-hour dedicatory program, but as far as the press was concerned one would think the editor did not know it. In other cities of the South full newspaper sections were carried on the network expansion, but New Orleans now seems to be America's unique city as far as newspapers' treatment of radio is concerned.

"Just how long the New Orleans newspapers hope to carry out their present taboo on radio news," Ewing declared, "is a question that even many newspaper men themselves are guessing about."

Studio Kindergartens And Lady Sportcasters

WASHINGTON, Aug. 14.—Two local stations, WOL (Mutual) and WRC (NBC), are trying out something new. WOL will open in September a children's school of radio technique with 13-week courses free of charge for children under 16. WOL will have staff members as well as invited instructors teach kids the tricks of the trade. Station studios will be classrooms and staff hopes to build up a reserve of talent and program material.

WRC has signed Helen Detweiler, blond Washington golfer, for a series of sports broadcasts twice weekly. Idea comes from Bill (Lawbooks) Coyle, NBC's Washington sports authority, and he thinks that Miss Detweiler is the only female sportscaster in captivity. Miss Detweiler recently completed a barnstorming tour of the country with Babe Dirlikson and will stress the woman's angle in sports for WRC. She will not restrict herself to golf.

Green's Guest Dates

NEW YORK, Aug. 14.—Eddie Green has been booked for several appearances on the Maxwell House *Showboat*, starting August 19 from Hollywood. Hesse-McCaffrey office also set a picture deal for Green.

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Program Reviews

EDST Unless Otherwise Indicated

"The Art of Conversation"

Reviewed Tuesday, 8:45-9:15 p.m., PST. Style—Group talking. Sustaining on Columbia Pacific network.

Here is a program but a few weeks' old unheralded by publicity and while not a grade-A program, has fascinating possibilities and even now offers much in entertainment.

Six people, including a radio announcer, sit at a table and talk. There is no script and no pre-arranged subject. No restrictions except those which automatically govern an intelligent person's spoken ideas when he is before a microphone. Tonight the people were a critic, a scenarist, an actor, a business man, a broadcaster and Mrs. Boris Karloff, who acted as unofficial hostess and said little. The others were unidentified.

Conversation, for 30 minutes, ran thru various phases of a general subject—a sense of humor. What is it, who has it, what's it good for. Many points were touched on and ideas given. Some clever and interesting things were said and even a bit of information was given out. But thru it all the listener was conscious of a desire on the part of everyone taking part in the broadcast to say something profound, to offer something a little more important than what others said. This made for a highbrow tone to the show that might cause some dialers to tune out.

Another fault is that six is too many. The listener can't keep them straight in his mind. Four people should be enough. The announcer is obviously there to keep a balance and see that everyone has a chance to talk. He did his job well, despite a couple of obvious plugs for CBS shows, including the Shakespeare series, which has been plugged to death. This conversation show is a comer. Less intellectual and fewer participants will help. P. K.

"On Parade"

Reviewed Friday, 7:30-8 p.m. Style—Recordings and spot announcements. Station—WINS, New York.

This gruesome little affair has the turntable playing phonograph pops, with sales plugs interspersed following each side. The recordings are good—which the station can't help. The commercials, fetching little tidbits concocted by "progressive merchants in New York" (sic), are about as bad as those used by the New York clothier, Barney, who's still calling all men. Terrible stuff. J. F.

Sylvia Froos and Morton Gould

Reviewed Friday, 8-8:30 p.m. Style—Orchestra and soloist. Station—WOR (MBS network).

This is Miss Froos' first real attempt in radio, having previously confined her activities mainly to vaude. Miss Froos, who started way back as a kid singer, is an effective songstress in that medium. In radio her stage experience seems evident, but the quality in her voice doesn't seem any too well suited for the mike. The voice is warm, yet has a touch of coldness about it; furthermore, there is too frequently a tight quality, resulting from apparent strain.

Morton Gould and his orchestra still impress as one of the best around. Gould is a deft arranger and his one-time fault of throwing in an excess of embellishments seems to have been toned down. It's no longer necessary to wonder what the theme is. J. F.

"Hollywood High Hat"

Reviewed Tuesday, 12:05-12:15 P.M. Style—Movie chatter. Sponsor—Shuman Brothers. Agency—Julian Pollock. Station—WFIL (Philadelphia).

Allen Franklin, who exemplifies Joe Cook in radio by lending his talents to everything except imitating four Hawaiians, now does a flickerville patter that pans out as being only pip hash. Instead of a presumptive tea-cup dabbling that the tall topper title would imply, Franklin creates a city desk aura. Excepting that the teletype effect between flashes sounds more like the clackers handed out at the niteries.

With a winchellistic tempo for a pace-

setter, Franklin itemizes daily events in pixville as culled from publicity puffs and tickered flashes. It's straight news but nothing front page. For listening appeal it hardly fills a gap for fan mag buyers, let alone the masses this sponsor hopes to reach. As a result it only serves as wait fillers for commercial copy, which are long, eloquent and too numerous for a 10-minute ride.

Commercials aimed to stimulate furniture sales and woven in with the copy. Only the "high-hat" dons a "cap" for the plugs, getting real homey-like for the pleadings. Nor does the stepping out of character help the program value any, slowing a tipping pace to a drag. Heard daily during lunch hour. Oro.

Lillian Marcus

Reviewed Saturday, 7:30-7:45 P.M., DST. Style—Songs. Sustaining on WELI, New Haven (Conn. Broadcasting System).

This young lady has a dandy voice and does very well with the blues numbers that she puts across, but could improve her program 100 per cent if she took all of her numbers in a little faster tempo. As it is now her voice seems a bit stilted and tends to become boreome. Mildred Marsh, piano accompanist, is good and her solo work helps liven up program. S. A. L.

Menser Has New Sec

CHICAGO, Aug. 14.—Marge Stockdale, secretary to C. L. Menser, NBC production manager, is retiring and has been succeeded by Rubye Downs, from the NBC sales department.

Current Program Comment

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

THE Chase & Sanborn Sunday night melange is one of radio's most enjoyable shows currently and it's the best example of radio's unfairness to writers. Even with its galaxy of name talent, augmented recently by NELSON EDDY, the show would be a drooping lily without its superb scripting. The more thought is given it the more difficult it becomes to justify this practice. And for the record RICHARD MACK is the main cog in the writing of the show. There's something slightly ironic in Eddy's joining the program, which is and certainly has been in little need of bolstering. But Eddy is an asset to any radio program.

BOB HOPE'S Woodbury show, with SHEP FIELDS and his bubble blowers and DEL CASINO, is engaging summer radio fare. The various constituents deliver satisfactorily thruout, only Hope still has to learn one thing—that every line he delivers needn't be a gag line. That especially applies to his introductions of numbers by the other performers. "Honey Chile" is still the nicest stodge or foil in any branch of the show business.

Arizona Red, on WNEW, New York, follows the traditional radio cowboy routine, but possesses a rather smooth delivery that puts him over with greater polish than some of his contemporaries. Collection of Western and tear-jerking songs with the sentimentality laid on heavily are nicely enough sold, but the long commercials steal the show. This lariat warbler's spot would be enhanced if he were given some of the time taken by the commercials, with numbers dedicated to fans.

While on the subject of the wide open spaces, Lewis Cowboys, heard on WOR, New York, from the Village Barn rate a mention. Texas Jim Lewis and the hands go into some lively rollicking sessions with Western numbers. *Old Joe Clark* and *Left My Gal in the Mountains* were sure enough favorites of Western fans. Lewis boys put, the tears where

Vacation

SAN FRANCISCO, Aug. 14.—John B. Hughes, Don Lee commentator, has taken a two-week vacation, but his daily broadcasts continue. It's a vacation with strings, as Hughes arranged to be near a Don Lee station at 6:45 p.m. daily during his tour of the State.

McFarland Asks House To Investigate FCC

WASHINGTON, Aug. 14.—Representative W. D. McFarlane (Dem., Tex.), who has been leading the fight to force the House Rules Committee into reporting the Connery Resolution to investigate radio, has tired of this course and has introduced his own resolution Friday (13) to investigate the Federal Communications Commission, which was promptly referred to the Rules Committee.

It is reported that strong opposition to the Connery resolution centered around an alleged religious issue and the McFarlane measure is written to remove this feature in an effort to get early House action on a radio investigation.

New Detroit Radio Agency Under Way

DETROIT, Aug. 14.—Alcasters, Inc., Detroit's newest advertising agency, is establishing a radio agency here. New organization will sell, originate, write and direct its own radio shows, as well as offer a merchandising service.

Stanley C. Boynton, former advertising and sales promotion manager for WJR, is president. Other officials include: Arthur W. Lenfesty, vice-president; Edwin G. Lenfesty, secretary-treasurer; Harold F. Pursell, charge of media and programs; Everett Dunning, art director.

they belonged, showed life and used restraint.

There are two long scolding commercial sessions attached to the fore and aft ends of the O'Neills. Otherwise stanza is a well-conceived enjoyable afternoon production. Mrs. O'Neill, in the program dialed in, went to a lawyer to plea for a brother-in-law accused of a killing. Blackstone thought he pulled a fast one by having a stenographer take notes of the conversation. Whether Mrs. O. has hit upon an idea that will help save the in-law left the fans wondering. Kate McComb, playing Mrs. O'Neill, came thru with more than average radio warmth and understanding of a character. There's no great dramatic values in this pleasant show, but the playing of Miss McComb's lent the production much grace.

The General Mills hodgepodge on WMCB for three afternoon hours daily is highspotted by LEE GRANT and his orchestra. Grant's men turn out an almost amazing exhibition of versatility, going from swing to ballad, to jam session and rumbas in one-two order and with plenty of zing all the way.

The CBS *Sing Time* session, with JACK SHANNON and the Symphonettes, girl trio, contributed an engaging session last week. Shannon is a sweet singer and should be heard of in an important way in the future. The gal trio does more or less patterned work. GORDON GRAM (formerly of the Funnyboners) does the announcing in a thoroly pleasing, intimate style.

It's seldom that BOB RIPLEY'S *Be-Heve It or Not* session has a dull moment. That rare exception last week came when an anti-superstition club, meeting in Chicago (on Friday the 13th), was piped on the program and stayed on far too long. Otherwise, however, the show holds interest all the way except for lousy commercials.

WAPI, To Join CBS, 45% Web Owned

BIRMINGHAM, Ala., Aug. 14.—With the turnover in operating control of WAPI, Birmingham NBC link, last Sunday to Voice of Alabama, Inc., interests, it became known that Thad Holt and Ed Norton, Birmingham residents, now own 55 per cent of the stock of the corporation and the Columbia Broadcasting System holds the remaining 45 per cent. That CBS owns a large block of the new operating company which now holds a 15-year lease on the big Birmingham outlet of NBC came out following the taking over of the management by Holt, who was once WFA administrator in Birmingham. Bascom Hopson, former leaseholder, after giving way to the new lessee, moved all of his radio attention to his other station, WUJB, at Gadsden.

At present the Voice of Alabama company is operating WAPI for the owners, the State-owned schools, Auburn, Alabama and Montevallo, pending approval of the 15-year lease by the FCC. Station will remain on the NBC chain until January 1, when it shifts to Columbia. Then WBRC, now CBS, will take over the NBC Red network. WSGN, *Birmingham News* station, joined the Blue network with nine other Southern stations last week.

WAPI's application for a full-time basis and 50,000 watts is also before the FCC. In reality WAPI does not seek a cleared channel but has asked that other stations asking for the same band be asked to show cause why they should not be put on other channels and WAPI be allowed the full operations. At present the station shares with KVOO, Tulsa, and several night hours are lost as KVOO gets that break.

RADIO INVESTIGATION—

(Continued from opposite page) whether there should be control or regulation of advertising by radio and the character and extent thereof.

Foreign Angles

Also (28) competition between wire companies in communication between the United States and foreign countries, between radio companies in such foreign communication and between wire and radio companies in this field of foreign communication; (29) instances in which the commission has granted licenses for transmission in foreign communication or has refused or withheld action upon applications for licenses and frequencies in this field of communication, and whether such action by the commission or its nonaction has been with the purpose or has had the effect of aiding one company in this branch of lessening competition between American companies in foreign communication and (30) the extent to which companies engaged in radio communication between the United States and any foreign country have entered into exclusive traffic arrangements or other agreements with the purpose or effect of securing a monopoly in such communication or of lessening competition therein and the effect of such arrangements or agreements upon competing American companies.

It is felt certain that passage of the White resolution in the Senate would spur members of the House to further embarrass the House Rules Committee into freeing the Connery Resolution from the pigeon hole. During the speech of Representative W. D. McFarlane (D., Texas) on radio monopoly, Tuesday (10) he received supporting remarks by Representatives Richard B. Wigglesworth (R., Massachusetts), H. Jerry Voorhis (D., California), Charles H. Leavy (D., Washington), Otha D. Wearin (D., Iowa) and John A. Martin (D., Colorado). While McFarlane charged that radio was under Wall Street domination and elaborated on this thought, his supporters led applause by House members and interrupted with explanatory remarks on the Boylan Bill to tax radio power and the Wearin Bill to divorce newspapers and radio.

WFIL's New Parlor

PHILADELPHIA, Aug. 14.—WFIL moves bag and baggage this month from the Strawbridge & Clothier department store, opening in a \$200,000 plant September 1 atop the Widener Building. Formal dedication of the studios, as yet only three-fourths completed, will be deferred until decorative work is finished, probably late in October.

BANDS DOMINATE VAUDE

Outdraw Vaude Bills Regularly, Bringing Season's Top Grosses

Earle Theater, Philly, finds bands biggest money makers of season—Warner fills books with band bookings—N. Y. Paramount policy still going strong

PHILADELPHIA, Aug. 14.—Warner's Earle Theater here will be the only showplace downtown combining films with flesh next season. Scrutiny of past performances at this house from the box-office angle has set a stage policy emphasizing dance bands. House receipts are considered a just evaluation of an act's drawing power here, screen attractions being Class B draw and worse. Despite fact that the local WB circuit is continually at loggerheads with the musicians' union, the tooters have made returned to this house December 24, 1935, dance bands have proved, with few exceptions, to be the consistent money makers. Based on a six-day take, Earle grosses during the past season give a clear indication of the marked trend.

With \$14,400 considered the average weekly take for this 2,000-seater, opening week (Xmas week) brought in \$22,000 with Ciro Rima's Rumba Band. Successive weeks held \$23,850 for a Ziegfeld Follies unit with Eddie Garr headlining; \$14,000 for an NTG unit, and a marquee-week *Hit Parade* unit clocked \$10,500.

Fred Waring, first of the bands to show, holds the season's record with \$24,000; dropping to \$11,900 for Roscoe Ates and a *Shooting High* unit. Harry Reser's Band, with the Duncan Sisters the major pull, grossed \$11,000. An NBC unit, Three X Sisters being the top name, accounted for \$12,400, and a straight vaude show, with nothing stronger than the Radio Ramblers, bringing in \$11,500.

Barney Rapp's Band, with the Yacht Club Boys, upped the take to \$16,000. Unfortunate debut of Jesse Owens as an ork leader takes the cellar mark with \$9,000. Gotham's French Casino nitery show was good for \$14,000, and a Major Bowes' all-girl band, in spite of Holy Week, brought \$13,000. Mitchell and Durant, heading a *Greenwich Village Scandals* tab, did \$12,800.

Run of bands brought \$17,000 for Cab Calloway and Ted Lewis on successive weeks. Jan Garber disappointed with \$14,000, a similar mark hit by Roger Pryor, who had the benefit of Stepin Fetchit showing the first two days. And Milt Britton couldn't pull better than \$12,500.

Sally Rand unit still proved top drawer with a healthy \$18,000. Guy Lombardo showed stronger with \$21,000. California Collegians, dance band unknown in these parts, with Stepin Fetchit added, fetched a poor \$9,700. Benny Meroff, splitting the billing with Anna May Wong, accounted for most of the \$14,800. Ina Ray Hutton, getting flicker help in the second-run showing for *Shall We Dance?*, clocked \$15,000.

A regulation vaude bill headed by Estelle Taylor meant only \$10,000; Kit Klein and the Ice Carrot hit \$12,000; Benny Davis, along with the Braddock-Louis fight fiasco, added \$13,000 to the take; a similar mark for NTG's repeat date. Henry Armetta's personal helped the local KYW revue make its \$11,840. Duke Ellington upped the register to \$14,000. Herman Bing, heading a variety bill, dropped to \$11,000, and Clyde Lucas' Band dittoing the take for its date last week.

With the music makers, especially those with a rep, proving the best bet, Earle has set a steady stream of band bookings starting August 20 with Jimmy Dorsey, follow-ups bringing in Will Osborne, Clyde McCoy, Horace Heidt, Mal Hallett, Shep Fields, Benny Goodman, Hudson-Delange and Tommy Dorsey.

NEW YORK, Aug. 14.—Warner booking office here has found name bands such good business-getters that it has lined up a whole bunch of them and has its books full, except for isolated spots, for the next two months.

Bands set for return engagements by Warner are Horace Heidt, Eddy Duchin, Shep Fields, Ted Lewis and George Olsen, with Ethel Shutta. Bands that recently finished Warner dates are Glen Gray, Clyde McCoy and Will Osborne. Bands booked for Warner for the first

time are Jimmy Dorsey, Mal Hallett, Xavier Cugat and Dick Stable.

All of the bands play as units, carrying their own specialty people. This has meant crowding out of vaude turns.

Paramount Theater here has been mopping up with name bands, using Local 862 bands exclusively, while Loew's State has been picking up mostly out-of-town outfits.

Rand All-Girl Band

PITTSBURGH, Aug. 14.—Sally Rand must be credited with versatility, to say the least. Famed as a fan dancer, currently touted by the Provincetown Playhouse as star of its forthcoming *White Cargo*, she is announced as a September 10 booking with an all-girl orchestra for the New Penn nitery.

Reviews of Records

By M. H. ORODENKER

Variety

It's swing for sale on this label, lending off with a trio of plates of both historical and musical interest. JOHNNY WILLIAMS, whose terrific drum force makes the Raymond Scott gang a sender, steps out with his own Swing Sextet (really sevenfold, bass slapster going unbilled). Notwithstanding, they throw caution to others and jam with a feverish pitch for *Little Old Lady* and the old jazz classic *Where's My Sweetie Hiding?* (594). In addition to the powerhouse drumnastics of Williams, Claude Thornhill flashes with one-finger-style planology, and Babe Rusin tongues a ride tenor sax. Charles Spivak, trumpet; Jack Jenney, trombone, and Eddie Brown, clarinet, complete the lineup.

Duke Ellington's clary wiz, BUNNY BIGARD, and his fellow bandsmen, the Duke covering the piano bench, dish it out lowdown for *Get It Southern Style* and *If You're Ever in My Arms Again* (596). With Bunny Berigan's former vocalist, Sue Mitchell, doing the wordage up brown.

JIM MUNDY, who let his arranging for Benny Goodman overshadow his tenor saxology, gets back in the groove for this once on *I Surrender, Dear* and *Ain't Misbehavin'* (598). What showed plenty promise only proved a meatless bone for the cats' lickings in spite of the presence of Billy Kyle at the black and whites, Chick Webb at the drums, Walter Fuller tooting his trumpet, Omar Simeon caressing a clarinet and Quinn Wilson bass slapping. The gin-mill atmosphere is thick, but these sepiol swingers never quite get off in the right groove.

Swing marches on with IVIE ANDERSON and her Boys From Dixie (Duke's membership, as if you didn't know) repeating her *Day at the Races* arrangement of *All God's Chillun Got Rhythm*, Johnny Hodges scoring a solo sax bit. Fare is subdued for the barker, *Old Plantation* (591).

CAB CALLOWAY hi-de-hos his swingeroo for *My Gal Mezzanine*. Boys turn on the heat on the reverse for Harry White's *Congo* (593), Mousie Randolph's trumpeting a standout. RED NICHOLS continues to jazzify the classics, making only a middlin' *O Sole Mio*. Saves the

WATCH FOR
*My First Year in
the Phonograph
Record Business
—And Its Outlook*

By Irving Mills

in the

FALL SPECIAL NO.
of THE BILLBOARD

Dated August 28

Issued August 24

Two-Year Contract and Wage Jump for Coppola

HILLSGROVE, R. I., Aug. 16.—Following a four-month stay at the elite Hillsgrove Country Club here, on the outskirts of Providence, Ray Coppola's Orchestra has been signed for the next two years with a 25 per cent increase in salary. The Hillsgrove Country Club is owned by Pat Testa.

The spot has capacity for over 1,200 patrons. Coppola also emcees the floor shows, booked by Jacy Collier, of the George A. Hamid office, Boston.

Radio Bands Best Pitt BO

Theaters, clubs and parks do best with air name outfits—ops grab bookings

PITTSBURGH, Aug. 14.—Bands with radio reputations are the biggest b-o, draws here if this summer's trade at the Stanley, lone vaudeville house; Kenneywood and Westview amusements parks and the niteries can be criteria.

Consistent best-sellers for the Warner theater have been such outfits as Benny Goodman, Shep Fields, Jimmy Dorsey and Ted Lewis, outpulling the highest priced singles or units. Result, Manager Harry Kalmine has booked for the next six weeks George Olsen, Clyde McCoy, Eddy Duchin, Horace Heidt, Glen Gray's Casa Loma crew and a return of Lewis. All but Duchin will be starred in shows that will also feature vaude. Because of the big nut (reputedly \$7,500) Eddy will draw, his band will solo.

At the parks Kay Kyser pulled the season high for Kenneywood, where Rudy Vallee, Fields, Art Kassel, Phil LeVant, Les Brown, Jess Hawkins and Ray Pearl have also played. Last night Westview was such a financial success with Don Bestor that Manager Charlie Beares is looking forward to coming engagements of Jackie Coogan, Jim Dorsey and Joe Venuti. Other Westview orks this summer have been Blue Barron, Austin Wylie, Dick Fidler, Baron Elliott, Val Harvin and Gil Crest.

In the night spots outfits like Bestor and Charley Gaylord have brought out the black ink. Other bands that have made Pittsburgh dance-conscious in the past three months have been Reggie Childs, Clyde McCoy, Johnny Hamp, Charlie Agnew, Emerson Gill, Sammy Kay, Happy Felton, Larry Funk, Mike Riley, Russ Lyon and Woody Herman.

with the rumba *Caribbean Star* (1358). For drifting and dreaming on Walkikil shores LANI MCINTIRE gives the hula-hula *Us Like No a Like*, and in a contrasting sprightly tempo *My Tropical Garden* (1328).

JIMMY LUNCEFORD has provided more precious moments to the wax cult than this pillar has indicated. Lost until now in the ordering shuffle, platters prove precious ones, both for the terp hounds who like their stepping spirited and for the swingophiles in search of a major exhibit. With a lilt that lifts, Lunceford has an uncanny coupling of the old and the new in *Sy Oliver's For Dancers Only* and *Coquette* (1340); a honey on the unwinding for *Honey, Keep Your Mind on Me* and *Postn'* (1355), and a decided dance incentive in his most recent twosome of *The First Time I Saw You* and *Ragging the Scale* (1364). Dan Grissom's voice to the lyricizing makes a major item for most of the plates. The *Honey, Keep Your Mind on Me* side affords a winning innings for Eddie Durham's guitarling. Durham is one of the stand-bys from Bennie Moten's Band when Count Basie covered the piano stool. And to make your Lunceford collection complete, none would be without *Linger Awhile, Count Me Out* (1229) and *The Merry-Go-Round Broke Down, I'll See You in My Dreams* (1318).

Bluebird

RUDY VALLEE continues to provide the most unusual, turning both sides over to CYRIL SMITH. English comic, oft featured on his variety air shows. Strictly in the novelty register and just the thing when a lull sets in. Vallee does an emcee spiel as a prelude to Smith's *The Old Sow Song*, who carries on from that point to postulate the birdies, including the Bronx cheer. Smith backs it with the harum-scarum *With Her Head Tucked Underneath Her* (See *REVIEWS OF RECORDS* page 20)

day and disc by backing with *Humoresque* (593), Franklyn Marks scoring this one several years ago.

BENNY FIELDS turns in strong song selling for *The Image of You* and *Happy Birthday to Love* (599). Franklyn Marks taking the bows for arranger and conductor, CLYDE LUCAS and his California Dons cut their premiere with a danceable double in the smoother sort of syncopating for *Whispers in the Dark* and *Stop! You're Breaking My Heart* (592).

Melotone

Syncopation that is ear-pleasing and generally foot-lifting is cut by STERLING YOUNG for *Whispers in the Dark* and *Stop! You're Breaking My Heart* (7-08-06); CARL RAVELL, the singing maestro, for *Gone With the Wind* and *So Rare* (7-08-07); JOHNNY JOHNSON for *Heaven Help This Heart of Mine* and *The Little Old-Fashioned Music Box* (7-08-08), and with the tempo stepped up for the trippings, JAY FREEMAN cuts it clean for *The Night Ride* and *Sugar Foot Stomp* (7-08-09).

Decca

LOUIS ARMSTRONG goes peanut venter for the muggin' and lipping, the satchmo stylist making for heated Harlemese with *Cuban Pete* and *She's the Daughter of a Planter From Havana* (1353). The solid swing of CHICK WEBB makes a jived symphony of yesteryear's dreamy *The Naughty Waltz*. Ella Fitzgerald on the barker is a setup for the swingopphants with *Love Is the Thing*, *So They Say* (1356), swing being the thing with this sock swingstress.

Jamming their way, BOB HOWARD has a swiny-thingy for his piping to *Easy Living* and *Sing and Be Happy* (1357), piano whipper highlighting the platter, and the same brand of barrel-humping in British alleys exemplified by drummer-man JOE DANIELS for *Big Boy Blue* and *Swing High, Swing Low* (1359).

LENNIE HAYTON styles his music for the smooth dance steps, coupling *That Old Feeling* with *Lovely One* (1354). In the three-quarter time AL KAVELIN encourages soft lights with the sweet music of *Sweetest Little Brown Eyes*, backing

NEW SEASON LOOKS GOOD

Big Talent Demand Seen in Chicago and New York Areas

Opening of new spots and keen rivalry expected to up talent needs—more girl shows—New York clubs also anticipate biggest season yet

CHICAGO, Aug. 14.—Chicago area looms as the No. 1 market for night club talent this coming season. The leading agencies here see a heavy demand for names and room for more acts than even in New York. Their prediction is based on reports from club managers, each using several acts weekly, and the reopening of several hotel rooms and night spots starting early next month. The opening of Dollie Weisberg's New Colony Club, postponed until next month, will mark the addition of another top-notch niterie. A name will head elaborate revues which will include a line of girls. Located in the near North Side district, which is now dotted with night clubs, it is expected to stimulate greater floor show activity among its competitors. Such spots as the Yacht Club, Hi-Hat, Club Minuet, 885 Club and Harry's New York Cabaret, now using standard acts, are expected to match the Colony's bills turn for turn.

The Casino Parisien in the Morrison Hotel, which will be reopened in October possibly under a different name and management, will be another highlight. Heavy production budgets will be set aside for talent, the ace acts expected to be imported from New York. Among other definite reopenings are Denis Cooney's Royale Frolics, the Congress Casino in the Congress Hotel, the Mayfair Room in the Blackstone Hotel and Ben Lenhoff's Ball Ball.

Two recent newcomers are the Tiffany Room in the Chicagoan Hotel, which may add a floor show in the fall, and the Rose Bowl, a four-act spot. They augment the crop of clubs continuing on a year-round basis and employing talent in the warm months. Leading the latter group are the Chez Paree, ace club in this territory; Continental Room in the Stevens Hotel; Empire Room in the Palmer House; Blue Fountain Room in La Salle Hotel, College Inn in Hotel Sherman; Walnut Room, Blamarek Hotel; Stork Club, Marine Dining Room in Edgewater Beach Hotel; Silver Forest Room in Drake Hotel; Colosimo's, Grand Terrace, Swingland, the Blackhawk and Villa Moderne.

Dozens of less prominent spots dot this area, using less expensive acts and orchestras.

NEW YORK, Aug. 14.—Three most important openings of the new season are French Casino, August 20; International Casino, August 25, and Cotton Club, September 7. This is expected to get the local night club season off to a strong start. Smaller spots that are expected to resume next month are the New Yacht Club, September 15, with a big show headed by Henny Youngman; American Music Hall, with another novelty show, the Village Casino, with a full floor show, including a girl line; the Harlem Uproar House, with another colored floor show; the Broadway Horbrau, with its usual Bavarian show, and the Frolics Cafe.

A big Cuban club, La Conga, is being planned by Bobby Martyn, who will

bring in Cuban talent, band and personnel. Claims it will be the biggest authentic Cuban spot here. The Ubangi Club in Harlem may resume if it can win back its liquor license. If it fails its shows will continue to run in the Plantation Club.

The local hotels are already dusting off their winter rooms for September openings, among them being the Plaza Hotel, which reopens its Persian Room September 7, with Mario and Florida and Pancho's Orchestra featured. The Murray Hill Hotel's Fountain Room, the Piccadilly Hotel's Georgian Room, the Pierre's Corinthian Room, the Ritz-Carlton's Ritz Gardens, the St. Regis' Tritium Room and Malsomette Russe, the Navarre's Normandie Club and the Sherry-Netherland's Russian Eagle Room are among the other big hotel rooms being set for fall reopenings and which will use bands and floor talent.

The Park Central Hotel will resume production floor shows in the fall also, currently using only one or two floor acts. The Commodore Hotel is bringing Tommy Dorsey's Band back after Labor Day but will keep floor shows down to one or two specialty acts.

The Versailles will resume the policy of name acts in the fall, while the Hollywood and the Paradise are expected to build up their current skimpy floor shows. New Hollywood show is set for October.

Some Fun!

CHICAGO, Aug. 14.—A singer and a comedienne who started at the same time several years ago and have since reached the top devised an odd way to celebrate their success when a timely booking brought both of them to town last week. After an all-night round-up of the prominent and less prominent night spots in this vicinity they wound up at 7 in the morning on the curbstone corner of State and Randolph streets eating hamburgers.

Boston Agents, Actors Confer

Talks on AFA pact set for Aug. 27—hope to end chisel—wage scale mulled

BOSTON, Aug. 14.—Awaiting the return from Atlantic City of Thomas D. Senna Jr., local representative of the American Federation of Actors, an open meeting is scheduled for August 27 to consummate negotiations begun last spring when the Massachusetts Theatrical Agents' Protective Association and the AFA voted to consider a working agreement.

The MTAPA and the AFA will attempt to round up all non-member agencies for licensing by the AFA; to increase the membership of the local AFA branch; to decide on a working agreement between the AFA and the MTAPA, this to embody a minimum wage scale and the proviso that the MTAPA book only AFA acts; and to curb chiseling tactics of agencies.

All local agencies are considered Okeh with the exception of one, which is practically terrorizing the booking trade with strong-arm methods. An investigation is under way by the MTAPA and AFA.

Closed-shot policy will create a minimum wage scale for acts on a Grade 1, 2 and 3 basis for niteries, hotels, cafes, etc.

Bookers will have to be licensed and bonded.

Acts will not be permitted to double the same night at other clubs for the same money or fraction thereof. If an act doubles several times an evening the minimum wage scale will apply for each appearance.

Boston offices and lounge rooms of the AFA were officially dedicated Monday at 230 Tremont street. Some 500 persons passed thru the halls during the evening. The local branch has some 800 members. Ace Major, hooper, has been named custodian of the headquarters.

Annual AFA outing will be held at Legion Park, Haverhill, Mass., Saturday, August 28. Thomas D. Senna Jr. is chairman and his committee includes Lew Morgan, Matt Ott, Ace Major, Ray Gilbert, Tommy DiPietro, Marty Begley and Charles Senna.

Band Policy Clicks At Chicago, Chicago

CHICAGO, Aug. 14.—Band policy at the Chicago Theater is to continue indefinitely, box-office returns of the first two orchestras under the new trial showing prosperous receipts.

Jack Denny and orchestra have been set for a two-week stay, opening August 27 with Jack Benny's picture *Artists and Models*. He follows Rudy Valle and his Connecticut Yankees, who are coming in Friday.

Current attraction is Eddy Duchin's *Ork*.

Rochester Agency Active

ROCHESTER, N. Y., Aug. 14.—Despite a decided slump in summer bookings in this area, the H. S. Theatrical Exchange still books actively Ken's Tavern, Soldi's Restaurant, Bungalow, Diamond Grill, Jefferson Grill, J. P. C. Gardens, Hollywood Inn and Redmen's Club, all in this city, and also Crossmon House, Alexandria Bay; Eagles Grill and Wonder Bar, Elmira; Golden Pheasant, Jamestown; Magic Lantern, Gloversville; Silver Rail, Utica; Elm Shade Hotel, Fallsburg; Rendezvous, Dunkirk; Galety Cafe, Waverly, and the National Hotel, Bath.

Moss Adds Act Dep't

NEW YORK, Aug. 14.—Harry Moss, of the Associated Radio Artists, has expanded into the variety talent booking field, having just signed Kajjar, magician, and is at present angling for a vet act booker to head this new department.

Club Chatter

New York:

LOTTE GOSLAR plans to remain in this country following her engagement in the Radio City Rainbow Room. Thru William Morris, she has been signed for concerts and shows for the next five years. . . . RICHARD EDGERTON AND PAULINE ROSE of the Hollywood Hills Casino, have been capitalizing on name talent for week-end attractions. Paul Duke and his 14-year-old son and the Frank Fox Band reigned last week. . . .

MARYAN MERCER joined the Mitchell Ayres unit at the Hollywood Restaurant, while Ruth Gaylor attends to a two-week vacation. . . . JACK KOZSEY continued to skate at the Astor Hotel during a severe attack of ptomaine poisoning, thus maintaining his record of never having missed a performance in his career. . . . JEAN SARGENT replaced Wini Shaw at the Arrowhead Inn, Westchester, N. Y., August 9.

KEN LATER bookings include Diana Ward with road cast of *Anything Goes*, Grace Morgan at the Elysee for a return engagement, and Walter Walkers at the Hollywood Restaurant. . . . NELSON'S BOXING CATS, now making picture for Grand National, may return to Leon & Eddie's. . . . HENRY BERMAN is now manager of the Club Chevalier, where current attraction includes Jackie Gleason, Mildred Roselle, Sandra and Honey and Jack Wilson. Production by Chester Doherty. . . . MAURICE ROCCO AND DOROTHY SAULTER returned from the Coast prepared to go into the Kit-Kat in the fall. . . . HARRY DELL-DOROTHY LEE have set Leslie and Rollins and Marque Houston at Flynn's, Brooklyn; Betty Boop (Little Ann Little) at Club Lincoln, Jamaica; Lee Sisters,

Haynes and Raymond and the Lockwells at Ryan's Rendezvous in Kew Gardens, L. I.; Eugene and Marie and Loreta Walker at the Stanley Grill, Montreal, and Gordon Clark at the Embassy, Montreal. . . . THE VARIETY BOYS started at Leon & Eddie's August 17. . . . MONA LISTA is doing a new singing turn, this time as a single.

following this week at the Lyric, Indianapolis, has week stands at the Metropolitan, Boston, and Fox, Detroit, to fill. . . . THE RODGERS, dance team, in from Milwaukee, where they closed an engagement at Sam Pick's Madrid Club.

Chicago:

GLORIA GRAFTON is current at the Drake Hotel. . . . FRANCES WILLIAMS went into the Yacht Club last week thru Ken Later's booking. . . . JOE EVERIDGE COLORED TRIO is filling a summer engagement at the Three Aces. . . . OSHINS AND LESSY will head the Yacht Club opening September 15, booking by Will Weber. LEROY AND SHARP open at same time.

RALPH SHAW, emcee, working local theater and club dates. . . . JERRY AND TURK have been held over for four more weeks at the Club Esquire, Toronto. . . . BELVA WHITE has been booked by Sligh & Tyrrell into the Yacht Club. Also spotted Al Zimmy into the Biltmore Country Club, St. Louis. . . . HERBERT DEXTER, ventriloquist, has left for Mounds Country Club, St. Louis.

JACK WALDRON, recently at the Yacht Club, opens at the College Inn September 23. . . . BOB WEEMS joined the local Rockwell-O'Keefe office. . . . LOUISE PLONER is Paul Sabin's new vocalist at the LaSalle Hotel, succeeding Dorothy Miller. . . . ANN SOTHERN is spending her vacation here with hubby, Roger Fryor, whose band is currently filling an engagement at the Edgewater Beach Hotel. . . . BARBARA PARKS,

Here and There:

PAUL DRAPER opens at the Chez Paree, Chicago, August 20 for three weeks. Reported receiving double the salary he got at this spot last year. . . .

FLORENCE AND ALVAREZ go into the Pan-Am Expo, Dallas, August 21, replacing Georges and Jalna. . . . KAY, KATYA AND KAY are in their third month at the La Playa Casino, Havana. . . .

AAREN AND BRODERICK will remain at the Casa Manana, Fort Worth, until middle of September. . . . READ-INGER TWINS, now at the Chez Paree, Chicago, are booked to open with the new Paradise, New York, show September 10. . . . FRANCIS BLAIR opened at the 1518 Club, Tacoma, Wash., after a six-month run at the Spinning Wheel, Seattle. . . . SUZANNE FRANCE now vacationing in Hershey, Pa., after a 10-month run at Club Gourmet, Cleveland. . . .

MARITA ELLIN, current at the Colony Surf Club, West End, N. Y., booked to open at Virginia Beach, Va., August 13. . . . EVELYN FAHRNEY and Shalita and Carlton, opened for F. & M. at the King Edward Hotel, Toronto, August 16. . . . LORNA TOMPKINS, singer, made her Rochester (N. Y.) night club debut at the Breakers Club on the bay last week.

WATCH FOR

Night Club
Entertainment
for the Masses

By Joseph H. Moss

in the

FALL SPECIAL NO.
of THE BILLBOARD

Dated August 28

Issued August 24

Vaudeville Notes

FIFI D'ORSAY, Rio Brothers and Lela Moore were set by Fred Elswit, of the William Morris office, for the Hippodrome, Baltimore, week of August 20. . . . Roy Campbell's Continentals closed at the Biltmore Hotel, New York, August 13, and left immediately for a Midwest theater tour, with the Michigan, Detroit, their first stop. . . . Stepin Fetchit plays Omaha week of August 20. Set by Simon office. . . . Sallie's Puppets also set by the Simon agency for return engagements at New York State November 5 and the following week at the State, Washington. . . . Miss Leslie Gross no longer connected with the Simon Agency.

FRANCIS AND CARROLL, current at the Muny Opera, St. Louis, booked by Ledy & Smith, to open at the Metropolitan, Boston, August 26, follow with a week at the Atlantic City Steel Pier, and then go back to the Shoreham Hotel, Washington, for run. . . . George Prentice added by the same office to the cast of Virginia, due to open at the Center Theater, New York, August 31. . . . Melliss Mason leaves for the Coast shortly to start work on RKO pix, skedded for September 19. En route she may stop off to play Chez Paree, Chicago.

DICK HENRY, head of the foreign department of the William Morris agency, arrived on the Normandie Monday with a contingent of imported names. . . . Marty May has been signed by F&M as emcee of Harry Howard's Hollywood Hotel unit. Show opens at Paramount Theater, Springfield, Mass., August 26. . . . Lindy Hoppers and the team of Cook and Brown signed by Harry Engel, of F&M, for the Republic pix *Manhattan Merry-Go-Round*. . . . Russ Brown opens with the *Take It Easy* show in London this week. Set by F&M.

CAROLYN WOLFENSTEIN, secretary in the F&M agency, married to Fred Lippman, New York wholesale produce broker, August 14. They sail for a Havana honeymoon August 21.

CHICAGO NOTES: Bhebe, Bruce and Betty, dance trio featured in the *Comedy Stars of Hollywood* unit, closed a five-month engagement with the show and are in town to mold their own production for Southern territory. . . . Charles Seidner shaping a small unit for the T. D. Kemp Time. . . . Al Weston, too, is busy getting a show together and plans an August 28 opening near here. . . . Eddie Conrad and Company open at the Lyric, Indianapolis, Friday. . . . Danny Graham placed the Shanghai Wing Troupe into the State-Lake Theater week of October 15. . . . Sam Bramson, of the William Morris Agency, booked Helen Morgan and Lou Holtz into the Oriental Theater for a week starting Friday. Both close a run at the Chez Paree the preceding night. . . . Dick Bergen, Al Bords, Anton Scibilla and Marcus Glaser, associated unit producers, will occupy new offices in the Woods Building September 1. . . . Anton Scibilla reports that his *Broadway Passing Show*, now at the State-Lake, will continue with its tour which started early last season. It plays Rockford, Ill., next Sunday and Monday, and may move east late this month. . . . Lido Theater added *Stars of Tomorrow* stage revues Sundays and Mondays, emceed by Pat Kennedy, Ben Bernie proteges.

WATCH FOR
Bands and the Radio Angle
 By Ralph Wonders
 in the
FALL SPECIAL NO. of THE BILLBOARD
 Dated August 28
 Issued August 24

How To Revive the Dead

PITTSBURGH, Aug. 14.—Theater-going folk today want more and more vaude, to go by letters sent to *The Press* here. Received in answer to a column asking for a revival of flesh, the various notes recalled the days of jugglers and tumblers, indicted Stanley booker Harry Kalmine for sticking to "name bands" instead of bringing in Keith-type variety, offering "co-operation," complimented the interest in "true entertainers" and believed that the day of vaude is ready for redemption. One writer even generously volunteered to let himself be booked.

Paris Vaude Season Opens

Earlier than usual due to big expo crowds—indoor circuses also launched

PARIS, Aug. 9.—Because of the crowds of visitors drawn here by the International Exposition, the vaude and indoor circus season is getting under way several weeks earlier than usual. First opening of importance was that of the Mogador, which reopened Saturday under direction of Mitty Goldin with a revue-vaude-spec featuring Mistinguett, the Rimacs, King Kong Perdue, Stetson, the Blue Bells Girls and Earl Leslie's Girls.

On Thursday the indoor circus season opens at the Grand Palais in the exposition grounds with a three-ring circus, in which the combined circuses of Jean Houcke, Rancy and Baroncelli will take part. The Grand Palais will provide seats for 8,000 spectators and standing room for 5,000. The Cirque Medrano opens September 3 and the Cirque d'Hiver a few days later.

The Parisiana, one of the oldest of the Paris picture houses, is being remodeled and opens early in September as a vaude house under direction of Castille & Bizos, operators of the Bobino and European. The Parisiana is on the Boulevard Montmartre and will be direct opposition to the Paramount, ABC, Alcazar and Rex.

Moulin Rouge dance hall, entirely remodeled, running big revue with Ray Ventura's Orchestra, the Manginis, Myrio and Descha, Juliette Bridgman and the Percy Atho Follies.

Irving Edwards Sues Lasky

CHICAGO, Aug. 14.—American Federation of Actors here filed suit against Andre Lasky, unit producer, for Irving Edwards, emcee, who claims holding an unpaid I O U of \$95 for salary dating back to October, 1935, when he worked a Lasky show in Coney Island, N. Y. Hearing set for Wednesday.

SPOKANE, Wash., Aug. 14.—Manager Russell F. Brown, of the Orpheum Theater, reports Robert Bell's *Hawaiian Follies* unit did outstanding business here Friday thru Monday. There was a line a block long last Saturday. Baby Joy brought down the house with her imitations.

Cushman's \$150-a-Day Units Drop Bands for New Season

LINCOLN, Neb., Aug. 16.—Dropping of unit orchestras and spending money formerly used to buy six or eight musicians on acts was announced as the Willbur Cushman \$150-daily unit policy for the new season. Only fly in the ointment are squawks from the smaller houses, which are unable to corral a stand-by band because of lack of local musicians. To offset, Cushman will have a musical turn of three or four pieces in every show to fill in the notes on the small one-nighters. Units will carry a piano-conductor.

Musicians' unions are generally much in favor of the new plan, since it'll give them a stronger hold in the houses playing units, a chance to ask for more

Top N. Y. Booker Is Sherman; Circuit Offices Fall Behind

York and King—After 30 Years

NEW YORK, Aug. 14.—Thirty years of show business was celebrated by the team of Chic York and Rose King with a blowout at Leon & Eddie's Thursday afternoon. Affair was attended by friends.

It was a sentimental sort of a gathering with memories and reminiscences of by-gone days the topic of conversation. To the youngsters the couple had to repeat their story of their early days dozens of times.

It was while Chic York was the manager of Otto's Comedians that he met Rose King. She joined the show in Caldwell, Kan., in July, 1907, and after a whirlwind courtship of one month they married in Alva, Okla., August 12, 1907. . . . since that day they have trouped together, separated but one time only, at the birth of their child, True, when he did a black-face single. They have played every English-speaking country.

New Talent at Ft. Worth Fiesta

FORT WORTH, Aug. 14.—New acts in *Casa Manana Revue* at the Frontier Fiesta here are Joe Jackson, who went in last Saturday, and the Three Cossacks, who go in tonight. These acts replace Moore and Revel and Paul Sydell. The acts in revue are to be changed every four weeks, according to Billy Rose.

Everett Marshall, Harriet Hootor, the California Variety Eight, Sanami and Michi, the Stuart Morgan adagio team, the Cabin Kids and Paul Whiteman and orchestra and Larry Lee's Band have signed to remain in revue until show closes October 16.

Attendance so far this year at the cafe-theater is holding up in spite of very hot weather. Of the two nightly shows the first show always gets full house, while the second usually is about half or three-fourths. Place seats about 4,000. Only three performances have been rained out since June 26.

Palace, Superior, Open

SUPERIOR, Wis., Aug. 14.—After being dark for six weeks Minnesota Amusement Company reopened its remodeled Palace Theater here Tuesday with Major Bowes' all-girl unit and swing band. The only local theater equipped to handle stage shows, the house will book road shows and stage attractions as often as possible, according to Harvey C. Buchanan, manager.

Ted Mack Unit Routed

LINCOLN, Neb., Aug. 14.—Ted Mack, Band and unit will be playing this territory this month, with stops in Des Moines, Omaha and Sioux Falls and a possibility of the Orpheum here the week-end the State fair starts (September 5-8). Unit is composed of professionals and is being handled by Lou Goldberg, of the Major Bowes office.

Sherman leads in East—several weeks set—and more coming

NEW YORK, Aug. 16.—Biggest vaude booker in the East today is not a circuit office, but, rather, an independent, Eddie Sherman. Doubling between his Philly and local offices, Sherman is now definitely the biggest booker in the East, who reached as high as seven or eight weeks the past couple of seasons. He starts the new season with five weeks definitely set, with another two full weeks taking occasional shows and with four more houses of a single chain about set for booking. Sherman is now booking the Hippodrome and the State, Baltimore; the Carmen, Philadelphia; the Steel Pier, Atlantic City, and also one-days at Camden, Pitman, Vineland and the Willow Grove and Woodside parks in Philly.

Atlantic City drops to two days, but Sherman is adding Fay's, Philadelphia, August 27, a full week alternating between eight-act shows and units; the Rajah, Reading, September 3, split week, changing Tuesdays and Fridays; Colonial, Lancaster, Pa., August 24, split week, changing Tuesdays and Fridays; the Majestic, Paterson, N. J., September 3, split, changing Tuesdays and Fridays. Beginning September 3 Sherman will also be booking whatever white talent is taken by the Nixon-Grand, Philadelphia, and the Koward, Washington, both colored full-week stands.

Remarkable is the fact that in the midst of a general collapse of vaude, Sherman has not only been able to hold on but has actually increased his bookings year after year.

Warner Season Coming Along

NEW YORK, Aug. 14.—Warner booking office is looking toward a vaude season equal if not better than last year. A Warner theater zone managers' meeting August 22 and 23 will decide definitely on adding vaude to more houses. Meanwhile booker Harry Mayer is still booking three full weeks: The Earle in Philly and in Washington and the Oxord, Philly, which will switch from a Saturday to a last half next week.

It seems certain that the four one-dayers, the one split week and the two last halves which Don Sherwood booked last winter will again resume vaude.

Meanwhile, Mayer is lining up name bands for the next two months and is also on the lookout for units that either carry a name or have box-office angles.

NEW YORK, Aug. 14.—F. & M. has signed the Imperial Marimba Symphony Orchestra of 100 people. It is a Chicago organization directed by Clair Omar Musser.

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 DALLAS EXPOSITION
 Week August 27,
 LYRIC THEATRE,
 Indianapolis.
 Mgt. Rudy Vallee Units Corp., N. Y.

Loew's State, New York

(Reviewed Friday Evening, August 13)
Red Skelton, doing a return here, is the hit of this show. A young, refreshing emcee-comedian, he looms as the only real vaude find of the past season. Dominates this week's show completely, giving the bill a zest not always found here.

A vigorous personality, Skelton mopped up, panicking the customers with a lot of zany comedy, including his now famous dunking doughnuts bit. Using an expressive face and enormous energy, he romped thru delicious bits of mimicry, all done good naturedly and timed close to audience reaction.

The show is opened by Mann, Dupree and Lee, dancers, with Neva Chrisman at the piano. They do trio dancing and then split off, one of the boys making a sock impression with rubber body dancing and the other boy and girl teaming for acrobatic and eccentric dancing that is quite different from the ordinary run. A pleasing little flash that has strong specialties.

Bob Carter and Joe Holmes, a couple of men doing comedy acrobatics, held attention with their disjointed but nevertheless effective bits. Do all sorts of hoke bits, with Holmes pacing most of the comedy. An applause-winning combo.

Judy Starr, tiny singer who has been with Rudy Vallee the past year or so, is now singling and managing to make a fair impression. Pretty in a saucy way, she sang her way thru such rhythm numbers as *The Life of the Party*, *The Devil and the Deep Blue Sea*, *Shake Your Feet* and a *Christopher Columbus* medley. More personality than singing ability.

Will Osborne and his "velvet rhythm" orchestra closed. Osborne, who is still a pretty good crooner, leads his 13 men thru special arrangements of pop and

novelty tunes. The music is good and the six brasses can be alternately sharp and velvety. Osborne tries comedy antics, unsuccessfully and perhaps would do better at letting the customers see him do some slide tromboning. Blond Dorothy Rogers is on for a couple of numbers, displaying a pleasant voice. The band doesn't really click until the end, when it offers comedy impressions of other bands and also of an old-time jazz band. A good band as a whole, it nevertheless could have been presented more effectively.

With Ruby Zwerling on a vacation, Joe Jordan is back in the pit after 10 years. Jordan is now leading a WHN orchestra.

With Manager Al Rosen back from a vacation and *Saratoga* (MGM) on the screen, all's well. *Paul Denis.*

Stanley, Pittsburgh

(Reviewed Friday Evening, August 13)

Tonight's house was only comfortably filled, whereas Friday is usually jam-packed. Palm-pounding was thin, encores few. Marquee-featured were Mal Hallett and his band of solo performers, who were little better than mediocre; Marty May and his violin a la Jack Benny, fair, and Saul Grauman and Company, the only near-hit of the hour fare.

Lacking in showmanship necessary where a band performs more than a few minutes at a stretch, Hallett himself seemed to do little more than wave a stick and jump up and down. Bad spotting of the band numbers slowed the show tempo, and even the appealing solo singing of 16-year-old tenor, Jerry Perkins, became somewhat lulling when he threw *Where or When*, *Where Are You?* and *You're Just Too Wonderful* one after the other. Except for their sameness Perkins' songs were one of the bill's few highlights.

The crew opened with a medley, really a mumbo-jumbo dominated by *Darktown Strutters' Ball*, followed with *Will You Remember?*, featuring drummer Charlie Blake; then Terry Grace, band regular, torching on *Rockin' Chair Swing* and *I Can't Give You Anything But Love, Baby*, both clear-voiced but spoiled by some unnecessary and inadequate truckin'.

Frank Carle's piano solos on *The Goona Goon*, *I Got Rhythm* and *Tea for Two* woke the audience. Would probably have scored better if he hadn't let his white-shoed feet tap wildly to distract from his playing.

Joe Cabanaro does some clowning while sawing *Nola* and *Dinah* on his bass viol. The band's one unit number, a medley played in purple lights with the mu-

sicians wearing phosphorus hats and spelling Hallett in large luminous letters, closed its contributions.

Marty May's gags, burlesques of concert singers, and final fiddle solo went over about Grade B, with the men customers heavier on audible appreciation.

Tops of the show was Saul Grauman's novelty company dance on the music bell steps.

On the screen, *New Faces of 1937* (RKO). *Morton Frank.*

Roxy, New York

(Reviewed Friday Evening, August 13)

A few top-notch variety acts plus the Gae Foster line account for a nice presentation this week, the show having plenty of comedy, dancing and novelty. Foster girls, besides serving as background, appear twice. First turn is a rope-skipping routine and second a dressy number in which the gals swirl hoops with easy grace.

Paul Gerrits, skater extraordinary, builds up his act with careful precision. Turns are interspersed with a peculiar brand of dry humor which Gerrits tries to make as flat as possible. When he switches to his beautiful skating the effect is almost electric.

Vox and Walters, standard ventriloquist turn, is a beauty. Acts of this type are as good as their scripts, and this script is ace. Cross-patter is expertly delivered and often excruciatingly funny. Audience loved it.

Karre Le Baron dancers with Mayon, two men and a slight blonde, ballroom and adagio trio, are strongly modernistic in their dances but do not go overboard. Work is expert, the adagio turn possessing unusual grace. Girl does a lot of toe stepping and handles two fans. A polished turn.

Don Gordon, baritone, sings the show. Nicest tune is *Whispers in the Dark*, sung in connection with a good production number.

Pic. *The Road Back* (Universal). House good. *Paul Ackerman.*

Chicago, Chicago

(Reviewed Friday Evening, August 13)

Eddy Duchin and his magic piano-pecking fingers are, headlining a thoroughly entertaining show here this week. He is on view thruout the length of the show tickling the ivories and doubling as emcee. While his informal night club style announcements do not wear as well before the footlights as they do in the after-dark spots, they did not bother the early-evening crowd, which wildly applauded the affair in its entirety.

His 13-piece band opens with a medley, including such numbers as *It Looks Like Rain* and *Because My Baby Says It's So*. Patricia Norman, attractive vocalist, walks on to do *Me, Myself and I*, *Old Man Moses* and *Honeysuckle Rose*. While she has no legitimate singing voice, her Martha Rayish body swings and showmanly mannerisms put her across.

Miriam Verne, lovely and graceful little tap dancer, stayed on for two numbers in the next spot and earned a nice reception. Worked in a short formal that both accentuated her shapely form and permitted an open view of her tap work.

Stanley Worth, cork's saxophonist, comes to the front mike to warble (See CHICAGO, CHICAGO, on page 31)

Earle, Philadelphia

(Reviewed Friday Afternoon, August 13)

Village is still ga-ga over last week's bill and it seemed like everybody came out on opening to catch a repeat performance. Having a high mark to hit at, this week's contingent with Tom Howard and George Shelton. Fifi D'Orsay, Nella Goodelle, Condos Brothers, Bert Frohman and a Bill Powers' line didn't miss by far. A terrific bill for mid-August, with plenty help from the screen's *Between Two Women* (MGM). Biz was terrific, a lobby line for the second show starting before the first one was over.

Salaams are again in order for House Manager Herman Whitman for providing a smart setting and production aura that was big time in every respect. Plenty of meat here for the lavish musicals, and, save the pony chorus, each turn registered sock.

Bill Powers' gals (12) tripped thru three turns. Instead of giving a necessary dash of flash and pace change to the unit, line showed as exciting as their traditional burly sisters. And for all the precision panned out in their purely elementary routines, it seemed they were meeting for the first time, which was the case, and resented each other.

Fresh from their flicker triumph, Condos Brothers (2) were first to come thru with flying colors. Freres delighted with the clean-cut cleatings ever to beat the dust on an Earle board. That takes in many a tap team, but the boys live up to it.

Nella Goodelle showed next as a song painter that satisfies to the nth degree. Voice is soft and tremulous with a pleasant range of flexibility to sell anything from a rhythm jingle to a pash ballad. Arrangements are smartly scored, with the orky cutting thru advantageously.

Fifi D'Orsay, with an essential personality equation to balance her pipes, has her own idea on selling the character songs for a major click. Still as vivacious as ever, her flirtatious mannerisms bounting more than the darings of a pink-cheeked ingenue.

Their first appearance here in many summers, Tom Howard and George Shelton turn in a bang-up comedy job. Follow the familiar pattern of their air routine, with Shelton showing as one of the better straight men in the biz, while Howard kept 'em in stitches. A carefully prepared and rehearsed script that carried a punch in every line, boys were never in better fettle. A hometown product, Howard had his fill, to everyone's amusement, telling the audience how glad he was to be back in Philly and at the same time back-firing Shelton's heckling on dog fancying. Radio comics' click made it tough for a follow. Besides, the hour was getting late, running beyond the skedded time. But Bert Frohman slid in that finale slot to roll up a heavy score on his own account. Turned in some right smart emceeing from scratch and showed plenty bullish in his bary range for the piping. A Harry Richman carbon, Frohman left 'em hungry for more after three songs. Under ordinary circumstances, Earle gang wouldn't let him go so soon.

Overboard on time, clocked at 78 minutes. But the only thing ducat holders will stand cutting is the line gals.

Oro.

Metropolitan, Boston

(Reviewed Friday Afternoon, August 13)

Jane Pickens and Artists and Models (Para) headline this week's bill and it looks like the Met will enjoy another (See REVIEWS on page 21)

Rajah Taboid

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CARL and LEONE BONNER
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HELEN MYERS
at
the
Piano



EDDIE LE BARON
and his orchestra



Club Continental, Detroit

This new class spot was opened a few weeks ago after elaborate remodeling, said to have cost \$150,000. Designed to appeal to drop-in trade as well, the orchestra and show being readily heard out in the cocktail bar.

The main dining room is a series of three semi-divided rooms, done chiefly in dark brown and blue and all air-conditioned. Center room has the stage, with a position somewhat off-center giving unique effect. Sam Kurt, one of Detroit's best known figures, is proprietor and manager. With his wide acquaintance and easy affability, this spot is destined to become a major meeting place for Detroiters.

Chico Reyes and his entertaining orchestra opened the spot, remaining indefinitely. This outfit is able to provide a floor show all in itself. Chico's Band is a South American ensemble, using the strings, clarinet, accordion and percussion without a single brass or even sax among them. First impression is the pleasantly strange softness and smoothness of a good gypsy orchestra, particularly on numbers played this evening. The same atmosphere, however, is carried over when they go into their own more favorite rumbas and tangos, played with perfection.

Chico himself takes the piano and somehow dominates the ensemble from that position to give it musical balance. He is also an accomplished soloist at the keyboard. Abe Davidson, violinist for 10 years with WWJ, Detroit, is featured. Harry Borders, bass viol; Fritz De Blase, guitar, and Frankie Postestio, accordionist, do strolling while the hand is off duty, being able to run the gamut of popular tastes. Postestio besides does some vocal solos, and Jessie Pengra, singer, is featured with the band.

Ruth Martin, singer, has plenty of animation and dance steps to accompany a richly controlled voice.

Summer policy calls for a minimum of floor attractions, with elaborate bookings called for after Labor Day.

H. F. Reeves.

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Night Club Reviews

Rose Bowl, Chicago

The latest and one of the most decorative combination bar and late supper niteries. Purposely named Rose Bowl to arouse curiosity. And it's producing the desired result: business. The room is packed almost nightly. Ultramodern in design from the furniture to the indirectly lighted murals.

With the bar and table-service sections rubbing elbows, however, it is a hard room for entertainers. Customers are too busy talking, eating or drinking to pay any attention to the acts. It would take nothing less than a Cantor-Jolson-Jessel trio to compete with the informal behavior of the crowd.

The management is properly aware of this fact and is not going to any extremes in getting expensive talent. With the exception of Lillian Bernard and Pio Henrie, veteran piano team, acts on the floor bill and intermission singers are just good enough to help the late-stayer-uppers while away the time.

Two four-piece bands alternate with dance and show music. The Four Dictators, an entertaining combination, work in the early-evening hours and are followed by Billy Scott's musical quartet. Chuck Ikerd, who plays the electric steel guitar with the Dictators, emceed the show and was given a spot playing *The Doll Dance*.

Others displaying their wares to rowdy indifference were Dixie Painter, blues singer; Three Shades of Rhythm (Genevieve Anderson, Charlotte Anderson and Vivian Meyers), song trio who look new in the biz, and the Bernard and Henrie team, who gave up after three songs.

Entertainment here is continuous, Miss Painter, the girl song trio, and Tom Ferris and Johnny Hurst, pianists, filling in between shows.

Never a cover or minimum and prices are quite attractive. Capacity is around 150. Frank Hart, formerly of the Casino Parisien here, is the amiable floor manager. Sam Honigberg.

Silver Forest Room, Drake Hotel, Chicago

The new show in this ultra spot, save for a couple of highlights, is an indifferent hodgepodge of floor-show entertainment. Paramount trouble is the booking of acts which are out of place here. Paul Regan, the mimic who follows the opening line number, for example, is quite talented in this field, but his act is not ripe enough to be presented in a club of the Drake Hotel caliber. His introductions, dress and general behavior lack the polish wanted here. His takeoffs of notables are remarkable, however, among them being Lionel Barrymore, W. C. Fields, Lee Tracy, Ned Sparks and Joe E. Brown.

Another misbooking is Gloria Grafton, of the *Jumbo* show, who failed to scratch the surface of attention in the next spot. Her voice was colorless and her choice of songs (*And So Do I* and *Alone*) lacked good judgment.

On the brighter side of the bill came Sunnie O'Dea, a cute and graceful tap dancer, who frolicked thru a routine in musical comedy fashion to the tune of *I Wanna Be a Girl*. The nice reception afforded her easily warranted an encore. The girl has loads of personality and youthful charm.

Walter Nielson was another well-liked act, his unicycling wizardry a real novelty to the attending upper-crust, who seldom

see vaude bills in theaters. Dresses gay '90 style and uses a number of odd one-wheel contraptions.

Six Muriel Kretlow Dancers started proceedings with a rumba opening and closed with some mass tapping to *Honey-suckle Rose*. Well-trained numbers. Jack Denny and his fine orchestra, who close their long engagement August 26, were featured in a medley of pop tunes during the floor bill. Bob Pace, Denny's up and coming vocalist, was spotted warbling *September in the Rain*. The Four Californians continue to furnish intermission music. Sam Honigberg.

Hofbrau, Canton, O.

One of the few night clubs to survive in an amusement park. Spot accommodates about 600 at tables, with sizable dance space and stage, band being on high platform in the background. No cover or minimum during the summer months. Three shows daily, one in afternoon and two at night. Talent mostly middle-priced bracket, with an occasional well-known radio or stage act as headliner.

Current show, entertaining but not pretentious, gets away to a fast start with the Aristocrats, five girls in line, who do some fast tapping, each stepping out for a solo. In their fifth week, Jackson and Clifford do 12 minutes of tomfoolery, doing acrobatics, fast patter, eccentric dancing and songs. Bobby Parker does a novel dance with a dummy for good entertainment. The Three Streamliners sing well and harmonize perfectly, doing two encores at first caught. Hal Thomas, a Rudy Vallee protege, is a better than average colored hooper. Tiny Tilgus, hard-working emcee, is essentially a comedian. Announces the various artists effectively and also steps out to entertain with original eccentric dance routines.

Harry Woodfield has a smooth six-piece combo on the stand for the show and dancing. Woodfield does well as director and plays piano flawlessly. Bob Allen lends to the musical score with his organtron numbers.

Between night shows the audience goes in for community singing under the direction of Frankie Ames, with Allen at the organ. Harry Reeder, well-known restaurateur here, is manager in charge of the cuisine. Rex McConnell.

Hollywood Restaurant, N. Y.

With NTG away and the hot summer witting the floor-show budget, the current show is skimpy compared with the full version that opened a few months back. However, it's strong enough to please the rather heavy crowds that have been patronizing this spot right thru the hottest weather.

Not having any name acts, the floor show's best bet is the impression as a whole. The production numbers are, naturally, the backbone. The 16 lovely little girls prance out in spiffy costumes in the several production numbers, with the nine showgirls strutting out for the usual parades in form-accenting costumes. The chorines don't try to dance any too hard, but they're pretty enough to distract the customers and, after all, that's what counts.

Joey Ray, pinch-hitting for NTG, is an interest-holding emcee who would do better at straight emceeing and should not attempt singing. His singing voice is not particularly good, altho he manages to get by. The applause hits of the show are the Eltons (two men and a blonde), who open with straight ballrooming and then hoke it right into a throwing-the-dummy closer. Not original, but their presentation clicks and the customers liked them.

Don Lamont, young and Latin-looking tenor, does the romantic ditties with the proper sigh and yearning look, making a solid impression all the way. Miss Key Taylor, tiny brunet and very pretty, socks across her acro dancing, her graceful backup routine being outstanding. Joan Gaylord, beautiful blonde, contributes a coochy rumba that's just what the out-of-town buyers like to see.

Ventriloquist Walter Walters, a veteran from vaudeville, rides in nicely on the tide of ventriloquy. Gives the customers plenty of laughs with his skillful voice-throwing and patter. His gags could be fresher, but his sure-fire stunts manage to cover up this deficiency. Ruth Gaylor warbles in engaging

rhythm style and doubles as band vocalist. The Mitchell Ayres and Fashions in Music band plays the show well and then slings out the dance music, emphasizing loudness due to the enormity of the room. It is a good, competent 12-piece band that can play all styles well, but which can hardly attempt fancy terp music while playing for the type of patrons coming here. Eugene Jelesnik and his violin lead a five-man combo for the relief music. Jelesnik is an old hand in this spot and knows how to handle the crowds.

Glen Pope, Ted Adair, Tom and Agnes Nip and NTG are billed in the lobby, but are not in the show. Somebody ought to start a Correct Billing Campaign.

New show opens in October.

Paul Denis.

Laube's Old Spain, Buffalo

In pseudo-Spanish atmosphere, Paul Muni's Ensemble plays for the dinner crowds.

Muni's Ensemble is well-known to Buffalo, having played at the Lafayette Hotel for two seasons and then at Pfeiffer's Marine Grill.

Being a well organized outfit, it is difficult to pick out any individual stars. Irv Shire goes to town on the piano and the vibraphone. Muni, violinist-leader, produces music that is sweet, moving and poetic. Dick Fisher, guitar player, was replaced this week by Ken Fazil because of illness. Fisher is the pep behind the ensemble, and his strums are the guiding rhythm. Jimmy Impetiteri, bass viol, has talent above the ordinary, and has been with the ensemble since it was organized.

A concoction of modern semi-classical swing music characterizes this ensemble. Harold J. Warner.

Leon and Eddie's, New York

A 52d street veteran, this night club has been leading the way steadily in showmanship. Eddie Davis is the heart of the matter, his saucy ditties having become a landmark for visiting night clubbers. Not only that, but the spot itself is colorful, having been publicized cleverly for years and attracting a repeat as well as a transient trade.

The current pride and joy is the Hawaiian getup, with bamboo walls and ceilings, and wall murals of brown gals without brassieres, and so forth. Hocus-pocus stuff—but the customers love it. There's even a sliding roof over the Pago Pago Room and an artificial lighting and rainstorm thrown in for good measure. The main room is called Paradise—which is the closest most night-clubbers will probably ever get to that exclusive resort. Anyway, for \$2 minimum at supper time, you can sip and nibble and see an interesting floor show, and then have Eddie Davis for dessert.

Davis will regale you with not-too-subtle tales that are delivered exquisitely, but to the point. For example, *The Woman Who Pays*, *The Buyers in New York*, *Virgin Sturgeon* and *Heaven Help This Heart of Mine*, the latter a straight ballad. Davis is a dynamic performer and can hold his audience for the longest time.

Currently he is backed by Jimmie Keoghan, young singer and emcee, who has an ingratiating personality and an expressive delivery; Renee Villon, who is pretty enough to have her rather conventional hula cooch overlooked; Gloria Cook, a lovely brunet, whose dancing is interest-holding; Norman and McKay, brother and sister eccentric dancing team, whose refreshing comedy is a delight; Mlle. Denise, whose "Javanese love dance" is not much more than good old-fashioned wiggling plus some fancy armwork; Jane Lee, in her night club debut as a single and making a solid hit with her dry, sly song-talking, and Diosa Costella, a vivacious brunet, whose bumps and shakes make her rumba so much more interesting.

A colored strolling trio handles the intermissions graciously. Composed of pianist-singer Maureen Tate, singer Harold Simpson and gorgeous singing Annasteen Haines, the trio dishes out request numbers with easy confidence and good voices.

The Lou Martin Orchestra of seven provides show and dance music, stressing the Hawaiian style in keeping with the atmosphere. Martin, young and handsome, is leader, doubling on many instruments but using the sax most of the time. His rhythms are thoroughly danceable and draw a packed dance floor. Paul Denis.

Beach Walk, Edgewater Beach Hotel, Chicago

One of the problems this enormous outdoor spot has yet to solve is the staging of a floor show that will make a commendable showing in this unusual setting.

A regular club show is entirely out of proportion on the huge rectangular floor, with only sensational sight acts able to attract four-cornered attention. Impressive production numbers should be the thing here, a crowded colorfully costumed unit aided by stirring music being in a better position to compete with a starry sky and the lapping waves of the near-by Michigan Lake.

A redeeming feature is the smooth dance music furnished by Roger Pryor's Orchestra. The band has greatly improved since its last showing here. Rog is a grand showman. Make a swell appearance and his name undoubtedly is responsible for some of the good business the Beach Walk is doing. The outfit is heard in many swell arrangements, the voluminous brass section grabbing the featured spots with frequent choruses.

Outfit added two fem vocalists, Lanie Truesdale and Tommy Birch. Lanie is a refreshing Alice Fayish songstress, who was brought in from Hollywood to become both a vocal and decorative asset in the band. Tommy is a fetching brunet with a teary voice that sounded okeh in a number of tunes. The orchestra broadcasts nightly over the CBS network direct from the spot.

Floor show caught had three acts in addition to Harriet Smith's stock chorus and Gloria Sutter, dancer, featured in the line numbers. Sarita and Velazco, Spanish dancers, were spotted in folklore numbers that can be a bright feature on the concert stage, but are completely lost in these surroundings. Anderson and Allen offered their good hand-balancing routine that was appreciated by their immediate neighbors, and Sam Barton drew laughs from the same neighbors with his veteran collapsible bicycle turn.

The line was spotted in a *Caravan* routine at the opening and closed the show with an unusually slow diversion in which each represented a dinner course. Jack Shoemaker, a thoroly pleasing chap, emceed and handled the broadcast capably.

Shows are on twice nightly. Liquor only is served on the Beach Walk. The hungry folks are directed into the Marine Dining Room. *Sam Honigberg.*

Beverly Hills Country Club, Southgate, Ky.

New floor layout at this swank spot highlights the veteran Gus Van, who also looks after emcee duties. Show is the second for Noah Schechter, Beverly's new impresario of entertainment, now steering the acts in here with the aid of Jack Middleton, Cincinnati talent rep, and it's tasty fare.

An unusually good line, the 16 Dorothy Byton Girls, captained by Eleanore Christian and well garbed, makes for a colorful and flashy opening, interspersed with good individual efforts.

Dick Barstow swings into a classy top hat, white tie and tails tap routine, after which he is joined by his sister, Edith, for a rhythm tap in a ballroom. Tripped off to hefty mitting, Alice Gary, personality singer, scored handsly with *I'm Bubblin' Over*, followed by a ballad, *Where Are You?*, both done in fine voice and with a grand sense of salesmanship. Bowed to strong hand-clapping.

Northway and Danilo, good-looking pair, offer first a graceful waltz, studded with daring whirls and some novel twists. Took a swell hand, but for speed's sake

a faster routine would have been better here. Encore with a bit of light and airy stepping that allows them to better reflect their personalities. A cute finish won them much plaudits.

Bird of Paradise routine by the Byton Girls, with Miss Christian fronting the line with a graceful toe routine, is followed by the two LaVarre Brothers, inebriates in French sailor garb, who won much favor with an above-the-average bit of comedy strong-arm, slow-motion across, all in panto. Encore with legit muscle stuff. Grand finish has one of the lads back-bending to the floor from a chair and lifting his partner to a full hand-stand. Bowed to a wow hand.

Dick and Edith Barstow return here to give the show one of its brightest spots with their intricate and smash tap-on-toes routine on the stairs. Wind up with corking competitive hoofing, the lads' hock-step on toes up and down the stairs the outstanding item.

While Gus Van's entr'acte work offered nothing out of the ordinary, he was the usual socko in his own spot. Still youthful in appearance and with his voice showing no signs of slipping, the veteran entertainer smashed thru to an easy win with his grand character song and talk. Began with *High Hat, Piccolo and Cane* and followed with *Broadway*, in which he rings in a raft of old favorites and several mentions of his late partner, Joe Schenck; *Mussolini, the Boss of Italy; Did Your Mother Come From Ireland?*; *I Love a Parade*, wherein he does a takeoff on two darkies witnessing a parade, and winds up with a grand novelty, *You Can't Take It With You*. Could have continued indefinitely. Van gets good support from his pianist, Norman Rifkin. Byton Girls wind it up with a dashing fencing routine, with Van returning to give the acts and orchestra a final sendoff.

Barney Rapp Orchestra, with Ruby Wright, vocalist, now in its 10th week here, continues as a big favorite with the dancers. Much credit is due Rapp, too, for his splendid handling of the show music. *Bill Sachs.*

Sunbeam, Swampscott, Mass.

Located on Route 1A from Boston to Portland, Me., spot is in its first summer of business under the management of Rodman W. Seymour. Construction of new highway had caused staggered patronage, but the spot is fast becoming known as a rendezvous.

Shows are booked in on a tri-weekly schedule by Jacy Collier, of the George A. Hamid Boston office.

Carl Moore is emceeing in the absence of Tom Harty, comedian-emcee. Moore works a sober brand of straight emceeing, with the correct amount of humorous element that should be a lesson to some of our so-called emsees.

Massie and Miller, ballroom tap team, are making a return engagement. The duo has youth, sparkle and tap ability, and they went over big with ballroom and rumba-tap routines. The lad does some nice lifting while tapping, and the lass is graceful.

Blond Virginia Stuart arrests plenty of attention as a shapely and pretty miss offering a control routine and a hot tap session. Also possesses showmanship and vivacity.

Eddie Deas, sepiu ork leader, worked in a baritone solo of *Empty Saddles*. Needs more body and resonance. Ork is fair for floor show and dancing.

Scott and Douglas were warmly received in a ballroom waltz, with nicely spaced lifts, dips and prouettes and a version of an English couple doing *The Continental*. Interlocking arms business very good. They have finesse.

Billy Payne, tenor, was in rare form and he clicked mightily with *It Looks Like Rain* and *When Irish Eyes Are Smiling*.

Peggy Peters, attractive blond cigar girl, crooned *Never in a Million Years*. Shows promise and should develop. Dinners are delicious and scale from \$1.25-\$3. Minimum charge \$1.50. \$2 Saturdays. Shows at 8 and 11 p.m. *Sidney J. Patne.*

Wivel's Restaurant, N. Y.

The summer doldrums seem to mean nothing to this pleasantly intimate Swedish spot, which was turning them away at the dinner show when show was caught. Place attracts considerable family trade which joins in the doings with gusto, community singing with Baron Gyldenkrone, the Danish emcee subbing for Bob Lee, who's slated to return any day now. New additions to the show include

Norma Shea, Oleo Florenze and the Great Lester. Norma, a sweet lass with a cute smile who's making her professional debut here, does some smooth and delicate toe and tap dancing. Cleo, a member of the vaude Florenzes, contributes some sock afro work. She is a stunning looker, and manages to cover every inch of the dance floor before she's thru with her breathless routine.

The Great Lester, one of the outstanding ventros of all time and playing a return date here, is making his comeback. His is the longest act of the show, but every second of it is fascinating, in spite of some antedated comedy material. Lester's technique, his urbane pacing, hesitant patter and grasp of audience psychology make his dummy, Broadway Eddie, come to life and stay that way thruout the act. Throws his voice under the floor and into the ceiling, makes a continuous gurgling sound for about one minute while drinking a glass of wine, and performs other ventriloquial feats. With more sophisticated material, Lester could stop any show. He should use more dummy-audience repartee, because the customers eat up this kind of stuff.

Also on the bill (and previously reviewed) were Wynne Rolph, who chants slow numbers, and headliner Evelyn Nesbit, whose glamorous past continues to attract crowds. She is definitely a personality, and audiences get a genuine kick out of orbing her. She doesn't disappoint them either, giving out plenty of pash and double-entendre, and doing cabaret type vocals, topped off with kissing of bald-headed men at the ringside tables.

Dance ork is Bob Asen and a combo of six, with a screwy instrumentation, featuring an electric guitar and Ancie Swett's electric organology. Band is short on rhythm, and could use a solid drummer or pianist. *Maurice Zolotow.*

Club Madrid, Milwaukee

Only club in this vicinity using a standard act floor bill. The room, operated by Sam Pick, is spacious (seats over 500), unobstructive and attractively trimmed with Spanish architectural designs. Never a cover and Saturday is the only minimum night of the week.

Paul Mall, veteran cafe entertainer, emsees in an entertaining informal manner and in his own spot goes over well with catchy song material and top impressions of Jolson, Cantor and particularly Ted Lewis.

Poll-Mar Dancers, line of six lovely girls, open with a graceful interpretation of the *Blue Danube Waltz* and close with a nicely routined *Mood Indigo* number. In various bills some of the kids do individual specialties. When caught Barbara Cooper, pretty brunet, singled with a waltz. Others in the line are Polly Stevenson, Alberta Scott, Geneva Ehlen, Grace Burke and Betty McClure.

Rhythm Redheads (Mel and Bonnie Reed), swing harmony team, score with original arrangements of standard numbers. Girls make a fetching appearance and their delivery is entirely pleasing. Their 1937 edition of *Old Man River* and the infectious *I Got Rhythm* netted them a great hand.

Robinson Twins, fast and youthful tap and strut team, pound away to a couple of pop tunes with peppery steps, acrobatic bits and old-fashioned collegiate slouching. Kids make a lively combination.

Bob McElroy and orchestra furnish the show and dance music and do a good job. The boys are finishing their second year in this spot, with no end of the engagement yet in sight. Table singers between dance sessions are Celia Trott and Lorraine Springer. *Sam Honigberg.*

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HIRST MAY TRY OPEN SHOP

May Start Wheel Not Signed With Either BAA or the AFA

Negotiating with AFA, despite invitation from BAA to confer on new season agreement—claims principals' pay is over top union minimums—jurisdiction clash

NEW YORK, Aug. 14.—Early crop of Issy Hirst road shows may go out on an open-shop basis, with the unionization, either by American Federation of Actors or Burlesque Artists' Association, getting under way after jurisdictional problems have been definitely settled. While it is understood that Hirst and Ralph Whitehead, AFA exec, will get together in the next few days for a powwow, Hirst maintains that he will produce shows and then negotiate with whichever union has claim in the field. Salaries paid to principals, Hirst stated, will be above the minimum called for in either scale and the difference in chorus wages would not be large should AFA scale prevail.

While the AFA has jurisdiction over ex-burly houses in New York, jurisdictional question is apt to arise out of town, particularly in spots where the burlesque tag will be dropped. Booking of vaude acts further complicates the union situation.

Both burlesque and vaudeville people have been booked for Hirst shows and the burly label will definitely be dropped in several spots.

Should the AFA secure contracts with the Hirst wheel, BAA would have to rely on stock houses outside of New York for membership. This would probably mean a much reduced membership for the burlesque association.

Tom Phillips, head of the BAA, reveals he has written Hirst, inviting him to begin conferences on an agreement covering the Hirst units for the new season. However, Hirst has not answered the BAA invitation.

Old Howard, Boston, Resumes August 21

BOSTON, Aug. 14.—The 92d season of the Boston Theater Corporation, operator of the Old Howard, burlesque house, will begin August 21 with several changes of policy and an expenditure of \$20,000 for new stage equipment.

Issy Hirst's Independent Burlesque Association will again book in the shows, with special attractions booked in by Sammy Paine. There will be three shows daily. Prices will range from 25 to 55 cents with a 75-cent top for nights. All publicity will be conspicuous by the absence of the word burlesque.

Al Somerby is president of the BTC and Lou Talbot manager of the Old Howard. Ed Ryan is production manager; Dot Knapp, dance directress; Arthur Geisler will lead the pit orchestra (6) and Joe Saxe will look after publicity and advertising.

42d Street Grosses Up

NEW YORK, Aug. 14.—Both the Eltinge and Apollo, one-time burly houses, report an up in receipts over last week. Max Rudnick, of the Eltinge, and Mrs. Max Wilner, of the Apollo, state that box-office lines have been somewhat longer and both houses will continue thru with present policies. Both houses are issuing contracts for as long as four weeks in advance, indicating they intend running right into the fall season.

ARLEN STEWART

After 24 weeks' run at the Casino, Bklyn. Now filling 32 weeks of engagement at the FOLLIES THEATRE, Los Angeles.
Talking and guess what?
Direction — DONNA DAVIS.

JACK KANE WANTS 40--CHORUS GIRLS--40

For Stock, Erie, Pa., and Youngstown, Ohio. Also need Girls for Milwaukee and Indianapolis to work with road shows. Can also use good Principals. Rehearsals now. Write or wire. All communications to

JACK KANE, Keith's Theater, Indianapolis, Ind.

Don't Say the Word

NEW YORK, Aug. 14.—Bringing in the "forbidden" word Minsky on a display at the Oriental was put down as "just a mistake" by Commissioner Paul Moss. Sign read: "A Minsky Bros. Presentation. Original French Follies with 16 Principals and 28 American Beauties Chorus. Opening September 3."
Rumor that a special dispensation to use the Minsky moniker in this manner was spliced by the commiss, who later put it down as a mistake.

Review

42d St. Apollo, New York

(Reviewed Wednesday Evening, Aug. 11)

This house now playing "follies" is still offering the best show of any of the former burly houses in town. With the Eltinge the only competition, now that the others folded, the Apollo is definitely trying to build up more of a non-burlesque patronage. Ten-cent passes for women are being distributed, altho at this show the audience was still preponderately male.

Allen Gilbert deserves credit for giving the show a touch of class—especially in his excellent presentation of the ballet line of 12, easily the sweetest girl troupe we've seen in any burly house. There's also the usual troupe of 16 chorus girls working rather listlessly in interesting routines and posing formations. Their costuming is excellent and the lighting is fair. The mass posing scenes are still present, with the girls stripped from the waist up. The girls are generally very good looking.

The production numbers are spaced out with vaude acts and comedy blackouts. The vaude turns this week were Peggy Calvert, whose skillful singing of ballads and spicy ditties brought heavy applause, and who has George Walsh at the piano, and Carlton and Miller, boy and girl eccentric and comedy hoofers, who made a good impression. Jean Mode is on for a *Leda* and the *Swan* number, revealing a slick figure even if the dance wasn't particularly stirring. Jimmie Lewis is the tenor and quite a good one, too.

Ann Corio is the headliner, completing her third week and drawing the veteran burly patrons. She is a gorgeous girl and, altho restrained by the censorship, managed to do a couple of sly strips: one a scene showing her undressing languidly for bed and another showing her taking off her clothes in anger during a bride-and-groom comedy bit. Joey Faye is chief comedian and does a

(See REVIEW on opposite page)

Burly Briefs

TWO Brooklyn houses, Star and Century, reopen early in September. Harold Raymond unlocks the Star September 3 with stock and Century September 5 with wheel shows. . . . Chicago, Milwaukee, Philly, Boston and Baltimore houses to open doors August 20. Peggy Calvert, singer, and George Walsh, Ivory tickler; Joe Wilton, Max Furman and Alma Maiben recently added to the Apollo, New York, shows. Havel Brothers closed Thursday.

GEORGE PRONATH, number producer at Colosimo's, Chicago, to produce the Milwaukee indie show. Other circuit productions will be handled by Lester Montgomery. Max Furman will do his own show. Chicago unit to be handled by Fred Clark, while Ed McGurn will do the honors at the Casino, Toronto. Beverly Carr doing the Boston opener. . . . When Commissioner Paul Moss was asked if he wanted his radio speech on WNEW, New York, called "Burlesque" phone wires vibrated as the commiss retorted "Hell, no."

CHICAGO BRIEFS: The N. S. Bangers (he's the Rialto operator) are California vacationists. . . . His house incidentally will play the first indie show of the season next Friday. It is coming in from a break-in date in Casino, Toronto, and lists in its cast Bobby Morris, Bobby Vail, Charlie Harris, George Kaye, Irene Cornell, Leah Howard, Claudia Ferris, Ernie Deering, Joan Lynn, Irving Benson and a line of girls. . . . The second indie show reopens the Gayety, Milwaukee, August 20 and includes Ferguson and Murray, George Lewis, Valerie Parks (featured), Crystal Cook, Franklin Hopkins, Gwen Miller and Dorothy and Rella. . . . Bob Ferguson is vacationing (See BURLY BRIEFS on opposite page)

Hirst Wheel Books Strippers; But Censorship Brings Doubt

NEW YORK, Aug. 14.—Both the Issy Hirst Circuit and the Irving Place Theater here signed up more talent this week. Wheel will continue inking talent for more road shows, while Irving Place will work on a stock policy.

Principals signed by Phil Rosenberg for Hirst include Irene Cornell, Irving Benson, Claudia Ferris, Lee Howard, Max Kaden, Milt Hamilton, Helen Carol, Primrose and Gold, Betty McKee, Donette DeLys, Connie Lang, Rosalie Roy, Lee

Segal, Joe Beasley, Carlton and Miller, Palmer and Frassetto, Tommy Hanlon, Nellie Clark, Delores Leland, Mildred Jordan, Ebe Sherman, Marty Wayne, Johnny Cook, Diane Johnson, Mike Sachs, Alice Kennedy, Erma Dear, Richard Dana Irving, Karo, Al Alanger and Karen Jardane. This in addition to those listed last week.

Roster of the 14th Street house lists Eddie Kaplan, Marion Joyce, Marie Cord, Fred Silver, Al Ford, Jack Keller, Grover Frankie and chorus.

Irving Place will reopen September 3 with a two-a-day policy, while the People's on the Bowery will do four-a-day. People's will open with a colored cast. Negotiations are now being carried on by the American Federation of Actors and the Irving Place.

While no statement of policy on stripping was made by the Hirst office, several peelers have been booked. Whether they will continue the undressing routines or switch to other entertainment will probably be decided by local rulings and bluenose reaction.

U-Notes

By UNO

FRED (FALLS) BINDER, comedian, who spent the early part of the summer vacationing at his home in Cincinnati and building up a b. r. at the Latonia race course, just across the river from Cincy, posts that he's now spending his "profits" in Atlantic City.

MARTIN COHEN, comedian, now curing at the Maybury Sanatorium, Northville, Mich., would appreciate a line from all former associates. Marty recently enjoyed a visit from Mr. and Mrs. Joseph Allen.

EMMETT CALLAHAN, general manager of the 42d Street Apollo, New York, left hurriedly August 10 for his Toledo home to visit his ailing mother.

HAZEL SMITH, who has been at the Berks County (Pa.) Sanitarium for the last year and a half, is about to be discharged as cured.

WILLIE SCHARF, former ork leader at the Republic and other New York burly houses, has opened a bookery in the big city under the name of the Variety Amusement Company.

FELICE RIDGEWAY, on her vacation, was accorded the honor by Jack Sutter, police chief, real estate merchant and editor of *The Hampton Bays News*, of awarding the prizes in the annual Hampton Bays (L. I.) beauty contest held August 7.

ED (\$) DALY, former burlesque advance man, is now the official sign painter for the A. & P. Tea Company's stores in Reading, Pa.

SUNYA (SMILES) SLANE began on her sixth week August 15 at the Mutual, Indianapolis. Expects to remain until her contract starts with the Indie Circuit.

LOU DEVINE, comic, has returned from a summer's vacation on Chesapeake Bay. He's all set to leave New York and open August 20 at the Palace, Buffalo, with an indie show. Also planning to become a partner in an Atlantic City beauty shop.

TANITA VALDEZ letters from Buffalo: "Back home from the hospital after having appendix frozen. Now on a special diet. Negotiating for the Hirst Circuit."

JOE WARD (formerly Hill), comic, is heading a large entertaining staff of 12 at the Queen Mountain Country Club, Ferndale, N. Y., and writes: "Booked for the Indie Circuit the coming season. Have a find here in Benny Kalsh. Also a clever five-piece combo."

VERA WALTON, prim and emcee in neries the last few years, plans to return to burlesque the coming season.

GEORGE ROSE, straight man, is busy these days revising bits for the colored comics at the Harlem Apollo, New York.

TINY HUFF is rehearsing a new Congo dance in preparation for a return to burlesque.

JAMES COUGHLIN, comic, hold over for the rest of the summer at Swan Lake Inn, Swan Lake, N. Y.

LORRIE LAMONT, vacationing on Long Island after a tonsil removal, has been re-engaged for the Indie Circuit.

GROVER FRANKIE, number producer, has returned to New York from a year's engagement at the Million-Dollar Pier, Los Angeles, and is back to the Irving Place Theater. Started rehearsals August 16 for September 3 opening.

ARLEN STEWART, who closes a 16 weeks' engagement with the Dalton Bros. in Los Angeles October 23, has been asked to stay for another 16 weeks as per the option in the contract.

Thru Sugar's Domino

THE time has come to speak right out about the still unsettled jurisdictional battle between the American Federation of Actors and the Burlesque Artists of America, querulous sisters in the Four A's family of performer unionism. It is solely in the interests of the performers who are caught in the middle that we speak out. It is to the interest of the performer that action be taken without delay—at least before the season opens—towards the end of settling the issue of jurisdiction once and for all.



E. E. SUGARMAN

In awarding jurisdiction over the erstwhile burlesque houses in New York to the AFA the governing board of the Four A's acted wisely and in accordance with the facts laid before it. The censorship situation in New York has reached the point where it would have been impossible to reopen any of these theaters unless an organization such as the AFA came forward and pledged to the mayor and his administration that the obscenity, nudity and other damning features of burlesque would be eliminated. It was unfortunate that this development should leave the BAA without representation in New York, the hub of its power and influence. It is considerably more unfortunate that Issy Hirst's Independent Circuit should take the stand in preparation for its next

season's shows that it will not enter into negotiations with the BAA unless a radical change is made in the executive personnel of the BAA.

All these factors taken into consideration, it is quite evident that the BAA—not long ago the most promising actors' union in these United States—can no longer do an efficient job of serving performers' interests in what is left of the burlesque field. Added to this is the undeniable fact that the censorship wave is sweeping the county and the outlook for burlesque employment is as dark and uncertain as anything can possibly be.

Tom Phillips, president of the BAA, is one of the most valuable assets in manpower of which the Four A's can boast. Regardless of how he winds up in the present battle for survival, he will be remembered for a long time to come as a man who conducted practically a single-handed battle for union recognition of the burlesque performer. He will be remembered as a fighter with a knockout punch in the struggle for better conditions, greater security and the infusion of responsibility in the contractual relations between performer and manager. The BAA is very possibly doomed as a jurisdictional spoke in the Four A's wheel, but Phillips' career as a leader in the performer union movement should be just beginning.

In regard to jurisdiction within the acting field the power of the Four A's is supreme. It seems to us that with the very recent renaissance of the Four A's as a central body of unlimited power the time is opportune to call Ralph Whitehead, executive secretary of the AFA, and Phillips on the carpet at the Four A's office and make them adjust their differences in a way that will benefit the performer; the welfare of the performer must be considered above every other factor. We are sure that both Whitehead and Phillips are committed to that principle; the only difference between them lies in their methods of approach to the problem. And they and all others in the Four A's should always remember that an actors' union that does not put the welfare of the actor before every other consideration has deprived itself of a reason for existence.

Public opinion in a strange-bedfellows alliance with blueses and censors has started marching against the type of entertainment over which the BAA has jurisdiction. This can mean only one thing as far as next season's activity is concerned. Depending upon the community, there will be little or no difference between a show that can be classified as burlesque or vaudeville. This headline of distinction makes it impractical for the field formerly dominated by the BAA to be separated at all from the AFA jurisdiction. The solution should be obvious. Simply stated it is that the AFA should absorb the BAA either entirely or by creating a division in the AFA to organize and regulate entertainments that are more or less in the category of burlesque. As we inferred by referring to its power in the foregoing, the Four A's can arrange the consolidation or absorption of jurisdiction with about as much trouble as it takes for a stripper to shed her raiment.

With the AFA adding burlesque to its jurisdiction the necessary and logical move thereafter would be to install Phillips as the head of the burlesque division and to permit Phillips to gradually take on more duties in connection with the strengthening of the organization that potentially involves in its scope the greatest number of performers in our business. Whitehead has long needed as a lieutenant a man of vision, reliance, ability and courage. Phillips fits that pattern like a hand in a glove. The AFA could give to hard-riding Phillips the steel he lacks and—to mix metaphors for a change—Phillips can give to the AFA the few extra cylinders of power the machine needs.

Performers who profess to be and are sincerely interested in the welfare of their unions should study the situation carefully, and if their conclusions jibe with ours they should take pen in hand and write their thoughts to Phillips, Whitehead or Frank Gillmore, president of the Four A's. The performer will get the kind of union he wants. If he sits by and permits the structure to go to rack and ruin he has only himself to blame. This whole proposition is one of what is best for the performer. It matters not at all to us whether Whitehead gains or suffers in prestige from a shift in jurisdiction or whether Phillips has a job or goes looking for one or whether the BAA continues to flounder along or is absorbed. These elements are unimportant considered individually. The important matter is that the blending of these elements as we have prescribed here will benefit the performer. We are waiting to see what he will do about it. It is entirely up to him.

The Broadway Beat

By MAURICE ZOLOTOW

(George Spelvin has gone off on a nine-week vacation, insinuating the staff can't write this column without him. And, so, staff members will pinch-hit until his return.)

BOBBY SANFORD, quondam showboat impresario and recently producing for Minsky's Oriental, is writing a farce in collaboration with Murray Boltinoff, ex-New York American newsman, and Jesse Robinson, of *The Journal*. Production skedded for fall and, if no other winged gentleman can be procured, it's hoped that Bandsman Meyer Davis will do the angling. . . . Guess the 250 grand that the film moguls laid down for *Room Service* has the scribes all in a farcical dither. . . . Bob Hope deserts Broadway and his radio revue for the kliegoid Coast next month to make his screen debut in Para's *Big Broadcast of 1938*. . . . Theatrical department of I. Miller Shoes has on display costume and street shoes worn by the then-famous stars as far back as 1810. You should see what they once considered chic! . . . Emery Deutsch denies rumors that he will enlarge his ork for its Rainbow Room engagement, which begins August 24. His will be the first 10-piece combo to play the Room.

Review of Sharkey Bananas and his Sharks of Rhythm in *The Billboard* of last week recalls other screwy band names of the past and present There's Art Kassel and his Kassels-in-the-Air, Al Katz and his Kittens, Boyd Senter and his Senterpedes, Willie (The Lion) Smith and his Cubs, Miff Mole and his Little Mollers, Cootie Williams and his Rug Cutters. Can you think of any others? . . . Tommy Polon, confined these days to Pittsburgh, blew into town last week to get a taste of real night life and buy a new wardrobe. His clothes were ruined in a fire at home recently. Just burning them up in Pennsy. . . . Starr Faithful's father got a libel verdict against the *N'York Daily Mirror* for \$5,000 last week. Original judgment was for \$40,000, but judge reduced the nut. /None of the daily rags carried this item. Afraid it might stimulate other irate readers to sue for heavy sugar. . . . The Federal Theater Project circulated questionnaires among its technicians recently asking them when, how and why they entered show biz. One stagehand, after Why?, wrote "God only knows."

Broadway had its wildest night since July 4 last Tuesday when CIO cab drivers decided to celebrate signing of a union contract by driving down Broadway in a fleet of 100, setting off firecrackers, singing *Solidarity Forever*, and generally snarling up traffic. . . . We were watching the Horn & Hardart mass picketing one afternoon last week when a ringleader came over to us and started talking. "When do you expect the cops?" we asked. "Oh, no," he replied confidently, "them days are gone forever. We got President Roosevelt and Mayor La Guardia with us now. And don't forget the Wagner Act either. Here, have leaflet on me." An hour later the gendarmes swooped down and conducted a score of pickets to the lockup. . . . Director Ray Block's *Swing Fourteen*, a group of hot vocaleers, had long-haired educations. Ten started with classical music, six have been in opera, two are ex-church soloists. Incidentally, this adds up to 18. How come, Ray? . . . A new Cuban night club, styled to outglendor all others, is now being constructed on West 57th street. Personnel will be completely Cuban, from owner Bobby Martyn right down to the kitchen help. Spot has imported a 40-foot bar from Havana and will use fur-lined chairs and settees. The fur-lined chairs are definitely an innovation. Atmosphere will be absolutely authentic. Only thing Cuban they won't have will be the machine-guns. The 12-piece band will be composed of six imported Cubans, and six secretly drafted from Eliseo Grenet, Xavier Cugat and other famous six-eight outfits.

Chicago Chat

By NAT GREEN

DANCING masters who are here from all over this country, Mexico and Canada for the 24th annual normal school conducted by the Chicago Dancing Masters' Association express a wide divergence of opinion as to what sort of steps will be popular during the coming season. Some predict the return of old-fashioned dances, including the gavotte and minuet, and the demise of the fox trot and rumba. Others see no such trend. Our own observations in local dance halls lead to the conclusion that few dancers will accept new steps that are complicated. They prefer the simpler steps to which they are already accustomed. The new dances that have gained most popularity in recent years are either slight variations of old ones or, if they are of the more difficult type, they have attained a vogue only thru persistent and clever ballyhooing. Occasionally a teacher will come forward with a new step that immediately catches the public's fancy, but most of those offered each year die a-borning.

Holly Shively, Lord & Thomas radio publicity head, got away on her two-week vacation just in time to escape some of Chicago's hottest weather. . . . Alvin Plough, head of WLW's artists' bureau, in from Cincy looking for new talent for the Queen City's 500,000-watter. . . . Bert Fassio, Detroit picture producer, has been in town working up a financial deal for a new picture idea. . . . Willard Rutzon, of the Morrison, taking flying lessons from Manfred Gottheit, the pianist, who is an enthusiastic flying fan. . . . *The Firefly*, road-show picture at the Erlanger, has received rave notices from local critics and probably will remain on Clark street for six weeks. . . . *Ever Since Eve*, Marion Davies picture which moved from the Chicago to the Apollo, continues to do a whale of a business. . . . Red Skelton, comic, who has skyrocketed to fame in record time and who opens at Chez Paree shortly, has received a contract for all next winter in RKO theaters at a salary he wouldn't have dreamed of two years ago.

There are interesting personalities among head waiters in Chicago Loop hotel night spots. Fred Thelen, in the Continental Room of the Stevens, is a man of many talents and doubtless could have made a name for himself on the stage had he so chosen. A musician, mimic and grand story teller, he is a delightful companion at social affairs. Werner Bonge, suave and handsome, in the Walnut Room of the Bismarck, adds class to a classy spot. He has the happy faculty of handling guests with a courtesy and finesse that win their friendship. Jules Braun, originally from Vienna, gives a distinct Continental air to the College Inn of the Sherman. Of long experience at the Inn, he never is at a loss in handling any situation. M. Braun shares our admiration for little Donna Dae, 18-year-old artist at the Inn, who we predict is headed for stardom.

Sally Fields, Detroit agent, in town looking over talent. . . . Margaret Randall, 23-year-old graduate of the Goodman Theater, has received a contract from Paramount studios and will appear in De Mille's *The Buccaneer*. . . . Robert S. Whitney has resigned as Chicago superintendent of the Federal Music Project to become conductor of the Louisville Symphony Orchestra, which is to be reorganized under his guidance.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

C. THOMAS MAGRUM has played more than 30 engagements thru Southern Illinois, Kentucky and West Virginia in the last few months, showing schools, hotels, night clubs and theaters.

THE NEMARS and Company are in their second summer in Indiana, where, according to Fletcher Amburgey, manager, the unit has been clicking nicely. Show, which was rebuilt in the spring, is now carrying six people. A new cast has been added recently. Company last week played Berne, Ind., the first magic show ever to play that town of 2,000 population. Troupe this week commences on the Maller Bros.' circuit of theaters in Indiana.

nothing ever happens" cries; just a lot of regular guys getting together for a wonderful time. Among those who will appear on the night show program at the event are Sid Lorraine, Kathryn Elliott, Doc Mahendra and Anne, Harry Ceell, Jimmy Trimble, Dr. Zola, Dave Coleman, Brazy, Earl Mulbarger, Marquis, Al Saal, Wilson, Dorny, Lockman and Percy Abbott and Company.

JUDITH JOHNSON, mentalist, who recently concluded a six-week run at Trail Ends Tavern, Vienna, O., is now in her fourth week at Joy Gardens, New Castle, Pa. She and her manager-husband, Andy Johnson, recently enjoyed a pleasant visit with Koran, mentalist, in Richmond, Ind., talking over old times.

LU BRENT, after a fortnight's stand at the Bolton Club, Harrisburg, Pa., moves this week to Reading, Pa. He recently closed at the Martinique, Wildwood, N. J. Lu Brent is working a diversified program of magic for the floor, with table effects between shows.

JAY PALMER and Doreen are in their sixth week of an indefinite engagement at Gorley's Lake Hotel, Uniontown, Pa., featuring their magic tea kettle. Madam Eske, mentalist, is at the same spot.

"Dear friend Bill:
"Personally I heartily agree with your suggestion of a double convention next year, but I suppose there are certain inside 'workings' that I don't know about. However, the spirit of your idea was and is right. Why not the best of fellowship among the magi and less destructive criticism? But I suppose human nature is such that as soon as someone has a little success they want to fear down instead of boost. There is room for all of us, providing we do a good job.
"Signed) DR. CHARLES HOFFMAN.

JOHN S. VAN GILDER, that Southern gentleman from down Knoxville way, went on a vacation rampage the latter part of April and since then has been playing around Atlanta; Clemson College, S. C.; Greenville, S. C.; Columbia, S. C.; Asheville, N. C.; Washington and Riverside, Conn., and for more than a month now has been having the time of his life in New York with the Hotel Pierre as his roof. In one of those delightful four-page letters that only John S. can write he outlines the many pleasantries that have made his New York stay such a happy one. Among them were "watching clever magician Russell Swann in the Savoy Plaza Lounge; watching clever magician Glen Pope at the Hollywood Restaurant; dining at Sardi's with Hereward Carrington, premier psychic investigator, and sipping Goldwasser at the Versailles Cafe with Tommy Martin, that sleight-of-hand lad of four years' experience from Nashville, who has played all the way from the Music Hall, New York, to the Dorchester in London."

KAROL THE MAGICIAN, currently filling an engagement at the Sun Dodgers night club, Chicago, reports that conditions in the Windy City are picking up, with quite a few of the magic lads working regularly.

RAY MOND closed Saturday (14) with Newton's Mystic Revue of 1937 in New York State after 20 weeks with that unit as the feature act. He is now working under the management of Hubert Corliss.

"Mackinac Island, Mich.
"Dear friend Bill:
"Your idea of a joint convention is swell ... but utterly impractical. Most of the magical societies and their members advocate HARMONY and UNITY, but they all have their own ends to attain, so we doubt if they could ever get together on a platform of harmonious understanding. And, of course, should the idea really be put into effect you must allow Proskauer and his exclusive New Yorkers to run the whole thing.
"Signed) DORNY."

McDONALD BIRCH was spotted in Columbus, O., recently shopping for a new car and trailer truck. He begins his new season September 15.

W. C. (DORNY) DORNFELD is at the Grand Hotel, Mackinac Island, Mich., doing his magician of ceremonies stunt. He moved in there on a two-week contract June 25 and has been held over until the end of the season, September 10. Beats walking up and down the riato looking for work.

THE MAGIC LADS are looking forward to Percy Abbott's annual get-together to be held in Colon, Mich., September 11. There are always swell times at these affairs—no uplift movements, no meetings, no officers, no contests, no prizes and no "down with the expositors and

SINNETT, mentalist, typewrites from Jamestown, N. D., that he is enjoying good business in the Northwest Publix-Paramount division. Sinnett is using two agents ahead, with a complete line of billing, and says he is booked in the Paramount-Publix houses until October. He reports that favorable newspaper tie-ups along the route, have meant much for him at the box offices. Sinnett has just purchased a new Packard eight sedan, which he's having finished in chromium for a flash. He says that his present territory hasn't seen a standard magic attraction for years. Ralph Richards, he reports, was the last to tour that section several years back.

"Dear Bill:
"Your idea of a joint convention next spring is a swell one. I only hope you can put it over.
"Signed) KAROL THE MAGICIAN."

PIERCE THE MAGICIAN is playing auspices engagement thru the Minnesota territory.

BECKER THE MAGICIAN (William F. Becker), after resting up for several weeks, has resumed with his magic show in Iowa. He will play several weeks of theater dates, after which he will again make his regular lyceum tour for the fall and winter. Becker had been on the sick list for some montns and was forced to lay off for a time due to injuries sustained in Ohio last April when his car skidded off an icy road.

JOHNNY PLATT is keeping plenty busy in and around the Windy City. Johnny has developed into a really clever performer and seldom lays off, which is probably the answer.

JIM MCGILL, of Chicago, is getting up a routine of tricks to blend with his smart comedy patter which has made him popular as an after-dinner speaker here and in foreign climes.

OTIS MANNING, current at the Green Lantern Inn, Newark, Del., is presenting a new effect of his own making called *Jeanola*.

W. NICOLA (The Great Nicolola) is reported to be busy at his headquarters in Monmouth, Ill., preparing a new show for a tour of the Orient to begin in the fall.

"Dear Mr. Sachs:
"Allow me to cast my vote for the IBM and SAM joint convention. It is a very good idea for more reasons than we can imagine. Keep glowing.
"Signed) LU BRENT."

CARTER HARRISON, Topeka, Kan., magish, pens that he recently visited with Chandu and that the latter confides that business has been good for him; also that he is coming out soon with a new act. "Also visited with Cald-



GLEANNED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.
SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1364 BROADWAY.

For VAUDE

ELVIRAH HELAE—soprano, caught at the Mandalay, showboat plying New York City waters. Voice can "still stand plenty of work, particularly in the lower register, but even as it stands it's a lot better than most voices heard in night spots or presentation houses. Present tendency toward almost burlesqued concert mannerisms can easily be eliminated. When it is Miss Helah definitely rates a try in a Broadway presentation house. When her voice improves—as it undoubtedly will—she'll be a topnotch soprano in any field. Here's a real vocal possibility.

SHARKEY BANANAS AND HIS SHARKS OF RHYTHM—Dixieland-style band now playing Nick's Tavern down in the Greenwich Village section, New York. His swing trumpeting leads a six-piece outfit that is

sensational. From New Orleans, his is a new band in the East that ought to be a great bet for some vaude spot such as the New York Paramount. Word-of-mouth advertising about this unusual band is packing the small club nightly, altho the band is still unknown to the general public.

For RADIO

JANE LEE—formerly of Jane and Katherine Lee, the old-time kid stars. Now doing a single at Leon and Eddie's. Jane ought to be perfect for radio, possessing fine diction and a delivery just right for comedy ditties where the delivery is more important than voice quality. Excellent at sly, dry ditties that require skillful delivery. She ought to be a standout as a singing comedienne.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"NOTICED IN August 7 issue the obits of two old-time minstrels, Bonnie Mack and William Barlow," writes Prof. Walter Brown Leonard from Glens Falls, N. Y. "Am hoping that someone who knows particulars of their passing will furnish them for the benefit of other oldtimers who knew them so well. I recall seeing Mack with the Al G. Field show several times and find his name

on many of the house bills. Well did I remember Billy and Jim Barlow when they had their own show on tour. At the breakfast table one morning I sat next to Jim, who had been suffering for several days with the flu but continued to work. He was a trifle out of his head from fever and instead of spreading butter on his toast he spread it on the palm of his open hand. It was both amusing and pathetic and we suppressed our laughter. These two brothers were clever performers."

JOHN W. VOGEL, the "minstrel king," is reported to be making plans to launch another minstrel show early in the fall. Vogel is now at his headquarters in Columbus, O.

MARION BLUE, formerly of the Cole Bros.' Circus side show, is now with the Silas Green Show, being featured in various specialties, as well as on the blues in the concert. Lee Golden, hot trumpeter and soloist, is reported to be scoring nicely on the same show.

BOB GIRARD, formerly a feature with Dumont's Minstrels, is rehearsing a black-face novelty for the new production of the Pennsylvania Federal Theater Project, *Bunks, Bullets and Babies*. Another one-time minstrel man, Joseph Murphy, is agent for the Pennsylvania WPA musical revue.

well, the Kansas City policeman-magician, recently," Harrison writes. "He is working magic exclusive now and doing okeh. I was with Bill Salisbury, of Chicago, the other evening. He is without a doubt the finest hotel-room entertainer in magic. It's not what Bill does that's different, but the refreshing way he has of doing not only all the old standards, but all the new ones. Prince Budah worked Punch and Judy at the Dante Club here recently and stole the show. I was surprised to see it go as it did in a floor show. He works it strong and noisy and they liked it."

NORTHERN ILLINOIS magicians have completed arrangements for a magicians' conclave to be held in Peoria, Ill., October 1 and 2, with headquarters at the Jefferson Hotel. There will be amateur contests in the afternoons and a big show Saturday night. Registration fee will be \$1, which will cover admission to all sessions and shows.

JACK AND ANN GWYNNE, spending a summer-time visit with their daughter and son-in-law, Mr. and Mrs. Fred Cole, at their home in Pawtuxet, R. I., combined business with pleasure by playing Fay's Theater, Providence, week of August 9.

BABY AND PRINCESS YVONNE have been added to the features at the Million-Dollar Pier, Atlantic City, where Huber still carries on with his magical feats.

WALTER STOVER, formerly a member of the Dayton, O., magi club, is now located in San Francisco, where he is operating a sign and display studio. Says he still gets out the old tricks to run thru them occasionally. "Caught Bernardo at the Kit Kat Club the other night," Stover writes, "and found him quite clever. He opens with a rabbit production a la pigeon pans; goes into a paper-tear, which is really good; covers up with a silk production from same, works the linking rings and comes back
(See MAGIC on page 29)

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Twister Wrecks Borgen Show Top

PARK RAPIDS, Minn., Aug. 14.—The Borgen Players were the victims of a severe twister which struck here last Sunday night, demolishing the tent and all equipment.

Van Arnam Show Notes

AUGUSTA, Me., Aug. 14.—This is the best season of the three that I have experienced on this show. Many things, tho, can happen between now and the end of the trek to Florida, so here's hoping.

John R. Van Arnam left us August 1 to be gone indefinitely. As it's not very long until the football season, we may not see him again until after Thanksgiving. For many years he has been a scout for Syracuse University and is a former all-American center.

Rep Ripples

"RUSTY" WILLIAMS, producing b. f.; his wife, Dot, and two daughters, Billie and Wilma, are still in the South with the Odell White Show.

FRED LYTELL posts from LaSalle, Ill., that he's still sailing along on the Golden Rod Showboat and that he kinda likes it.

JIMMIE BAXTER, formerly with Billroy's Comedians and who closed June 26 with the Mack-Ogle Comedy Company, is now out of the business and working for Armour & Company in St. Paul.

BUSINESS HAS BEEN such with the Milt Tolbert Show that it has been necessary to give two performances a night on a number of occasions recently, according to word from the show.

FORREST (BUZZ) BROWN, this season contracting and billing agent with the Bud Hawkins tent show, while in Mt. Sterling, Ky., recently bumped into his

one's relations and friends. Find that there is a lot of "free gravy" floating around that can be had just for the asking.

Margie (Love 'Em and Leave 'Em) Noble comes forth with the complaint that the duration of our stay in each town is too short, that she hardly has time to fall in love any more. Says she is finding it difficult to turn on that personality with practically no sleep, so we may go into some two and three-day stands so she can get caught up with her life's work of tearing men's hearts asunder.

Bob Heidelberg is taking a round of calomel in an effort to offset a serious attack of love sickness which overcomes him three or four times a season, causing loss of appetite and extreme prostration.

While fishing in one of the Finger Lakes Manager Wehle and Shorty Duncan were heroes in a thrilling rescue of two slightly inebriated gentlemen who had the misfortune of turning their boat over in the middle of the lake. It was the only thing larger than a minnow that they have pulled out of the water this summer.

Recent visitors included Mr. and Mrs. William Henry, of Detroit; Roy and Alice Butler and son, who drove over from Buffalo to catch the show; Jimmy and Peggy Doss, of the Dodson World's Fair Shows, and Otto Engelder, city clerk of Wellsville, N. Y., who has trouped quite a bit himself.

The elements have been playing havoc

Boyes Players Get Lots of Publicity

LINCOLN, Neb., Aug. 14.—Chick Boyes' Players here have been the target for thousands of dollars' worth of publicity this season without a cent laid out.

Season's business is stronger than any of the previous ones and the crowds each week are growing steadily larger. Out-of-State licenses and tourists are now stopping to take a look at the tent opus.

Kelly Top Downed; Damage Is Slight

MERRILL, Mich., Aug. 14.—Jack Kelly Stock Company's top was leveled in a severe windstorm which struck here last Sunday.

George Lanehan, agent, was forced to close recently due to illness and has been replaced by Dan Alsbach. Kelly company played Howard City, Mich., the first half of this week and Delton, Mich., the last half, closing tomorrow night.

Kansas City Jottings

KANSAS CITY, MO., Aug. 14.—Jack and Myrtle Albright left here recently to join the Frank Williams circle in Illinois. Don and Lucille Howell have closed with the Zarlinton Players in Illinois.

Eva May Burns, who closed with Allen Bros' Comedians on account of illness, is resting at her home in Boonville, Mo. Gordon Ray is said to be closing with the Rice-Percy Players in Illinois.



TOBY EASTMAN, HONEY WILDS AND LASSES WHITE (left to right), of the Milt Tolbert Tent Theater, snapped in the studios of WPTF, Raleigh, N. C.; during one of their recent broadcasts there. The Tolbert radio show includes, besides the three shown here, the Swing Ensemble, with Red Jenks; the Andre Sisters, Bob Norris, Dorothy Cannon, Slim Williams and Stan Stanley. Unit does 30 minutes on each broadcast.

old pal Jimmie Dunn, with whom he formerly trouped on Billroy's Comedians. As a blowoff some 12 people gathered in the Dunn apartment for a pleasant evening of fireworks.

in this section the past week. Rain almost every day. WAYNE BARTLETT.

Tolbert Tattles

MOREHEAD CITY, N. C., Aug. 14.—Business continues good in spite of extreme heat and rain. A pleasant and appreciated surprise came last pay day when Manager Buddy Hale gave the company a bonus.

In Rocky Mount, N. C., recently Joe McGivigan, friend of Red Jenks, entertained some of the company with an airplane ride. Joe was once a musician in the same band with Red, but he gave it up about eight years ago for flying.

Nothing unusual over the past week-end. A few social get-togethers and one falling out. It seems that Wiley Killpatrick couldn't agree with Little Hale. But they were friends again Monday.

Billroy Briefs

DUNKIRK, N. Y., Aug. 14.—Glancing over the new route cards we find that Ohio will see quite a bit of us in the near future. Everyone is anticipating a visit to the Great Lakes Exposition in Cleveland. Any member of the troupe just has to mention that he would like to go to some particular place and Mr. Billroy will head the show in that direction.

WANTED Specialty Team, must do two good seven-minute acts. Prefer those doubling orchestra, Young Musicians that will help on Canvas, Clarinet, Saxophone, Trombone, Baritone, Work very light, it moves fast. Name lowest salary, you get it here. State everything in answering.

\$3.50 TRUSS FREE Pay No Money now or ever—you get this truss just for trying a newer rupture method which gives instant relief in most cases.

ROLL TICKETS Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market Keystone Ticket Co., Dept. B, Shamokin, Pa. \$17.50

CHORUS EQUITY

(Continued from page 25) fellow workers. The rehearsal period is sufficiently strenuous without it being made worse for the company by the unprofessional behavior of a few of the members. Members must report for rehearsals at the time they are called.

CHORUS EQUITY ASSOCIATION.

Tab Tattles

By BILL SACHS

RAYNOR LEHR, formerly one of the best known of tab show managers and producers and for a number of years now a standard act in vaude, postals from Belfast, Ireland, where he recently played the Royal Theater, to send greetings to all his tab friends. Raynor jumped to Ireland after a successful run at the Palladium in London. . . . Margaret Lillis and hubby, Chappie Chapman, report that their coffee shop and beer emporium at Rockaway Beach, Mo., is scoring much bigger this season than last. They're undecided as to whether they'll troupe the coming season or not. . . . Bobbie Bow, accompanied by her pooch, Dodo, spent a few days recently with Helen Dale and Patricia Delaney on Indian Lake at Russells Point, O., where Helen and Patricia are with Paul Reno's floor show at Old Vienna Gardens. . . . Babe Woodall and Pauline Scarborough, the "Truckin' Waitress," are now serving 'em up at Jim Bovas's new spot, Mexican Villa, in Cincinnati.

BERT VAN DEUSEN, after seven months as emcee with the *Rhapsody in Blue* unit, has opened in the Tally-Ho Room of the Club Medina, Chicago, for an indefinite engagement. . . . Charles Cliff Watson, former owner of *Rhapsody in Blue*, is on the sick list and would like to hear from friends. He's at the Raleigh Hotel in the Windy City. . . . George B. Hill, who recently underwent his second operation in three years (not sixth, as recently reported here), is still sojourning in Los Angeles. He reports that he recently bumped into Claude Mathis, Paul Taylor and a host of other friends of the old tab and rep days. George is undecided whether to remain in Los Angeles, jump to Frisco or head east for the winter. . . . Jack and Renee Roberts have canceled several weeks of Ohio night club dates to accept an offer with Elsie Calvert's Revue on the Rubin & Cherry Exposition for 12 weeks of fairs.

VIRG DOWNARD, veteran burly and tab comic, now with George D. Bartlett's tab at the Roxy, Knoxville, writes that the date is the most pleasant one he has had in 15 years. Others in the cast are Otto Holland, comic; George D. Bartlett, straight; Fred Thomson, characters, and Ia Holland, blues singer and talking woman. Chorines are Pearl Lawson, Mickle Allen, Ruby Fuller, Montine Vincent, Connie Austin and Pauline Hill. Downard reports that Bartlett and Frank Roach, city manager and part owner of the Roxy Theater interests, are negotiating for several other stands in the South to open with tabs shortly after Labor Day. In the pit at the Roxy are Roy Steadman, Gene Irwin, Charles Connell and James Anderson. . . . Bob Corbitt's *Hollywood Night Club Revue*, currently touring the South, features O. F. Sheets and Rinney Boy, trained German shepherd dog; Chic Schloss, emcee; Mabel Bradley, tapster; Gene McSweney, baritone; Helen Dove, dancer; Eddie Lancaster, eccentric dancer; Marvin French, guitarist; Maurice Martin and Kay Esslinger, dance team; Bob Corbitt, Wilmuth Gray, Balancing Stevens and Company and Red McEwen's four-piece ork.

Reminiscing With Mack

By MACK D. FERGUSON

FOR the present out of show business, I have thought for a long time that perhaps it would not be amiss to do just a bit of reminiscing. On July 4, 1921, I made my first professional appearance on any stage. It was with Leo H. King's Stock Company, tent repertoire show playing Western Kentucky. Yes, sir, I was the corpse in *The Million-Dollar Hobo* (at least that's the title Leo gave the bill), so naturally I had no lines. So anxious was I to become an actor that I told King that I would pay my own room and board if he would just let me "join out."

On the King show I met and worked with a young man that was destined to become a vaudeville and radio star, Leo Canova. You know him as Zeke, one of the radio trio of Judy, Zeke and Anna. Leo's brother, Pete, was on the show at the same time. I haven't seen Leo since he closed with the show in the little town of Salem, Ky., but I have watched his progress thru the years with much interest.

A friendship that I value as much as

any I have ever known began when I met Charles (Dome) Williams. This acquaintance was made in Atlanta, where I had gone to join Henry Frather's *Honeymoon Limited*, and has extended over a period of 12 years. With only a slight break Dome and I tramped together for that length of time. Speaking of Dome Williams and Henry Frather reminds me of an incident that happened in Gadsden, Ala., during the days of the "noble experiment." Seems like the boys were in need of a bit of "spirits fermenti" and were advised by the manager of the local theater where the forbidden juice could be procured. Dome was elected to make the trip to the woods. Frather handed Williams a \$20 bill, the smallest he had (tab business was good in those days), with instructions to bring in a gallon. Well, in about an hour Dome came in, not with one, but with four gallons of the "giggle soup." Frather looked at all the canned joy and said: "Dome, why did you get all this?" And then friend Williams replied: "Well, the man didn't have any change and I thought we could use it all anyway."

(Editor's Note—Mack D. Ferguson is now a newspaper man on *The Hickman County Gazette*, Clinton, Ky.)

MAGIC

(Continued from page 27)
with that good old six-card trick. Between acts he works the tables, doing mentalism, card tricks and palm reading.

PIFF PAFF POOF annual gathering, sponsored by Bob Weill and Gene Gordon, will be held at Fort Erie, Ont., September 4 to 6, inclusive. Joe Ovette will be the featured outdoor act Saturday afternoon with his sensational hanging escape. Banquet, followed by a magic

Endurance Shows

Brennan Show Ends; Topeka Next Stand

HUTCHINSON, Kan., Aug. 14.—Mickey Brennan's International Derby Show has completed a successful showing here, with Eddie and Jackie Anderson winners of first prize, and Irene Carter and "Rubber-Legs" Martin winners of second prize.

Helms Rink presented his ice act twice to capacity houses. The cellophane wedding of Alice Barker and Lewis Nehring also played to a turn-away crowd.

Topeka, Kan., will be the location of Brennan's next show, with all teams being carried over. The Topeka show will have a good set of entertainers in Bozo, Nick Reading and Charlie Loeb. Spot is considered virgin territory.

Staff will consist of Duke Hall, Hal Brown and Eddie Nave, with Mickey Brennan as contest director and Daddy Fox, manager. Two other shows are slated to follow Topeka, Brennan reports.

Cow's Contest In Sixth Week

MINNEAPOLIS, Aug. 14.—H. H. Cow's marathon, being presented under canvas just outside this city, is in its sixth week, with six couples and one solo still going. The 7,000-seat arena has been well filled each night, despite the competition of the roller derby operating in City Auditorium here.

Focchini handles the floor, and Monte Hall, Art Wolff and Danny Brem-

NEW TYPE SHOW OPENS

August 21st, Saturday

BOOM TOWN, AUSTIN, TEXAS

Flash Teams wanted, with good wardrobe. Teams met on arrival by company Packard courtesy car; placed in quarters; taken care of; sponsors furnished. New innovations, tent stadium. Entertainers. People all lines, contact. MR. SMITH, Office Villa Rosa Night Club, Austin, Texas.

Jimmy Johnson, Al Wilson, Dianne Kelly, Eddie Carillo, contact. Pay your own. Show Produced by B. W. JOHNSON.

INTERNATIONAL

"WE HAVE MORE SHOWS THAN ANYONE IN THE FIELD"

Opening TOPEKA, KAN., Tuesday, Aug. 24th

Attention, Teams with Entertaining and Sprinting Ability; don't miss this show. Sponsors and floor money guaranteed to reliable teams. We are looking for teams to carry with us for the next 12 months. Why spend your money between shows waiting, when we will take care of you from one show till the next? All teams knowing Duke Hall, Mickey Brennan or Hal Brown, write to MICKEY BRENNAN or DADDY FOX, Care Capitol Hotel, Topeka, Kan., at once. Our next show opens October 15. If you want to make money, don't delay. Write at once.

show, will be held Saturday night. A big outdoor program Sunday will be sponsored by *The Buffalo Times* and is expected to draw 15,000 people.

LOUIE FOREMAN

COMMUNICATE OR COME ON.

GEORGE W. PUGHE

Commonwealth Hotel, Kansas City, Mo.

SUMMER THEATER

(Continued from page 25)

signed by Edmund Glover. Opened July 29 for a four-week run.

Cast: Roma Sargent, Rina Revel, Ora Moore, Walter Sande, Alan Ladd, Adele Jerome, Wallace Gregory.

An eccentric American play producer endeavors to sell the English rights of his current Broadway vehicle to a British producer who is his house guest. He is hampered by his wife, who loves to redeem hardened criminals and employs them as servants in her home. Other deterrents are Valerie, his temperamental star, and an impetuous burglar, who turns out to be a staid young architect out on a tear. A frothy, light, summer piece of nonsensical entertainment.

Florence Lawrence, of *The Los Angeles Examiner*, called it, "Light and nonsensical. . . a farce comedy built around amusing situations." Frederick Stern, *Evening News* critic, said, "A frothy, feather-brained piece of summer entertainment." David Arlen.

"The Devil's Moon"

THEATER-BY-THE-SEA

(Matinees, R. I.)

In association with Sidney Harmon, the summer theater troupe at Matinees premiered a three-act 18th century tale, by William Ford Manley, week of August 3. Sets by Johannes Larsen.

Cast: George Macready, Ann Freeman, Arthur Sachs, John Howrath, Caroline Hambleton, Virginia Weaver, Russell Collins, Sylvia Field, Marion Urmy, Tookie Hunter, Lee Pope, T. Edward Hambleton, Zama Cunningham, Robert de San Marzano, Alfred Etcheverry, Harold Moffet, John Straub.

Scene is laid in the convent of the Sisters of Mercy, "many years ago." The sisters see a pair of red pants disappearing over the garden wall and believe the Devil has been within the grounds. Actually the pants belonged to the baker's boy, who has been keeping a date with Nella (Ann Freeman), reared within the solitude of the convent. But the Devil tale pleases the sisters and fathers, and when a bandit in red pants (Macready) comes over the wall seeking escape from the constabulary the religious folks are certain he must be the Devil returned. So he lets them keep this belief and tells his bandit band they have found a hide-out in a lunatic asylum and the play goes on—at times entertainingly but more often slowly, until it reaches a mildly humorous finale.

Charles A. Ross/Kam.

From Out Front

(Continued from page 24)

imagined. Another famous 'realist' of Mr. Shaw's generation is H. G. Wells. He, you will remember, is the author of *The Time Machine*, *The War of the Worlds*, *The Man Who Could Work Miracles* and other bits of hard-bitten realism. Mr. Wells also has doses of "philosophy." But don't let that fool you. Shaw is as wild as Dunsany, only not so entertaining.

"The problem may be solved by thinking in terms of the spectator's experience as he sees a play, and by comparing this experience with others. You may then find that the artistic experience with others. You may then find that the artistic experience is a heightening, an intensification, even a crystallization of other experiences—a heightening achieved thru form and technique and, above all, ripe thought. There is no separating art from life except by committing suicide. There is no separating art from philosophy except by ceasing to think."

Table listing names and addresses for letter routes, organized in columns. Includes names like Harrison, Leonard; Hobbs, Warden E.; Irwin, George; Jones, Mac; King, Rubin; Lasko, Joe; Little, John; McCormick, Ted; Madden, Mike; Medley, Thomas; etc.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

- Abbot, Gene (Wagon Wheel) Houston, Tex.
Abbot Daners (Palmer House) Chi, h.
Ace Rollers (Miami) Toledo, no.
Adams, Jackie (Wonder Bar) Fallsburg, N. J., no.
Adler, William (Ambassador) NYC, h.
Adron, Emilie (Villa Venice) Chi, h.
Adrian, Iria (Kid Eats) Phila, h.
Allen & Parker (Pan-American Exposition) Dallas, p.
Alexander, Durelle (Radio City Rainbow Room) NYC, no.
Allen, Ray (Eldon) Annapolis, Md., h.
Almonde, Marie (Le Mirage) NYC, no.
Amsterdam, Morrey (State-Lake) Chi, t.
Andre, Pierre (Drake) Chi, h.
Andrew Sisters (Paradise) NYC, re.
Arden, Dolly (Villa Venice) Chi, h.
Aristocrats, Four (New Yorker) NYC, h.
Arleys, The (Kennewood) Pittsburgh 8-21, p.
Arley, Louis, & Oliver Sisters (Casino Club) Bay City, Mich.
Arren & Broderick (Casino) Dallas, no.
Ash, Paul, & Band (Lyric) Indianapolis, t.
Ashburn, Harris & Yvonne (Shorham) Washington, D. C., h.
Austin, Gene (Michigan) Detroit, t.
Austin, Jean (Embassy) Bronx, N. Y., no.
Bachelors, Four (College Inn) Chi, no.
Ballantine & Pierce (Bon-Air) Chi, cc.
Banks, Sadie (Old Romainian) NYC, re.
Baple & Lame (New Yorker) NYC, h.
Barbarina & Poms (Colonial) Dayton, O., t.
Barlow & Benter (Club Esquire) Seattle, Wash., no.
Barra, Cappy (St. George) Brooklyn, h.
Barric, G. & Co. (Arrowhead) Saratoga Springs, c.
Barrison, Lou (Ambassadeur) Paris, no.
Barstows, The (Mounds) St. Louis, cc.
Bates, Gladys (Murray's) NYC, re.
Beasley, Irene (Versailles) NYC, no.
Beckman, Jackie (504 Atlantic) NYC, cc.
Bell & Grey (Sailer) Massillon, O., h.
Bell's Hawaiian Follies (Orph.) Ogden, Utah, 18-19; (Capitol) Logan 20; (Orph.) Pocatello, Ida., 21, t.
Belmore, Barbara (Nixon) Pittsburgh, re.
Bendova's (Met.) Boston, t.
Bennett, Ethel (Old Romainian) NYC, re.
Benton, Larry (Mitchell's Playhouse) Chi, no.
Berg, Alphonse (Pal.) Cleveland, t.
Bert, Ben (Tower) Kansas City, Mo., t.
Bernard & Henri (New Yorker) NYC, h.
Bernhardt, Bobbie Jean: Great Falls, Mont.
Bert & Jay (Colonial Village) Peoria, Ill., no.
Bing, Herman (Pal.) Cleveland, t.
Bishop, Fred (Gay '90s) NYC, no.
Blair, Francis (1518 Club) Tacoma, Wash.
Blanche & Elliott (Gay '90s) NYC, no.
Blenders, Four (Embassy Club) San Francisco, no.
Blue, Johnny (Essex House) NYC, h.
Bohne & Ladd (Colonial) Dayton, O., t.
Bonger, Art, & Andrihita (Arabian Gardens) Columbus, O., no.
Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, no.
Booth, John (Hollywood) Tonawanda, N. Y., re.
Boran, Arthur (Club Trocadero) West End, N. J.
Bordine & Carole (Rex) Syracuse, N. Y., no.
Borg, Inga (Jimmy Kelly's) NYC, no.
Boston Sisters (Anna Held's) Peekskill, N. Y., re.
Bowers, Nevia (Edgewater) Lafayette, La., no.
Bowers, Eleanor (Arcadia) Phila, no.
Bowes, Joan (Kicky Lodge) Larchmont, N. Y., re.
Boyettes, The (Weber's Hofbrau) Camden, N. J., re.
Bradford, Barbara (Paradise) NYC, re.
Bradford, Eloise (Biltmore) NYC, h.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

- Brian, Melba (Road to Rio) Pan Amer. Expo., Dallas.
Brito, Phil (Mount Royal) Montreal, h.
Broadway Passing Revue (State-Lake) Chi, t.
Brown, Danny (Club Lido) Youngstown, O., no.
Brown, Ada (Grand Terrace) Chi, no.
Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, re.
Brownlee, Roy, & V. E. Revue (Exhibition) Quebec City, c.
Buckley, Dick (Planet Mars) Chi, re.
Burgess & LaMont (Riverside) Milwaukee, t.
Burke Sisters, Three (Oriental) Chi, t.
Burns, Boots (606 Club) Chi, no.
Burns, Jimmy (Village Brasserie) NYC, no.
Burns & White (Colosimo's) Chi, no.
Burton, Mary (Ritz Gardens) Atlantic City, no.
Burton, Effie (Club Alabam') Chi, no.
Byrd, Muriel (Shelton) NYC, h.
Byrd, Russell (Westminster) Boston, h.
Caldos & Baline (Roosevelt) New Orleans, h.
Calgary Bros. (Frontier Fiesta) Ft. Worth, no.
Calgary Bros. (Chicago) Chi, t.
Callman, E. J. (Essex House) NYC, h.
Cameron, Yukona (St. Regis) NYC, h.
Campbell's, Roy, Ambassadors (Chez Maurice) Montreal, no.
Campbell's, Roy, Royalists (Biltmore) NYC, h.
Cawbe, Lucille, & Her Melody Men (El Reno Club) Ottawa, Ill., no.
Carman, Lillian (Chez Paree) Chi, no.
Carney, Bob (Dude Ranch) Atlantic City, no.
Carr, Billy (606 Club) Chi, no.
Carroll & Gorman (Bon-Air) Chi, cc.
Carroll, Marie (Gaynor's Club) Milwaukee, cc.
Cassy, Emmett (Gay '90s) NYC, no.
Castello, Diosa (Leon & Eddie's) NYC, no.
Carter & Holmes (State) NYC, t.
Challis, Beth (Silver Lake Inn) Phila, re.
Chandler, Hope (Paradise) NYC, re.
Chase, Chaz (Sands Point Casino) Long Island, ch.
Clark & Sanna Sisters (Earle) Washington, D. C.
Clark, Coleman & Co. (College Inn, Sherman Hotel) Chi, h.
Claude & Corinne (Westminster) Boston, h.
Collette & Galle (Esquire) Seattle, Wash., no.
Collette & Barry (Roosevelt) New Orleans, La., h.
Condit, Continental (Capitol) Lancaster, Pa.
Condos Bros. (Earle) Phila, t.
Connor, Nadine (Sands Point Casino) Long Island, ch.
Continental Three (Brass Rail) NYC, re.
Continentials (Michigan) Detroit, t.
Conrad & Haycock (Flamingo) Orlando, Fla., no.
Corcos, Melba (Palmer House) Chi, h.
Corliss & Palmer (Club Alabam') Chi, no.
Correa, Eric (Babette) Atlantic City, no.
Cook, Gloria (Leon & Eddie's) NYC, no.
Cossacks, Three (Paradise) NYC, re.
Coster, Jean (Queen Mary) NYC, no.
Cotton, Larry (Biltmore) NYC, h.
Courtney, Anne (Gay Nineties) NYC, no.
Cowan, Tom & Verns (Cocoanut Palms) Detroit, no.
Craddocks, Four (Casino) Dallas, no.
Crawford & Craskey (Wagon Wheel) Houston, Tex., no.
Crawford & Craskey (Pitcauld) London, h.
Cummins, Alter (Biltmore) NYC, h.
D'Arcy Girls: Stroudsburg, Pa.; Woonsocket, R. I., 23-28.
Davies, Mary (Chula Vista) Wisconsin Dells, Wis., h.
Dale, Virginia (Silver Bowl) Sacramento, no.
Dancy, Shannon (Paradise) NYC, re.
Dawn, Alice (Riviera) Ft. Lee, N. J., no.
Davis, Eddie (Leon & Eddie's) NYC, no.
Davis, Lois (Edorado) Detroit, no.
Day, Tiny (Fritz's Fiesta) Crystal Lake, Ill., no.
De Bee & Hudson (Tabor) Denver, t.
De Marcos, The (Palmer House) Chi, h.
De Ring, Trudy (Avision) Cleveland, O., no.
De Witt & Vehr Lene (Rock Castle) Wichita, Kan., 8-21, no.
Deen, Shannon (Paradise) NYC, re.
Del Val, Ada (Minuet) Chi, no.
Delmontes, Nena (El Toreador) NYC, no.
Denise, Mlle. (Leon & Eddie's) NYC, no.
Denning, Ruth (Mario's Mirador) NYC, no.
Derling, Rosemary (Chez Paree) Chi, no.
Dever, Jackie (Minuet) Chi, no.
Deveraux, Jean (Met.) Boston, t.
Di Palma, Angelo (Nixon) Pittsburgh, re.
Dillon & Parlow (Cocoanut Grove) Phila, c.
Dillon, Jean (Paradise) NYC, re.
Dixie, Ethel & Virgil (Chez Gauch) NYC, no.
Dixon, Gay (High Hat) Chi, no.
D'Ora, Fifi (Earle) Phila, t.
Donahue, Red, & Pal (Met.) Boston, t.
Dorsey, Jimmy, & Orch. (Capitol) Washington, D. C., t.
Drake, Conni (Village Brewery) NYC, no.
Draper, Paul (Chez Paree) Chi, no.
Drayton Sisters & Jack (Murray Inn) Albany, N. Y., no.
Drew, Charlie (Lombardy Bar) NYC, re.

- Duchin's, Eddy, Band (Chicago) Chi, t.
Duffy, Douglas (Oriental) Chi, t.
Duffy & Wait (New Yorker) NYC, h.
Dunn & Wise (Eam Beach Cafe) Detroit.
Dunn, Vera (Famous Door) Boston, no.
Dupont, Bob (Astor) NYC, h.
Duskin, Joyce (Paradise) NYC, re.
Duval, Dorothy (Brevort) Chi, h.
Dwyer, Agnes (Hollywood) NYC, re.
Edwards, Patricia (S. S. Bear Mountain) NYC.
Elliott, John (Biltmore) NYC, h.
Elliott, Johnny (State-Lake) Chi, t.
Eiton & Gilrone (Breakers) Rochester, N. Y., h.
Ellis, The (Hollywood) NYC, re.
Emerald Sisters: Springfield, Ill.; Marquette, Mich., 23-28.
Endicott, Tom (Dude Ranch) Atlantic City, no.
Erico, Don (Colosimo's) Chi, re.
Errico, Edna (Famous Door) Boston, no.
Este, Dell (Minuet) Chi, no.
Eton Boys (Pal.) Chi, t.
Evans, Bobby (Wonder Bar) Fallsburg, N. J., no.
Evers & Dolores (Riverside) Milwaukee, t.
Farrar, Jane (1523) Phila, no.
Paye, Joyce (Bertolotti's) NYC, re.
Payne & Foster (Tower) Kansas City, Mo., t.
Felden, Lenore (Bismarck) Chi, h.
Fenton, Mildred (Roosevelt) New Orleans, h.
Ferguson, Bobby (Dude Ranch) Berwyn, Md., re.
Fern, Vera (Adelphia) Phila, h.
Finchley, Suzanne (Hickory Lodge) Larchmont, N. Y., re.
Fitzgibbon, Dorothy & David (Adelphia) Phila, h.
Flash, Serge (Riverside) Milwaukee, t.
Florence, Cleo (Wivel) NYC, re.
Flores, Marissa (Waldorf-Astoria) NYC, h.
Flournoy, Yula (Bertolotti's) NYC, re.
Furton, Conuela (Chateau Moderne) NYC, no.
Foote, Herbert (Edgewater Beach Hotel) Chi, h.
Forbes, Maria (Monsieur) NYC, re.
Ford & Barnes (Villa Venice) Chi, no.
Ford, Nora (806 Club) Chi, no.
Forrest, Helen (Roosevelt) New Orleans, h.
Forsythe, Seamon & Farrell (Pal.) Chi, t.
Foster, Faith (Mayfair) Detroit, no.
Francis & Wally (Moose Club) Erie, Pa.
France & LaPel (Capitol) Washington, D. C., t.
Frohman, Bert (Earle) Phila, t.
Gangi, Connie (Chez Ami) Buffalo, no.
Gardner, Muriel, & Marvin Kane (Carlton) London, h.
Garrett, Grant & Co. (Pan-American Expo.) Dallas.
Garr, Eddie (Riviera) Ft. Lee, N. J., no.
Garry, Alice (Mounds) St. Louis, cc.
Garun, Murray (Essex House) NYC, h.
Gaston & Andrews (Gay '90s) Detroit, no.
Gates & Claire (Bellis Supper Club) Atlantic City.
Gaudsmith Bros. (Trocadero) London, no.
Gay, Nadine (Riviera) Ft. Lee, N. J., no.
Gaylene Sisters (Villa Venice) Chi, re.
Gaylor, Ruth (Hollywood) NYC, re.
Georges & Jaina (Casino) Dallas, no.
Gerrets, Paul (Roxby) NYC, t.
Gerrits, Paul (Grosvenor House) London, h.
Gibson, Virginia (Madam) Miami, no.
Glyre, June (Blackhawk) Chi, no.
Glover & Lamea (Radio City Rainbow Grill) NYC, no.
Gobs, Three (Brenton) NYC, no.
Golden, Lee (Pawnee Derby) Boston, no.
Gomes & Winona (Piping Rock) Saratoga, N. Y., no.
Goodell, Neila (Earle) Phila, t.
Gordon & Rogers (Riverside) Milwaukee, t.
Gornick, Bill, & Ellen Provost (Checker Club) Cleveland, no.
Gower, Lette (Rainbow Room, Radio City) NYC, no.
Gower & Jean (Mt. Royal) Montreal, h.
Grafton, Gloria (Drake) Chi, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

See LETTER LIST on page 85

Grauman, Saul, & Co. (Stanley) Pittsburgh, t.
Gray, Alexander (Palmer House) Chi. h.
Green, Al (Pioneer) NYC, nc.
Griffin, George (Sands Point Casino) Long Island, cb.

Lloyd, Shirley (Astor) NYC, h.
Lombard Sisters (Biltmore) Providence, h.
Long Jr., Nick (Riviera) Ft. Lee, N. J., no.
Lorraine, Lillian (Beverly) NYC, ra.
Lorraine Sisters (State-Lake) Chi. t.
Love, Violet (Stevens) Chi. h.
Low, Tom (Savoy-Plaza) NYC, nc.
Lowery, Fred (Piping Rock) Saratoga Springs, N. Y., no.

Perry, Frank (Tuxedo Club) Phila., no.
Perry, Lou (Kasey Club) Henderson, Ky.
Phipps, Phil & Doty (Club Rex) Homewood, B'ham, Ala. 6-18, nc.
Phillips, Wendell (Chicagoan) Chi. h.
Plickens, Jane (Met.) Boston, t.
Picture, Kay (Riviera) Ft. Lee, N. J., no.
Pils & Tabet (Mayfair) London, nc.

Swifts, Thresé (Earle) Washington, D. C., t.
Swiss & Clemence (Capitol) Washington, D. C., t.
Sylvia, Franco & Drigo (Mayfair) Boston, no.
Tanita (Nomad) Atlantic City, no.
Tappen, Maxine (Essex House) NYC, h.
Tobman, Paul (Ambassador) NYC, h.
Taylor, Kay (Hollywood) NYC, re.
Temptations, Four (Edgewater) Lafayette, La., nc.

H

Hacker & Sidell (Palm Beach Casino) Cannes, France.
Halcourt, Ralph (Jack & Bob's Orchid) Trenton, N. J., (Wilson's) Phila 23-28, nc.
Hale, Chester (Gile) (Casino) Dallas, nc.
Hallett, Mal. & Orch. (Stanley) Pittsburgh, t.
Hamilton, Betty (Edgewater) Lafayette, La., nc.
Hammond, Earl F., Eskimo Troupe (Ice Polies of 1937) Atlantic City.
Hendle & Miller (Gloria) Columbus, nc.
Harper, Ruth (Mount Royal) Montreal, Que., h.
Harrington, Pat (18) NYC, no.
Harris, Lydia (Parody) Chi. nc.

M

McCaulley, Jean (Arrowhead Inn) NYC, cb.
McConnell & Moore (Bowery) Pan-American Expo., Dallas.
McCoy, Celia (Clark Rex) Birmingham, Ala.
McKay, Amy (Palmer House) Chi. h.
McKenzie, Red (Nick's Rendezvous) NYC, o.
McKeihan, Rodney (Mt. Royal) Montreal, h.
Madison, Rudy (Gay '80s) NYC, no.
Mae, Edna (Paradise) NYC, re.
Magley, Pearl (Mounds) St. Louis, cc.

R

Raeburn, Burt (Queen Mary) NYC, no.
Ralph & Teddy (Mandaly) NYC, s.
Ransford, J. (Royal Lake House) Saratoga Springs, N. Y., ro.
Randall, Peter (Green Gables) Drums, Pa., nc.
Randolph, Amanda (Black Cat) NYC, no.
Raphael, Yvonne (Astor) NYC, h.
Ray, Albert (Dancers) (St. Regis) NYC, h.
Ray, Joey (Hollywood) NYC, re.
Raye & Naldi (Radio City Rainbow Room) NYC, no.
Raymonds, Three (Jimmy Kelly's) NYC, no.

U

Uppman, John (Adelphia) Phila., h.
Vale & Stewart (Gaitz Cabaret) Brussels, a.
Vale, Cilo & Mary (Pal.) Chi. t.
Varello, Nino (Chez Mautica) Dallas, nc.
Variety Boys, Three (Leon & Eddie's) NYC, no.
Variety Gambols (Met.) Boston, t.
Vernon, Joe (Silver Star) Dallas, N. Y., h.
Velazco, Vera (German) Scranton, Pa., h.
Veloz & Yolanda (Arrowhead) Saratoga Springs, c.
Vernon & Vanoff (Washington Youree) Shreveport, La., h.
Vernon, Edgar & Carita; Brawley, Calif., no.
Vestoff, Florida (Mirador) NYC, no.

I

Ice Ballet (Boston) Boston.
Idler's Trio (Roosevelt) Pittsburgh, Pa., h.
Internationals, Three (Roosevelt) NYC, h.
Irving, Jack (Harry's New York Cabaret) Chi. no.

J

Jacks, Two (Meadowbrook) Saratoga Springs, N. Y., no.
Jackson, Mills & Reeve (Yacht Club) Chi. nc.
Jackson & Blackwell (Lookout House) Covington, Ky.
James, Jimmy (Dude Ranch) Atlantic City, no.

S

St. Moritz Ice Carnival (Oriental) Chi. t.
Sanami & Michi (Frontier Fiesta) Ft. Worth, Tex., no.
Savage, Helen (Lookout House) Covington, La., h.
Sawyer, Harry (Met.) Boston, t.
Schafer, Marie (Dude Ranch) Atlantic City, nc.

W

Wahl, Dorothy (Colosimo's) Chi. nc.
Wakfield, Oliver (Radio City Rainbow Room) NYC, no.
Walker, Averá (Palmer House) Chi. h.
Walker Trio (Bismack) Chi. h.
Wallace, Frank (Blue Moon Gardens) Milwaukee, N. Y., no.
Walsh & Barker (Berkeley) London, h.
Walters, Charles (St. Regis) NYC, h.

K

Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi. h.
Karanova, Vanya (Minnet) Chi. nc.
Karol, Magician (Congress) Chi. nc.
Kaye, Jane (Blackhawk) Chi. nc.
Keaton & Armfield (Colonial) Dayton, O., t.
Kellam, Norris (Great Lakes Expo) Cleveland, nc.

N

Nary, Charles (St. Regis) NYC, h.
Nations, Evelyn (Congrats) Chi. h.
Neeley's Band (Prince) Columbia, Tenn., t.
Negrete, George (Yumuri) NYC, no.
Nelson, Nelle (Harry's New York Cabaret) Chi. nc.

O

O'Connell, Tommy (España Club) Chi. nc.
O'Connor Family (State-Lake) NYC, cb.
O'Dell, Dell (Arrowhead Inn) Chi. t.
O'Donnell, Ione (808 Club) Chi. no.
O'Neal, Cackles (Favillon Royal) Valley Stream, N. Y., cb.

Z

Zelaysa, Don (Oriental) Chi. t.
Zeller & Wilburn (Cocoanut Palms) Eastwood Park, Detroit.
Zudella & Co. (Strand) Oshkosh, Wis., 6-19, t.

L

LaMothe, Olivia (Red Rooster Club) West Hartford, Conn., no.
LaRue, Bobbie (Club Faree) Hartford, Conn., no.
LaRue, Eddie (Club Base) Chi. nc.
La Vola, Don (Grand Ore., 18-24, t.)
LaZellus, Aerial; Prince Albert, Sask., Can.
Ladell, Vincent (Bossert) Brooklyn, N. Y., h.
Laird, Ruth (Lookout House) Covington, Ky., no.

P

Paetz, Bob (Drake) Chi. h.
Pace, Ken & Roy (Mayfair) Chi. nc.
Painter, Dixie (River Bowl) Chi. nc.
Palmer & Doreen (Gorley's Lake) Untonstown, Pa., h.
Palmer, Gladys (Three Deuces) Chi. no.
Palmer, George (Michigan) Detroit, t.
Paradise, Pat (Parody) Chi. nc.
Parish, Jimmy (Jack O'Lantern) Eagle River, Wis., no.

Q

Quinn, Betty (Chez Fares) Chi. nc.
Quinn, George (Mounds) St. Louis, cc.
Quinn, Lyn (Singer's Casino) Dallas, nc.
Quinn, St. John (S. S. Bear Mountain) NYC, s.
Myrus (College Inn) Chi. nc.

B

Bailou, Dick (Belmont Plaza) NYC, h.
Baird, Clem (Charles) Westchester, N. Y., re.
Bananas, Sharky; (Nick's Rendezvous) NYC, c.
Barrett, Hughie; (Tavern-on-the-Green) NYC, c.
Beckwith, Al; (Charlevois) Charlevois, Mich., h.
Belasco, Leon; (Claridge) Memphis, h.
Bender, Otto; (Gutpost) Ridgefield, Conn., ro.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

FINE MEET FOR CFA

Howard Y. Bary Is Great Host

Portland, Me., or near-by point suggested for next year's convention

NEW YORK, Aug. 14.—Circus Fans' conventions in the past have probably been better attended, but seldom has one received the attention and pretentious hospitality the 12th annual did at Norfolk, Va., August 7-9. Howard Y. Bary, the young showman who assumed control of the Hagenbeck-Wallace Circus last spring, almost outdid himself in making the visiting fans feel perfectly at home, and the members of his entourage, from Equestrian Director Poodles Hanneford down to the youngest workingman, joined Bary admirably in an effort to make the 1937 conclave as pleasant as possible. President Frank H. Hartless, Secretary Walter Buckingham and Colonel Charles Consolvo, the last named owner of the Monticello Hotel, where the convention made its headquarters, also did more than their share in conducting the series of events that constituted the CFA's annual get-together with a major circus.

Fans assembled in Norfolk Saturday, held their opening business session, took a sight-seeing jaunt around the ancient town and enjoyed an informal party at the Monticello in the evening. Sunday morning President Hartless, of Chicago, conducted the regular business session and in the afternoon the entire delegation, together with members of the Hagenbeck-Wallace show which had arrived in town that morning, were the guests of Bary on a several-hour boat (See FINE MEET on page 74)

Around the Lot With R-B Show

CHICAGO, Aug. 14.—The big top of Ringling-Barnum Circus was so situated here that the airplane beacons showed directly on it. Six bandmasters, guests of Merle Evans, attended the show. They were Al Sweet, Henry Billmore, Johnny Richards, Everett Johnson, H. W. Whittier and McAllister Master, last named of the champion Joliet High School Band. Gable Russe visited many friends in band department. Victor George, circus fan and photographer, visited—guest of Fred Bradna. T. E. Stinson, chairman of Detroit Shrine Circus, looking over show and arranging details for his winter circus. Hoffman, of Grand Rapids Shrine, in party with Orrin Davenport, also looking over the acts.

Felix Adler and Gracy Genders broadcast on the Bob Elser program, "The Man of the Street." Ray Allech's (assistant superintendent of props) wife and children visited. Charles H. Vale (Bright Eyes) joined Miller's concession department. Chester Barnett and wife, formerly of Cole Bros., drove from Green Bay, Wis., and spent a day with friends in clown alley. Phil King, clown, also spent day with friends. William Young, veteran Side-Show manager, met the writer and presented a complete roster of Ringling Bros.' Circus of many years ago. Bill Bartlett's wife visited hubby in Chicago. Bugle, dog, is mother of 12. (See AROUND THE LOT on page 64)

Suit Against H-W

RICHMOND, Va., Aug. 14.—Suit for \$10,000 against Hagenbeck-Wallace Circus will be heard here in Hustings Court, Part II, August 23, the plaintiff being Florence Baker, administrator for Isaac Baker, deceased.

It is alleged that Isaac Baker, an employee of the circus, was killed by cyanide gas when he lay down to rest in one of the railroad cars in Peru, Ind. It is charged that the circus management was guilty of criminal negligence, it being alleged that it left the railroad car unlocked after fumigating it with poisonous gas.



LOIS FOX, working Tiny, the elephant, and Andy Fox, assistant manager of Hall's Trained Wild Animal Circus.

Cole Makes Good Run Into Denver

BOISE, Ida., Aug. 14.—Despite the fact that the long run into Denver, Colo., by Cole Bros.' Circus was not completed until 1:30 a.m. August 2, unloading took place right away and by 3 a.m. the first meal was under way. The trains arrived over the Santa Fe, but were switched over to the Burlington, which moved them alongside the circus grounds. Several visitors were noted, among them Charlie Mugivan and John Talbot. Mugivan remarked that he hoped to be back in the business soon at the head of a railroad circus. Denver was the home of Zack Terrell during some of the years he managed Sells-Floto Circus and he always received a warm welcome. Denver is the home of Billy and Stella Cronin and Mrs. Cronin's sister, Bertha Denham. The girls were born and reared in Denver, but Billy originally came from Portsmouth, N. H. Charlie Luckey is also a Denverite, as is his wife, Katie.

After very successful two-day engagement in Denver show went to Colorado Springs. Spencer Penrose, owner of (See COLE MAKES GOOD on page 64)

Russell Covering More States Than Last Season; Biz Okeh

BREMERTON, Wash., Aug. 14.—Russell Bros.' Circus is beginning its 18th week with tours of 13 States to its credit, more than were covered all of last season. After a brief circle thru Missouri, Illinois and Iowa in the spring the show came west by way of South Dakota, Nebraska, Colorado, Wyoming, Utah, Idaho and Nevada. Some 10 days were spent in California, mostly in the Sacramento Valley, followed by two weeks in Oregon, and now an extensive swing is being made thru Washington.

Astoria proved to be the banner stand in Oregon and one of the best of the season. Business as a whole, while variable, has been satisfactory and the show is being received with unanimous enthusiasm. Due to excellence of transportation equipment and unceasing care all moves have been made on time and without mishap, despite the fact that many have been long and exceedingly treacherous.

Side Show Enlarged

The Side Show, now under management of Duke Mills, has been enlarged and is doing wonderful business. The lineup includes Jerry Martin's Band and Georgia Minstrels (recently augmented); Emerico, magician; Tiny Cowan, fat man; Zaboloc, human pincushion; Billie Griffin, Hawaiian dancer; Wally and Jean, Impalement; Princess Cheteka, mind-reader; Chinese mystery box; Rex Lee Roy, man without a stomach; Petite Pulette, the girl who cannot be lifted;

Grand Forks Big for Barnes

More than 3,000 turned away at matinee—nearly capacity at night

GRAND FORKS, N. D., Aug. 14.—The Al G. Barnes and Sells-Floto Combined Circus turned away more than 3,000 at the afternoon performance here. Following the matinee there was a cloudburst and it was necessary to construct a "pontoon bridge" thru the front door to menagerie top to take care of the evening crowd. It was nearly capacity. The front door had over a foot of water in many places, with everyone walking over the poles and planks good naturedly. The show received a new menagerie top, which was erected for first time at Estherville, Ia. It is a beauty. The show mourns the loss of "Pearl," faithful 54-year-old elephant and one of the original Barnes herd. Burial was on a farm three miles from Hibbing.

Downie Has Good Day at Bridgeport

BRIDGEPORT, Conn., Aug. 14.—Circusgoers, ignoring a blazing hot day, turned out in large numbers here August 9 to see Downie Bros.' Circus. Big top was comfortably filled for matinee performance and capacity at night. Avery Tudor received emergency treatment for a powder burn suffered when his partner hit him too hard with a slapstick.

Ketrow Enlarging For Southern Tour

CINCINNATI, Aug. 14.—William Ketrow, manager of Kay Bros.' Circus, reports business okeh and that show will be enlarged for Southern tour. Harry DeMarlo, contortionist, has joined. Art Mix has new acts and wardrobe for concert. Charles Sparks, Mabel Stark, Bessie Costello, Bryan and Billy Woods and Tom Veasey were recent visitors.

Colonel Steiner, midget, and Hodigau, human salamander. Marion Wallick is human lecturer.

Bill Antes has been creating considerable interest in newspaper offices by taking a lion cub with him. The cub, "Pasha," is one of two born a month ago to "Duchess" and "Dandy" in the menagerie. Two bears also have been added to the menagerie.

Several Circus Fans have recently visited, including Dr. R. T. Pettit and family, of Ottawa, Ill.; Dr. David E. Reid, of Lebanon, Ore., and James V. Chloupek, of Oakland, Calif.

Ayres Davies, who spent his vacation with the circus as side-show ticket taker, left this week and after a brief stop at his home in Dixon, Ill., will continue eastward to enter Washington and Lee University in Virginia.

Bob and Irene O'Hara are due to rejoin in Washington. They have been absent all season due to a difficult time Bob has been having with his leg which was fractured in winter quarters last spring. Washington is Bob's home State.

Hazel King has had a chance to visit her native State, Oregon, and had a pleasant trip to her old home at Baker. Incidentally, Hazel's big dog, "Ebony," is making a hit in the big show program. The solo dance of the elephant "Rubber," executed on track without an attendant, is one of several other novel interludes which distinguish the swiftly paced program.

Russell First Real Show for Bremerton

BREMERTON, Wash., Aug. 14.—This thriving city, home of the Puget Sound Navy Yard, is today being visited by the first real circus in its history. Russell Bros.' Circus is appearing on Roosevelt Field, city-owned baseball field, under city auspices. Mayor Jesse Knabb has taken a personal interest in the show's appearance.

Bremerton, with a population of 10,400, is one of the largest cities in the country without a railroad, and the Russell Bros.' show is the largest transient amusement organization ever to come within its limits, it is said.

Satisfactory Biz for Hoxie

Matinees have been light—elephant Mena and group of Indians join

MASSILLON, O., Aug. 14.—The Jack Hoxie Circus experienced satisfactory business its first week on tour, R. M. Harvey, general manager, informed a representative of *The Billboard* here. Matinees at all stands thus far have been light, grosses varying only a few dollars each day, Mr. Harvey said.

First rain of the tour was encountered here, light showers just before night performance, but house was near capacity. Mena, elephant, which had been on Johnny Jones Exposition this season, arrived here by truck. Princess White Cloud Clear and a group of Indians joined here. Dixie Starr and several others have been making spec wardrobe.

Mr. Hoxie was busy here looking at stock but deferred purchase of other than one head until later, he said. Another middle piece has been added to the new padroom on account of the four head of stock of the Holland-Dockrill act joining. A large percentage of the audiences are remaining for the concert, Mr. Harvey said.

Show will move into the wheat country late this month, with its objective this fall Oklahoma and adjacent territory.

National Tent Mrs. To Convene in Chi

CHICAGO, Aug. 14.—The 28th annual convention of the National Tent and Awning Manufacturers' Association will be held at Drake Hotel, this city, October 11-14.

One of the entertainment features will be the Night Club Party at Sherman Hotel, night of October 12. George W. Johnson, vice-president of the U. S. Tent and Awning Company, and Walter Driver are co-chairmen of this event. Frank Berling, manager of the Sherman, is lending his co-operation to this end. Showmen are invited.

S. T. Jessop, president of the U. S. Tent and Awning Company, is general chairman of the convention.

A. M. Smith Honored

GAINESVILLE, Aug. 14.—A. Morton Smith, newspaper man and founder of the Gainesville Community Circus, was the recipient recently of a beautifully engraved gold loving cup, standing 22 inches high, mounted on a mahogany pedestal, the gift of Frank J. Walter, organizer and owner of the Frank J. Walter Circus at Houston, Tex.

The cup is inscribed: "A. Morton Smith, Master Nonprofessional Showman; Acknowledgment of accomplishments with Gainesville Community Circus. Presented by Frank J. Walter, Original Underprivileged Children's Circus, Houston, Tex., 1937."

Presentation of the cup was the inspiration for an editorial in *The Gainesville Daily Register*, written by Joe M. Leonard, circus fan and managing editor of the newspaper.



With the Circus Fans

By THE RINGMASTER

President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. Secretary, THOMAS BANK, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 14.—F. E. Loxley, CFA of Cranston, R. I., caught the Federal WPA Circus at New Bedford, Mass., evening of July 29 at Logan avenue.

CFA Gordon M. Potter, of St. Joseph, Mich., has had a busy circus season. He attended Hagenbeck-Wallace and Cole Bros. three times each and has seen Ringling-Barnum, Sells-Sterling and Wallace Bros. He has also visited the Peru winter quarters twice and the Rochester quarters three times.

Walter B. Hohenadel attended night performance of Ringling-Barnum Circus at Rockford, Ill.

Dr. David E. Reid, of Lebanon, Ore., visited Russell Bros. at Eugene, Corvallis and Salem, Ore. He enjoyed the performance and had visits with Bob Fisher and family, Bill Antes, Mr. and Mrs. Walter Jenner and Mr. and Mrs. Fred Ledgett. Dr. and Mrs. Reid entertained the Jenners and Ledgetts in Corvallis. CFAs Fred Schlotzhaer, of Oquawka, Ill., and John R. Shepard and E. L. Williams, of Chicago, visited on back lot of Ringling-Barnum afternoon of August 6 during the Chicago engagement. All

three saw evening performance. Shepard also took in the performance evenings of July 31 and August 4.

E. J. Kelly, photographer, was on lot of the Big One during the Chicago engagement, making both interior and exterior shots of show.

Sverre O. Braathen, CFA of Madison, Wis., spent week of August 14 visiting on the Big One when it played Northern Illinois and Southern Wisconsin.

Editor and Mrs. W. H. Hohenadel, who attended the national convention at Norfolk, are visiting a few days in New York City before their return home.

Howe in Kansas; Riggs Acts Join

CONCORDIA, Kan., Aug. 14.—This was Howe Bros.' Circus first date in Kansas. Crops are good and good business is expected in State. Big was very good in Nebraska. Show played day and date with State Fair Shows at Fairbury, Neb., and visits were exchanged. Visitors included Mr. and Mrs. Mel Vaughn, Edna and Blackie Torrington, Connie Rogers Thomas and husband, Connie's father is manager of the Wallace Bros.' Circus. Fredericks Troupe, recently of the Russell Show, also visited at Fairbury.

Riggs Society Circus closed July 7 in Vohling, Neb., and its equipment stored in quarters. Performers and wild animals joined the Howe show. Animals were added to menagerie in Billy Dick's Side Show. Dick has installed a loud-speaker. New acts for big top are Art Frazier, hand-balancing and single traps; Riggs and Riggs, aerial gymnasts; William Kempnich, clown and troupe of dogs; Popeye and company, shoulder and carrying high-perch act; Three De Lavons, ground tumbling and comedy acrobats.

Ed Oats has 14 men on big top and Alvin Spike has six on seats. John Kern has six agents on his privileges, soft drinks, etc. Pony George is on sick list and Brownie Atkinson is working "Beauty, the good-night pony," in its place. The Flying La Vans visited at Hebron, Neb. Mrs. Dave Lachman and Mrs. Josie Hatfield, Fred Hatfield's mother, were at evening show at Fairbury.

Bill Brooks and wife left at Hebron. Bill Chidester has joined and is selling reserved-seat tickets. John Mack, former boss canvasman for Campbell Bros., visited Ed Oats at Fairbury.

Roster of band: Henry Blank, leader; Eric Eklund, Joe Thomas, cornets; John DeSylva, Charles Harrison, clarinets; Banty Moffett, horn; Louis Mittendorf, baritone; Walter Van Dyck, trombone; Bob Speers, bass; Bill Steinburg, snare drum; James Delbert, bass drum.

Studebaker's Appointment To Navy Air School, Pensacola

EDMOND, Okla., Aug. 14.—Marvin Studebaker, former circus performer, recently won an appointment to the navy air school at Pensacola, Fla., and will spend four years in aviation work.

Studebaker was a member of Swift's Zouaves on the 101 Ranch Show and was on the ushering staff of Ringling-Barnum Circus for several seasons. He also worked at the log rolling show at the Century of Progress, Chicago.

Enrolling at Central College here when the Chicago Fair closed, he went into the newspaper game by launching a weekly campus tabloid and by serving as press and public relations director for the college.

WPA Biz Good At Throggs Neck

NEW YORK, Aug. 14.—The WPA Federal Theater Project's circus closed its week-end run at Throggs Neck August 7. Business was good, with near capacity houses at most performances. Harold Sullivan, exploitationist and head of the advance brigade, arranged for a group of children from St. Joseph's School for the Deaf to attend the Thursday matinee and the show received a nice break in the Bronx papers. As a ballyhoo for the *Savage Africa* spectacle an African Village has been built for the front yard. There are five huts, with the cast of the spec scattered around them. It has helped business a great deal.

The Martian Trio, Risley, and the Great Paras, strong man, have been added to program. Visitors included Walter L. Main and several boys from the advance of the Downie show.

Burns O'Sullivan, general contracting agent, was called back to reorganize the show, reports Wendell J. Goodwin.

15 Years Ago

(From The Billboard Dated August 19, 1922)

Patterson's Trained Wild Animal Circus closed its season at Osawatimble, Kan., August 14, because of railroad strikes. At Minneapolis and St. Paul the Ringling-Barnum Circus had exceptionally big business. L. N. Scott visited at both cities, as did the brother and father of Clyde Ingalls. In the Ohio Supreme Court, Harry G. Lamkin was endeavoring to gain possession of \$200,000 worth of stocks held by the estate of his father-in-law, the late John F. Robinson, circus owner.

Sparks' Circus drew 'em in big numbers at London, O. Matinee was capacity. Between shows there was a deluge of wind, rain and hail. "Tusko," elephant of the Al G. Barnes Circus, broke his chains in South Harrisburg, Pa., and badly bruised and lacerated Harry Hendrickson before circus employees succeeded in shackling his legs. The Main Circus was making a sort of swing around a circle to kill time before opening at Hartford, Conn., on Labor Day as the free attraction at the Connecticut State Fair.

Phil Castang, who for 40 years had trouped as an animal trainer, sold two baboons to the Ringling-Barnum Circus. Compelled to revise its itinerary because of the railroad situation, Al G. Barnes Circus announced that it would appear in Canton, O., August 18. After an eight-week tour in the Province of Quebec, Cole Bros.' Circus returned to the States. James B. O'Neill Circus was doing good business in Wisconsin. Mrs. R. C. Campbell inherited \$500,000 under the will of her fiancé.

Silver Biz Fair Despite Much Rain

CAIRO, N. Y., Aug. 14.—Silver Bros.' Circus has finished its tour of the mountain resorts in this State. Despite much rain business was very fair. A new side-show was delivered at Corinth and erected for first time at Schoharie, replacing the one destroyed in two storms. Tom Finn visited at Pottersville, which was one of poorest stands played.

Admission prices were recently raised and results have been satisfactory. There are now 17 oars and trucks on show, including two ahead. A long Southern tour is planned.

Watkins Closes With Main

CINCINNATI, Aug. 14.—Irah Watkins, who had been with Walter L. Main Circus for three years, recently closed and opened a season of 15 weeks of fairs at Huntingburg, Ind., this week. He has Tarzan, the ape; 31 dogs, eight monkeys, eight ponies and two mules, and is using three trucks for transportation.

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August 18—DES MOINES, IA.
August 19—OTUMWA, IA.
August 20—MOBERLY, MO.
August 21-22—ST. LOUIS, MO.
August 23—ALTON, ILL.
August 24—BLOOMINGTON, ILL.

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Under the Marquee

By CIRCUS SOLLY

ALBERT SHERWIN, clown, closed with Hoxie show at Millersburg, O. performance. Visited with George Myers and R. M. Harvey.

THE GUTHRIES saw the Barnes show at Brainerd, Minn., and report a real program.

TEXAS O'ROURKE, who was manager of Danny Winn and his Western Ridge Runners, has joined the Main show.

JIM CURRY is clowning three days a week for the Sander Store at East Liberty, Pa.

POD HEADLEY has closed with Howe Bros.' Circus and joined Barney Bros. Circus.

SUCCESS TIP—There's no substitute for a good performance.

HOYT CARTER, with Cole Bros.' brigade last year, has bought a service station on Route 25, Greenville, S. C., to Hendersonville, N. C. Reports good biz.

ALBERT SIGSBEE, general agent of Seal Bros.' Circus, states that this show is first to play inside city limits at International Falls, Minn., in last 15 years.

J. R. CONWAY and Herbert A. Douglas saw the Mix show in Philadelphia. State that big top interior makes a wonderful flash.

FRED (DUTCH) LOEBER has left the advance of Atterbury Bros.' Circus and is spending a few days at his home in Ft. Dodge, Ia.

FRANCIS DORAN, trapeze performer of the Alferetta Eral troupe, fell from his trapeze July 28 and injured his back. He is recovering in the Oklahoma General Hospital, Oklahoma City.

L. F. AND C. H. BRIGGS visited Kay Bros.' Circus at Ogunquit, Me., and report good performance. They met Milt Robbins and family. Milt has the Slide Show, which has been doing good business.

HARRY MACK, Rodney and Ella Harris and Bert Wallace, of Downie Bros.' Circus, were in pictorial section of Boston Post July 25, also Erika Loyal, of Ringling-Barnum, and Marta and Irma, of Cole Bros.

DAN RICE CIRCUS played Catskill, N. Y., July 26 to good business, reports John H. Thiele Jr. He visited Ira Watts, Redmond Rowe, Mr. and Mrs. D. Graham, Mary Miller, Ray Marsh Brydon and Rhoda Royal. A heavy rain came just before the afternoon performance.

JOE BAKER met advance crew of Cole Bros. at Seattle. He also met Allen Lester, press agent, and Clyde Willard, in charge of brigade. Baker tramped with Willard on John Robinson advance in 1920 and it was their first meeting since then.

ORA, MINERVA AND JAY GEE, aerialists, are not going back with Jack Hoxie Circus, as they planned a unit with Jerry Martin, who is again working with his

NATE LEON and brother, Maurice, advertising men with Walter L. Main Circus, are having the best season of their career. They have obtained several national advertising banners, besides a daily average of from 20 to 50 local ads.

MELVIN D. HILDRETH, chairman of the legislative committee of the Circus Fans' Association, was elected president of that organization at its 12th annual convention held at Norfolk, Va. Here are Solly's congratulations, Melvin. May you have a most successful administration.

HERB SCHEFFEL, of Clifton, N. J., while on route to Maine for a vacation saw Dan Rice Circus at Peekskill, N. Y. He visited with Ray Marsh Brydon, Mary Miller and Jimmy Thomas. Also stopped at Norwalk, Conn., for a chat with John R. Tarrant, circus fan. August 5 was spent at Benson's Wild Animal farm, Nashua, N. H., and he was entertained by R. D. McCollin. Visited with Mabel Stark, John De Kok, Margaret Thompson, Edward Wulff and Carl Neuffer, and renewed acquaintances with Reb Russell, of Downie Bros.' Circus, who visited the farm that morning with his daughter.

WILLIAM BURGER has visited Ringling-Barnum, Kay Bros., Tom Mix, Cole Bros. and Downie Bros. shows. On August 5 he was guest of Reb Russell, with Downie show, at Salem, Mass. George Brinton Beal and H. E. Peverly, circus fan, also visited show that day. Ring Bros.' Circus, a small show presented by Burger and his partner, Carroll Gayron (cousin), has been off road last two years due to financial matters. Equipment has been kept in good order and in all probability will go on road next season, playing cities and towns in Massachusetts.

BRUCE CHESTERMAN writes that he had a most enjoyable visit on Hagenbeck-Wallace lot when show played Richmond, Va., and had long chats with Jake Posey, George Singleton and other friends on show. Manager Howard Bary and Press Agents Bob Hickey and Mel Smith took care of him in fine shape, Bruce says. Bob, he says, also visited with him twice at the Capitol Hotel, where Bruce is making his permanent headquarters. Both papers gave the show splendid publicity, the *Times-Dispatch* carrying a half page of art the second day besides two stories, one a feature on the women's page, and *The News Leader* having a six-column layout on the afternoon of the first day.

THE NEW Jack Hoxie Circus was accorded a publicity break recently when *The Cleveland Press* on page one came out with its State edition with a story (See UNDER THE MARQUEE page 43)

Dressing Room Gossip

high-pole act. Opened August 18 and will work Southern fairs this fall and Cuba this winter.

NED WAYBURN and Arthur Murray, Broadway's renowned dance celebrities, and party of seven were guests of staff of Walter L. Main Circus at Claremont, N. H. Bobby Burns, with the show, is a former hooper, having worked for Wayburn.

EARL SHIPLEY and wife, former circus folk, are spending two weeks' vacation at Lake Winneconne, Wis. They visited friends with Ringling-Barnum Circus in Oshkosh, Wis., August 11. Chester and Viola Barnett, en route to Michigan fairs, spent a night and day at the Shipley cottage.

CLARENCE A. STOUT, drummer with the Rice show in 1935, writes from Vincennes, Ind., that he has been doing songwriting. He wrote songs for the late Bert Williams. Says he has been successful in placing songs with New York and Chicago publishers. Two of his numbers just released are *Harlem in the Jungles* and *I'm a Hill-Billy Boy From the Mountains*.

THOMAS BURTON pens that Wallace Bros.' Circus showed at Springfield, Ill., August 4 to good house in afternoon and packed them at night. Del Dever and wife were guests of Mrs. Burton. The last named worked with Mrs. Dever for two seasons on Seils-Sterling Circus. Mrs. Burton gave a chicken dinner for Tom Tyler and his Wild West troupe. The Burtons also visited show at Urbana, Ill.

LIFE, August 16 issue, devoted three-fourths of a page to life and death of Alfredo Codona and wife, Vera Bruce. Illustrations consisted of a scene showing them seated at a night club drinking; a scene in which they and Lalo Codona did the "passing leap" of their act; a scene showing the wife doing a catch after her husband's injury ended their partnership, and last, a scene showing both lying on a floor after he took his own life and fatally shot her.

COLE BROS.—Ogden, Utah. Dust? Yes, we have some here. Left most of the grasshoppers behind. No clem in clown alley so far. Art Lind, chief bugler, now has a small dog. Joe Short volunteering to look after same. Joe is getting nice laughs with big rope and dog gag. Bill Rice with long beard, lantern and umbrella makes a nice chief for fire house. Albert Powell galloping in with hose cart, doing nicely with rube makeup. On long run to Denver, Nick Carter featured chicken dinners in the pie car and handled the gang okeh. Roland Hebler hits the jungles between shows for his nap. Suppose he'll be cooking Mulligans when it gets cooler.

Bob Mathews and wife on for a visit. Will be England bound this fall. Bill Harddig keeps Clyde Beatty and the writer well supplied with Cocco-Cola. Reason, guessing wrong on the ball games. Clown alley was in receipt of 16 heads lately for the crazy number; Arabs filling in and Joe Short and a tall butcher as Mutt and Jeff. Call.

PHILADELPHIA, Aug. 14.—Tom Mix Circus closed a nine-day engagement in this city night of August 11. Considering the unusually hot weather, time of year and vacation period for a great many people, the engagement was most satisfactory. First week of six days was shown at regular circus grounds, 11th street and Erie avenue; first three days of this week at 69th street, West Philadelphia. Matinees were light, at night houses at both locations quite good. It was the first circus to show in the city so late in the season for many years. Press was well taken care of by Irish Horan, who obtained many notices in all papers.

Mix Has Satisfactory Engagement in Philly

Visitors were Harry Wilson, George Hartzel and Judge Kelly.

E. J. Kelly took pictures of show at the 69th street location.

Tom Mix and Ted Metz entertained *The Billboard* representative and family during the engagement.

Joseph W. Dixon and wife, old-time concession operators, are retired and living here. They make it a point to visit all carnivals and circuses showing here.

WANTED FOR HONOLULU
E. K. FERNANDEZ
 Can use a few more Novelty and Comedy Acts. Also few Aerial Acts. Aerial Acts to leave Coast October first. Write Blackstone Hotel, Chicago. Will be there until August 31. After that, Biltmore Hotel, Los Angeles.
E. K. FERNANDEZ.

ANIMALS • SNAKES • MONKEYS
TREFFLICH'S SPECIAL SALES FOR THE FAIRS
 IMMEDIATE SHIPMENTS DIRECT TO YOU FROM ALL 4 CORNERS OF THE WORLD

CHIMPANZES—Mother with Adopted Young Female (Full of Fun and Tame)	5600
2 Male Chimpanzees, Tame and Broken to Chain. Each \$300; the Pair	550
1 Well-Trained Chimpanzee, Male	500
1 Young Female, Very Tame	300
BABOONS—Small, Each \$35; Medium, Each \$45; Large, Each	65
Chacma, Full-Crown, Broken to Chain and Tame	125
MANDRILLS, Half Crown, Pair	150
BLACK CELEBES APES—Small, Each \$35; Medium, Each \$40; Large, Each	60
RHESUS MONKEYS—Medium. Each \$10	8
SQUIRREL MONKEYS—Each	16.50
RINGTAILS—Each	150
1 SMALL TAPIR—Tame	150
1 MALAYAN SUN BEAR—Cub, Tame	150
CASSOWARIES—Helmeted and Orange Necked. Each	40
CIVET CATS—Small, Each \$25; Large, Each	125
OCELOTS—Each \$35; 1 Medium-Sized GREATER ANT-EATER	22
ACOUTIS—Each \$10; PACAS—Small, Each \$18; Large, Each	22
SLOTHS—Each, \$22; HIMALAYAN BEAR CUB	75

35 PYTHONS, all sizes up to 16 feet.
 ANACONDAS up to 7 feet

HENRY TREFFLICH COMPANY
 215 FULTON STREET NEW YORK CITY

Big Week-End Biz at Balboa

New Southern California park going in for free acts and name bands soon

LOS ANGELES, Aug. 14.—The recently constructed Balboa (Calif.) Amusement Park and latest addition to Southern California amusement resort ranks, under direction of Anderson Amusement Company, is reported to be doing capacity week-end business. Resort plans to use free acts and name bands beginning late in August. Operating company officials are Al Anderson, president; Merrit R. Smith, secretary; G. F. Daley, treasurer; George T. Sayers, publicity director; Arthur Stuart, superintendent, and Lyle Combs, chief electrician.

Rides: Merry-Go-Round, E. B. Alexander, manager; Bob Allen, foreman; Ed Scarborough, mechanic, and Bettie Holland, cashier. Auto Plane, Sherman West, foreman; Martha Weyman, tickets. Loop-o-Plane, Alex Silman, owner; Joe Hooper and Fred Dames, assistants. Kiddie Auto Ride, E. Swoffer, foreman; Mike Corson, assistant. Mixup, G. Swoffer, foreman; Ben Ernest, assistant; Jean Bourgeois, tickets. Aquaplanes, Miles Dorset, foreman; Tad Wilmer and Tom Bevns, assistants. Kiddie Aeroplane, Bill Kennard and John Vallery.

Concessions: Workman's Casino, E. N. Workman, owner; Leonard Marshall, manager; Roy Sellard and Ed Boyle, assistants; Mrs. Workman, hostess. Workman's Pavilion, Rowe Forsythe, manager; Velma Holt, hostess; J. D. Goetcher, Franz Lewis and Minnie Tolliver, assistants. Workman's Balboa Annex, Jay Fallon, manager; George Green and Will Westlake, assistants; Mrs. C. Briner, hostess. U-Drive Speed Boats, J. P. Greeley, manager; Floyd Gage and E. Hatch, chief operators; Charles and E. Gage, assistants. Kill-the-cats, D. Minthorn, with George Percival and Mildred Barnes, assistants. Frozen fruit juices, Dave Meeks; Edith Townsley, agent. Archery, George McFarland; Maurice Day and Joe Denny, assistants. Grunt Derby, Melvin Sandwells; Everett Garner, D. Zampino and Lou Cicotta, agents. Penny Pitch, E. Hanley and Walt Bryan, agents. Spill the Milk, Gene Barnes and Leonard Peruzzi. Skee Ball, Glen Hardman and Henry Hughes. Balloon Dart, Ann Robe, Nita Swyer and Millie Farmer. Monkey Loop-the-Loop, Chet Robe and Chris (See **BIG WEEK-END** on page 43)

Miller in Mexico Designing Rides

DETROIT, Aug. 14.—John A. Miller, veteran ride designer and builder, who formerly had headquarters in Detroit but now located at Homewood, Ill., has been in Mexico since last November designing rides. Capital for promotion of new attractions of this sort appears to be much more readily available in Mexico than in this country, said Paul Heinze, manager of Edgewater Amusement Park here.

Heinze, who was in Mexico twice last winter with Miller, is enthusiastic about conditions in that country and plans to return there this fall.

Among the rides Miller is working on are a portable racing coaster, another type of coaster mounted on a truck and water rides.

PHILADELPHIA.—Ninth annual beauty contest, under Woodside Park sponsorship, gets under way here this month. Final selections and a pageant will be staged at the park's Crystal Pool on Labor Day.

Fountain of Youth!

PARIS, Aug. 9.—New gadget in the amusement park at the Paris International Exposition is a coin-operated machine called Defatigueur, which it is claimed will remove that tired feeling. Patients are seated on a chair facing the machine and place their feet on a glass plate. Electrical current supposedly reinvigorates the credulous customers.



R. S. UZZELL and Mrs. Casassa, of Revere Beach, Mass., were among the spectators who witnessed the ball game of the New England Section of the NAAPPB, at Crescent Park, Providence, recently.

Woodside, Philly, Going Big

PHILADELPHIA, Aug. 14.—Woodside Park is enjoying one of its best seasons. The annual beauty contest for Queen of Crystal Pool is now on, with contests being held every Tuesday night in various sections of the city. Professional opportunity and comedy auction nights are being held every Saturday night with Jack Steck as emcee. Fireworks are a regular weekly feature every Friday night. New rides and restaurant installed this year report good business. Weather has been good for Crystal Pool and large crowds of swimmers are seen there afternoon and night.

Rejuvenated Chippewa Lake Makes Remarkable Comeback

CHIPPEWA LAKE, O., Aug. 14.—Chippewa Lake Park here has made a remarkable comeback this season, due largely to the untiring efforts of Parker Beach, general manager. The amusement center, threatened a few months ago with annihilation because of financial difficulties and receivership, today ranks as one of the most enterprising of Midwest playspots and its future is assured.

Within a short time Beach will organize an operating company, headed by himself and including many of the original company which so successfully operated the park for more than two decades.

In a bad state of disrepair, Beach and his associates early this spring set about the task of rejuvenation. Midway has been revamped, all rides reconditioned and new concrete walks flank the concessions. Hundreds of dollars have been

Lower Admission Fees in Effect At Main Paris Exposition Park

PARIS, Aug. 9.—New and in all probability definite gate fee went into effect at the principal amusement park, Esplanade des Invalides, of the Paris International Exposition July 30. Holders of tickets to exposition grounds continue to be admitted without additional charge, but visitors to the amusement park only now pay admission fee of three francs on ordinary days and five francs on gala days—Tuesdays and Fridays. These prices are not excessive, and for those looking for a bargain the exposition directors have decided to cut rates in half on Mondays, when admission to the exposition, including amusement parks, has been reduced to three francs. The de luxe amusement park annex along Seine River continues to be treated as a part of the exposition grounds, open to holders of exposition tickets without additional charge.

Record crowds are visiting parks over week-ends, which due to the 40-hour week labor laws now extend from Friday to Tuesday, giving rides and shows three good days per week. Rides report good

Winning Year For Riverside

Indianapolis park has more fun and thrill devices and games than ever before

INDIANAPOLIS, Aug. 14.—Riverside Amusement Park here is enjoying a prosperous season, according to Archie W. Colter, treasurer and general manager. Now in its 34th year of continuous existence, resort this year has the greatest number of fun and thrill devices and games in its history. Two coaster rides, Flash and Thriller, lead in popularity, with the Mill Chutes in next position. Other features are Aerial Swing, Tilt-a-Whirl, Whip, motor boats, Fun Castle, Haunted House, a new scenic water ride, Loop-o-Plane, Ferris Wheel, Merry-Go-Round, miniature railroad, Pretzel, Dodgem, Skee-Ball alleys, rifle range, penny arcade, dance pavilion and skating rink. Last named, said to be one of the largest in the country, is managed by John Darter, veteran superintendent of rides, who has been with Riverside since its inception.

George Golding has the "ex" on eats and drinks, with a large modern tavern and beer garden and 11 stands located throughout resort. Roy Hoffman, another oldtimer, has the Dodgem, Pretzel and Fun Castle, while Cliff Thomas has bingo, milk bottle, flasher and balloon dart games.

Many large picnics have been held at resort this season and every other Sunday an automobile is given away. Betty and Benny, sky dancers, played an eight-day engagement at the park in June and the Morris Troupe was a recent act. (See **WINNING YEAR** on page 43)

Half Shot

ROCKAWAY BEACH, N. Y., Aug. 14.—An inebriate stepped out from a bar here recently when one of the regular weekly fireworks shows was in progress and stared awe-stricken at the gigantic display of pyrotechnics, turning the skies into a mass of colored lightning.

Then he snorted: "That's what this country gets for not preparing for war." Bouncing back into the drinking spot he asked the bartender, "Why does Japan pick on us?"

Edgewater Biz Shows Increase

DETROIT, Aug. 14.—Business at Edgewater Amusement Park here has shown a satisfactory increase over 1935 when the weather has been good, Manager Paul Heinze said this week. In contrast to the extreme hot weather of last season, this year's prolonged heavy rains have hurt business on many days, bringing night take down.

Beginning last week, a double tieup between Edgewater and Eastwood parks with a leading national grocery and baking chain organization went into effect. This is the first time in the history of Detroit parkdom that these spots have played day and date. A series of 200,000 tickets a week are being distributed thru the medium of having one ticket in each loaf of bread sold by the company—a total of 1,200,000 for the six weeks of the event. Day business has been particularly good on the two Mondays during this event, with a large crowd of youngsters in the park, altho evening business has not been helped much. Feature of the tickets was a strip of coupons entitling patrons to any of 11 rides for five cents each.

Series of major picnics of the area have been booked for August, in addition to many smaller events.

Combined picnic of the Wayne County sheriff and treasurer's offices and the Michigan Liquor Control Commission (See **EDGEWATER BIZ** opposite page)

Fireworks Draw Crowds

NEPONSIT, N. Y., Aug. 14.—More than 20,000 persons witnessed the first of a series of fireworks displays at Jacob Rits Park here. Pyrotechnics were sponsored by City Park Department of New York and are slated to become regular Friday night attraction for remainder of summer.

Biz Good at Hyland Gardens

GRAND HAVEN, Mich., Aug. 14.—Despite cool weather over many week-ends, business at Hyland Gardens here has been satisfactory, according to Manager R. Haynes. Among concessioners enjoying good business are Bob and Helen Brown, roller rink operators; Happy Jack McCarren, pop corn and candy apples; Tony Zappone, sketch artist, and Harold Bradley, skee ball. Alan Wanbaugh's Orchestra has been playing nightly in ballroom.

Health Dept. Okehs Washington Pools

WASHINGTON, Aug. 14.—Health authorities here say that the city's five outdoor pools are all within standards of American Public Health Association. Statement was result of bacteria tests of water from Glen Echo pool, Airport pool, East Potomac pool, Chevy Chase pool and the pool at Wardman Park Hotel. All pools use chlorine as basis for filtration apparatus.

ALTHO THE NEWS CONTENT was admittedly correct in a story appearing in the August 7 issue concerning the forthcoming sale of Atlantic City Garden Pier, *The Billboard* wishes to correct a possibly misleading impression caused by the wording of the heading. Garden Pier is being sold at auction August 19 to liquidate the property of the estates of its late owners. It is not being "sold for taxes" as stated in the heading of the original story.

CHIPPEWA LAKE, O.—Ray Ehtet, pop corn and candy concessioner at Chippewa Lake Park here, will have exclusive eat and soft drink privilege at annual Wayne County Fair, Lisbon, O.

GREAT FALLS' GREAT DRAW

Best in Seven Years' History

215,112 admissions recorded—receipts \$14,600 above those of last year

GREAT FALLS, Mont., Aug. 14.—Surmounting the dual handicaps of a drought, which destroyed virtually all crops in the eastern end of the State, and a power shortage which threw more than a thousand smelters out of work a week before its opening, the North Montana State Fair, August 2-7, drew the greatest attendance in its seven-year history and took in more money than in any year since its inception.

In the six days, the fair piled up the record-breaking total of 215,112 admissions, playing in a city which has only 30,000 population, in a county which has only 46,000 population, and in an area which has only 90,000 persons living within a 150-mile radius of the fairgrounds. Population of the State is only 501,000. Last year a total of 207,564 paid admissions were recorded.

Cash receipts of the fair this year were approximately \$14,600 above those of last year, according to an incomplete check-up made Saturday evening when the fair closed.

Awarded Hereford Show

Crowning this year's success, directors of the American Hereford Association, headed by R. J. Kinzer, of Kansas City, (See GREAT FALLS on page 46)

Plans Under Way For Fair at Yakima

OLYMPIA, Wash., Aug. 14.—Altho the 1937 Legislature provided no funds for the Yakima State Fair, plans are under way to obtain a fair for Yakima. Director of Agriculture Walter J. Robinson is investigating possibility of State aid to help a State-wide 4-H Club fair, with winners of the State's numerous county 4-H Club harvest festivals exhibiting their wares.

Under a 1937 law, Robinson can contribute up to \$500 each to the festivals to help pay cash premiums to prize winners. He also can aid the proposed State Fair to that amount, but is negotiating to see if more funds cannot be raised.

Fire Destroys Medford Grand Stand

MEDFORD, Wis., Aug. 14.—Fire August 8 destroyed the grand stand at the Taylor County Fair grounds with a loss estimated at \$2,500. Because of the fire the WLS' artists, scheduled to perform August 8, were obliged to use the Germania Hall instead.

WATCH FOR

Agricultural Fairs as I See Them

By Norman Y. Chambliss

In the

FALL SPECIAL NO. of THE BILLBOARD

Dated August 28

Issued August 24



ART WOODS, recently appointed by J. W. (Patty) Conklin to handle the publicity at Canadian National Exhibition, Toronto, and Western Fair, London. He is The Billboard correspondent for Toronto and Central Ontario and last several years employed by The Evening Telegram, Toronto.

Biggest Opening For Seymour, Wis.

SEYMOUR, Wis., Aug. 14.—The biggest opening in its history with a total attendance of more than 22,000 greeted this year's three-day Seymour Fair, which closed August 8. Grand-stand entertainment included the WLS barn dance program featuring Julu Belle and Skyland Scotty on the opening night, the "March of Mirth" on the second evening and vaudeville acts the closing night.

Sunday's attendance of 9,000 was cut down by a morning rain.

Parnell To Manage Fair at Roxboro

MEBANE, N. C., Aug. 14.—C. S. Parnell, of this city, secretary of the Mebane Six Counties Fair, has accepted the management of the Person County Fair at Roxboro, N. C., this year. In order to accept this fair he gave up the Tazewell and other Virginia fairs because of the distance in order to keep in contact. In addition to conducting the Mebane fair for the last 17 years he also has managed other fairs in this State and Virginia.

The O. C. Buck Expo Shows will play both the Mebane and Roxboro fairs.

Washington To Participate in Frisco, New York Expositions

OLYMPIA, Wash., Aug. 14.—Washington's new State progress commission, created by the 1937 Legislature, is actively preparing for this State's participation in the San Francisco and New York expositions of 1939.

Organized primarily to advertise the State's natural resources and scenery in a million-dollar program, the commission will have charge of the exhibits Washington will make at the two expositions. It also is laying plans for a State-wide semi-centennial celebration in 1939 in honor of Washington's 50th anniversary of Statehood, which falls on Armistice Day, November 11. It is expected, however, the celebration will cover a period of months and be marked with individual fetes in numerous cities of the State. Definite plans on the Statehood celebration and the exhibits at the two expositions have not been announced. Charles Johns, former Seattle newspaper man and Chamber of Commerce official, was selected secretary of the commission. Other members are E. B. McGovern

Records Broken At Fowlerville

Attendance 60,000 for four days — dates were stepped up this year

DETROIT, Aug. 14.—Michigan's 1937 fair season got off to a good start this past week at Fowlerville, where records of 51 years were broken, with an attendance of 60,000 for four days, ending August 7, with the all-time record on Friday when about 24,000 passed the gate, according to Secretary Thomas Woods. This does not take into consideration some additional thousands on Sunday when the Flying X Rodeo put on a special show the day following official fair closing.

Fowlerville for many years has been the last fair in Michigan, coming early in October, and has had bad weather so many consecutive years that the fair board decided to step it up to the first date instead this year. Bad rains on (See RECORDS BROKEN on page 46)

J. A. Darnaby Returns To Chattanooga, Tenn.

CHATTANOOGA, Tenn., Aug. 14.—J. A. Darnaby, secretary-manager of the Chattanooga Tri-State Fair, returned from Chicago this week to complete plans and give publicity to the annual exhibit which will open at Warner Park. The work for the next few weeks, Mr. Darnaby said, will be given mostly to publicizing the Tri-States Fair thruout the rural sections by means of billboards and other means.

A departure from previous Tri-State fairs will be a free grand-stand show, the automobile races excepted, the director announced. There will be free fireworks displays every night.

Rubin & Cherry Shows will again supply the midway entertainment, Mr. Darnaby stated. He was not yet ready to announce the grand-stand show nor had the fireworks contract been let as yet.

Mr. Darnaby was much encouraged over prospects for the exhibit. "The crop situation promises to be extremely profitable for both sellers and buyers. Not since I first came to Chattanooga has so much enthusiasm been manifested by the farmers and agricultural agents in the fair," he stated, "also drawings are being made now for the construction of a new interior for the industrial building, which will have at one end a stage to accommodate orchestras, beauty contestants and other features."

Greatest in 25 Years For Darlington, Wis.

DARLINGTON, Wis., Aug. 14.—Early figures indicate that the three-day Lafayette County Big White Fair, which closed August 1, was the greatest in 25 years. The WLS troupe packed them in each night with hundreds turned away and others gathered on the race track in front of the platform to view the free acts.

Guy Crippen driving Uncle Walt in the third heat of the trot, tied the world's record of 2:06½ with a three-year-old gelding on a one-half-mile track.

Transfer of \$50,000 To Michigan State

LANSING, Mich., Aug. 14.—Transfer of \$50,000 to meet operating expenses of the Michigan State Fair, Detroit, have been approved by the State administrative board. The special grant was made, according to Frank N. Isbey, general manager of the fair, because the State Legislature failed to appropriate money for operating expenses. He said that the Legislature had, however, appropriated \$165,000 for general improvements and miscellaneous, and \$132,000 for building and grounds improvements.

The administrative board has allotted the \$50,000 as a transfer from the buildings and grounds improvement allotment. "It is necessary to provide funds immediately for current operating expenses and those to be incurred for the next several months," Isbey said in his letter to the finance committee of the State administrative board prior to the transfer of the \$50,000.

Beam Cancels Shows; Is in Poor Health

NEW YORK, Aug. 14.—B. Ward Beam, New York fair attraction booker, with offices in the Palace Theater Building until recently, has canceled his shows previously booked into the fairs at Port Royal, Pa.; Pottsville, Pa.; Bloomsburg, Pa., and Brockton, Mass. Beam notified secretaries of the fairs about the middle of July that he would be unable to supply the contracted revues and circus acts, claiming that poor health had forced him into temporary retirement.

Beam, who closed his New York office recently, could not be reached this week for his plans of future activity. The George A. Hamid office of this city has been contracted by the Port Royal and Bloomsburg fairs to fill the vacancies, and Pottsville and Brockton are as yet without attractions.

Harry B. Kelley Resigns From Michigan State

DETROIT, Aug. 14.—Major shift in personnel of the Michigan State Fair was made last week when Harry B. Kelley, a veteran member of the organization, resigned suddenly. He was director of live stock this year, having been director of live stock and exhibits for the last two fairs, and a member of the board or vice-president for the last 10 years.

He is succeeded in his post by E. R. Hanley, of Vassar, Mich., who was his assistant the last two seasons, and who has been with the fair in various capacities for about 10 years.

Kelley will devote the bulk of his attention for the remainder of the season to the Hillsdale, Mich., Fair, of which he is secretary.

New Barnes-Carruthers Show

CHICAGO, Aug. 14.—M. H. Barnes, of the Barnes-Carruthers Fair Booking Association, announces that a new musical show is being put together which will be the biggest production the firm has ever produced. It will be shown at the Minnesota State Fair.

York, Pa., Starts

Advertising Program

YORK, Pa., Aug. 14.—An advertising program involving the posting of 5,000 displays on buildings has been started by the York Interstate Fair. Charley Leventis is supervising the work, which is done within 100-mile radius of York.

The York County Agricultural Society, operator of the fair, hit upon the idea of co-operating with Gov. George H. Earle's traffic safety campaign by placing highway posters reading "Drive Safely to the York Interstate Fair." Extensive newspaper advertising is also being planned. Handling the newspaper accounts is Samuel S. Lewis, president of the fair.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Big Sale for Jubilee Day

General holiday declared by Mayor Burton—special ticket inducements

CLEVELAND, Aug. 14.—Working for what they believe will be the biggest day in the history of the Great Lakes Exposition, directors and officials of the exposition, civic leaders, business firms and public organizations are combining today to pull 100,000 people thru the turnstiles on Jubilee Day.

Reports show that 75,000 tickets have been sold to the present time. They are being taken in blocks by employers and organizations, and being handed out to workers. Many places will close down for the day. A general holiday has been declared by Mayor Harold H. Burton and it is expected that affairs will get under way at 9 o'clock this morning and continue until well thru the night.

Special inducements in the way of tickets are being offered. A main gate admission of 50 cents will also admit to the Horticultural Gardens and Streets of the World, representing 50 cents more. Scrip books are being sold. They contain \$1.50 worth of 5-cent tickets and are being put on sale at 50 cents a throw. Idea is that holder pays full price by tearing off tickets sufficient to make admission but, of course, saves in purchasing the book. These will continue on sale thruout the day.

Mardi Gras Starts Program

Program starts with all-day mardi gras and carnival. Paper hats will be furnished at all gates. Those in costumes will be judged and prizes will be awarded. There will be boxing in four different rings with 200 novices of the city taking part. A bathing beauty contest will be held in Streets of the World at 9 p.m. There will be wheel chair races. Members of the Society of American Magicians will do their stuff in the May Theater on the Playgrounds for three hours during the afternoon. Frank P. Duffield is staging an extra fireworks display for the occasion. Now all that remains is for the skies to be fair and the sun to smile thruout the day.

While plans are being completed to bring the exposition to a whirlwind finish, September 26, Cleveland is busying itself with the question as to what will be done with the grounds when the affair is concluded. General Director Lincoln G. Dickey has announced that the buildings would be razed as fast as concessioners could be removed from the scene. Despite the announcement, city officials called a meeting with the idea of holding a "Little Exposition" next year. This was promptly voted down after some discussion.

Gardens To Be Preserved

However, efforts are being made to retain such portions of the lake front as can be held for municipal purposes. The Horticultural Gardens and the Horticultural Building will be preserved. Much work on the gardens was the result of funds furnished by Uncle Sam as a WPA project. The Sherwin-Williams band shell, known as Radioland, will be left where it is that concerts may be played there during the summer. All pavements and landscaping in this sector will be untouched, making a public park along the lake front extending from the old entrance on the mall to the Ninth street entrance. The Hall of Progress and the Hall of Varied Industries will be held until after the 1939 Poultry Congress.

Great Lakes Expo is under contract to remove all structures from the grounds

Attendances

Previously reported.....	1,771,216
Thursday, August 5.....	20,213
Friday, August 6.....	24,083
Saturday, August 7.....	33,133
Sunday, August 8.....	43,001
Monday, August 9.....	23,722
Tuesday, August 10.....	24,866
Wednesday, August 11.....	23,516
Total for 75 days.....	1,968,850

before April 30, 1938. This means that demolition must be commenced by October 1. The city must make its decision as to what structures it wishes to retain before that time. From all appearances, the program outlined will be followed.

The biggest bank night since the expo began its existence in 1936 culminated on August 6, when \$1,500 was given as the capital prize. Since expo opened, it had been accumulating, starting with \$500 and having \$250 added each night, as no call was made. On drawing night it was announced that names would be called until a respondent appeared. On the 21st name, Henry Gress, 4318 West 61st street, was on hand to cop the purse. Gress is a printer in the employ of *The Cleveland Plain Dealer*. On previous nights, a consolation prize of \$250 was awarded each night. The last winner of this was Mrs. H. J. Whipple, of Springboro, Pa.

Swimming Championship

Following after the Jubilee, figures to take up two days, comes the world's women's professional swimming championship under the supervision of Bernard Macfadden, co-sponsor in the race and donor of \$2,000 prizes. The start will be the breakwater, the finishing point Herman Pirehner's Showboat. Ten boats stationed at intervals along the half-mile course will hold the racing line and pick up exhausted swimmers. The race is under the direction of Ethelda Blebroy, 1920 Olympic Swimming Champion. Florida National Exhibits gives Macfadden a noon luncheon in Recess Club. The publisher is 69 years old this day. Among entries in the race are Martha Norrellus, White Sulphur Springs, W. Va.; Lenore Knight, Homestead, Pa., and Suzanne Robertson, Seabright, N. J. All hold championship records.

Attendances have been steadily increasing and it is hoped that the upbuild will continue thruout the remainder of the expo. A big Sunday attendance boosted week-end figures with Detroit Day bringing hundreds and the World War Vets of Ohio adding to the quota. As early as 10 o'clock, midway, Streets of the World and Horticultural Gardens were crowded. Billy Rose's Aquacade was sold before the matinee, with additional chairs and standing room at a premium. Winterland played to packed houses. No passes are issued to Aquacade or Winterland, and a chair in Billy Rose's Pioneer Palace costs 30 cents unless you open the wallet and let go some change.

Special event of Detroit Day was arrival of S. S. Alabama bearing Helen Wilder, "Miss Detroit," who was welcomed by Mayor Harold H. Burton and given the run of the grounds. The 19-year-old girl was declared winner in the beauty contest held in Detroit last week. The contest was a novelty in that the judges were all women and bathing suits were not required.

Acts for Nebraska State

LINCOLN, Neb., Aug. 14.—Acts set for the Nebraska State Fair by the Barnes-Carruthers office include Florescu, on the high pole; Healy and Mack, tight wire; Petroff's Bears; Three Gyrrals, roller skaters; 12 Liberty horses. Since the rodeo W. E. (Candy) Hammer's show is nightly before the grand stand; the acts will double. Will fill race breaks in the afternoons and at night will be moved to the Coliseum.

Big Features For Mich. State

DETROIT, Aug. 14.—Four major aerial acts were booked this week by Frank N. Isbey, general manager of the Michigan State Fair, thru Barnes-Carruthers Fair Booking Association. These included the Four Lorenzos, the Atenos, Al Powell and Prince Nelson, high-wire act. They will work as free acts, with the slogan, "A thrill every hour on the hour every day." Acts will work an hour apart, doing three a day, giving 12 such hourly attractions. This will be the biggest program of free acts ever staged at the fair.

Coliseum is being revamped for the indoor show and will have a new 48-foot stage, 16 feet deep with a 15-foot band platform arranged back of this. The rearrangement of the Coliseum will give 9,500 seats, with seats in the arena as well in use.

The midway in the northwest corner of the grounds, used last year, will be used again this year. Additional ground is being prepared to make a larger midway layout available.

Isbey stated programs featuring stars of the stage, screen and radio will be presented daily in the Coliseum during the entire 10 days of the fair. An amplification system is being installed.

Present bookings include Wayne King and his orchestra; Edgar Bergen, radio ventriloquist, and his stooge, Charley McCarthy; Ben Bernis, orchestra leader; Ethel Shutta, singer; Rufe Davis, who recently scored a hit in the motion picture, *Mountain Music*; Jack Waldron, emcee at the Hollywood Restaurant; Joan Britton, of the *Broadway Revue*; the White Guards, radio octet; Ames and Arno, comedy team; Vera Fern, young dancer under contract to appear in the musical comedy *Virginia* at the Radio City Center Theater, and a Hollywood dancing chorus.

Bergen and his pal, Charley, will headline the State Fair program on Children's Day and following day.

Kingston Receives \$7,500 Appropriation

KINGSTON, R. I., Aug. 14.—With a State appropriation of \$7,500 to work with this year, management of the Kingston Fair holds optimistic outlook for the event. Track events in addition to harness racing will include midget auto races and dog races. Finals of the State 4-H contests will be staged at the fair and all space in industrial, auto and poultry buildings is reported contracted for.

A. N. Peckham, manager of the fair, and his assistant, George R. Kenson, have sought an improved midway in contracting rides and attractions. Repairs to fair property are now under way.

American Pavilion at Expo

PARIS, Aug. 9.—The pavilion of the United States at the Paris International Exposition was opened to the public last Monday and is attracting good crowds altho several exhibits are not yet in place. Exhibits are varied and interesting.

Willis Booth To Double

SAN FRANCISCO, Aug. 14.—Willis Booth, vice-president of the Guaranty Trust Company of New York, is going to have a rather "tough" job during the next 18 months. Booth is a leader in the New York drive to finance that city's World's Fair in 1939. But he is also a loyal alumnus of the University of Cal-

ifornia and as such he has joined a nation-wide drive by the California Alumni Association to boost California's own World's Fair in 1939.

Answering a letter from Robert Sibley, executive manager of the alumni association, Booth said he would do all in his power to promote the interests of the Golden Gate International Exposition and that he planned to visit it in 1939. He is shortly leaving on a tour of Europe, where he will act as a voluntary ambassador for San Francisco's fair. In the meantime New York's fair's financial drive will have to get along without him.

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OBEY THAT IMPULSE. Communicate with us for the Best in Free Acts, Rides and Circuses.

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WANTS Free Acts, Shows, Concessions, MELVIN, ILL., SEPTEMBER 9-10-11. Book Direct with Fair Officials. Address RALPH M. OTTO, Secretary, Melvin, Ill. Have Miller Rides Booked.

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MEMPHIS, TENNESSEE

SEPTEMBER 13-18

HAVE SPACE IN BUILDINGS FOR A FEW LEGITIMATE CONCESSIONS.

Write FRANK D. FULLER, Secretary.

Pan-American Exposition

Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Expo Passes Million Mark

Carnival Night to be weekly feature — starting of boxing series

DALLAS, Aug. 14.—The exposition entertained its millionth visitor last Friday evening and pressed on to a total gross attendance of 92,203 by Tuesday midnight. Big events for the remainder of the week were the first carnival night Wednesday, and beginning of the three-day series of Pan-American Boxing Championship fights Thursday evening.

Temporarily at least, carnival night is to be a weekly feature on Wednesdays. Promotion Director Frank Watson said. This special event is staged in the form of a street fiesta centered around platforms occupied by bands and entertainment acts brought in between shows at midway spots.

The Pan-American boxing series was given an auspicious start, as nine inter-American amateur championships are to be decided at the nightly fights in the Amphitheater, seating about 6,500 people. Bob Humphrey is director of the fights, in which well-known amateurs from the United States and a number of South American countries are participating.

To Stage Contest

An outstanding special event placed on the calendar for this month is a wet bathing beauty contest to be staged August 28. In that event entrants will be required to parade before the judges after actually swimming in the reflecting basin on the Esplanade of State. The winner will be given a free trip to Hollywood and will be offered screen tests by major studios. Officials of the contest are staging it on the theory that a young woman who is a beauty when she is dripping wet should certainly be a beauty with dry makeup. The special events department is preparing to handle a large crowd for the contest.

Another type of beauty contest drew good attendance Saturday evening when a chiropractic association staged a perfect-back contest in the Gulf radio studios, visible to the audience outside. Clarice Moellenkamp, who has frequently modeled for exposition promotion pictures, was declared winner.

Free Shows

Free shows were staged in the Amphitheater both Friday and Saturday evenings, both performances drawing crowds of about 5,000 people. Phil Harris, the band leader, was master of ceremonies for the Friday show. In the cast were Lanny Ross, who sang one selection; the Four Kraddocks, all from the Pan-American Casino; Joaquin Garay and the Three Theodores from the Road to Rio, Cynthia White from the Showboat, Frank Barden from the Black Forest, and Lee Kelson, of New York, who is here on a vacation. Chick Webb's Orchestra and Ella Fitzgerald, soloist, were principal attractions at the Saturday evening free show.

A delegation of performers flew to Oklahoma City aboard a chartered Braniff Airways plane Tuesday for a special Pan-American Exposition program staged at a luncheon of the Oklahoma City Junior Chamber of Commerce. Ned Blaine, special events director, and Howard Hill, grounds program director, led the party.

Entertainers on the flight were Charlotte Arren and Johnny Broderick, of the team of Arren and Broderick, playing at the Casino; June Brooks and Joaquin Garay, of the Road to Rio; Frank Barden, Lee Kelson, Capt. George Herbert and Elisa Benvides, the fair's official hostess.

Dallas city officials announced they

have drawn up a contract whereby they will agree to pay premiums on insurance for permanent buildings on the grounds plus several maintenance costs and other overhead expenses for a consideration of 4 per cent of the gross gate receipts. It was thought the contract may be signed at an early date.

Greensboro Plant One of Best in N. C.

GREENSBORO, N. C., Aug. 14.—The Greensboro Fair grounds have put on a different appearance. All the buildings have been repainted and observers pass upon it as one of the best looking grounds in North Carolina. Norman Y. Chambliss, manager, said: "We think we have one of the prettiest fairgrounds in the State, and so far as the plant is concerned we would be ready to open the fair tomorrow. Never have we received such fine co-operation on the part of the people as we have this year, not only at Greensboro but as Salisbury, Rocky Mount, Williamston and Clinton, where we are also operating fairs."

The premium lists (5,000 of them) are now being distributed. The list contains 112 pages.

Chambliss stated he had finally concluded to have a 35-cent gate at Greensboro and a 25-cent gate at Salisbury. At other fairs he operates the main-gate admissions will be 40 cents. He said: "They have been telling me a lower gate admission is 'the thing of the day,' so I am going to test it out this year. These fairs of ours are going to be advertised as never before, and frankly I have never seen conditions look better for fairs than this year, and I have been in the game for 15 years."

The Greensboro premium list carries a "Complimentary Edition," which marks the 15th anniversary of Chambliss in fair business and shows the good wishes extended to him by many of his friends throughout the State and elsewhere.

The Chambliss-operated fairs in this State are Salisbury, Johnny J. Jones Exposition on midway; Rocky Mount, West's World's Wonder Shows; Williamston, West on midway; Greensboro, Cettin & Wilson Shows; Clinton, Cettin & Wilson. The respective resident managers are Mrs. G. F. Conrad, Palmer V. Boyd, Harvey Walker, M. S. Younts and P. G. Crumpler, with Chambliss directing the fairs from his Greensboro headquarters.

Chambliss also announced upon his return from Roanoke, where he conferred with the Roanoke fair officials, that he would not be associated with the Roanoke Fair this year except in an advisory capacity, but that he had agreed to direct the Cotton and Peanut Festival at Enfield, N. C., and had named Harvey Walker as resident manager, who will go to Enfield after the Williamston Fair, which he is managing. The festival at Enfield is being sponsored by the Lions' Club.

All grand-stand attractions for the six events will be furnished by George A. Hamid, Inc. Smith's Band has been contracted by Chambliss for Salisbury and Greensboro; Higgins' Band at Rocky Mount; Waggoner's Band at Clinton. Harness horse racing will be staged at Greensboro, Williamston and Clinton, and a rodeo from Hamid's office will substitute for horse racing at Salisbury and Rocky Mount. Lucky Teter and his Hell Drivers will play a return engagement at all fairs except Salisbury. The fireworks for all events will be handled by the Ohio Display Fireworks Company.

Charlotte Planning

CHARLOTTE, N. C., Aug. 14. — The board of directors of the Carolinas Agricultural Fair met here this week to lay plans for the exposition. An attendance for the six days and nights has been predicted at 300,000.

Some of the leading acts are being booked. The Sheesley Shows will be on the midway.



The Cavalier County Fair, N. D., broke all previous records for attendance and gross revenue due largely to the efforts of Dick Forkner, pictured above, serving his first year as secretary. Twenty-eight years of age, the "baby" of the North Dakota association, Forkner has been actively engaged in fair work since he was eight years old. Started as office boy for E. E. Groom, who was secretary until this year, later was assistant concession superintendent and for the last eight years has had charge of the concessions. He reported that the gross of the fair as a whole was up 60 per cent over last year's while the Fairly-Martone Midway showed a 37 1/4 per cent increase.

GREAT FALLS'

(Continued from page 44)

association secretary, met in executive session and unanimously awarded the fair the national Hereford show for 1938, which will bring it here for the fourth successive year. The decision was without precedent in fair annals, in that until it came here for the second successive year in 1936, the national Hereford show had never been held at any fair in the nation for more than one showing.

Keeping up with the pace set by other divisions of the fair, Max Goodman's Wonder Show on the midway enjoyed a week in which the red ink pens were discarded and black ink entries were again made in ledgers of the show, previously hit hard by heavy rains at other points.

Believed to be a unique record in American carnival annals, the Goodman show, born only six months ago, grossed 21 per cent greater on shows and rides during the six days than did the United Shows of America, which played the lot last year. Goodman's concessions, playing against their own record of last year, exceeded it by almost exactly 20 per cent. Appearance of the Goodman Wonder Show was notable in that not one complaint concerning its operation was received either by the fair management or peace officers, in sharp contrast to the experience of many fairs this year.

Fine Array of Talent

Directly responsible for the success scored by the fair this year in the face of adverse conditions was the decision taken by Secretary-Manager Harold F. DeFue early in the season to give the public more for its money than ever before by booking the best line of talent that money could buy.

Acts run each afternoon, straight thru the week, included Dee's animal athletes, Baldrige balloon ascension, Healy and Mack, Taketa Japs, Aerial Bauers, the Falcons, the Danwills, the Gauchos, Smith's diving ponies, the MacDonalds, Capt. Dennis Curtis' Black Horse Troupe and the taximeter mule.

Nearly every act was booked thru Barnes-Carruthers, which also supplied the night show, *Soaring High*, with the exception of five acts booked thru Ernie Young.

Specialties with the show included Michon Brothers, the Seven Danwills, Nouvelle Brothers and Sally, Ray and Geraldine Hudson, the Five Wonder Girls, the Grey Family, the Three MacDonalds; Ross, Pierre and Schuster, and Bobby Jean and Company in the smashing finale. More compliments were received by the fair management on the production than on any staged here previously.

Fred Kressman was in charge for Barnes-Carruthers and served as program director.

Finale of each night show was the firing of Thearle-Duffield fireworks, under personal direction of Art Briese, secretary of the concern, here for the seventh successive year.

Announcer for all thrill events was Jack Story, Montgomery-Ward sports commentator.

Thrill Day Features

Thrill day features which resulted in breaking all one-day attendance records of the fair on its final day, included an auto rollover by Jean DeLuca, and a flaming airplane crash, into trees, by Captain F. F. Frakes.

Another special feature which required hanging out of the SRO sign on the final night was the appearance of Jack Reynolds, world's champion welter-weight wrestler, in defense of his title. This drew from both Canada and from throughout Montana, coming as the finale of Alberta and Montana tournaments to pick a provincial and a State champion who in turn wrestled at the fair for the privilege of a crack at the title held so long by Reynolds.

Weather was chilly the first two days, perfect during the rest of the time.

The \$10,000 in premiums offered in the Hereford department and the \$29,000 in other departments proved a magnet which drew exhibitors from throughout the nation and in many instances necessitated the construction of emergency pens or structures to house the overflow.

More than 400 horses from all parts of the nation were entered for the 44-race program which was a major feature of the program each afternoon. All of the 304 stalls on the grounds were filled, necessitating the hiring of additional stall space in near-by live-stock yards. As high as three dozen horses were entered in some of the claiming races, a factor which led the fair management to run extra races to accommodate horsemen whose mounts would otherwise have been denied participation in the meet. Mutuel play was nearly double that of any previous year.

RECORDS BROKEN

(Continued from page 44)

Friday and Saturday did not seriously hurt attendance, altho the race track was a mud sea and the jockeys appeared in blackface as a result. Comedy acts before the grand stand got additional unexpected effects as they sloughed thru the mud. Purses were reported the largest in fair history for the races. Only bad effect of the early date was on the quality of the exhibits, as it is a bit too early for Michigan farm products to be in good shape.

New track records were set in the races for the mile: 2:8 1/2 replacing 2:10 1/2 in pacing, and 2:9 1/4 replacing 2:11 1/2 in the trotting.

Midway, furnished by Happyland Shows, with additional independent concessions, was three times as big as last year, and did what both fair and carnival management reported record business.

Two Revues

There were two revues, *Rhythm and Moonlight* and *Cavalcade of Stars*, both supplied by Henry H. Lueders, of the United Booking Association. Rhythm Queens, 10-piece all-girl orchestra, with 16 girls of the ballet, and Corinne Castle as special entertainer, remained for both events. Acts on first show included Captain Silver King and company, cat and dog revue; Sowden and Gautschi, dance team; Jack Gregory and company, hoop act, and George Cook and his Funny Ford. Acts on second half were Cook and his Ford, held over by demand; Gene and Jorey Armstrong, acrobats; Musical Johnsons, xylophonists; Rochelle Trio, dance artists, and Gilie and Jimmie, European novelty act. The show did a full-house business on every night except opening, and most matinees, with from 500 to 1,000 besides the 1,800 filling the grand-stand proper. One show on Friday had to be performed in the rain. The orchestra was moved down to work in front of the stage, reversing usual fair style. Fireworks were supplied by Hudson Fireworks Company.

Broadcast of the show and all public-address work was done by Glenn Ruthfuss, of Flint, Mich., who has a route of most of the available fairs in Michigan this season, he reports.

Biz Picks Up At Ft. Worth

Gate attendance also increases — Astor House to become "Forty-Niner"

FORT WORTH, Tex., Aug. 14.—Gate attendance, as well as attendance at all shows, increased considerably during last week of the free Flirting With Death Show at the Fort Worth Frontier Fiesta. On the last night of show, which was also kids' night, the thrill show played to standing room only at both shows. Even Melody Lane, already announced as successor to thrill show as the free attraction, had very good attendance. Other shows did best business in several weeks during the last few days of the thrill show in spite of extremely hot weather.

It is said the eight composers featured in Melody Lane were not enthusiastic over being free attraction, but the increase in attendance that free show has brought to this place should offset their previous feelings toward the free offering.

Show Schedules Altered

Schedules for the other shows were altered slightly when the thrill show closed. Only change made in time of the new free show was in the second of the three nightly shows, when the time for this show was moved from 9 p.m. to 9:30 p.m. to get the first Casa Manana blowoff. Time for first Firefly Garden show was moved to 8:45 p.m. (See BIZ PICKS UP on page 71)

All Space Sold At Can. Natl. Exhn.

TORONTO, Aug. 14.—With opening drawing close, Fred Wilson, publicity head of the Canadian National Exhibition, announced that inquiries have been pouring in from all parts of the United States and Canada, and if this is any indication the big show will chalk up another all-time high for attendance. Every foot of space on the grounds and in the buildings was sold out weeks ago at increased rates for new contracts.

This year's grand-stand pageant will be a timely attunement to the Coronation of King George VI. Magnificent prelude to this ceremony of today will be those of other days when other monarchs ascended the throne amid scenes of splendor. Coronations of the last 100 years—the youthful Victoria in 1837, Edward V and George V—and historic occasions in their several reigns will be portrayed.

By special permission of President Roosevelt, the United States Army Band, numbering 85 musicians, will give concerts twice daily in the band shell.

In an effort to take the amusement area out of the ordinary, advertisements were released in local papers, reading, in part, "Good-By, Midway; Hello, FROLEXLAND, presented by J. W. Conklin." This in accordance with the change in policy as announced by Elwood Hughes, general manager CNE, at the Showmen's League convention last November in Chicago. Heretofore an organized carnival has always played this date, but now under the direction of Conklin, an entirely new array of attractions will be presented.

HIGH AERIAL ACT
At Liberty for
LABOR DAY WEEK
Address
A. E. SELDEN,
Care The Billboard, Cincinnati, O.

RIDES, SHOWS, CONCESSIONS

Wanted for
RICHLAND COUNTY FAIR
Day and Night,
SEPT. 15-17-18,
MANFIELD, O.
\$1000.00 CASH PRIZES GIVEN DURING WEEK.
Will sell exclusive on Novelties, Guess-Weight, Photo Gallery. Write
WALTER W. SHAFER, Secy., Lexington, O.

Grand-Stand Shows Premium Money Sent to Mich. Fairs

AERIAL BARROWS, a four-people flying act, new to Eastern Ohio territory, has been contracted for a free attraction at Jefferson County Fair, Ashtabula, O.

THE ZOBEDIES have been booked at fairs by Williams & Lee, starting at Long Prairie, Minn.

STEINER TRIO opened fair season July 27 at the Griggsville, Ill. Fair, and booked solid until November 13.

KARL L. KING and his band have booked following fairs in Iowa—Manchester, Des Moines, Ft. Dodge and Spencer.

BONNETTE Bros.' Balloon Company opened fair season at Deposit, N. Y., August 5-7, making one ascension each day and presenting sky ride act at night. Big crowds attended. Bonnette Jr. was badly injured while making first sky ride. Brake on his carriage failed to work and he was thrown into the bottom jack while making 60-mile speed. He sustained three broken ribs, which will keep him on the ground for a few weeks. Is now at his home at Melvin Mills, N. H.

AMONG ACTS at Deposit, N. Y. Fair were Frank Stanley's Hippodrome Attractions and Rodeo; the Allens, parachute jumpers; Will Brown, roping, juggling and baton twirling; Polly Jenkins and Plowboys, hillbillies.

Collins Road Manager

DETROIT, AUG. 14.—Charles Collins, former producer of the Hollywood Kid-dies Revue, opened Tuesday as road manager of the series of four major units being produced by Henry H. Lueders, of the United Booking Association, at the Michigan Oil and Gas Exposition, Mount Pleasant. Dates to follow include: Ithaca and Yale, Mich.; Portland, Ind. and Wayne, Mich.

Lueders had five fairs booked this past week, with three each for the next two weeks, and five the following week, and has engaged Collins to assist him in managing the units and shows involved.

No Passes Again To Gates at Sedalia

SEDALIA, Mo., Aug. 14.—As in the two previous years there will be no passes to the outside gates at Missouri State Fair. Everybody pays at the fair, including the governor, the commissioner, the secretary and all employees, concessioners, exhibitors, performers and musicians.

However, actual members of the press, publishers, editors and their immediate families will be given full courtesies in the grand stand and the Coliseum.

Large Crowds at Deshler

DESHLER, Neb., Aug. 14.—Thayer County Fair closed August 8 with largest attendance in years. J. C. Michael's Big City Grand-Stand Circus gave a two-hour performance each evening to capacity business. Free acts and parliamentary races filled afternoon program. W. A. Gibbs Shows were on midway.

Premiums Boosted At Pomona, Calif.

POMONA, Calif., Aug. 14.—Premiums totaling \$150,000, an increase of \$25,000 over the previous year, are being offered in cash and trophy awards at the 16th annual Los Angeles County Fair here. This announcement is made by Secretary-Manager C. B. Afferbaugh in conjunction with the work of mailing 20,000 copies of the premium books to as many prospective exhibitors in practically every State in the union and many foreign countries.

It is estimated that there will be between 30,000 and 35,000 individual entries. In addition to the premium books, thousands of pamphlets dealing with some special phase of the fair are also (See PREMIUMS BOOSTED on page 68)

of the special events committee. Dr. A. H. Bitting, director of the Food, Beverage and Agriculture Building, said the big building now has seven exhibitors signed for space. The building will be 175 feet wide and two city blocks long. At each end will be an auditorium for the use of exhibitors, in which motion pictures will be shown. The Chicago & Northwestern Railway has signed a contract for exhibit space in the Vacationlands Building.

LANSING, Mich., Aug. 14. — Checks totaling \$40,000, the original allotment of State aid for payment of premiums at community fairs, were mailed from the office of the State department of agriculture August 5. This amount will represent \$80,000 in premiums which are paid on a 50-50 matched basis with State and local funds. A total of \$100,000 will be granted by the State before the fair season has been completed this year.

The full amount of scheduled State aid, representing \$100,000, was made possible thru a grant of \$50,000 by the State emergency appropriations commission after the Legislature cut the amount in half.

The largest allotment will be to the Saginaw County Fair. State funds of \$6,500 have been made available. The Ionia Free Fair will draw the second largest allotment, \$4,200 to match an equal contribution by the management to pay premiums for exhibitors.

Other grants include Alpena, \$1,500; Belding Horticultural Society, \$225; Coldwater, for Branch County Fair, \$1,000; Calhoun County Fair at Marshall, \$3,500; Cassopolis, \$500; Grant, \$125; Ingham County Fair at Mason, \$1,000; Jackson County Fair, \$3,000; Fetoskey, \$800; Oceana County Fair at Hart, \$1,000; Berlin Fair at Marne, \$1,693; Washtenaw County Fair at Ann Arbor, \$3,000; Ludington, \$1,500, and Tuscola County Fair at Caro, \$2,000.

Colorful Indian Exhibit For San Francisco Expo

SAN FRANCISCO, Aug. 14. — Determined to present in a vivid, dynamic and authoritative manner the most colorful Indian exhibit ever staged, the 1939 Golden Gate International Exposition this week announced appointment of seven experts on Indian lore and culture as an Indian presentation committee for the World's Fair.

Switzerland and the Frisco Swiss colony will have its day at the fair, according to Stanton Haight, chairman




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NEED'S CONCERT BAND
Weeks of August 30 and September 13 Open.
BOOK THIS ATTRACTION FOR YOUR FAIR.
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Undisputed leader among the world's outdoor booking and producing offices. For THE ACME IN ACTS, the journey begins and ends at THE HOUSE OF HAMID HITS. It is not too late to let us supply your needs for your Fair. Now, as always, pledged to a unique type of product and performance—at a price that challenges comparison.

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THE BOWERY
GREATER TEXAS AND PAN AMERICAN EXPOSITION
DALLAS, TEXAS
1937

TONY PASTOR'S OPERA HOUSE ROY E. FOX Master of Ceremonies Sunny and Hazel Fox McConnel and Moore Bowery Quartette CYNTHIA WHITE Prima Donna CARRIE WEST'S Thundering Herd Laurie Hall Ginger Anderson Fan Dancer Mildred Owens	McConnel and Moore Jugglers Extraordinary Featured Compliments Barney Weinstein 25 Klub Murray Lambert Musical Trio FRONT Jack Arnott Coo Coo Dolan Al K. Hall	SIDE SHOWS DICK STERN Manager The One and Only PARIS PEGGY NIGHT COURT Judge Roy E. Fox SUNNY FOX—Diamond Lil Sam Puckett Walter Snow Hazel Fox Joe Mathews Harry Nash Al Martin Phillis De Rita
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NAT D. RODGERS & E. W. McCONNELL
OWNERS

Carnival Men May Organize

Standardization of larger units and co-operative booking to be discussed at meet

CHICAGO, Aug. 14.—Plans for a combination that would take in some half dozen of the larger carnivals are said to be in the making. While none of the parties concerned will discuss the proposition or give out any information concerning it, it is known that a number of conferences have been held by carnival owners during the last few weeks, and it is probable that there will be a meeting at some central point, probably Chicago, within the next week.

Several reports are current as to the form the combination will assume. One, coming from an apparently reliable source, is that a co-operative organization will be formed, each show retaining its separate identity but all to be more or less standardized as to size and attractions. All bookings, under this plan, would be handled from a central office to eliminate conflict. It is said that shows could be more economically routed under this policy by eliminating expensive long jumps, also that large savings could be effected in other ways which would permit offering a better class of attractions.

Some such arrangement as is contemplated has long been discussed. Several attempts have been made to get together under some sort of co-operative plan, but they have fallen short of consummation. Necessity for action, it is said, is growing greater year by year, and leaders in the industry agree that something must be done to put their shows on a more substantial business basis.

Plenty Features at Carnivals in France

PARIS, Aug. 9.—Big carnival is that at Mulhouse, running three weeks, with 110 attractions including Scenic Railway, Auto Speedway, Auto Scooters, Preston's animal show, Hollywood girl show, freak and illusion shows. Other important street fairs, with midways grouping from 40 to 70 rides and attractions are under way at Colmar, Tourcoing and Montargis. The big tent circus, Cirque Poutrier, is at the fair in Tourcoing.

Eli Bridge Folk "Make" Fish Fry

JACKSONVILLE, Ill., Aug. 14.—For the 16th time Lee A. Sullivan, Ben O. Roodhouse and other officials of the Big Eli Bridge Company plant, with 25 of their picked employees, motored to the 46th annual fish fry at Beardstown, Ill., and were banqueted at the Hotel Park dining room with channel catfish at twilight dinner. They then put in the hours until after midnight enjoying the rides and tent theaters on midway of Miller Bros.' Shows.

Messrs. Sullivan and Roodhouse said: "The first carnival our group took in at the annual fish fry was the old Tom Moss Shows. We have never missed a year since then and we expect to keep it up until the last catfish in the Illinois River gives up the ghost and the fish fry folds for good."

Not "Eggs-actly" Right

RAYMOND, Wash., Aug. 14.—Mrs. W. C. Huggins, wife of the owner of the West Coast Shows, is looking for a real seer, one that is a specialist in ducks, the quack, quack kind. It seems that she had misnamed her pet duck. She called him "Oscar" until one morning her husband came in and said, "We will have duck eggs for breakfast this morning," and laid two eggs on the kitchen table, saying at the same time, "Compliments from 'Oscar!'"



HERE YOU SEE COMMANDER BARNEY STONE, center left, receiving the official charter for Mobile Post No. 810, American Legion, Department of Illinois, from Elmer Taylor, Chicago, assistant adjutant of the Department of Illinois. Mobile Post, comprising legionnaires with the Greater Exposition Shows, is the second traveling post ever to receive a charter. The presentation was made at Gary, Ind. Front row, left to right: James Jorgenson, finance officer; Howard Goodlett, senior vice-commander; Barney Stone, Elmer Taylor and Nell Halstead, adjutant of the first district of Illinois. Back row, left to right: William Boyden, chef de gare, Lake County chapter of 40 and 8; Ray Pyatt, commander of Memorial Post No. 17, Gary; Arthur Canty, Chicago, commander of the first district of Illinois, and Charles H. Titus, vice-commander of Glenn Park (Ind.) Post. Forgetting Indiana's stringent closing law, the ceremony was prolonged to such an extent that the beer and fish fry which was to have followed the charter presentation in a tavern garden near the lot had to be called off.

Elliott's Shows Buy New Ride

AMHERST, N. S., Aug. 14.—Frank Elliott's Shows have been having a good season showing in Nova Scotia, New Brunswick and Prince Edward Island. The management has purchased a new wheel from the Eli Bridge Company for delivery the first of September. It is to be used at several exhibitions that the show has contracted in Nova Scotia and is making plans to purchase a new Ridee-O from the Spillman Engineering Corporation. The show carries its own light plant.

The personnel of the show is Frank J. Elliott, manager; Mrs. Frank J. Elliott,

secretary and treasurer; Bradley Gould, lot foreman and electrician; Clinker Durant, Merry-Go-Round foreman; Eldon Smith, second man, and Aereatha Elliott, ticket seller. Cookhouse, Tom Andrews, Mrs. Tom Andrews and Hookey Purcell. Concession agents, Moss Bowden, Bobbill LeBlanc, Jake Elliott, Judda Gallant, Billy (Bluenose) LeBlanc, Soaky LeBlanc, Fred LeBlanc, Fox Forrest, Harvey Keating and Frenchy Pelleren.

PHILADELPHIA, Aug. 14.—Local block parties and carnivals are in full swing in the city and vicinity now.

Endy Bros.' Shows report excellent business at Lewistown, Pa., fair last week. It was first real break in weather that fair had in several years.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

AIR-RAID-IOGRAM. EXCLUSIVE CARNIVAL NEWS

William Judkins Hewitt, Billboard Publishing Company, Cincinnati, O.

Ballyhoo Bros.' Shows back in U. S. A. Land of buried treasurers left far behind and show receipts also far behind that. Many Mexican fair secretaries and committees looked show over. Although they could not understand carnival English and Agent Trucklow could not understand Mexican Spanish, no interpreters present, the show booked before the border for future dates. Our treasurer will straighten it all out when the payoff comes on their closing nights.

Show arrived back in the States and Gilt, Calif., late Monday night. From all appearances our advance guard resembled the re-enacting of the wild gold rush of '49. Nailed together house cars, men carrying bed rolls, living tops and cooking utensils loaded on Model T's, mattresses and what not cluttered up the grounds long before the train arrived.

General Agent Lem Trucklow, the first in with his trailer, got off the nut early by washing shirts for the "sticks." Small-town boys carried the water for lithograph passes that were taken up on the Geck Show three weeks ago. They

were a little greasy but could still be read.

Big week for shows' medical staff, as many new showmen were brought into the world here. Expectant mothers insisted on show jumping back to the States to squish all future citizenship arguments. The new heirs to some banners, calliopes and light stringers were delighted with our show. No birth control with our company. Ten born in living wagons, 16 in trailers, 8 in living tops and 30 in train. Show shattered all birth-rate records in carnival history. Pete Ballyhoo ordered public weddings stopped.

Office issued orders for the back gate to be sidewalked in immediately after free act is over. This to force the patrons to walk up the midway and give the front end a late play. Big increase in business first night.

Our billing crew now all union. Just signed up with the WPA, Wall Paperers' Association. Special paper was ordered, a one-sheet flat of a big crowd standing in front of the high striker.

Broadcasting this by remote control from girl show laundry department. Must sign off and wash the bosses' car and cook supper for the midgets. Business, big. Weather, ideal. No auspices. Brass plentiful. MAJOR PRIVILEGE.

Storm Almost Wrecks C-W

Damage of many thousands of dollars done when hurricane hits midway

HUNTINGDON, Pa., Aug. 14.—It seems that Old Man Misfortune continues to dog the trail of the Cetlin & Wilson Shows on its present season's tour, exemplified here Thursday when a 15-minute hurricane hit the midway in the early afternoon.

During this tirade by the elements damage of unestimated thousands of dollars to show property was done. The entire midway suffered as the result of the most severe storm this show has ever encountered in its long years of existence.

The sun was shining until suddenly a dark cloud appeared and threw a torrent of rain and wind, the latter of such force that it blew Willis Johnson's Illusion Show completely off the lot. All that was left standing were the front poles as mute sentinels to the destruction that had just been done.

Other damage was the wrecking of the big top of the Streets of Cairo, a portion of the Paradise Night Club Revue and a great number of concessions, side walls, costumes and other properties.

Iszy Cetlin and John W. Wilson, co-owners and managers of the shows, immediately placed orders for new canvas for delivery at Blairsville, Pa., where the shows open Monday for a week's engagement.

Commenting on the situation as the result of this disaster, Manager Wilson said: "Regardless of the unfortunate season that has been beyond our control, I am confident that the fairs we are about to play, using Harrington, Del., as a yardstick, will more than make up for the losses our show has sustained. The show must and will go on."

Page Shows' "Kids" Organize Own Club

BICKNELL, Ind., Aug. 14.—A little Goodfellow Club was organized by the youngsters of the J. J. Page Shows at Princeton, Ind. Their first show was staged in the revue top and was approved by all who witnessed the performance as worthy of a place in regular theaters. In the cast were Aretta Jackson, Dorothy Lee Page, Janice Borrer and Mary Johnson. Each one is really a good singer and dancer. The minstrel band furnished the music and a neat sup was realized. Everyone on the show was present. Mrs. R. E. Savage, secretary of the show, is their coach, adviser and treasurer. It is their intention to give performances every other week for balance of season.

Sloan Buys Thurston Museum; Revamps Show


CHICAGO, Aug. 14.—Lee Sloan, owner and operator of Sloan's Showeteria, who recently purchased Harry Thurston's museum here, reopened the spot Monday as the Nickelodeon. Building has been entirely remodeled and Sloan imported several new acts for features plus two annexes for the new museum. Business started out briskly, Sloan said.

Veteran Strong Man Now Listed as Chorus Man

PHILADELPHIA, Aug. 14.—"Spikie" Howard, veteran strong-man attraction who used to pull packed autos around with his teeth for side show ballyhoo, is directing his talents to another branch of showdom. When *Bunks, Bullets and Babies*, the new Pennsylvania Federal Theater Project's revusical, now in production, makes its premiere "Spikie" will be seen as a member of the male dancing chorus.

SAM SOLOMON writes:

"The Twin BIG ELI'S were top money with us this week."



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CONCESSIONS—SHOWS
Grand Shows for fair dates. Musicians, Performers for Musical, Salary from office. Concessions. Novelties, Palmistry, Ball Games, Bumper, Bowling Alley, Fishpond; others come on. Picture Machine at once. Griddle man wanted. Springfield, Tenn., this week. Fair start next week at Gallatin, Tenn. A show that has real money fairs.
READING UNITED SHOWS.

Midway Confab

By THE MIXER

WILLIAM J. GIROUD—What is doing?
JOHN D. KILONIS—How is everything going on with the New England Shows?
IF YOU enjoy your work you are getting along pretty good.
ARCHIE CLARK—What about Clark's Greater Shows?
MRS. FRANK STEVENS, communicate with Mrs. Charles Hibbert.
C. R. NEWCOMB, press agent Dee Lang Shows, writes straightforward copy as a show letter.
Twinkle, twinkle, you bright little Star, I wonder where the others are.
L. E. (ROBA) COLLINS, press agent Curl Greater Shows, cards best wishes to *The Billboard* from Union City, Ind.
WHEN IT comes to Florida General Agent Robert R. Kline seems to be in demand.
C. W. COMPTON cards from Brazil, Ind. "Been in the hospital for some time but out now. Am an advance agent."
EVER NOTICE how form-conscious some of the present-day dancing girls with carnivals are?
ALL EYES of the outdoor show world will soon be focused on the Canadian



THIS SCENE SHOWS A PORTION OF THE GOODMAN WONDER SHOW, which photo was taken during show's recent engagement at Bismarck, N. D. Note the background showing the Big Eli Wheels towering over the other attractions and in front, Joseph Goodman, son, and Max Goodman, right, who this season is sponsoring his conception of the "Carnival Ideal."

National Exhibition and J. W. (Patty) Conklin's midway attractions at Toronto.
FASHION PLATE SHOWS. Let us have one with clothes presser, barber, bootblack and manicurist and make it imperative that the help patronize them.
WONDER WHAT W. H. (Bill) Rice can be doing in Brockton, Mass. One week he is in Salt Lake City, Utah, and next—where?
PEOPLE LOOK for results in amusement as in everything else. If they are not entertained properly they get sore, naturally.
BECKMANN & GEREY put over the first big mid-season benefit show for the Showmen's League of America at Rockford, Ill. Who is next?
C. F. ZEIGER SHOWS sent in a route card from North Platte, Neb., showing the organization's dates into late September.
WONDER WHAT became of "Old Man of the Mountain" who once had a carnival in peaks and dells of the New England States.
PICK UP your feet and lay down your brains and you just as well be standing still.—Wadley Tif.
DAVID LOGSDON cards from Russell Springs, Ky. "Been with John R. Ward Shows two consecutive seasons. Was

newspaper editors and heads of churches a pass to see!
LUDY KAESER reports from Bicknell Ind., that he is manager of *Hollywood Girl Revue* with J. J. Page Shows and that he has Mildred Romaine, Mrs. Helen Kaeser, Peggy Levi and Virginia Caplinger in the company.

WILL WRIGHT, general manager Golden State Shows and president Pacific Coast Showmen's Association, letters from Placerville, Calif., that the weather has been hot last few weeks and that business is very satisfactory.

SEEMS THAT Charles Clark's 16-piece brass band is the largest in the carnival business this season. Bands are a good thing to have with an organized carnival, as all people of every nationality like music.

CAN YOU imagine a man getting sore because the fact that he wears a big hat is not mentioned continuously in print?—Wadley Tif.

PAUL WADE, agent, what about Clint's Exposition Shows and the statement that Elaine's Exposition Shows had to take care of a number of its ride boys who were stranded in Brownsville, Pa., and went down the river to Stocksdale, Pa., for help?

THE BILLBOARD Fall Special Number will be dated August 28. All copy intended for that issue MUST be in the Cincinnati office Thursday afternoon, August 19, if intended for publication in the Carnival Department. Thank you, NEWS MEN.

JOHN H. HOBDAV, secretary Golden State Shows, letters from Placerville, Calif.: "Thank *The Billboard* for the nice manner in which it has handled our weekly show letters. Mrs. Ethel McDonald handles the paper on the shows and is pleasing one and all."

SPEAKING of colonels, majors and captains in show business: It is a cinch that they were not born colonels, majors and captains and were not christened nor baptized with titles like these. Think it over. In America men are Tom, Dick, Harry or whatever their names are.

A CONCESSIONER SAYS: "Speaking of the 'change,' most of us in the game would welcome it. Meaning to merchandise and the 'change' in money that goes with up and up operations."

MARLYN FRANKLYN letters from High Point, N. C., that she is wondering whatever became of Jimmie Miller that had girl shows with several carnivals in the past, including the one operated by the late E. S. Corey. Success to *The Billboard*, she concludes.

DO NOT blame *The Mixer* if he cannot read your writing. In a majority of the cases if your items are not printed it is because no one in *The Billboard* office can make out what is sent in. Please try to do better. Kindly use typewriter when at all possible.

J. M. CODY cards from Jamestown, N. Y.: "Here because of illness in family. Visited Bantley's All-American Shows. Business seems good. Herman Bantley and General Agent Rosenberger said business was better than last season and the show looks it."

PRESS AGENTS, please do not write your copy with a lead pencil or pen. Tell the boss you need a typewriter. Be press agents like those with the big carnivals. Some of you are disappointing in your copy. Cheer up!

F. J. BLIGH cards from Champaign, Ill.: "Men talked for years without loud-speakers and grossed more money than some gross today. For instance, Gene Milton, Shanty Mahoney, Ed Mahoney, George Hennacssey, Bert Bowers, Tom Scully, Joe Bordeau and Elsie Calvert.

EUGENE C. COOK, secretary of Majestic Exposition Shows, writes from Cookeville, Tenn., that he has been sending writeups and handling *The Billboard* sales on shows since the days of the Jarvis & Seeman Shows, some 22 years ago.

EDITH YOUNGER letters from Ellsworth, Me.: "Have *Beauty on Parade* girl show with A. H. Perham's Pine Tree State Shows. Company composed of Mary Wells, Blanche Blane, Clayton

AIN'T A "GEEK" show a fine attraction to give the mayor, chief of police, high sheriff,

Smith, William Seekivis, Leddy Souci, Sadye Hewitt and Babe Marston."

ASTUTE MENTAL MAMMOTHS: There are many very interesting people in the world but very few that are really important, and what is it that makes some of them think they are?—Soapy Glue.

Tailless Mouse Sings Like A Bird and Ballyhoos Bingo

Doc Waddell, who now terms himself publicity engineer for Morris Miller, is at least original with his stunts. From Beardstown, Ill., he reports that Mary Bowen, bingo operator with the shows, captured a tailless mouse that sings like a bird. He goes further and says that Mary has it in a bird cage as a ballyhoo and that it attracted throngs of people to the bingo game and that the newspapers gave it pictures and described it in detail. This is getting by, but if Doc ever sends in that he has discovered a hippopotamus that plays a piccolo he is going to be out of luck as far as space is concerned.

WILLIAM LOPSTROM cards from Edgerton, O.: "Sixteen days and nights at Muskegon (Mich.) Centennial to practically capacity business. Two baboons added to troupe. Show now has 18 monkeys and 3 baboons. Great season so far, but cream is yet to come."

MERRY-GO-ROUND operators—What is the right price to charge for a ride on a Merry-Go-Round? Surely it is not two rides for 5 cents or a ride on the "Jinny" and three other rides for a dime.

L. C. McHENRY, owner Crescent Amusement Company, letters from Cherryville, N. C.: "Everything going along okeh. Have 4 rides and 15 concessions. L. McAbee, well known as a general agent in the South, has joined in that capacity."

MRS. P. E. LOVE cards from Greenville, Miss.: "Mr. and Mrs. Phillips Love and baby, formerly of West Bros. Amusement Company, and Dare-Devil Jack Love are on the road again, doing good in Mississippi Delta with plaster and yard novelties."

GRAVY TRAIN: Ride boys—better tell the office to hold back a little of your pay each week now until the season closes. Sait away a few bucks each week so you can put on a real front when the band plays "Home, Sweet Home."

HOMER R. SHARER (Roberta-Roberts) cards from McKees Rocks, Pa.: "Have Jackie Bots contracted to appear with Roberta Show, with West's World Wonder Shows. H. A. Todd is handling the front with new loudspeaker set. Business is better than last season."

GENE DEAN has about the finest bingo game in the business. Seats 176 at four alleys of tables. Carries \$10,000 stock of merchandise for the customers

to select from. He is another Art Lewis associate and Art seems to get 'em somehow.—Dick Collins.

IF A SHOW IS GREAT it can always find a good route. There are a large number of carnivals, leaders in the field, and not a single one of them have "Great" in any way connected with their title. These carnivals are "Great" on the lot—not on letterheads or billboards.

IN YEARS to come some of those parasites who are now taking jitneys away from kids are going to regret it. Those that did it before them have most all died without a dime or else they are so crippled in mind and body that they are no use to themselves or anyone else.—Thillie Few Clothes.

BOTTLE FOUND: Charles Lindy Griffin letters from Riviera, Fla.: "Found a bottle that had a note in it which said that it was thrown in the ocean February 12, 1936, at Palm Beach Camp by Mrs. Robert Noell and Jean Dutcher. It was recovered at end of Singer Bridge, Riviera, July 28, 1937."

ONE AND TWO-WORD titles are best for individual carnival shows, it seems. "Mysteria" about titles a magic or illusion show. Remember what succeeds the "Red Dome," "Aimee," "Mamie," "Nomia," "Lunnette," "Bosco," "Tribby" and several other one-name titles were?

ELMER C. VELARE, business manager Royal American Shows, writes that it was a real windstorm at Saskatoon, Sask., and did a lot of damage, but the re-



A HAPPY SHOOTING GALLERY FAMILY: This photo was taken on the midway at the Muskegon (Mich.) Centennial, a recent sponsored event that scored a marked success during its 16-day run. In front of the gallery, left to right, F. J. Koske, Johnny, Benny and Mrs. Koske.

building is going on and everything will be back in shape. It is a safe bet that while getting back in shape that Royal American will make some improvements.

J. A. SCHNECK, general agent Western States Shows, letters from Trinidad, Colo.: "Play Canon City, Colo., in place of Alamosa. Frequently run into repertoire and small carnivals on my trips who are interested in *The Billboard*. Bobbie Hyman sells plenty copies on our shows every week."

SPEAKING ABOUT Colonels, Majors, Captains and other ranks in show business, let's have some Lieutenants, Corporals and Privates in the game. The President of the United States is its highest ranking officer, but no one has ever heard of any of them signing themselves as colonels, majors or captains. Now have you?

A PROMINENT general agent writes to ask where John Alexander Pollitt is and concludes by saying that he sees him about every 15 years. Now see: He has seen John Alexander only three times in his life, for surely he is not over three times 15. Wonder where John A. is today.

J. W. (GOOGS) NORMAN cards from Portland, S. D.: "Joined Doc Capell with Henry's Attractions. Have three concessions and am quite satisfied. Making two to four spots a week almost like a circus. We have no time for jab-jab at the cookhouse as everybody is kept busy. Crops out here are fine."



DAVID CHRIST, owner Christ United Shows, was born in Wuerttemberg, Germany, in 1866. He has been in the outdoor amusement business for 37 years and made a marked success as a riding device operator prior to becoming a carnival owner. In the management of the show he is ably assisted by his son Fred, who also achieved results as a ride man.

MR. AND MRS. JACK JORDAN (medicine showfolk) card from Richmond, Va.: "Driving down Highway No. 1, 70 miles from Washington, D. C., we stopped at the Red Robin Tourist Camp. It is operated by Thomas Burns, formerly with W. H. Smith's side show. In front is a big sign "Troupers Welcome."

A BEAUTIFUL SIGHT: Attendants of Diggers lifting up little children high enough so they can drop their last nickel into the slot. **MEN SHOULD BE MEN** and play for adults only. If they were men they would do that and leave the poor little kids alone. You ask why your diggers cannot work. Playing for kids is one reason. Moral: You never saw a "yellow" horse win a race.

IRA J. WATKINS, former motordrome operator and rider and for past many years had animal acts with circuses, has returned to the carnival fold. He passed thru Cincinnati recently en route to Huntingburg, Ind., to present his attractions as his start of the carnival season.

FAY RIDENOUR, press agent West Coast Shows, letters from Raymond, Wash.: "Been busy around the show painting and fixing up. Business has been very good for the past several weeks. My typewriter has been very badly educated. It refuses to spell correctly and when it comes to a hard word it jumps over it."

MANAGERS and press agents: Look out for those phony guys with phony press cards who go mooching on show lots with alibis of being newsmen out of work. They generally claim to be ill and will start to tell you what newspapers they worked 20 and 25 years ago. Naturally you will feel sorry for them, but it is not well to encourage such bums.

GOOZY GOOZY, the celebrated muffinstat, has joined the Great Stratosphere Shows. A muffinstat is a man who thinks the world owes him a living, but he is not at all willing to help the Dear Old World give it to him. Stratosphere Shows are the kind that "go-up" without notice, and to my way of thinking Goozy Goozy has made the proper connection.—Soapy Glue.

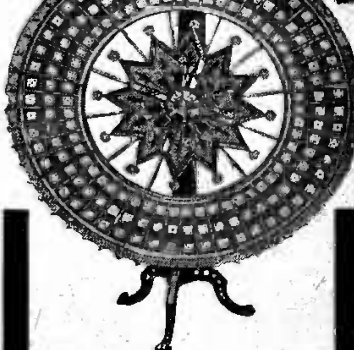
JUDGE JOHN E. CHAMBERS, president Yell County Free Fair, Danville, Ark., letters: "Contracted West Bros. Amusement Company. This is second year that we will have this carnival and it was the good showing made last year that prompted us to accept it again



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OCTOPUS
"World's Newest Ride Sensation."

Erected in 1 Hr., 29 Min. by Dyer's Shows, Long Ill. "New 'OCTOPUS' Ride arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman Ellsworth McAttee and his crew started unloading, the ride was in operation."

SALEM, OREGON
ABNER K. KLINE, Factory Representative.



MRS. G. E. (PEARL) BARFIELD, wife of the well-known owner and manager of Barfield's Cosmopolitan Shows. Photo taken recently in New Orleans, where she is now resting up on doctor's orders as the result of an auto accident during the show's engagement at Paintsville, Ky. Fourth of July week. Injuries to her husband and secretary were slight but she had to remain in the hospital at Hazard, Ky., for some weeks.

for our fair. Good wishes for the continued popularity of *The Billboard*."

JOHN NELSON, writer and arranger of descriptive advertising, says on a circular: "Unless clients have something of unusual merit and are willing for me to thoroughly investigate as to the absolute accuracy of every statement made I do not accept employment, as while salient facts are emphasized nothing is ever exaggerated."

EDITOR A. C. HARTMANN and Associate Editors Claude R. Ellis and Bill Sachs of *The Billboard* went to the Great Lakes Exposition, Cleveland, and came back to Cincinnati with high praise for Billy Rose's *Aquacade* spectacle. Now when they speak of a show as it, it must be it. Watch out for Billy Rose if he should invade the grand-stand show field.

TO THAT FELLOW who wants a list of the important people in outdoor show business: We can give you one of a lot of people who think they are that. Will say, however, that there are plenty of very important people in outdoor show business but they never try to impress others that they are. The pretenders to importance are in the majority, we are sorry to report.

JOSEPH J. FREDERICK letters from Detroit: "Played Ashley Junior Fair with my Pennsylvania Arcade and *Crime of a Century* show. Had trouble with the transformer first night and no lights. Rained Thursday, kiddies' day, and rained out Saturday night. Did some business. Have other fairs in Ohio, Michigan and Indiana. Jumped 250 miles to make Ashley and opened Monday night."

"King of Swingers" Takes a Swing at "Red Onion," "Wadley Tif," "Soapy Glue" and?

JACK CARROLL, who calls himself the "King of Swingers," postal cards from Waverly, Ill.: "Will be glad to send *Red Onion*, *Wadley Tif* and *Soapy Glue* a pitchfork apiece and a bus ticket home. They ought to go big at any hayshakers' reunion. Send Al Martin along as emcee. The hand that is feeding you is getting sick of their blackface type."

"P. S.—Print it if you are not a 'Forty-Miller.'"

Dear "King": Your main objective is doubtless to get your name in along with those you mention in your communication as printed above. If so, it is the pleasure of the writer to do so, and to honor one with such high ambitions as to become at last, as you say, "King of Swingers." Hope your "sticks" are doing well by you and that you will always remain in good health as to physical being and bank roll. Say, "King," don't let those blackface types annoy you, for truly your objection to them does not annoy yours truly.—Red Onion.

MICHAEL ROMAN, of Paterson, N. J., letters from Akron, O.: "Accompanied by Mrs. Roman, spent several days visiting Mr. and Mrs. Al Wagner at their park, Russells Point, O. On leaving there stopped at Akron to visit friends, Mr. and Mrs. Julius Razza, ex-showman who is now engaged in real estate in that city. Roman and Wagner contemplate taking out a 10-truck motorized carnival in 1938."

CONCESSIONS WANTED

For - SANDUSKY - Mich. 4 H-CLUB FAIR

AUGUST 28 AND 27
Deckerville, Mich., - Future Farmers Fair
SEPTEMBER 8-9-10-11.
Address JACK CHAMPION, Carsenville, Mich.
August 16 to 20, then Sandusky, Mich.

**WANTED WANTED
JOHNNIE J. BEJANO**

Can use Mind Reading Act, Freaks, Pit and Platform Attractions. Write or wire
JOHNNIE J. BEJANO
Fairly-Martone Shows,
Winona, Minn., week August 16; Albert Lea, Minn., August 23-26; Plainview, Minn., August 27-29.

BILL NELSON cards A. C. Hartmann from Lubbock, Tex.: "Billy Gear, general agent Silver State Shows, is making his headquarters here for bookings in this section. He contracted Tucumcari, N. M., and Littlefield, Tex. fairs. Shows bought Octopus ride from Abner K. Kline, and Paul Towe and Billy Gear went to Salem, Ore., to close the deal. Gear made a 1,600-mile jump from Hamilton, Mont., to Tucumcari, N. M."

JIGGIE PRETTIES: Gambling at the fair. Gambling at the carnival. Gambling at the race tracks. Gambling at the dog tracks. Gambling in the homes. Gambling in the clubs. Gambling on the steamships. Gambling on the trains. Gambling on the Stock Exchanges, Boards of Trade and Wheat Pits. Life is a gamble. SO WHY PICK ON THE C-A-R-N-I-V-A-L-S? Why pick on the carnivals exclusively?

DICK COLLINS, press agent Art Lewis Shows, letters from Montreal: "Picture of Lewis was published in *L'illustration*, the only French morning paper in Montreal, or, as for that matter, in Province of Quebec. It goes all over as this province is 80 per cent French. Am kind of proud of it as no showman has ever had his personal picture in this sheet and Art was first to crash it. He is in good company, Mrs. Eleanor Roosevelt above and Stanley Baldwin to right. Not bad press agency, is it?"

WHY CHANGE YOUR CARNIVAL TITLE? Why not try to build up titles like Royal American, Johnny J. Jones,

Jake himself, and later at entrance to midway Mr. and Mrs. Rubin Gruberg came to the car and smiled welcome to the Sedimays and they chatted. The Onion stopped over and had an afternoon on the lot. Had chicken and noodles, but Mrs. Gruberg would not let Rubin eat his noodles.

THE FERRIS WHEEL was invented by G. W. C. Fark and first used at the World's Fair of 1893 in Chicago.—News Item. This prompted J. C. Conderman to build the Conderman Wheel, which was small but portable. Then W. E. Sullivan brought out the Big Ell Wheel of much heavier construction, also portable. Look how many people he has made wealthy by his persistency and that of his followers. How many he or they built is not known. Vince Brook built nine Brook Wheels. A monument should be erected in Jacksonville, Ill., in honor of all the wheel men mentioned above.—Red Onion.

ARCHIE HILLER, showman in general, of Kalamazoo, Mich., stepped on the Goodman Wonder Show in the Celery City as ticker seller in front of one of the shows. He also proved himself some capable talker. Three weeks later he went into the office wagon to officiate as treasurer. He took to the job like a duck to water. Genial fellow who never frowns, he has made a host of friends with the show. Mrs. William Schwartz, a veteran in the carnival field as a ride manager, thought 15 years ago she would quit the business. But the spirit of showdom was merely latent in her system. She had a second attack of show-



SMILES INCIDENT TO A SUCCESSFUL EVENT: Here are the three men credited with being responsible for the midway at the Mifflin County Fair, Lewistown, Pa., August 2 to 7, which on Tuesday, Children's Day, recorded the largest gross business in the history of this event with an attendance of 35,000. Left, Ralph Endy; right, Dave Endy, co-owners of Endy Bros.' Shows, and center, Carl E. Friesse, superintendent of concessions for the fair, who operated a Nickel Day for every child who attended on this memorable record-breaking occasion. Photo by Keppler, Lewistown, taken in front of the show's office wagon.

Beckmann & Gerety, Rubin & Cherry, World of Mirth, Dodson's, Sheesley, Hennies Bros. and others and like Fairly-Martone, Goodman, Hyde and others are now doing? Give your carnival a title and stick to it and build it up. Make it stand for something. Royal Palm has had its title ever since it was organized many years ago. What are some of your carnival managers always running away from?

H. (DOC) ALLEN, general agent Broadway Shows of America, letters from Hendersonville, N. C.: "Booked Kings Mountain, N. C. Understand from city fathers that this will be the first organized carnival to be allowed in this town in 10 years. Of course ride operators have shown it from time to time. Also booked Lincolnton and Zebulon, N. C. First in Lincolnton since 1930, when Bruce Shows played it. Checked this with Charles Randell, who was with the late Jim Bruce for seven years as electrician. He is now in charge of the water works there. Regards to *The Billboard*."

FOR THE RECORD: Following the visit to the Royal American Shows at Peoria, Ill., Mr. and Mrs. Carl J. Sedimayr called at the carnival editor's hotel and picked him up and journeyed to East Moline, Ill., to the Rubin & Cherry Exposition lot. On arrival the party was greeted by Mrs. Jake Brizendine (Elsie Calvert),

it's when she came on the Goodman lot at Detroit. Answer—she is still with the show in the concessions department. Coming to the Midland Empire Fair with the Goodman was like a visit home for Don and Mrs. Carlos. Don put on a merchants' show here years ago and met nearly everyone in town. No wonder his dog and monkey circus scored heavily in Billings. At times Don talked with a host of friends from the platform in front of his show, using the loud-speaker as a means of communication. All with the show who become "towners" the week the show is in town spent a busy Sunday evening looking for rooms when the train arrived. Up to date no records of any nomad sleeping suspended on the hall rack.—BEVERLY WHITE.

IRVING UDOWITZ letters A. C. Hartmann from Schenectady, N. Y.: "Mrs. Dolly Udowitz, for past 23 years in show business as Madam Ada, was taken ill and rushed to her Brooklyn home and is now in Hospital Israel Zion, 10th avenue and 50th street. Am giving her all the aid needed, as are our good show-folk. Have had my own shows and have also been with late Johnny Wallace, Bobby Gloth and Irving J. Polack. Past three seasons with Miller Bros. and E. C. Corey shows. Now with Max Gruberg and have eight new concessions. Hope my friends will drop a line to my wife and cheer her up. Glad to say my life is good."

Bull's-Eyes of Marksmen

Vernon Moore, with plenty of real flash, showing pride in his new bowling alley. Ben Holliday putting up Twin Ell Wheels with short help. Mrs. Mayzell Hurd recovering from fright after being locked in and riding trailer for several miles out of Camden, N. J. Mrs. Carrie Rattery, smiling hostess at "Lil' n' Abner's" Clubrooms. Mrs. Frank Brask telling truth about Deacon Collins' birthdays. Mack Glynn being greeted by Burlington friends. Pete Richards all smiles because his beautiful quilt wheel is attracting more than usual attention. Fred (Tex) Leatherman and his Ridee-O crew showing others how it should be done. "Ginger" Rogers and her what's-it-cat. Frank Lafferty visiting show and taking in sights. Joe Marks still gloom's personification. Dick Harrison explaining to natives how Madam Wright sees and tells all. Jimmy Rattery busiest man on lot. Jack Melton real impresario at side show. Al Paulert pleasing customers with pretty girls and plenty of pep. Evelyn (Reading) Anderson keeping Harlem Dandys in the van with Baby Lee back on the job. Janice Luken making change at Mrs. Pete Richards penny game. "Sister" Mabel Odom's shouting hallelulah with the natives at Frank Harrison's baseball game. Pretty Jan Martin has a new dress. So has Rose (Mrs. Tex) Leatherman and Mrs. F. C. Carver. Jimmy Zabreskie playing nurse to Sambo. Ebert Skunda, sailor suit and all, changed jobs again. Joseph Quinn still not being overheard at Jack Chisholm's fishpond. Herman Tribune chasing his very last mouse after his new assistant let it get away with a nice play going. Samuel DeMarco back at his old job of waiter. John Cochran framing his own concession after helping Harry Biggs for several weeks. James Francis Murphy, one time Reiss Shows member, with Jack Schaffer's unit. Joseph O'Hara and his trick mustache on Wall of Death ticket box. Percy Johnson hunting change for his front gate cashiers. Sambo seeking Social Security card so he can be somebody. Janice Luken smarting from bite of love bug. Rose (Mrs. Tex) Leatherman looking that way in new costume. Sore backs from Atlantic City sunburn. Mack Glynn mixing orange and pineapple blend. John Gerney and P. M. Henderson, of ride department, hunting meal tickets. Joe Payne studying plans to lure carnivals into his Steve Brodie's Grill. Pete, the scale man, explaining that his name is spelled Madia. Walter Marks, new scenic artist, completed pretty front for San Quentin. Deacon Collins all so-so because he beat Marx Brothers to the catch line: "Time Marks On." He used it April 12 in Richmond, Va., and now Marx Brothers announce a new picture by that title. CARLETON COLLINS, Marks Shows.

Seeks Information About Reported Death of Son

E. C. Cavert, 2141 Acklen avenue, Nashville, Tenn., is anxious to locate Tom Iles, Mrs. Tom Iles and Robert Coleman in an effort to get information in regard to Cavert's son Grady, who, the father said Coleman informed him some years ago, met death in Baltimore, Md., early in 1923 after joining the navy. Grady, the father was further informed, disappeared in a fight, either at the dock or on board ship, but that efforts to find his body thru dragging proved futile. He said he is unable to collect a bonus unless the Iles or Coleman can furnish verification of his son's death; also that he is 72 years old and in need of the money. Grady Cavert and Coleman, he said he believes, worked for Iles on concessions with Polack's carnival in 1922.

MUSICIANS WANTED AT ONCE

MEEKER'S BAND, MODERNISTO SHOWS. John Phoenixville, Pa., this week. Salary \$17.50. Pay twice a week. Money sure, long season. Wire FRANK MEEKER, Washington, Ga.

Wanted

COOK AND WAITERS AT ONCE. H. BARKOOT—World's Exposition Shows, Watertown, N. Y.

15 Years Ago

(From The Billboard Dated August 19, 1922)

After spending four weeks in Louisville during which the railroads refused to handle the organization due to a strike, J. F. Murphy Shows moved over the Pennsylvania to North Madison, Ind. . . . Despite adverse weather, Nat Reiss Shows were playing to swell business in the city limits of Urbana, Ill., under K. of P. auspices. It was the first time the privilege of playing inside the city limits had been granted in two years. . . . Curly Moore, concessioner with the World at Home Shows, was instantly killed August 8, when he was run over by a street railway car near the show lot, Pittsburgh. . . . While not the largest organization to visit Canton, O., West's Shows, new to that territory, were playing a week's engagement at the Stark County Fair grounds to good business. Harry D. Groves, official announcer in 1921 at the Waco (Tex.) Cotton Palace and the Houston Fair and Exposition, visited the Chicago offices of *The Billboard* and reported that he was working on several fair dates. . . . Village Council of Chisholm, Minn., had just reversed itself in regard to barring carnivals and gave permission to shows to exhibit there under Legion and baseball league auspices. . . . Although one night of the week was lost due to rain, the Brundage Shows' engagement at La Salle, Ill., proved the biggest week for the shows of any engagement played in three years. . . . T. A. Wolfe's Superior Shows were faring well at Hammond, Ind., after bad weather marred their Lansing, Mich., engagement.

A downpour of rain on the last day spoiled an otherwise good week's engagement for Gold Medal Shows at Macon, Mo. . . . DeKreko Bros. Shows pulled into Belleville, Ill., after a successful week at the Hamilton County Fair, McLeansboro, Ill. . . . Dayton, O., proved a winner for the Rubin and Cherry Shows. . . . "Everybody eating regularly" was the cheery bit of advice from J. Steinberg and J. Zotter, who were touring Mexico with a Ferris Wheel and Ocean Wave on the Empresa Diversiones Populares. . . . Henry Oldham, well-known Ferris Wheel owner and operator with the Mimic World Shows, was in Enid (Okla.) Spring Sanitarium recovering from a threatened attack of pneumonia contracted at Morrison, Okla.

C. M. Casey was handling special events for the John T. Wortham Shows. . . . Ted Bennett's "devil's punch bowl" was reported to be getting big money at fairs in Southwestern Missouri. . . . R. W. Hinman, who was filling a harbor job in New York, infoed that he would be off the road until things brightened up. . . . H. B. Reeves, after leaving the Burns Greater Shows and Veal Bros. Shows, launched his own attraction, Moonlight Maids, for a play of independent dates.

GREAT LAKES

(Continued from page 49)

Meck, "Queen of the Great Lakes," who works in Aquacade show, lost \$5 in water when boat in which she makes entrance went tipsy and flopped purse overboard. . . . Despite illness, Bill Hayes maintains a department for pooches. Women park their dogs with him and assistants give them air. . . . Herb Tannebaum, publicity director of Radioland, pulled a fast one when he took Johnny, Call Boy of Philip Morris fame, led him to local offices and paged editors.

One of best things about Tony Sarg's Marionettes is introductory speech which Director David Pritchard offers each performance. . . . Pioneer Palace went on air last night over WHK with Tom Patricola, Lulu Bates and even Six Rosebuds, whose hoofing was reproduced over mike, while Freddie Carlone's Band played and announcer Carl Marks did his stuff.

Ralph B. Humphrey, director of radio activities, has arranged fine attractions Jubilee Day. . . . Radioland has Gene and Glenn, one of most popular radio teams ever produced in Cleveland; Nyra Nash, Manhattan song stylist, and Nelson's Boxing Cats.

"La Rambla" Midway Dallas Exposition

DALLAS, Aug. 14.—En route from Los Angeles to Cleveland and New York, Dick Clark stopped Tuesday between planes and visited friends. Mrs. C. A. Wortham, of San Antonio, is visiting Mr. and Mrs. J. Ed Brown. Sid Wolfe opened his new girl show, *Bagdad*, in spot formerly occupied by T. A. Wolfe's *Walls of Damascus*. Harry Ford has visited midway frequently. Booby Obadall arrived from Cheyenne, Wyo., for a visit. Walter Herzog, of *Road to Rio*, returned after spending several weeks in Houston. Gertrude Magee, member of Chester Hale ballet at Casino, was slightly injured in an auto accident. Her mother, Mrs. P. E. Magee, and her grandmother, Mrs. G. P. Hall, both of New York, were also injured, but not seriously.

St. Louis

ST. LOUIS, Aug. 14.—L. Clifton Kelley, general agent of the State Fair Shows, is in the city on business for the show. L. S. (Larry) Rohter, general agent of Bloom's Gold Medal Shows, was among other *The Billboard* office visitors Friday when en route from Burlington, Ia., where the show is this week, to points south. Frank Winchell, for many years press agent with some of the larger carnivals, was among other visitors on Thursday when he was in city visiting his relatives. Winchell is present publicity director of the Collier Florida Coast Hotels and makes his headquarters at Tampa. M. C. Hutton, general manager, and M. E. (Buddy) Willis, general representative of the Marine Hippodrome, passed thru St. Louis on Tuesday, en route to Cincinnati on a business mission. James C. Simpson, general agent of the Johnny J. Jones Exposition, stopped over for several hours on Wednesday when he was here on some railroad business for the show. Marvin (Moon) Laird, until recently with the Al G. Hodge Shows, spent two days in St. Louis this week preparatory to going to the Illinois State Fair in Springfield, where he will operate several concessions. Several members of the Beckmann & Gerey Shows journeyed to this city this week after the show pulled into Springfield, Ill., preparatory to playing the Illinois State Fair starting today. Those who stopped in *The Billboard* office were Sam Gordon and Doc (Jack) Murphy.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif. LOS ANGELES, Aug. 14.—Thirty-one attended the meeting Monday night. Dr. Ralph E. Smith, first vice-president, presided, and Ross E. Davis, treasurer, dropped in to renew acquaintances. Frank J. Downie, pinch hitting, read the minutes of preceding meeting and handled the other duties that usually go to the secretary.

The way the attendance has held up at meetings is rather unusual, as most everyone is out gathering the coconuts. However, Monday night is best night in week for the carnivals that are close by. Tuesday being the day that all gets under way on many carnival midways.

Communications: Dick Wayne Barlow, note, news clipping and picture to verify the fact that his roller-skate venture is clicking. J. O. Crouch, from La Fayette, Ind., asking as to requirements for membership in PCSA. George Pennywit, from Blackpool, Eng., asking information as to conditions on West Coast and of his plan to come over to try it out on this side. Joe Glacey, from the Cleveland exposition, not much about the business that is or is not being done. Reports a vast variety of weather. E. E. Hubman, Fort Worth, Tex., asked for some needed information. Harry Hancock telling of his experience of past few years and of being able to still go strong in the outdoor amusement field. Ross Ogilvie sent his weekly autolog, hanging up a record for mileage traveled. Alfredo Codona family expressing gratitude for flowers and the turnout

United Charity Fund Celebration

Charleroi, Pa., Week August 23—First Show This Summer. Bedford County Fair, Bedford, Pa., Week August 30

Want large well-framed Cookhouse for this show. Want eight-car Whip and well-framed Pony Ride. Slover, please answer. Want Line and Specialty Girls and Modernistic Oriental Dancer for most beautiful girl show in America. Salary tops and paid by the office of this show. Send photos, which will be returned. Want Foreman for new Ride-o. Will buy Fun House for cash. All legitimate Game Concessions open.

HAVE SPACE FOR SALE AT EBENSBURG, READING AND TRENTON FAIRS.

All address, this week, Blairsville, Pa.
CETLIN & WILSON SHOWS, Inc.

HELLER'S ACME SHOWS

Want Concessions of all kinds, Shows, Dancing Girls, Athletic People, Side Show Acts, Talkers, good Ride Help. Out all winter. Hanover, Pa., this week; Red Lion, Pa., Fair, week 23-28; Flemington, N. J., Fair, week of August 30 to September 6, including Labor Day; Bridgeton, N. J.; then South Amherst, Bedford, Va.; Littleton, N. C.; Elberton, Ga. Harry Ramish, please write. Fair Secretaries, we have Five Major Rides, Seven Shows, Free Acts and Big Midway. Write or come on. Look our show over. All address as per route.
HARRY HELLER, Gen. Mgr.

ART LEWIS SHOWS, INC.

FOR NO. 2 UNIT

Legitimate Concessions of all kinds, Ball Game exclusive for five weeks. Shows that do not conflict. Can place Merry-Go-Round for next five weeks. Also any other Rides that do not conflict. Ride Help wanted. Everybody wire or write AL ROGERS, Superintendent, Mechanicville, New York, until August 21, Care Art Lewis' Shows, No. 2 Unit. Experienced Carnival Electrician.

WANTED—F & M SHOWS—WANTED

FOR THE FOLLOWING FAIRS AND OLD HOME WEEKS:
Laurelton, Pa., West End Fair, September 9-11; McConnellsburg, Pa., Fair, September 14-17; then Old Home Week, Lewisburg, Pa.; Green Castle Fall Festival to follow. Then into Virginia, playing Chesterfield C. H. White Fair, October 7-9; Colored Fair to follow. Other Virginia dates pending. Concessions all open—Ball Games, Novelties, Eats and Drinks, Photos, Bingo, Wapels that will grind, Long Range Gallery. These spots will have limited amount of Concessions, so join now. Will book Shows with own outfits, reasonable percentage. This Show will be out until December 1. Fair Secretaries in Virginia get in touch with us. Write or wire F. L. FAUST, Catawissa, Pa., this week.

KAUS UNITED SHOWS—2

WANT FOR MARLINTON, W. VA., FAIR, AUG. 23-25, AND BALANCE OF SEASON OF FAIRS: Novelties, Arcade, Lead Gallery and legitimate Concessions. No exclusive except Bingo. Eat and Drink Stands write. Pony Ride, U-Drive-It Cars, Ride-o, Octopus and Caterpillar. Shows with or without own outfits. Fun House, Working World, Monkey Circus, Drome, Fat Show, or any worthwhile Attraction. We can use a few more. Talker for Sex Show. Jerry Thorne wants for Side Show Accordion Player, Scottish Bagpiper, Flageolet Player, Sword Swallower and one more good Bally Attraction. Above dates followed by Rocky Mount, Va., Fairs and ten more. Address all communications to W. C. KAUS, General Manager, Davis, W. Va.

OPENED AFTER MANY YEARS—CHATTANOOGA, TENN., SEPT. 6-11

V. F. W. LABOR DAY CELEBRATION

Location Rossville Boulevard. Nothing Too Big.—WANT.—Nothing Too Big. SHOWS—RIDES—CONCESSIONS. Have Booked 6—Big Free Acts—8. Write—Wire—Phone—Deposit for Reservations. J. WALKER, Walden Hotel. HAVE 10 GEORGIA FAIRS AND CELEBRATIONS TO FOLLOW.

LAST SUFFOLK CO. DAY & FAIR

LONG ISLAND, RIVERHEAD, New York, Aug. 24, 25, 26, 27, 28, Incl. WANTED—Concessions of all kinds. Grab and Juice, Ten-in-One Show with or without Top. Good proposition for Restaurant in building. Rides that don't conflict. Can also use Girl Show and other small Shows suitable for Midway.
PRUDENT'S AMUSEMENT SHOWS, 124 Cedar Avenue, PATCHOGUE, L. I.

WANTED SCENERY & HORSE PAINTER

Year round job, good pay. Address BOX 081, care The Billboard, Cincinnati, Ohio. Charity Banquet and Ball, writes of the tentative plans he and President Wright are working out. Pat Armstrong came in for first time in several weeks. He is much improved (See PACIFIC COAST on page 61)

of PCSA showfolk at funeral and burial of Alfredo. For the first time in quite a long while there was but one new member accepted. However, there is a list of considerable size awaiting action on applications and seven from distant States and one from Saigon, Indo-China. Will Wright writes of the response to the Cemetery Fund drive, saying it is certainly a mark of real showmanship that almost without exception those to whom books were sent have taken entire book or large portion of them. Harry Taylor, chairman of the annual

Snippy and Mary Kolb, Irene and Mickey Goldberg, Louise and Whitey Meeks, Lil and Grabo Henderson, Larry and Murrel Woods, Larry Woods Jr., Bob and Vie Mays, Kitty Kelley, A. R. Wright, Bernice Sloan, Billy Miller, Al Varnell, Frenchie Burke, Jerry Lambert, John Cobb, Keith Chapman, Miser Willis, Tille Jones, Bennie Bolt, Andy Turning, Sammie Lasky, Joe Fox and Charles Fair.
MURREL WOODS.

West Coast Amusement Co.

North Bend, Ore. July 26-August 2. *Auspices, fire department. Business, very good. Weather, variable.*
For third time this little town turned out satisfactory to all concerned. Business was very good when weather permitted. M. E. Arthur had a big week, as did Carl Holt's enterprises. Eddie Harris had many fishing trips, with Carl Holt as fisherman. Louie Leos had town all to himself, as Manager Mike Krekos made a trip to San Francisco and way points. Governor Martin visited show and Leos. So far the season has been at least 40 per cent ahead of 1936. Bert Claussen and missus still lead midway with their riding devices and concessions. Joe Zotter was a welcome visitor. George (Shorty) Kocan, bandmaster, busy getting band ready for the fairs. He is building a new sidewalk cafe to replace one he is now using. W. T. Jessup, general agent; Glen Loomis, special agent; Mike Krekos, general manager; Louie Leos, auditor; Eddie Harris, manager of concessions; Carl Holt, lot director; A. Kocan, director of music; Fred Shery, chief electrician; Ralph Deering, assistant electrician; Russian Nick, manager of gate; Nick Kekos, trainmaster; Howdy Walker, master of transportation, and George Kocan, master of commissary. W. T. JESSUP.

Curl Greater Shows

Camden, O. Week ended July 24. *Location, streets. Auspices, Progressive Men's Fair Festival. Weather, fair. Business, profitable.*
First week of season no rain fell on show. Agent Doo Edwards had quite a job laying out lot. Al Caxon joined with ham and bacon wheel. Shows did well considering their location at one end of midway. Auspices had a large dance hall on grounds, and a local band played on midway each night. Harvey Massey, formerly with show, was seriously burned while presenting a fire act on side show of Howard Bros.' carnival. Several of Curl folk went to Hamilton, O., to see Hagenbeck-Wallace matinee. Kids' Klub, supervised by Paul Miller, presented a show for members of show Friday afternoon. Participants were Bertha Edwards, Donnie Chapman, Ruth Laynaker and Jetty Hardin. Children's presentation will be a weekly event and money derived from it will go into children's club treasury. Betty Tallman joined Jake Lucas' Tropical Wonders Show. Bob Crawford has a new ball game.
L. E. (ROBA) COLLINS.

O. C. Buck Exposition

Booneville, N. Y. Week ended August 7. *Booneville Fair. Location, fairgrounds. Business, fair.*
Fair's 50th anniversary opened on Monday with very good crowds. Increased each day until Friday, when rain ran all folk home. Grand stand was well patronized with a show from George A. Hamid office, featuring *Revelations of 1937*. Saturday Lucky Teter and Hell Drivers drew a good crowd considering that it rained until noon. Shows and rides were well patronized but concessions played a blank. Joe H. Hughes and Mrs. George A. Hamid paid midway a visit daily. Bligh A. Dodds, fair manager of Gouverneur, N. Y., a visitor. Sam Kaplan joined with three concessions. Austin & Kuntz's Ten-in-One topped all shows. R. F. McLendon, well-known press agent, joined advance. Jack V. Lyles returned from Southern trip.
LARRY LABELL.

Strates Shows

Niagara Falls, N. Y. Week ended August 7. *Auspices, St. George's Church. Buffalo avenue fairgrounds. Weather and business, good.*
Trainmaster Tommie Evans and Erie Railroad gave show one of best and fastest moves of season on run here. Evans had every wagon on lot in two hours and five minutes after train arrived. Lot Superintendent Mikie Olsen and crew did their work double quick

despite a lot full of sightseers. Show made a fine appearance on showgrounds, which is five blocks from center of business district. Committee, with Rev. Father Francis Gelumbis as chairman, did everything possible to aid show, being on job every minute during entire engagement. Business opened Monday evening with a bang, huge crowds turning out to greet first appearance of Strates Shows in Niagara Falls. Business continued good until Friday night, when rain came. Saturday bright and sunny and kids' matinee good. Largest crowd of week Saturday night put the stand into one of best still spots played by this season. Patty Conklin was a visitor, coming in from Cleveland, and paid General Manager Strates some fine compliments. Patty and Bill Breese were seen cutting it up. Elmer Rhodes, of Spillman Engineering Corporation, also visited. Assistant Manager Jimmy (Lothario) Kelliher away with No. 2 show playing fair at Albion.
BEN H. VOORHEIS.

Zimdars Greater Shows

Knoxville, Ill. Week ended August 7. *Location, fairgrounds. Auspices, Knoxville County Fair. Attendance, good. Weather, hot. Business, fair.*
So hot people would not venture on midway during day. First day of fair the WLS Barn Dance was grand-stand attraction. Following three days amateur contests were held. Crowds stayed late to see who won prizes. Jake Miller bought a kiddie Whip and booked it with show. Billy Price and wife joined Sailor Harris' Side Show. Harris had banner week of season. Boneless Kid, Illusion show, joined and Tom Scott and Mrs. Rose with concessions. Doc Tyree put up a drink emporium on a truck. The Crawfords, free act, going big.
CHARLES SEIP.

Miller Bros.' Shows

Beardstown, Ill. Week ended August 7. *Location, streets around square. Auspices, American Legion and Fish Fry Association. Free gate. Weather, ideal when operating. Business, good.*
Children's matinee big. Saturday night big. *Illinoian-Star* gave pictures and stories. Springfield papers ditto. General Agent Bob Halleck back from scouting. Manager Miller airplaned east. Visitors: William Leazier, C. M. Johnson, Addison C. Thorp, Fred Leslie, Ray Buhl, Lou Yeakey, Leroy R. Morris, Fred Thiek and Boots England. F. L. Deane, manager Fulton Bag and Cotton; John P. Dick, representative Lang Printing Company, and Cliff Adams, road man for Midwest Merchandise Company, gave touch of flash to independent midway with their trailer offices and stockrooms on wheels. Jules Bagary, former secretary-treasurer for Brundage and Dodson shows, of Opelousas, La., stopped en route to California. Eddie Clark with Eugene Davidson and "Abe the Agent" Kann on midway. Mary Bowen broke records with her bingo. Earl Connors scoring with fishpond. A. E. Stein and wife, Bee, from Johnny J. Jones Exposition, visitors. Harry Calvert joined with frozen sweet emporium. Vern Giles drawing patrons with 10-piece band. Paul Beckley, official painter, decorating. John Traynor added two boxers and three wrestlers to Athletic Arena. From West came concession row mascot, General Nat Morgan. John Toffel hailed lot boss. Mike Demco and wife scoring with new idea ball game. Harry Miller, newcomer. Jack Barriett, Virginia Jurgens, Frank and Peggy Grimm. Pauline Reynolds over top at every stand. Noah Webster increased Artist Models show with new talent. Filipino midgets, Juan and Martini, top money. Norman Smith boomed by papers as champion motordrome rider. His understudy is Ernie Phillips. Tong Shong Chang, flea circus man, sad. His 10 Chinese fleas gassed.
DOC WADDELL.

Johnny J. Jones Exposition

Muncie, Ind. Week ended August 6. *Great Muncie Fair. Weather, ideal. Business, good.*
Shows' third consecutive appearance at this fair. Midway located amid trees that gave Assistant Manager Tom Allen a cross-word puzzle layout to solve. Opened Monday and closed Friday, but fair had been in operation for two days prior to shows' appearance. Week as a whole provided big crowds of spenders. Children's Day going over top. Newspapers very liberal with space. Trees provided shade for most of the many ballyhooed. Hearts of every member of shows' personnel were saddened by acci-

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Two Sizes—12-Car, 18-Car. For Permanent or Portable Use.

Patty Conklin says: "Easiest ride we have ever handled to set up and tear down. . . . Tops the Midway every nite. . . . Far exceeds our expectations."
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No more space available in Industrial Halls, Exhibition Halls or in any other building. Rides engaged. No more Shows wanted. Havg about 300 feet Frontage left in Midway. If you want position here for legitimate Concession at the Fair that has gone ahead the farthest during the last few years of any Fair east of the Mississippi River, here is your last chance!!!
Next year going to put in good Carnival. Carnival Men send Representatives to look us over.

dental death of veteran trainmaster and well-known trouper August (Dutch) Christ, found lying on ground crushed by a contract truck. Having served with many of big shows and dating back to earlier days of the late Ben Wallace. Repainting of entire show has again started in earnest and more artists and letter men have been added to staff artist L. (Ribs) Reeves. Word reached office that Leap Frog ride will be delivered to show in time for Indiana State Fair. Eleanor Gordon back to show after visiting homefolk. Lee Young, midget show orator, now a dog fancier. Karl J. Walker's Gay New Yorkers in top money class, featuring Vera Mason. Tom Salmon, master builder, back on job after a hospital siege. STARR DeBELLE.



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Chorus Girls that can do Specialties. Musicians, Talkers and a good Em Sec. Good salaries to right people. Long season. Give full details.
HENNIES BROS. SHOWS, Davenport, Ia., August 16; Elgin, Ill., August 23.

WANT

Girl Show, small Cook House, Mitt Camp and Eric Diggers. Big Timber, Mont., Week August 19
GREATER FAIRWAY SHOWS

WANTED

Good, clean, sober Keno Man to sell Keno Boards in nite clubs. Must have personality. Good job for right man.
J. H. E., 601 1st Street, La Salle, Ill.

Casino De Patee repeated its record of first time in.

Champaign, Ill. Week ended August 7. Auspices, Champaign Police Department. Location, Hessl Field. Weather, fair. Business, good.

Champaign Police Department went to town when it started a nice week's business by packing midway Monday night. Friday as well as Saturday nights were also crowded by country folk despite fact Wallace Bros. Circus talked Urbana, two miles away, on Friday night. Many R. & C. people attended its matinee as guests of Manager Ray Rodgers. Show Secretary W. Y. Grant was surprised by a visit from his younger brother, Porter Grant, one of youngest football coaches, accompanied by Ted Gorman, also a football coach with young Grant at the University of Kentucky. Determination Eddie, last season as side-show manager, is back again and talking on front of "Ripley's." Urbana Courier, Champaign News-Gazette and The Illini, college paper, all were fine in behalf of police department during show dates. Saturday night Manager A. Walter White of Johnny J. Jones Exposition visited with General Agent J. C. Simpson and Press Agent Starr DeBelle as guests of Rubin Gruberg. Pezzy Hoffman had fine cooperation from local merchants. Fine, level, hard lot at edge of city, with special buses and taxi stands at the main entrance. Arthur Sharp says he likes to check up with a police committee.

FRANK J. LEE.

Boonville for 1938. Jack Galluppo, manager of cookhouse, was so busy here that he forgot to punch some of meal tickets. Bert Milville's Carlioca and Roy Woods' Motordrome went away up in gross receipts. Mrs. Ann Galligan is kept busy with her baby. Harry Rubin is pleased with his bird-store business. Oliver Eddy wired that he would join to take over job of chief mechanic, which Pid Gessler just gave up. G. C. GOSSAGE.

World of Fun Shows

Powellton, W. Va. Week ended July 31. Location, circus grounds. Auspices, none. Weather, fair. Business, good.

Move from Ansted was made on scheduled time and everything was in readiness for opening on Monday night. First carnival to show in this part of coal fields. Large crowds. Attendance increased nightly and Saturday was a three weeks' pay day. Altho it rained Saturday afternoon it did not spoil business, as at 8 p.m. grounds were packed and everyone did real good until midnight. Chairplane topped rides and C. Colley led shows. Prof. Mylo, of side show, close second. Co-operation with county officials and Manager N. P. Roland put things over without trouble. Mr. and Mrs. Joseph Steblar drove into Charleston, W. Va., to visit friends. Mildred Brewer, Mrs. Joseph Steblar's niece, enjoying her vacation with her aunt. W. C. Sorges received his new top from Anchor Company and has bingo repainted and flashed. Shorty Shell joined with a concession and is also new lot man. Hubert Harlow has Blue Eyes and is doing nicely. C. Colley repainted his HiLo Show. Bud Forman is painting banners for shows. Many visits exchanged between Silas Green shows and members of this show. Mrs. N. P. Roland has a smile for everyone. Manager N. P. Roland away on a booking trip. John Hoffman, recently of World of Mirth Shows, joined and is working one of Chuck Dearing's concessions. E. C. Dearing was called to his home in Salem, Va. Grady Miller also home account illness of his mother. Mrs. J. J. Steblar and daughter, Vera,

and niece, Mildred Feeney, spent several days in Charleston, W. Va. Johnnie Bullock was a daily visitor. C. Gordon repainted his living trailer. All rides will be repainted and show enlarged. W. T. Harden purchased a new Ford truck, and nephew arrived for visit from Knoxville, Tenn. So far show has not lost a single opening night. W. DAVIS.

American United Shows

Bozeman, Mont. Week ended July 31. Weather and business, good.

Concessions had good week. Of rides Dodgem top money; Octopus second. O. H. Allin reported best season of his career for candy floss and pop corn. Mr. and Mrs. Virgie Snow enjoy Chinese noodles, and Peggy and Blanch are taking vocac lessons in preparation for a new sister act. Mr. and Mrs. Ray Holding, Mr. and Mrs. Jimmy Griffin, Joan Avery, Manager A. B. Miller, Mr. and Mrs. Ray Bevins and daughter, Mr. and Mrs. Don Frazier and Mary Snobar spent two days in Yellowstone National Park. Virgie Snow made trip home to see his sister who was recently hurt in an auto accident. Eddie Lane took two concessions to Butte celebration. Ray Bevins purchased a new Silver Moon house trailer from Monty Lewis, a former concessioner now in auto business in Shelby, Mont.

A. E. Miller and H. H. Avery were visitors to the Goodman Wonder Show at Great Falls, Mont. Mrs. John Snobar still home due to death of her mother. Show boys sent a wreath. All trucks are being newly painted. Visitor: Monty Lewis, VFW committee that American United played under last Fourth. Mr. and Mrs. Perrie Ouellette, general agents, purchased a new house trailer. Show boys celebrated Perrie's birthday. George (Dad) Allin has a new 50-watt public-address system. A. B. MILLER.

McClellan Shows

Kennett, Mo. Week ended August 7. Location, in town. Auspices, none. Free gate. Business, fair.

Beginning of week slow. Last part better. Saturday matinee good and crowd started until closing at 12 p.m. Mrs. Whittie Pratt gave birthday party for her husband. Many presents were received. Nice spread served to Mr. and Mrs. Roy Goldstone, Mr. and Mrs. T. Neal and Mr. and Mrs. Pratt. Mrs. J. T. McClellan spent a day visiting in Memphis. Mrs. Martha McClellan had one of best weeks of season with her photo stand. General Agent F. Maurice Wood left for Mississippi on business. Maud Keel Williams called to Kansas City on account of illness of her father. Steve George and family visiting Cooper mentalist camp. Mrs. George will be assistant reader for remainder of season. Cooper reports fair business. R. Van Orman, manager for Minstrel Show, reports increase in business as show moves south. L. OPSAL.

Dodson World's Fair Shows

Dunkirk, N. Y. Week ended August 7. Location, lake front showgrounds. Auspices, Dunkirk Centennial Celebration and Southwestern New York State Firemen's convention. Weather, clear and hot. Pay gate. Business, good.

Big opening Monday night. Everything stretched out in one line from main entrance to rear of lot. Show's private telephone system came in handy. Town decorated and overflowed with visitors. Parades every day, as were matinees except Monday. Friday, civic holiday, big day of week. Over 50 bands participated in parade thru downtown streets. Rides played more than shows, but Lucille Osbourn had one of her best nights with Artist and Model posing show. Nearly 11,000 attended Saturday night. Car giveaway, conducted by firemen closing night, proved a strong feature. Charles Clark and band took part in parades. Mrs. Lucille Osbourn, daughter of Mr. and Mrs. C. Guy Dodson, celebrated her 28th birthday August 4. She received many presents. Mr. and Mrs. F. W. (Toronto Red) McGuey are enjoying a pleasant season. Merry-Go-Round, fresh from factory at North Tonawanda, N. Y., held a prominent spot on midway. While in Buffalo General Manager C. Guy Dodson ordered paint and goldleaf to repaint and decorate entire rolling stock. It will be solid aluminum with orange trimming, red letters and sky-blue shading. Jack Champion and Fred (Sparky) Ballweg started on wagons. A new 70-foot flat car was added to train. Lee Folkner, electrician, had midway dazzling with lights. Allen Speelman, who handles mike on Elmer Day's bingo, comes in for lots of attention with his breezy style of delivery and merry chat-

ter. Roy Hickman was burned while pouring gasoline in a running tractor attached to big Eli Wheel. Leo Zucchini is operating a newly built photo gallery. Dunkirk Observer carried a story on Vittorio Zucchini, human cannon ball. Advertising display banners filled twin Eli Wheels, result of Special Agent Ed Bruer's efforts. Visitors: Dell Darling, sheriff of Erie County, Erie, Pa.; his deputy, F. E. Wheeler, and several members of Erie's VFW.

DAVE CARROLL.

Dixie Exposition Shows

Pulaski, Tenn. Week ended August 7. Location, downtown lot. Fair weather. Auspices, American Legion. Good business.

Opened Monday night. Large crowd and good attendance all week. Several concessioners bought new green canvas tops. Mr. and Mrs. Jack Kennedy joined with cookhouse. Curley Laurence returned from vacation in Harlan, Ky. Mr. and Mrs. Wallie Banks and Sister Grady returned from their vacation. Everyone had good business. Manager C. D. Scott attained his 42d birthday. Mrs. Scott gave a surprise party which failed to surprise, as baker and helpers carried 20-pound cake on lot as Scott was standing in entrance. However, party was a huge success and he received numerous presents. Everyone connected with show was invited. Minstrel band rendered Happy Birthday to You and all present joined in. Mrs. C. D. Scott's mother, Mrs. Pearl Shroyer, is guest of Mr. and Mrs. Scott and seems to be enjoying show life greatly. Mrs. Shroyer is a favorite of all, as she has visited show on several previous occasions. Jack DeVoe is in Mississippi attending to fairs booked. Huey Waters, painter and decorator, is keeping outfit well painted and fronts looking new. Squeaker Club is going over big and everyone enjoys programs given by Minstrel Show after club business is over. B. M. SCOTT.

Art Lewis Shows

Montreal, Que. Week ended August 7. Auspices, Verdun Diamond Jubilee. Fifteen-cent gate. Two free acts. Weather, cloudy and rain. Attendance and business, fair.

Second week of engagement unsatisfactory on account of rain. During the 13 days of engagement no less than eight days rain with consequent loss of business. When fine night attendance was good and business all that could be desired. Visitors from World of Mirth Shows, playing Agricultural Exhibition at King's Park, included Max Linderman, Doc Cann; Gaylord White, press agent; Earl and Mrs. Purtle, Mr. and Mrs. Jack Ward, Mike Conti, Russell Judy and Mrs. Judy, Hans Mertens and wife, Bill Hegeman and wife and Bill Brown. W. W. Morency, father of F. Percy Morency, show treasurer, and W. C. Morency, Montreal dentist, and family were frequent visitors as well as a host of Montrealers and their families came to see Percy, who is a native of this city. Mrs. Fred Barnes, Mrs. Howell Pickens, sister of Mrs. Barbara McIntyre, also guests of show and they were entertained by Mrs. McIntyre and Mrs. Percy Morency. DICK COLLINS.

Fred R. Stumbo Shows

Fairland, Okla. Week ended July 17. Auspices, American Legion. Weather, unsettled. Business, bad.

Show only got in three nights here. The 41st Annual Soldiers and Citizens' Celebration was moved up two weeks and helped to make this spot a blank. Southwest City, Mo. Week ended July 24. Auspices, Fire Department. Weather, unsettled. Business, fair. After moving onto lot Sunday a cloud-burst flooded it. A creek near lot rose out of its banks and by Monday noon two feet of water flooded entire midway. Lot was drained and gravel and sawdust hauled. Opened Tuesday night with very poor lights, as transformer set would not carry full load. Wednesday was a good day and splendid business was done. Roster: Fred R. Stumbo, owner and manager; Mrs. Sue Stumbo, secretary and treasurer; George Swaggart, lot man; R. J. Stokes, electrician; J. W. Keown, banners. Rides: Ferris Wheel, F. R. Stumbo, owner; Clarence Stokes, manager; Robert Carter, clutch; Lucille Dodd, tickets. Merry-Go-Round, F. R. Stumbo, owner; C. E. McGhee, operator; Mrs. Stumbo, tickets. Kiddie Auto Ride, George Swaggart, owner and operator; Mrs. Swaggart, tickets. Kiddie Swan Ride, George Swaggart, owner; R. J. Stokes, operator. Funhouse, Nathan Potts, owner and

FAIRLY-MARTONE SHOWS
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 Monkey Show (Earl Chambers, wire), Unborn Show, Illusion Show, any Show of Merit. Will furnish transportation. Wanted, Organized Minstrel Show. Will book a few legitimate Concessions only.
 FREEBORN CO. FAIR..... Albert Lea, Minn..... August 23-26
 WABASHA CO. FAIR..... Plainview, Minn..... August 27-29
 DAIRY CONGRESS and FREE FAIR..... Cedar Rapids, Ia..... September 6-11
 CLAY COUNTY FAIR..... Spencer, Ia..... September 13-18
 (The Largest County Fair in the Country)
 ANNUAL STREET CELEBRATION... Keokuk, Ia..... September 20-25
 OZARK DISTRICT FREE FAIR..... Springfield, Mo..... October 10-16
 (Eight Big Days and Nights)
 OTHER FAIRS PENDING
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 Winona, Minn., Week August 16, or Per Route.

WAYLAND, MICH., STREET FAIR
SEPTEMBER 1-4
 An annual event which always draws tremendous crowds. CAN PLACE legitimate Concessions of all kinds, \$15.00; no racket, no flat stores. Will sell exclusive Diggers, also Corn Cane. We have Hart Fair following (September 8-11), for which we can place Loop-o-Plane (single preferred) and Chairplane.
 This week, Warren and Livernos Aves., Detroit; next week, Myrtle and Lawton Aves., Detroit. Address all mail to
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AL. G. HODGE SHOWS, INC., CAN PLACE
 Shows with or without Equipment. Ride Help on all Rides. Must be sober and reliable. Also drive tractor unit. Concessions of all kind, reasonable rates. WANT Show Front Builder. Ed Rider wire. Our Fair Circuit in the South starts September 20 and ends November 20. WANT Independent Shows for this Circuit in the Heart of the Tobacco, Peanut and Cotton Belt, where crops are good and prices are high, with all short jumps. Route to interested parties. Menasha, Wis., this week; Kenosha, Wis., week August 23.

BANTLY'S ALL AMERICAN SHOWS
 HUCHESVILLE, PA., FAIR, WEEK AUGUST 23.
 CAN PLACE at once for balance of Season, including 10 Fairs and Celebrations, lasting until Thanksgiving Week, ALL KINDS OF CONCESSIONS, Long Range Shooting Gallery, String Game, Fish Pond, Country Store, Double Loop-o-Plane, Organized Plant Show, or any other Show of merit. Will finance same. WANT Ride Help in all departments. AL WALLACE can use sober Criddle Man. Week August 16, Central Pennsylvania's Firemen's Convention, Tyrone, Pa.

talker: Lloyd Watkins, operator: Helen Potts, tickets. Old Farm Home, mechanical show, Carl Woodin, owner and lecturer: Mrs. Woodin, tickets. Athletic Arena, Don Friend, owner and talker; Buzz Whitescarrer, Charlie Blondell and Kid Harvey, wrestlers and boxers; Mrs. Friend, tickets. Hillbilly Show, Bill Hoghead, owner and manager and talker; Mrs. Hoghead, tickets. Hoghead family, actors. Concessions: Cookhouse, George Swaggart, owner; George Dick, griddle; Mrs. Clara Dick and George Warton, counter; Roy Jones, kitchen. Other concessioners are Roy Rogers, Peg Reed, J. W. Keown, Mrs. Cecil Keown, H. L. Burkshire, Elmer Simon, J. Sawyer, Carl Woodin, Miss E. Gunther, Buzz Whitescarrer, Mrs. Pearl Lambeth, Fat Martin, Mrs. Sue Stumbo, Gwinn Kelly, Claude Hammer. J. W. KEOWN.

State Fair Shows

Fairbury, Neb. Week ended August 7. Location, fairgrounds. Auspices, Veterans of Foreign Wars. Business, good.

Shorty Wells and two assistants repainted Merry-Go-Round. Charley Greiner, concessioner, purchased a new Ford. Twin Ell Wheels, with a novel lighting arrangement, got favorable comment. Feeding of big snakes amused customers. All are making preparations for first fair date, when a double Loop-o-Plane and an Octopus will be added. Fairbury boys and girls' drum and bugle corps, State champions, paraded main streets on opening night with banners advertising shows. Sunny Boy, pup of Mel's, is pet of show. One of most decorative attractions is new Kiddie Auto Ride. Bill Farrar, show painter, is painting Tilt-a-Whirl. Phil Little's cookhouse, bingo and other concessions are doing well and Floyd Shankle's corn game is scoring. Melvin Little's Rayo Lite store is one of brightest spots on show. George Shaw and wife, with their rotary merchandiser, are nearly always in top money. Anne Summers, with her pop corn and candy floss, is open early and late. Irene Lachman, wife of Dave, show auditor, arrived this week. General Agent L. C. Kelley has improved in health. Jockey Day is doing a good job billing ahead of show. Jake Dymes, with his *Night in Harlem* show, is clicking. DAVE LACHMAN.

Eric B. Hyde Shows

Connersville, Ind. Week ended July 31. Location, ball park. Weather, fair. Business, good.

Charlie Siegrist visited friends on Wallace Bros.' Shows. Curley Weadon's wife and baby went home for a visit. City officials co-operated very well. Mrs. W. T. Morgan, mother of W. E. (Billy) Morgan, is possessor of a new Hamilton coach. Looks like an epidemic of new coaches on lot. JAN HYTER.

Weer Shows

Deshler, O. Week ended August 7. Location, streets. Home-coming. Weather, rain Friday night. Business, fine.

Three rides played Edgerton, O., Home-Coming to good business. At Deshler the Tilt-a-Whirl and swings topped everything. New Athletic Show came in second to the two girl shows. All concessions reported good business. M. R. WEER.

Fairly-Martone Shows

International Falls, Minn. Week ended July 31. Auspices, American Legion. Location, 3d street playgrounds. Weather and business, good.

Show made one of toughest moves of season. Heavy rains for several days prior to move left roads almost impassable. Eleven trucks were stuck at one time over a distance of 75 miles and it was late Monday before all trucks were in. Despite loss of Monday night shows' gross on week was very good. Showfolk took advantage of opportunity to visit Canada and replenish wardrobe with woolen clothing. Little Bobby Gault celebrated his sixth birthday with a party and trip to the picture shows for the children of the show.

Chisholm, Minn. Week ended August 7. Auspices, Christopher Columbus Club. Location, old ball park. Weather and business, good.

Another tough trip, a muddy lot and a Monday lost account of same. Engagement, however, was a red one, as all shows, rides and concessions got money. Lot on Monday was a sea of mud and management decided to wait until Tuesday morning before attempting to even pull on lot. Members of show visited Al G. Barnes-Sells-Floto Circus at Hib-

bing, eight miles from here, on Tuesday, with Johnny Beem spending the entire day visiting old friends on the circus. Al Weir, of circus, who remained in Hibbing, attending to burial of elephants, was a visitor on the midway. Bill and Jackie Wilcox, of Seals Bros. Circus, were also visitors. Other visitors were Bob Laughlin and Mac Finley, of West Bros.' Amusement Company. George Aylward Jr., of Kansas City, Mo., who has been spending his vacation on the show visiting Toney Martone, returned home. Harry Austin and his brother, Edward Aylward, drove from Kansas City for him and spent a few days visiting prior to their return. BRUCE BARHAM.

Wm. Bazinet & Sons Shows

Mnoscqua, Wis. Week ended July 31. Weather and business, good. Location, Main street and Railroad avenue, downtown. No auspices. Attendance, fair, mostly tourists.

Tomah, Wis. Fair. Week ended August 6. Weather and business, good. Location, fairgrounds. Attendance, fair.

New Tilt-a-Whirl was set up for first time, making a fine addition and flash to midway and topped all rides. W. A. Fritts, designer and show painter, once more joined and is redecorating ticket boxes and fronts. Visitors: Bob Heth, general agent Great Olympic Shows; Douglas Curran, secretary Black River Falls Fair; Harold Huckstead, secretary Neillsville Fair; Al Feckler, secretary Mondovi Fair; John Heery, secretary Mauston Fair, and M. Johnson, secretary Portage Fair. S. S. HENRY JR.

West Coast Shows

Seattle, Wash. Week ended July 17. Location, old Rainier Valley baseball park. Auspices, Fleet Week Celebration Committee. Weather, rain Tuesday night and part of Saturday night, rest clear. Business, very good.

Aberdeen, Wash. Week ended July 24. Location, downtown, Market street lot. Auspices, Moose Lodge. Weather, ideal. Business, good.

Port Angeles, Wash. Week ended July 31. Location, Port Angeles Hill. Auspices, American Legion. Weather, good. Business, excellent.

Happyland Shows

Fowlerville, Mich., Fair. August 4-7. Weather, clear. Business, good.

This fair has always been held first week in October, the last fair in the State and usually encountered bad weather. This year it was moved way ahead and it was a good move. Weather was almost perfect and people really came out and everyone had a good week. Receipts were far ahead of any previous year. Thursday evening a special program was broadcast from the midway over Station WWJ, Detroit, as part of Detroit News Radio Extra program. Opened with an elaborate description of midway, including rides and shows, and ended with a broadcast from Bahnsen's Lion Hippodrome, featuring William Bahnsen and his fighting lion act. This was wonderful publicity and helped attendance. Three more shows joined: M. L. Billingsly with his Hopi Indians; Clara Converse and Del Updegraff with their glass show, featuring Ralph



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WANT for two outstanding celebrations in North Carolina with a long string of Fairs to follow: Week August 16, Kings Mountain, N. C., Volunteer Fire Dept. Lincolnton, N. C., to follow. First organized carnival allowed in since 1930. Both towns' mills all working; tobacco market opened August 10. Can use Shows that don't conflict, Kiddie Rides, Loop-O-Plane and Concessions of all kinds. All wires and mail to

H. C. SMITH, Mgr., Kings Mountain, N. C.

P. S. — Fair Secretaries come and look us over.

Sprague as glass blower. Princess Red-foot and her Wild West, featuring Wild-Horse Pete, sharpshooter; Chief Young-bear, Indian songs, dances and roping; Dakota Grace and Wyoming Carl, junior ropers; Southern Thunder doing pastimes of Indians and cowboys; C. C. Butcher and his family band and Earl Kellog, boss canvasman and charge of stock. Very nice show with good wardrobe and props. V. L. DICKEY.

WANTED

SHOWS Starting Marshall, Mich., Fair August 24—following Street Fair—following Moultrieville, Ind.; Eaton, Ind.; Leipsic, O., and more to follow.

Wire me at Three Rivers, Mich. You pay yours and I'll pay mine.

CONCESSIONS Legitimate—We have nine ideal spots for you. Let's go.

THE WEER SHOWS

Truck and Trailer Legislation

WATERVILET, N. Y., Aug. 14.—George F. Whitehead, business manager of Kaus United Shows, Unit No. 1, reports that several of that organization's truck drivers have been penalized under a new act of the State of New York to amend the labor law in relation to hours of labor of operators of motor trucks and motor buses.

Act went into effect July 1 and provides that when any driver of a motor truck or motor bus shall have been on duty continuously for 10 hours or at separate intervals for 10 hours in the aggregate or less in any 14 consecutive hours, including time for meals, even the part of such time shall have been outside of the State of New York, he shall not continue or again go on duty without having had at least eight consecutive hours off duty; that every driver of a motor truck or motor bus shall keep and carry on the vehicle records showing the day and hour when and the place where he went on and was released from duty, whether in the State

of New York or outside of that State; that any person violating the provisions of this act or failing to keep or falsifying any records to be kept in compliance therewith shall be guilty of a misdemeanor and punishable by a fine not exceeding \$50, or by imprisonment not exceeding six months, or both.

HARRISBURG, Pa., Aug. 14.—Pennsylvania's new trailer registration laws declare that every trailer licensed in Pennsylvania, from a single-wheel luggage carrier to a huge van, must have titles by September 1. Home-made trailers without serial numbers must secure a special number plate in addition to the title. The State also requires adequate brakes on trailers weighing 1,000 pounds or more. Coupling devices must be of approved types if the trailer or semi-trailer is used as a living quarters or to carry passengers. Fire extinguishers also must be part of the equipment. Every commercial or house trailer must have at least three red flags and flares to be used if the vehicle is disabled on the road.

RIDE HELP WANTED

Experienced only. Foreman on Whip, Foreman on Carrousel, Grind Concessions all open. Candy Floss, Custard. Best of locations. Long season. Address CHAS. GERARD, 2516 Newtown Ave., Astoria, Long Island, N. Y.

McMAHON SHOWS

Want Ferris Wheel Operator for No. 5 Hill Wheel. Good salary and pay every Saturday. Wire right at once. Can use Hula Dancer, married lady preferred. Also Lady for Ball Game and Fighter for Athletic Show. Aita, Ia., Fair, week Aug. 18.

WANTED

BILL'S GREATER SHOWS

STONEFORT, ILL., REUNION, All Week August 22 to 26. Shows, Rides and Concessions come on. Can place you. BILL WADSWORTH.

WILSON AMUSEMENT SHOWS WANT

Ferris Wheel Operator and other Ride Help. St. Anna, Ill., week August 16, then Lacon, Ill., Old Settlers.

WANTED

Acts, Concessions, Shows.
OXFORD, MASS.
Under Oxford Veterans' Council, Inc., for
OXFORD VETERANS' FAIR
SEPTEMBER 8-9-10-11.
Good Free Acts, Fireworks.
Plenty of Room on the Old Oxford Fair-
grounds.
A Real Show This Year.
Write MERTON TRASK, Supt.

CONCESSIONS WANTED

FOR
FALL FESTIVAL
Sponsored by the Liberty Country Club,
AUGUST 30 TO SEPTEMBER 4.
SAMUEL BUFLER, Chrmn., Liberty, Ind.

**CENTENNIAL CELEBRATION
RIDES WANTED**

Liberal percentage. Due to disappointment.
Wire collect if open. Also, Clean Shows and
Concessions wanted. Main Street, August 23-
28. Contact H. R. BOOMERSHINE, Ridge-
ville, Ind.

WANTED

FREE ACT, MERRY-GO-ROUND,
FERRIS WHEEL.
Annual Street Celebration, Aug. 28-Sept. 8, Ino.
BLOOMSBURG, PA. — Population 18-20,000.
Write or Write.
THEO. DIETRICH, Bloomsburg, Pa.
383 Light Street, Rd.

HILLSBORO (OHIO) FALL FESTIVAL

SEPTEMBER 29, 30-OCTOBER 1, 2.
A Revival of the Famous Hillsboro Fall Festivals.
All Concessions except Rides open. Write C. H.
STEVENSON, Hillsboro, O. FREE ACTS being
booked. Write B. R. CLARK, Hillsboro, O.
SOUTHERN OHIO'S BIGGEST SHOW.

RIDES WANTED

For the
FIRE DEPARTMENT CARNIVAL
UPPER MARLBORO, MD.
Ferris Wheel or Chairoplane, or both. August 23 to
September 1. Address
OSCAR JENKINS, Upper Marlboro, Md.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

**Carnival of Lakes
For Chi's Jubilee**

CHICAGO, Aug. 14.—The Carnival of the Lakes to be held here soon is the next big event in connection with Chicago's Charter Jubilee, which is being celebrated thruout the summer as the city's 100th birthday.

Event will contain several features, among them Lottie Mayer with an augmented water ballet, Dave Rubinoff and his orchestra, a talent parade to choose an actor and actress for Hollywood tests and the annual Hearst outboard motor-boat regatta.

Lagoon theater in Burnham Park, part of the World's Fair site, will be the scene of the event. Expansive preparations have been in progress for the staging of the carnival and a complete new show will be given nightly.

Circus Acts at Castle Creek

CASTLE CREEK, N. Y., Aug. 14.—Clayton's Circus, owned by Clayton Hawkes, presented night entertainment at annual free fair and circus here August 7 in the old Martin Bros. Circus winter quarters, proceeds of which were turned over to local grange. Program consisted of grand entree; pony, monkey and dog act, directed by Captain Hawkes; diving and rope-walking monkey; dove act, presented by Mrs. Hawkes; juggling, high wire, magic, dog, goat and clown numbers. Day program was made up of parade, athletic contests, picnic, band concert and speeches.

Oldtimer

SALT LAKE CITY, Aug. 14.—An interesting sidelight on Covered Wagon Days Celebration was brought to light when Gus Backman, secretary of the Chamber of Commerce, who directed year's event, received a program commemorating the 50th anniversary of the arrival of Utah pioneers July 24, 1847, from Charles Zislung, of New York. Program was colored with pictures of Brigham Young, Indian regalia and a Covered Wagon Caravan. It read, "Utah Pioneer Jubilee, July 20-24, 1897." Bicycle races, pioneer play, pioneer parade, baseball, football and foot races featured the day's festivities.

**Three-Day Festival
For St. Charles, Ill.**

ST. CHARLES, Ill., Aug. 14.—This city, which formerly held a St. Charles Day Celebration annually, this year decided to expand the affair to a three-day celebration. Various civic groups will lend their co-operation.

A water carnival and a "Night of Stars" will be outstanding features. Entertainment program will also include band concerts, fireworks, dancing, baseball, races and other attractions. A beauty and popularity contest is now in progress to choose the queen of the carnival from among girls of St. Charles.

Officials are Dr. G. A. Potter, general chairman; Dr. R. J. Lambert, concessions; G. E. Thompson and R. F. Munn, amusements, and A. E. Kepler and Joseph Plunkett, publicity.

**Manville Celebration
Winds Up With Profit**

MANVILLE, N. J., Aug. 14.—Thanks to a jungle wedding conducted by Harry H. Wolfe, the seven-day Fireman's Celebration here recently finished on the profit side of the ledger. Business at independently booked rides and concessions was more than fair, and Captain William Schultz's Circus, which offered celebration's free attractions, did mediocre business.

Wolfe, who directed the fete for the firemen, had an array of exhibits located in a 60x80-foot top. An 80x80-foot dance floor and the circus presented plenty of amusement for patrons. Event had a 10-cent gate.

**Roanoke Rapids Acts,
Shows Seen by 40,000**

ROANOKE RAPIDS, N. C., Aug. 14.—Midsummer Festival here on August 2-7, under auspices of Lions' Club and directed by A. J. Grey, of Grey Producing Company, was attended by 40,000. R. H. Work Shows, carrying five rides, four shows, 20 concessions and free acts, were on midway. Merchants' displays were featured. Event used five-week advertising campaign and advance ticket sale prize contest, holders of such tickets having opportunity to win prizes distributed nightly.

Water Valley To Celebrate

WATER VALLEY, Miss., Aug. 14.—Final plans have been completed for the 1937 Watermelon Carnival here under Junior Chamber of Commerce auspices. Newhouse and Company are in charge of fireworks and the Buckeye State Shows will play a week's stand. Swift Jewel cowboys will conduct the rodeo.

Husk O'Hara's band has been signed for entertainment before the grandstand with a floor show headed by McKay Sisters. Event's highlights will be aired thru Radio Station WREC, Memphis. A queen coronation will also be a feature.

HELP This Department by Telling Committees About It.

**Reedsburg Fete
Clears \$1,000**

REEDSBURG, Wis., Aug. 14.—Profit of \$1,000 was made on \$1,500 investment for celebration here July 4 and 5 under American Legion auspices, said Secretary Henry Buelow, who also reports committee received more than 100 replies from advertisement carried in *The Billboard*.

Celebration was attended by large crowds and had Great Western Shows, carrying Frank Sherman's two rides, on midway. Mountain Melodians, radio act and Martin Brothers, cowboy turn, were free attractions, and fireworks were furnished by Welkes Corporation.

Concessions: Clarkson Carl, canes; G. Massonett, lunch; George Babisch, shooting gallery; Ashart, taffy; Barnett, guess-your-weight; Gersback and Foster.

Remainder of program was made up of parade, drum and bugle corps drills, and an automobile was given away.

Event was advertised in local papers, and announcements were made in motion picture houses in addition to distribution of dodgers, auto-bumper cards and windshield stickers.

**Rides, Free Acts at
New Castle Festival**

NEW CASTLE, Pa., Aug. 14.—Designed to impress the public with organized labor's progressive attitude and civic-mindedness, Golden Jubilee and Festival, to be held here under auspices of local Trades and Labor Assembly with Herbert Peairs as managing director, will depend upon professional amusements for its success.

Cavalcade of Labor, produced by John B. Rogers Producing Company, in which more than 500 residents will participate, and a number of shows, rides, concessions, free acts in addition to fireworks will be features.

Plans also call for parade, exhibits, Labor Day Queen coronation ceremony and prize awards.

Attica Event Clicks

ATTICA, N. Y., Aug. 14.—Successful Centennial Celebration and Firemen's Convention here August 2-7 had Karl Middleton Shows, Mabel Mack's Wild West Show, Chief Strongfox's Indian Village and Sam Bey's Clown Band on midway, reports Chairman Justus Soanes. Celebration was augmented by parades, Legion drum and bugle corps drills and prize awards.

Rubin & Cherry on Midway

BUFFALO, Aug. 14.—National Convention of Veterans of Foreign Wars, which will be held here soon, has booked Rubin & Cherry Exposition Shows for midway and Lucky Teter's Hell Drivers and Captain Frake's air show as free attractions.

Wenona Event Is Success

WENONA, Ill., Aug. 14.—Homecoming Celebration here August 2-7 was a financial success both for Miller & Archer Shows and American Legion, under whose auspices event was held, reports Chairman Frank J. Zulz. Captain Cliff Gregg, cannon act, was free attraction. Proceeds will be used for Legion activities.

MARCUM'S free acts and Pearson Shows were midway attractions at Soldiers and Sailors' Reunion, Cuba, Ill., August 4-7.

**WATCH FOR
Why Not Indoor
Exposition
Circuits?**

in the
**FALL SPECIAL NO.
of THE BILLBOARD**
Dated August 28
Issued August 24

"LAST CALL" "LAST CALL"

WANTED

Legitimate Concessions—Large Eating Stands—No Ex on Novelties

1937 NATIONAL V. F. W. CONVENTION

Buffalo, N. Y., Aug. 26th to Sept. 4th, Incl.

Rubin & Cherry Exposition booked — FREE Attractions — Captain Frakes Thrill Day — "Lucky" Teter Hell Drivers and Thearle-Duffield will present "The Battle of Chateau Thierry" — 100,000 visitors—all Hotels and Armories booked to capacity—A real event for showmen and concessioners!! Address

WILLIAM FRANK JAMES R. CARLIN JIMMY SULLIVAN
1805 Hotel Statler, Buffalo, New York

EL PASO, TEXAS

DOWNTOWN ON THE STREETS

WANTED—Shows, Rides and Concessions for the
GREAT SOUTHWEST HARVEST FESTIVAL
September 30 to October 3, Inclusive.

Location, one block from heart of town. Verne Newcombe, Manager of Amusements. Address me at U. S. Veterans' Hospital, Tucson, Arizona, until September 11; after that Gateway Hotel, El Paso, Texas. Have locations in building for demonstrators.

Wanted Week of August 30th

LEGION EXPOSITION, LOUISBURG, N. C.,

WANTS Circus Acts, Ground, Aerial and Animal. Also Bingo and legitimate Concessions, Scales and Demonstrators, Sober Space and Banner Salesman. Tell all and salary in first letter. This is another Grey production. All address
A. J. GREY, Louisburg, N. C. Chase City, Va., and Greenville, N. C., to follow.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

Demand for College Accessories Climbs

CHICAGO, Aug. 14.—Wholesalers here are already benefiting by the demands of the young men and women who will soon be returning to school. Registrations at institutions of higher learning will exceed those of any recent year, school officials estimate.

Leading merchandise distributors here have noted a definite college atmosphere about a large percentage of merchandise commitments delivered during the last few weeks. Demand is not coming from any one branch of the trade. Practically all channels are preparing or featuring merchandise displays, which is not actually emphasizing the college idea at least embrace many items that play an important part in modern college activities.

Outdoor amusement men, fair and bingo concessioners and salesboard operators all are aware that a tremendous market in college accessories exists and demand quality merchandise that will attract play. Probably with no other class is quality so important as with college people, random reports from operators reveal. It is pretty well agreed that young folks today know their goods and their manufacturers, with the result that products from the well-known and established makers are not only in greatest demand but are most conspicuously displayed by operators.

A host of items appealing to college-bound hordes are being featured this month to good advantage. Such commodities as overnight bags, suitcases, leather goods, billfolds, pocket files, desk writing sets, zipper bags, military sets and memo pads are current favorites. Another group of articles getting a good play because of the convenience they bring to every-day college life include electric shavers, cigaret cases and lighters, book-ends, pen and pencil combos, handbags, compacts, flasks and the like.

Survey Forecasts Big Fall Season

CHICAGO, Aug. 14.—Bumper crops and increased industrial activity are the two favorable factors on which most of the retailers who answered the National Retail Dry Goods Association survey base their predictions that the coming fall will be the best since 1929. Almost without exception retailers in half a hundred cities stated that prospects for a resurgence of business were exceedingly bright. Collectively they predicted that sales during September, October and November should show a gain of at least 10 per cent over last year.

About 48 per cent of reporting stores held that better business, higher employment and wage scales would carry retail trade forward. Forty per cent of stores in farm areas looked for gains in farm income, resulting from bumper crops and higher farm prices, to boost retail business during the coming months. Gains in building were also considered of major importance. Other factors cited as likely to have a favorable effect were increases in savings, a more active stock market, increases in dividends, continuation of government spending, less drastic business regulations and a sustained uptrend in the capital goods industry generally.

Utility Keynote of Gift Show Displays

CHICAGO, Aug. 14.—The newer prize and premium items viewed at the mid-summer gift shows held at the Palmer House and the Merchandise Mart during the last two weeks seem to place the accent on utility. Shows ran to good (See UTILITY KEYNOTE opposite page)

A Doomed Bugaboo

Whether or not a manufacturer of premium and prize merchandise should advertise to the trade has long been a knotty problem which has often been discussed but never solved. Manufacturers who wished to promote their products actively have always been faced with the difficulty of counteracting the ill-will of some jobbers who believed that such advertising not only would increase the price of the manufacturers' products but also result in diminished sales for them.



M. REUTER

In the last few months, however, many wholesalers have indicated that they intend to put on more salesmen and make a concerted drive for fall business. Some of them have expressed the hope that manufacturers would help pave the way for greater sales by backing up their products with a strong advertising campaign. This move on the part of some of the more wide-awake

wholesalers is unlocking the door for many manufacturers to get behind their products in a more active manner.

Some manufacturers of prize and premium merchandise for years have been advertising their products to the trade. Their copy has been mostly institutional in character and has served to make their products nationally known to the trade. These manufacturers realized that their products immediately were placed in keen competition with thousands of other products as soon as they were placed on a wholesaler's shelf. Frequently promotion of their products was limited to the space they received in the wholesaler's catalog. Consequently, to insure a good demand for their products they took matters into their own hands and started to promote them direct to the trade despite jobbers' objections. In time many jobbers awakened to the fact that manufacturers' advertising was increasing their sales and profits because the products were becoming better known to the trade.

Today more and more wholesalers are coming to realize that it is easier to sell such advertised products as West Bend aluminum, Oak rubber balloons and other such items than unknown products of like caliber. As a result the old bugaboo that manufacturers shouldn't advertise is slowly but surely fading away. The manufacturer now has the opportunity to step forward and actively promote the value of his products by means of trade-paper advertising to an extent whereby he will be assured of greater reception for his merchandise among the buyers and greater profits and good will among his wholesalers.

Of course, to keep the good will of his outlets he must offer them bona fide protection. This he can easily do by turning over to them the leads which emanate from their territory. The same thing is being done by countless other businesses in every part of the land. It is just as unfair for the manufacturer to expect the jobber to promote his product in a hammer and tongs fashion with some other 5,000 products to sell as it is for the jobber to expect the manufacturer to sit on the sidelines and be satisfied with small sales on a product of merit simply because it suffers from want of promotion. Maximum sales and profits can be enjoyed by both parties only when they team up and work in co-operation with each other.

The crux of the whole situation has always been whether the manufacturer wants to deal direct with his customers or thru jobbers. He can't in fairness to his distributors do both. If he wishes to sell thru the wholesaler, then the advertising he does will enable his wholesaler to do a better job. Such advertising will not only sell a greater volume of his merchandise but also establish his name in the field. It will assist the wholesaler by producing orders from people in out-of-the-way places to which his salesmen seldom get and also help him turn over his stock at a faster clip.

The manufacturer of premium and prize merchandise need not worry about advertising his products any longer. He will find that the more intelligent wholesalers will encourage him, for they now realize that advertising is needed to help their sales. For the continued growth and prosperity of the wholesale merchandise industry such promotion is vitally necessary. Manufacturers and wholesalers who reach an amicable agreement in this matter will find their products selling faster and faster and their profits mounting higher and higher than they ever have before.

Portable Phono Sets Popular in N. Y. Area

NEW YORK, Aug. 14.—That the phonograph is well along on the comeback trail is indicated by sales gains in portable phonograph-radio combinations, as well as records in metropolitan New York district this summer. Distributors point out several reasons for this happy development. In the first place, the public is learning that there is a vast difference between the modern electric phonograph, even tho it is low priced, and the old stem-wind, tin-sounding device that passed for a phonograph. Secondly, annual retreat of millions to remote places during the summer has naturally created a demand for a good type of low-cost entertainment. The portable phonograph-radio is the answer in many cases.

Another factor, it is stated, is the growing dissatisfaction on the part of the public with frequently interrupted entertainment programs. They prefer programs of their own choice when they choose them.

Prices on phonograph models range all the way from under \$10 up to the expensive combinations, with the low-cost units, of course, showing the way. A model particularly popular at present simply consists of motor and turntable in one unit, reproducing the music thru any ordinary radio set by means of a simple connection.

Mdhrs. Anticipate Big Bingo Season

NEW YORK, Aug. 14.—Bingo palaces will be gayer than ever this season, according to reports of many merchandisers, who declare that they are looking forward to the biggest bingo season in years. Large bingos are already under way here, and operators believe that they will draw bigger crowds as the season progresses and the public returns from the near-by resorts.

The best spots have always been at the resorts, but it is believed that the interest shown in the game last season is an indication that local spots will enjoy a big play thruout the fall and winter. Much money has been spent by some ops dressing up their locations. Wholesalers report that many bingo men have already been around to make arrangements for delivery of merchandise to the spots they intend opening in the near future.

According to Sam Broudy, of the Jersey Trading Company, efforts again will be made this year to get bingo into New Jersey taverns, where the present liquor board ruling forbids it. Success which bingo enjoyed in night clubs and taverns in New York toward the end of last season has brought about this renewal of effort on the part of the wholesale merchandisers to bring bingo into similar New Jersey spots.

WATCH FOR
Prizes and Games
as Seen by a
Player

By Walter Sagmaster

in the

FALL SPECIAL NO.
of THE BILLBOARD

Dated August 28

Issued August 24

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Yipp-E-E-E-E Lariat Rope

Yipp-E-E-E-E lariat rope is being introduced to the trade by Yipp-E-E-E-E Sales Company. Rope is said to pack a lot of appeal for children who have been striving to master the rope-spinning art. The old cowboy method consists of twirling the rope between the fingers and could be mastered by children only after considerable practice. An adjustable handle on this new rope acts as a swivel, enabling anyone to spin the rope successfully without difficulty. Low retail price of 25 cents is said to be making a hit with patrons of fairs, circuses, rodeos, etc.

New Knitting Bag

A new and attractively designed knitting bag has been placed on the market by Joseph Tour & Company. Bag is sturdily constructed of soft fine-quality colorfully stitched cloth and topped with a shapely wooden handle. It comes in a variety of colors and may be washed without danger of shrinking or fading. Price is surprisingly low and item is said to be finding wide acceptance among premium and prize users seeking women patronage.

Windshield-and-Glass Cleaner

An especially timely and appealing specialty item has just been introduced by World Specialties, Inc. It is an auto windshield and glass cleaner, with brush and squeegee and special bug and ice remover, which is said to keep auto glass clean the year round. Item is light in weight and may be easily mailed. Because of its appeal to car owners, garages, battery shops, hardware stores and the like it should offer good possibilities for agents and demonstrators.

Zipper Safety Belt

A new belt with a zipper protection feature has been designed by a Wolverine Belt Company. On the inside of the front part of the belt is a pocket fastened by a zipper and designed to hold a roll of money. Pocket runs lengthwise of the belt and is large enough to hold a bill folded lengthwise in half. Belt is claimed to offer greater protection to people who carry considerable cash on their person. Belt comes in popular colors with tongue buckle and is distributed by the company to dealers at a low price.

Veltex Shears

Veltex is the name of a new shears manufactured by American Production Company which boast of handles covered with a soft nap that eliminates tiredness of the hands and callouses caused by constant use of the shears. By a patented process silk mohair in dust form is blown on the handles under

pressure while enamel is still hot. Enamel is same as the finished color and the mohair dust literally becomes a part of the enamel itself and is claimed to be as permanent as the scissors themselves. Comes in apple green, navy blue and wine colors and in two popular sizes. Carries a low price for dealers.

UTILITY KEYNOTE

(Continued from opposite page) attendance despite hot weather. Utility, modernistic styling, clean lines and less "ginger bread" are watchwords of the new merchandise, with better quality and higher prices in evidence everywhere. Many of the lines on display were of the "arty" type and far above the price range of prize and premium user. Some lines, however, were aimed squarely at this market and displayed a variety of items that were both new and attractively priced.

Karavan Company was on hand with a wide assortment of attractive character dolls. Sizes ranged from miniatures on up in wool felt, wood, porcelain, yarn and other materials. Line included dolls of every nationality dressed in native garb. Prices ranged from the \$1-a-dozen mark up.

A four-tube portable radio was displayed in a black case with handle by the McCabe Company. It is neat, compact and gives good reception over a wide tuning range. Should retail for about \$10. Another item displayed by the same company and which looks like a good bet for promotions in rural communities is an egg scale. Similar to a postal scale in appearance, it shows the weight and classification of eggs at a glance. It is well made, accurate and represents a retail value of about \$1.50. Artificial flowers made of Chinese

wood pulp are being offered. They not only look like genuine flowers, but feel like them as well. A new line of brushes is attracting favorable attention. To speak of premium lamps in great detail would be out of the question. Sufficient it is to report that an abundance of them were on hand at all sorts of prices to fit every prospective need.

One group of items which seem to be on the upgrade are dresser sets of better quality. During the last few years these sets have been used extensively, but in a range where quality was cheapened to meet the price. Reception of sets by public was consequently impaired, but it looks like the policy of some manufacturers to bring out sets of better quality at reasonable prices will restore these sets to their former popularity. Offered by the Celluloid Corporation under the trade name Amerith are reasonably priced quality sets ranging from three to 20 pieces. These sets have a beautiful flash, are attractively boxed and are of such quality that it is claimed they will last for years.

National Income Shows 20% Gain Up to June

PHILADELPHIA, Aug. 14.—Public demand for better quality in merchandise is racing the steadily climbing national income. This healthy trend was observed first-hand by Thomas A. Kennally, national sales manager of Philco Radio and Television Corporation, on a tour of the country.

"It just means that business is reflecting the condition of the average man's pocketbook and his confidence in the future," Kennally said. "Statistics show that the national income for the first five months of this year was about 20 per cent greater than for the same period last year, or a cumulative gain over last year of about \$5,000,000,000."

"Our new business booked since June shows a higher percentage of gain in unit value than the cumulative rate of gain in national income over the same period."

SPECIAL

WHILE THEY LAST

650

DYNAMIC SPEAKER RADIOS

In the Following Colors: Black, Blue, Red, White, Green and Brown. State Color Wanted When Ordering.

\$5.45
\$4.95

Each. Sample. Lots of G.

Send 20% With Order, Bal. C. O. D., F. O. B. New York.

PLAYLAND SUPPLY CO., Inc.

14 WEST 17TH ST. NEW YORK CITY



Carnival Novelties

New Stock—Just Arrived



BB1 Men's Toy Wrist Watches, Gro. \$3.75 BB2 Gillette Style Blue Blades, Per 1,000 3.50 BB3 Flying Birds, Outside Whistle, Gro. 1.85 BB4 Flying Birds, Inside Whistle, Gro. 2.35 BB5 High Hat Fur Monks, 6 1/2" In., Gro. 3.75 Parade Cans, Balloon Toss-Ups, Dally Cork Milk Bottles, Can Rings, Hoopie Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.	BB6 High Hat Fur Monks, 8 In. Gro. \$6.75 BB7 Plugg Wiggy Compo., 8 1/4 In. Doz. 1.25 BB8 Cell. Doll, 7 In., with Plume, Doz. 8.00 BB9 Swagger Sticks, 36 In., Gro. 5.50 BB10 China Head Swagger Sticks, Gro. 6.75 BB11 Jug. Clg. Casso, Pearl Inlay, Gro. 4.50 BB12 Roach Bouncer, Ball, Doz. 1.20 BB13 Carnival Print Balloons, No. 8, Gro. 2.35 BB14 Serpentine Balloons, 48 In., Gro. 2.75 Guns and Corks, Wood, Aluminum and Iron
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25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. TERRE HAUTE, IND.

3 1/2c Each — SOUVENIR PENNANTS — 3 1/2c Each

11 1/2" Long

Assorted Color Backgrounds, Minimum Quantity 250.

With Indian Head or Local Scene Painted in Colors, 5c Each

AMCO EMBLEM CO., Inc. (Painted Pennant Div.), 35 East 21st Street, New York City.

"TAILS WERE FINE"

SHIP US ANOTHER 1000!

Letters like this every day from satisfied customers are your guarantee that H. M. J. gives you guaranteed perfect genuine fur fox tails. Our price is as low as we can reasonably make it for finest quality merchandise.

\$5.00
\$45.00

per 100 25% Deposit, Balance C. O. D.

Order today from H. M. J. H. M. J. FUR CO. 150 West 28th St., New York City

CARNIVAL NOVELTIES

WE DO SELL FOR LESS

SWAGGER CANES, Gro. \$5.50 CHINA HEAD CANES, Gro. 6.75 FUR MONKEYS, High Hat, 8 In. Gro. 4.25 FLORAL CLOTH PARASOLS, Gro. 3.40 FLYING BIRDS, Gro. 2.00 SERPENTINE BALLOONS, Gro. 3.60 NEONALIGHT TOYS, Doz. 1.85 (Crawling Baby—Tumbling Clown—O You Do!)	OPTICAN BROTHERS, Kansas City, Mo. 300 W. Ninth St.
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THE BUYING GUIDE OF THE SHOW WORLD

"CATALOG No. 128"

IS READY FOR MAILING!

When Writing, State Business You Are In, As We Do Not Sell Consumers.

Ingersoll Mite



Wrist Watch



Just Look—only 1.50 each

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

Here's a SURE Sales Getter

COMBINATION PENCIL AND LIGHTER

EVERY ONE A PERFECT Barrel of mottled unbreakable material. Pencil propels, reaps and splits the lead. Lighter concealed under pencil cap. Each in box.



The All-in-One Pencil and Lighter. Here is the best novelty of its kind on the market. SELL ON SIGHT

B41846

Per Gross 13.50
Per Doz. 1.20

We Have a Complete Line of Beacon Blankets for Immediate Delivery.

N. SHURE CO.

Adams and Wells Sts., CHICAGO, ILL.

SOMETHING NEW IN TIES

New Method—Greater Values

Hercules Ties are manufactured by a new scientific method which assures durability and makes a machine-made tie look like hand made. Gigantic line in all price ranges.

The Biggest Sellers Are Our NEW GORD MOGADORS BEAUTIFUL SATINS and CELANES.

Worth more than \$2.00 doz. to you. Silk lined tipplings matched to color of tie. 25% with Order, Balance C. O. D. Catalog and Sample Swatches FREE on Request.

HERCULES NECKWEAR MFG. CO.

772 Vermont St., Brooklyn, N. Y.



69c

EACH

No. B101—Case Metal, Assorted Colors, Snap or Time Pictures. Size: 1 1/2 x 1 1/2 In.

TEN FOR \$6.50

Send for New 1937 Catalog.

ROHDE-SPENCER CO.,

Wholesale House 223-225 W. Madison St., Chicago.

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NOTES from SUPPLY HOUSES

Regal Amplifier Manufacturing Corporation has announced that by an agreement with Electrical Research Products, Inc., it is licensed to manufacture and sell public address and inter-communication equipment under patents owned or controlled by Western Electric Company and American Telephone and Telegraph Company. Equipment will be built to the highest standards. Products will be merchandised under trade name of Ramco.

Everedy Company, manufacturer of Speedy-Clean chrome cooking utensils and of Evercraft Gifts, announces that it has added Ray Rice Hutchesson, noted designer, to the organization. Hutchesson's accomplishments are well known, as he has created new products and successfully restyled established lines for several large manufacturers.

Barr Rubber Products Company has just announced the appointment of H. V. Cusick as sales representative, covering the States of Missouri, Kansas, Iowa, Nebraska, Minnesota and North and South Dakota. Barr line includes rubber toy balloons, balls and novelties.

Add prosperity note: The Christmas order rush has already started for dart



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to *Billboard* readers has become a habit with us. Twenty-one years of price leadership determined our policy. . . . We Are Never Under-sold or Will Sell for Less. Get our 196-page catalog free. Exceptional values in . . . Razor Blades, Toiletries, Notions, Novelties, Gifts, Salesboards and Deals.

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Last chance to pick up a good buy in well-known K-M Brand Fans. For 100-V. A. C. only.

No. B12E1—ZIP 8" Straight, 99c.
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SPECIAL PRICES! LIMITED QUANTITY!

LADIES' WRIST WATCH—
8 1/2" Lugs, 7 Jewels, 14 K Gold Filled Case, with Band. Individually boxed. **\$2.75**
Lots of 3, Each \$2.95
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10 1/2" Lugs, 8 Jewels, Assorted Chromium Cases. **\$2.95**
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SAFES AS ABOVE—18 Jewels, Each \$3.85

NEW LADIES' SWISS WRIST WATCH, Jeweled, Asst. Chromium Cases with Adjustable Metal Bracelets. Raised Figure Dials. Lots of 3, Each \$2.35

NEW MEN'S SWISS WRIST WATCH, 9 1/2" Lugs, 7 Jewels, Asst. Sport Model Cases. Fitted with Figskin Straps. Lots of 3, Each \$2.50

SAMPLES 50c EXTRA.
SPECIAL PRICES FOR QUANTITY USERS.
25% Deposit, Balance O. O. D. Send for Catalog.
LA SALLE IMPORTING CO.
88 NASSAU ST., NEW YORK CITY.

boards manufactured by C. J. Widmeyer. In reporting the early start, Widmeyer explained: "We usually don't start stocking for Christmas until well into September, but this year orders are piling in at such a rate that we cannot defer manufacture if we are to meet the growing demand."

Holding the only patent in the country on dart boards with movable and reversible centers, making the game boards is firm's most important activity. Widmeyer uses a ton of feathers a week, orders 200,000 steel dart pins at a time, makes 2,500 darts a day, uses space to store each ton of feathers which would be sufficient for 50 tons of coal, and throws away half the feathers bought because only the best are hard enough to stand the wear and tear of players' handling.

Joseph Archer, president of Universal Pennant Company, reports that the orders he has been receiving for pennants of all types from the fair trade is proof to him that all fairs are anticipating a big turnout. "We haven't enjoyed so much activity in a long time," Archer reports, "and do we love it!"

Hanes Chair Company has begun operation in Mocksville, N. C., for production of odd chairs and novelty furniture in the plant formerly occupied by Hanes Chair and Table Company, which was liquidated a little over a year ago. J. W. Harris is president of the new firm, while R. D. Bayless, formerly manager of the Athens Table Company, is treasurer and general manager.

Painted pennants are proving big sellers at resorts and fairs, according to the Amco Emblem Company, Inc. Firm is specializing in an 11 1/2-inch pennant with Indian head or local scene painted in colors.

Retail Sales Reflect Farmers' Prosperity

WASHINGTON, Aug. 14.—"Month of August made an auspicious beginning in the nation-wide retail field," said the Department of Commerce in its weekly survey of business conditions in 36 cities. "In substantially all of the reporting cities business was ahead of last year by margins which in general ran from 7 to 10 per cent and in some instances even much more."

At the same time a bulletin from the Department of Agriculture reports that farm prosperity, now at a post-depression peak, is pointed definitely upward. Prices of most farm products are the highest since 1929, despite some recessions from spring peaks. Crop estimates due early next week are expected to show 20 to 75 per cent increases in production over last year. During the first half of this year farmers received \$3,503,000,000 cash income from marketings and \$330,000,000 in government benefit payments, for a total increase of \$539,000,000 over the first half of last year.

Radio Production Up 10% For 6 Mos.

WASHINGTON, Aug. 14.—Radio production was up 10 per cent for the first six months of this year, according to figures released by the Internal Revenue Bureau. Figures were based on collections of the 5 per cent excise tax on radio and phonograph apparatus.

Tax for first six months amounted to \$2,564,688.36, a \$239,373.62 gain over the same period for 1935. For the fiscal year

ending June 30, 1937, excise tax collections were about 33.1 per cent above those for the preceding fiscal year.

PREMIUMS BOOSTED

(Continued from page 47)
being sent broadcast. The premium book proper is in seven volumes.

Governor Frank F. Merriam and other high State and county officials will participate in the inauguration of the seven new buildings, four of them huge steel and concrete structures, which will be placed in service at the fair.

Construction now under way is the most extensive in the exposition's history. The projects include a beautiful fine arts building, machinery hall; junior fair building, also housing poultry, rabbits and pigeons; an additional horse barn containing 54 box stalls, and two large sheep barns to care for the overflow due to the rapidly increasing importance and popularity of the livestock show. A spacious restaurant and cafeteria building completes the list.

A new entrance is also being built at one end of the grand stand to relieve congestion during the rush for the races.

Fair Grounds

TALOGA, Okla.—Dewey County Free Fair is planning a bigger and better event. Wheat crop is good in this section.

LOUISVILLE, Ga.—The Jefferson County Agricultural and Live-Stock Fair Association will hold a fair this fall. The association was organized in 1930 and only held two fairs before the depression period drove it into retirement. A carnival will be on the midway.

SPARTA, Ga.—Definite plans have been made by the old Hancock County Agricultural Fair Association to form a new association for the county, which will hold an agricultural fair here this fall.

MILTON, Fla.—The Kiwanis Club is again sponsoring the All Santa Rosa County Fair here. It will be the second annual.

LUVERNE, Ala.—Crenshaw County Fair will be held at Luverne Ball Park again, according to Mrs. A. D. Fryor, president of the Luverne PTA, who will sponsor it.

TROY, Ala.—Manager Thomas P. Littlejohn, of the Pike County Fair, announces that a fat stock show will be one of the features. One hundred dollars in prizes are to be offered in this department.

COLUMBUS, O.—Plans to replace its display building at the State Fair grounds here, which was destroyed by fire a year ago, with a new \$20,000 building have been announced by the State conservation division. It will be a 400x60 foot structure with a built-up asbestos roof.

GAYLORD, Mich.—Top 'o' Michigan Exposition will be held on the old Otsego County Fair grounds. Program will include grand-stand attractions, boxing matches, fireworks, automobile and other giveaways and Polite & Kenosian Shows will be on midway.

KENOSHA, Wis.—A centennial pageant in honor of the first white man to settle in Wilmot will be staged in connection with the Kenosha County Fair.

MEMPHIS.—Dates for annual Mid-South Fair here have been fixed, with Rubin & Cherry Exposition contracted for the midway. Budget of \$65,000 was adopted, with premiums totaling \$16,000 or \$1,500 more than last year, President Raymond Skinner said. For addition to the stock show of an exhibit of farm work stock the executive committee voted to set aside \$1,000.

SALT LAKE CITY.—George Winder was appointed a member of Utah State Fair board, succeeding to position on board made vacant by death of his father, W. C. Winder. The new appointee (See FAIR GROUNDS on page 70)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THE cup races gave an indication of what might be done in the way of pitch selling at major sport events. Pitchmen were on the job selling maritime souvenirs, pennants, binoculars, sun glasses, hats and similar stuff. Apparently local talent predominated. I am told that only the surface was scratched. The event, however, had its effect in New York, Boston and Philadelphia, where models of sailing boats atop ash trays, cigaret containers, etc., moved well. Selling products that will move at sport events still requires quick action and concentrated sales effort. This market will prove more profitable once it has been properly developed. Dates of the various events are generally known far enough in advance, permitting plenty of time to obtain the right sort of merchandise. Generally the stuff that isn't sold at one spot will sell at the next.

A walk thru the New York midtown section and lower Broadway and Nassau street shows comparative quiet among the pitches. Maybe most of the regulars have gone to Coney and other more promising spots. Little toy animals, static eliminators and various small household appliances are items that most of them are pitching. Business on the whole is not up to par. The downtown section is particularly weak, but it is a bit healthier uptown. Amusement spots along 42d street and mid-Broadway are fairly active, with ops getting a good run on merchandise. Drop in burly business seems to have benefited medicine shows, for they are gathering large crowds and doing good biz. Only two burly houses in the midtown section seemed to have managed to keep their heads up so far and make a rather feeble attempt at selling. My opinion is that things will look up as far as burly sales are concerned with the coming of cooler weather.

From what I hear \$1 pitch promotions seem to be gaining ground. I know of several of them in New York and am told that there are a number out of town. Men promoting them most successfully are taking the best items of the drug store and adding to them their own inimitable ballyhoo. Promotions favor electrical articles which are changed each day and revived again at a later date.

Here is a list of articles that are moving best in and near New York: A small savings bank in the shape of a Scotch terrier is a favorite with kiddies. A set of electric chimes to be used as a doorbell are fashionable in apartments and suburban homes. Electric fans selling for \$1 are going strong all over the city. Amusement parks are full of fur animals, especially cats, dogs and teddies of various sizes. All kinds of souvenirs are hitting their yearly peak right now. Small travel bags and lapel watches are popping up again. Large globes of the world are gaining ground now that school time is drawing near. White hats with a sun visor are going strong. Modernistically designed whistling tea kettles are making a strong comeback. Rubber seat cushions are going well at seaside resorts and pitchmen have been doing good biz with them along main highways. Framed, color prints and brushes with colored backs are seen in quantities. Electric grills, electric juicers and other appliances selling for \$1 are taking in the money. A rubber sponge with soap inside and a giant soap shaving stick which will last a year are other items that lend themselves to good flash demonstrations and are gathering coin for promoters.

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IN OUR NEW CATALOG—MAILED FREE.

- O. E. BLUE BLOES—Cellulose wrapped, Uniform Quality. Per 1,000. \$3.40
- NOTCH CAKES, Giant. 100 for. 5.50
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Exceptional Values in NOTIONS, BLAGES, TOILETRIES, KITCHEN TOOLS, ASPRINS, GIFTS, CANNED GOODS, SALES BOARDS, PREMIUMS, BALLOONS. You Get What You Ask For. No Substitution. Free Sample Case. Write for Details and Catalog. 25% Deposit, Balance O. O.

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RED INK—5c Size. Gross\$1.25
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 ERASERS—Giant 5c Size. Gross .50
 PENCIL LEADS—18 to Box. Doz. .25
 Boxes25
 25% Deposit With Orders. Bal. O. O. D.

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MEET "Dancin-Dan"

America's Favorite Entertainer. Anyone can make him dance. Hottest selling novelty since the Yo-Yo. A "natural" for Carnival, Fairs, House-to-House. Send \$1 for Sample. Post-paid in U. S.
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If you do not find merchandise shown in this catalog that has never before been offered by any house serving the direct selling field I'll pay you \$1,000 cash.
 Signed: "Doc" Goodler.
 Just off the press, our big new wholesale catalog showing hundreds of proved fast-selling, money-making deals for agents, pitchmen, coupon workers. A complete line of carded merchandise for wagon jobbers. Write for your copy now. It's free.
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DEMONSTRATORS I Sensational! Free Offer! HOT COMBO

Sloane's Nu-Foot Powder—A shampoo for tired, aching, burning, perspiring feet. **SENSATIONAL** demonstration on hands turns 80% of tip. Sell one for 25c, give other free. Man working alone recently took \$170 in one day. Man working solo took \$400 in 3 days. Met. I'll say. Sloane's Corn and Callous Remover—an indolent liquid in swell new package. **FREE**—With each double gross you get, absolutely **FREE**, 1 dozen jars Sloane's Athletes Foot Ointment, wholesale price \$1.80 doz., a quick \$50 seller, 50% dep. on all orders.
 Complete \$161 & worker fees. Sample 25c. **ALL SWELL NEW PACKAGES.**
DOUBLE GROSS \$9.00 (One Gross of Each)
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COMIC POST CARDS

Christmas, New Year, Lovers, Flappers, Petting, Boozers, Fish Jokes—100 designs, 50c. Fun Cards, Joke Novelties, Booklets, Photos—20 samples, 10c. Complete sample assortment over 100 articles \$1.00. Prepaid. **ARTFORM CO., 1740 Undercliff Avenue, New York City.**

SEED WORKERS

FLORADIX Now Available to Select Workers.
H. T. MALONEY
 178 E. Long St., Columbus, O.
Super Shave, Double Edge BLUE STEEL BLADES
\$3.00 per thousand
MURRAY'S 28 W. Jefferson, Detroit, Mich.
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Pitchdom Five Years Ago

Eddie Summers, of needle-threader fame, was working St. Louis to good business. . . . Paul Houck left Detroit for Cincinnati after grabbing off some long-green in the Motor City working high pressure. . . . Drs. Harry Parker and Arthur Layton joined forces and were working med to some good takes. . . . Nat Golden reported himself ill and was preparing to return to his home for the remainder of the season. . . . Mary, of the Ragan Twins, was making the fair at Madison, Wis., to big turns. . . . Joyce Maxwell Reynolds, popular New York pitchwoman, was sojourning at Savin Rock, Conn. . . . Quinlan and Eddie Ackerson, nifty New York med pitchmen, were working New Jersey towns to swell business. . . . Al Seigel and company of workers were holding their own against the depression in the pitch store in New York. . . . George and Della Parents left the Hale Comedy Company in favor of playing a string of home-coming celebrations and fairs. . . . Bob and Kate Wimmel, versatile sales troupers, were stopping in Cincinnati while awaiting the opening of the fairs, meanwhile passing out perfumes in paying quantities. . . . Jim Phillips and wife had just concluded a successful three-month business with med in the Motor City. . . . Bert Francis was working as an extra with the Iceland Medicine Company. . . . Kansas City, Mo., proved a red one for Al Burdick, the roving sign painter. . . . O. L. Curry reported from Tifton, Ga., that for the first time in several years the tobacco market in the South looked good. . . . Members of the Hale Medicine Company tendered Charlie Kurtz a party in celebration of his 28th birthday. . . . J. C. Carswell, whistle whiz, was introducing his novelty in Ottawa, Ont., to some long-green. . . . The Great Pizaro, Jim Ferdon, was still playing to swell crowds in Dayton, O., at Troy and Leo streets. . . . That's all.

WHAT'S THE percentage here? Some pitchmen are just as efficient in talking a tip out of buying their item as they are at talking them into buying it.

RAIN IN THE FACE—Medicine Company by its current engagement at Van Dyke, Northeastern suburb of Detroit, is demonstrating that an old-time med show can successfully play in the larger communities. Show has been on the present location at Van Dyke and Wood avenues for six weeks and will remain there for a few more weeks. According to Chief Wild Wolf and Sunny Sky, proprietors, show is drawing crowds of about 1,000 nightly and larger ones on week-ends. Roster includes Mrs. Wild Wolf, Nowkeeshk and his son, Waboose, and a comedy team.

MONEY SPOTS: Steubenville, O., just 40 miles west of Pittsburgh, is one of the best and fastest towns in the nation for the boys working off the tripods. Across the river is Wierston, down the river is Toronto and Wheeling, with a jump back across the river to Belleaire. This is territory which is worth going after. One can go in for some real cash jingling in these communities if he uses the proper talk when contacting the city powers.

"WELL, FOLKS" from Scranton, Pa., opines Dr. Krels says, "No one else in this section shoots a pipe, so I suppose it's up to me to pipe in again." Business here is just about dead. I am framing a big open-air benefit for the unemployment league, after which I'll head for the Pennsylvania sales. Noticed in The Final Curtain of a recent issue where two well-known old-time med men passed away. I refer to Dan Nagby and Al L. Salvail. I had the pleasure of meeting Salvail in Toronto in 1919 while he was with Harry Brace and I with Dr. De Alea Sutherland. Early last year I renewed my acquaintance with Salvail at Nashua, N. H. Scout Russell, Mitt Allen and I called on Dan Nagby while he was playing a vaudeville date in Elmira, N. Y. Nagby and Allen had been kids together years ago on the early Kickapoo shows. Listening to these oldtimers shooting pipes was a real treat for me."

FAMOUS LAST WORDS: "I wish I had gone to so-and-so instead of coming here."

FAIR GROUNDS—(Continued from page 68) is the third Winder to serve the agricultural and commercial interests of the State in position on governing board of the State's annual exhibition. The governor filled a second vacancy in fair-

ground when he appointed Vilate Elliott, of Provo, to succeed Mrs. Lavina Fugel, who resigned recently.

SPRINGFIELD, Mass.—Fourth annual open championship wood-chopping contest and CCC wood-chopping and wood-sawing contests will be conducted as a feature of Forestry Day at the Eastern States Exposition. The outdoor machinery exhibition at the ESE will be the largest shown in New England.

PUYALLUP, Wash.—Twenty thousand dollars' worth of premiums will be awarded prize winners at the 38th annual Western Washington Fair.

GREEN BAY, Wis.—Enlargement of the midway at the Brown County Fair grounds is planned to accommodate the Ozark Exposition Shows. The midway will be larger than at any previous fair on these grounds, according to William F. Klaus, fair secretary.

WEST ALLIS, Wis.—One of the best harness race programs in the history of the Wisconsin State Fair is indicated this year with 233 horses entered and purses totaling \$7,950 offered. Horse racing will open on Monday of fair week and will be conducted on Tuesday and Wednesday, winding up on Friday. Other sporting events will include three days of automobile racing, a four-day horse show and AMA motorcycle races on Thrill Day. Prizes totaling \$2,793, double the award of former years, are being offered for the fruit and flower show at the fair.

PLYMOUTH, Wis.—Despite rain on closing day, the Sheboygan County Fair, which closed August 8, is believed to have surpassed the four-day 1936 event in attendance. A number of free acts were presented daily on the platform before the grand stand with entertainment features including WHBL artists, Fred Sporees, the Merry Whirl Revue, the Musical Stenards, the Romanoffs, Baker and Evers, Lorraine Wallace and her African lions and Joe Morris' Death Dodgers.

LIGONIER—Westmoreland County Fair, which will be held here, will feature free acts, daily horse racing and independent midway, day and night.

FESSENDEN, N. D.—In a recent issue it was stated that total attendance at Wells County Free Fair was 15,000. Total was 50,000, fair having more than 15,000 on last day alone.

YOUNGSTOWN, O.—Floodlights for the new grand stand at the Canfield Fairgrounds of the Mahoning County Agricultural Society are being installed. Publication of a complete program for the fair will be an innovation this year, Secretary E. R. Zieger said. The book will contain a record of fair events and history of the fair-sponsoring organization.

Next Issue LIST NUMBER

Will Feature the Following Lists:
FAIRS
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Earlier Date For Cuyahoga Co.

CLEVELAND, Aug. 14.—The Cuyahoga County Fair, opening August 18 at Berea, will be the earliest agricultural exposition in the 43 years that the event has been given. Date was last resort of directors, who have to compete with the Great Lakes Expo and the National Air Races. Moved ahead to duck the air event. Horse racing, fireworks and stunt programs are planned, with Stratosphere Man, El Ray Sisters, Mary Wiggins and her Hollywood Dare-Devils engaged.

Frank E. Jackson, horseshoe pitching expert, will show his stuff and give a new pair of horseshoes to anyone defeating him. Buildup is found in a \$1.50 for membership. This ticket entitles holder to vote at annual election and gives admission privileges for all competitions in premium classes. Another stunt is a junior fair, directed by E. A. Rollinson, E. J. Orvis and Gabriel Simon, county 4-H leader. 4-H lads and lassies will do their stuff and it is intended to make this junior division permanent. William H. Kroesen, fair manager, who is responsible for it all, believes that the earlier date will bring a bigger response than in past seasons.

BIZ PICKS UP

(Continued from page 47)

from 8:30 p.m., while Pioneer Palace first show was moved to 7:45 p.m. from 7:30 p.m. The arena where the thrill show was presented will remain dark during run of Fiesta, and a fence has been put across midway at this point to keep people out of this spot. The beer garden across midway from thrill show will be moved to the Astor House on Sunset Trail.

The Astor House, old-time hotel on Sunset Trail, which heretofore has housed art exhibits, is being remodeled to become a "Forty-niner" dance hall. It is to have a bar, with appropriate frontier trimmings, and an orchestra and girls to serve as hostesses. The Turf Catering Company will operate the concessions here, with Mrs. W. M. Fain, formerly at beer garden near thrill show, as manager. This is the first step by Fiesta management to brighten up this street, which has been principally a "dead" avenue of antiques in the old-fashioned buildings. Only live spot on this street to date has been the Silver Dollar Saloon, next door to the Astor House, which has always been popular with patrons.

Matt Graham, also in charge of program sales, has recently succeeded in getting show management to okeh prize packages in free show. They were put in the Flirting With Death Show shortly before that show closed and then they were transferred to Melody Lane when that show became free attraction. Before the Fiesta opened announcements were made that there would be no prize packages, carnival concessions or stores at this show. However, the prize packages are now much in evidence after hard work on part of the Turf Catering Company, and one store has been installed by the Turf company in its Watermelon Garden, adjoining Melody Lane. The store has "electro-whirl" or "win-o" game, and W. M. (Skeets) Fain, formerly manager of the beer garden across from thrill show, is in charge for the Turf company, with Henry Roscoe assisting and Graham supervising. If the one store proves a success other concessions and stores may be installed on grounds.

Program Sales Increase

Sales on souvenir programs have increased slightly under Graham's direction, since stars of Casa Manana Revue have been induced to autograph the programs. Each night a different signature is featured, such as Everett Marshall's, Harriet Hootor's, Paul White-man's or others. Program sales here never have been outstanding, but the autograph idea is helping. Two program stands have been installed near the main-entrance gates.

Jane Moore and Billy Revel, the comedy dance team featured in Casa Manana Revue for the first six weeks, left August 9 for New York. Joe Jackson, with hicycle pantomime act, replaced Moore and Revel. Only other new act here is Fritz

and Jean Hubert, comedy pantomime, who replaced Clyde Hager in Pioneer Palace Revue. Show officials are trying to put the Pioneer Palace Revue back on the stage above the bar, hence the silent act. It is impossible to spot talking acts such as Hager's above the bar because of the sound system in this place. Dorothy Dale, from Cleveland show, replaced Jinx Walther in Pioneer Palace Revue chorus this week.

Pioneer Palace has had trouble with its outside customers ever since show opened this year with 50-cent admission. First the walks around the building were roped off so spectators could not get so close to see show thru doors, but hundreds saw show anyway from farther back on midway. Now the numerous screen doors, which also serve as windows, have been painted to keep outsiders from seeing in. This is proving effective. Twenty-one additional fans have been installed in Pioneer Palace. Manager Jack Wilson has been trying to get these fans since show opened.

Combining of Jobs

Jobs of stage manager at Pioneer Palace and Melody Lane were combined August 7 as economy measure. Orvin Katz is now stage manager for both shows. Joe Lowry is assisting Katz, who was formerly manager of Melody Lane. Ed Bakeman, stage manager at Palace since opening until August 7, returns to Hollywood.

Tom Moore, manager Chuck Wagon for National Hotel Management Corporation, has been promoted to assistant manager at Pioneer Palace under Manager H. W. McKinley. Eddie Condon is now manager of the Chuck Wagon.

Stuart Morgan, head man in the dance team in Casa Manana Revue, has picked three members of the Casa Manana cast for a new adagio team he is training to go on the road this fall. They are Alliene Morrison, J. D. Farmer and Thomas Bell. The other member is Harry Disbrow, from New York.

Joe Howard, who sings in Melody Lane, appeared on the Cosden program broadcast over Station WBAP from the Fiesta radio studio this week for the third time since show opened. The Stuart Morgan adagio team and the Cabin Kids were the two latest Casa Manana acts to be interviewed on the Fiesta Reporter programs heard twice weekly on WBAP. This program has been enlarged to a 30-minute program, with orchestra accompaniment. Margaret Peters, a Casa Manana dancer, after her recent appearance on this program, was selected for one of the characters in a sustaining dramatic program broadcast daily by WBAP. The script writer for this sustaining program heard the Fiesta broadcast and recognized Miss Peters' voice as type needed for the character. As this is a morning program, the radio work will not interfere with Miss Peters' Fiesta dancing duties.

Jack Gavett Arrives

Jack Gavett, who had photo concession at the San Diego Exposition, came here this week from San Diego to help his daughter, Florence, operate the photo concession at Fiesta. Noel Rosen, who has been working for the Gavett photo machines here, left August 8 for Springfield, Ill., where he will assist Jimmie Gavett during the Springfield and other fair engagements.

Manuel King, who had lion act in thrill show, left for his home in Brownsville, Tex., after this show closed. Prince Nelson's next engagement as wire performer is to be at fair in Detroit. E. T. Poole, sound man at the thrill show, left for his home in Wichita Falls. Herman Voss, head electrician at thrill show, went backstage at Casa Manana, while Harry Stine, tower man at thrill show, went to New York for show connection. Manny Brenner, other tower man, left week before thrill show closed for Chicago, where he is connected with Chicago Civic Opera Company.

Jana, sidewalk portrait painter, came into showgrounds from three months' engagement on Rice Hotel Roof, Houston. He is located in good spot on midway between Firefly Garden and Melody Lane. Frank Hill, assistant at guess-your-weight scales here, left for three weeks' training at National Guard camp in South Texas.

J. Ed Brown had as his guest at Fiesta this week Mr. Jerome, park owner, of San Francisco. Frank Gilley, who had charge of one of Al Humke's novelty stands here, left this week to work Northern fairs. J. R. Wilkinson, formerly with photos, is now working novelties for Humke.

WANTED FOR ENTIRE FAIR SEASON

11 Weeks, Starting at Lockport, N. Y., August 23, and Playing New York, Virginia and the Carolinas.

MINSTREL SHOW—MICKEY MOUSE SHOW—UNBORN SHOW—ILLUSION SHOW—CRIME SHOW—FUN HOUSE PONY RIDE—ANY OTHER GOOD ATTRACTION.

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WANT Concessions of all kinds (No Gambling Devices). Will sell exclusive on Novelties. No other exclusive privilege sold. This will be the greatest outdoor Celebration ever held in this part of the country. Exposition held on Fair Grounds with free admission to grounds. Address CHARLES W. WOLF, Supt. Concessions, 45 East Washington St., Hagerstown, Md.

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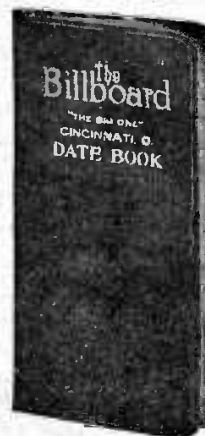
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Hartmann's Broadcast

THE Goodman Wonder Show received gobs of free space in The Great Falls Tribune on the occasion of its engagement at the North Montana State Fair, Great Falls, Mont. In one issue alone, that dated August 4, this space amounted to more than 56 inches, but the outstanding thing was the appearance of a four-column cut showing a great part of the midway on the front page, this and the descriptive matter accompanying it occupying 28 inches of space.



A. C. HARTMANN

Inside appeared a double-column cut of another part of the midway and an interview with Max Goodman on the achievement of his aim to create an ideal show. Fine work, Beverly White.

JUST as we finished writing the paragraph about Goodman at Great Falls came another piece of publicity, in contrast, in the form of a clipping from the front page of The Austin (Minn.) Daily Herald of August 9. This clipping told about the arrest of a man at Winona, Minn., who was with a carnival "that proved such a nuisance" when it appeared at Austin early last month, charged with jumping a hotel bill amounting to \$10.50. When he pulled out from the hotel, according to the newspaper, he left a suitcase with little or nothing of value in it, at least not nearly enough to compensate for the bill. When arraigned before a justice the carnival man was fined \$43.83, including costs, or 25 days in jail, and he decided to serve the sentence. "The arrest," the clipping continues, "was the last of about a half dozen that resulted from the carnival's appearance at the fairgrounds here."

We concur with what Warren Wright, general agent of the Goodman Wonder Show, said in his comment on the clipping: "How can an agent take a

legitimate show and book a town when something like this precedes him?"

MENTION the Gainesville (Tex.) Community Circus and anybody who knows anything about it immediately thinks of A. Morton Smith, city editor of The Gainesville Daily Register and an active Circus Fan. For it was Smith who not only originated the community circus but was mainly responsible for its accomplishments during the eight years of its existence.

Due recognition of his wonderful work with this nonprofessional circus came to Smith a few days ago when he was doubly honored, first with the presentation of a beautiful gold loving cup, 22 inches high and mounted on a mahogany pedestal, by Frank J. Walter, wealthy man of Houston, whose hobby is the circus and who originated the "Underprivileged Children's Circus" there and, secondly, with an editorial tribute, inspired by the gift, in The Gainesville Daily Register by none other than its publisher, Joe M. Leonard, another circus lover.

The editorial said that altho Gainesville has many assets, none exceeds in true worth the enterprising, ambitious, resourceful citizen whose brain gives birth to a worth-while idea and who follows it thru to a successful conclusion, forgetting self and having in mind only the betterment of the community in which he resides, and that such a citizen is Smith, whose brain child is the Gainesville Community Circus, a civic entertainment enterprise of world-wide renown, which is the marvel of amateur accomplishment.

No man has worked more zealously, more tirelessly, more unselfishly—and certainly none more successfully—to nurture this embryo circus of eight years ago and bring it to the full bloom of a three-ring show of the first class than Morton Smith, the editorial further stated, following which it dwelt upon the presentation of the cup to Smith by Walter.

ALTHO supposed to deal with carnivals, when it comes to getting this field mixed up with those of the circus men, pitchmen and others, the article "Hallo, Sucker!" by Jack Hennessy, self-termed ground-out grinder, which appeared in Maclean's Magazine of Toronto, dated August 1, takes the prize. The introductory paragraphs are typical of the slush contained in the article. Listen:

"Today, from Coast to Coast across Canada, there are a hundred canvas villages sheltering a hundred shows, midways, fairs, exhibitions, circuses,

chautauquas. They range from a one- tent-and-trailer medicine show to Meyer's Mastodon Midway complete with three trains of circus cars.

"You can call them whatever you like, but to the old circus hand they are 'carneys' one and all. A carney is a carnival, and a carnival is anything under canvas."

Get that last line about a carnival being anything under canvas! And coming from a supposed-to-be ex-carnival man!

It's surprising that a magazine such as Maclean's, which is looked upon as The Saturday Evening Post of Canada, fell for such bunk.

And if we're not mistaken a magazine in the United States a few years ago published an article about carnivals and fairs under the title "Hallo, Sucker!," but by a different author.

Gainesville Engagements

GAINESVILLE, Tex., Aug. 14.—Rehearsals of the Gainesville Community Circus are in progress for the next engagement, a three-day stand at the Cooke County Fair here. Several other engagements are listed for the fall season, including the East Texas Fair at Tyler.

The circus was a feature attraction at the Golden Jubilee celebration in Ardmore week of July 19. While the Jubilee celebration as a whole was not a financial success, the circus realized a profit for the sponsors during its two-night stand. Ned Rowland, veteran trouper of Rich Hill, Mo., who started out of Gainesville in the early '90s and who is visiting relatives here, donned his rube makeup and worked in clown alley during the Ardmore engagement. Thirty minutes of the performance was broadcast over Station KVSO, Ardmore, by Sam W. Blackburn, of The Daily Ardmore staff, opening night of the engagement. Visitors included Sheriff Floyd Randolph and wife, well-known rodeo people.

Camden Project Will Present 18 Performances in August

CAMDEN, N. J., Aug. 14.—Under the sponsorship of civic, patriotic and charitable organizations thruout Southern New Jersey, the Camden District Federal Theater Project will present 18 performances during August of its summer production, "Intimate Circus." The WPA circus includes 16 circus and vaudeville acts, comprising 35 persons and carrying its own portable stage, seats, canvas inclosure for the audience, orchestra, scenery and lights. Week-end dates are set for showings at the Garden Pier in Atlantic City, bookings arranged by Harry Horne, district supervisor for the Federal Theater Project.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Aug. 14.—Every amusement place in town benefited from the cooling breezes that this week sent patrons in from the beach to early matinee shows. Steel Pier in an effort to get an early crowd is offering free sailing trips to pre-noon patrons. Million-Dollar Pier is going big on free bathing lockers to get those who want to take a swim and see attractions. Early bird matinees are being offered elsewhere.

Parkometers have been installed in all center section of town and after a week Mayor White announces that they will be in force on Sundays as well as week days—let the visitors pay for their privilege of stopping here—amusement men all over town have protested but got nowhere.

When the New Jersey Licensed Beverage Association meets in convention here next month there is going to be plenty of fireworks regarding type of shows and their producers.

Jessica Dragonette, here on vacation, is a real ice fan as witnessed by night after night attendance at carnivals in auditorium. Shirley Foster, seven years old, who is the latest star of the group, is clicking in fine style. Despite early season predictions that nightly shows would not draw, attendances have been running into four figures nightly.

Magic saying that the hand is quicker than eye proved all wrong when the Great Huber dropped a letter in a mailbox in front of Million-Dollar Pier the other night without a stamp and then tried to get it back. One of the early morn sights along strand is Power's elephants rolling in the surf. Prince Wain and his Waikiki Serenaders have gone into the Ambassador for remainder of summer. Baby Yvonne is usually so thrilled at the other acts she just noses in under the tape to do her own act. Rudy Vallee and his Yanks did a one-nighter at Steel Pier just to keep the every season record straight. Prince Leon, midget from Egg Harbor, is acting as assistant to Great Alexander and his magic at Steel Pier. Irene Purcell is taking a short rest here. Abbott and Costello, who have been doing the minstrels the last couple of seasons, have been offered a movie contract for the fall. Anthony G. Vautrinot, general manager of Atlantic County Fair, resigned as treasurer of the Egg Harbor Commercial Bank to devote more time to the fair and other promotions. Herbert Copeland is recuperating in the Atlantic City Hospital after a serious illness. Sid Blumenstock, publicity head for the Seashore Theaters, has been taking his place during his illness and staying up nights to do the two jobs.



PICTURED HERE are the delegates and international officers at the biennial convention of the International Alliance of Bill Posters, Billers and Distributors, held recently at the Fort Pitt Hotel, Pittsburgh. It was the 23d convention.

Out in the Open

by Roger Littleford Jr.

About Hagenbeck-Wallace

IT MIGHT be said that it is fun to be fooled—but much more fun to be agreeably surprised. And that is just what happened to your correspondent last week when visiting the rejuvenated Hagenbeck-Wallace Circus as it played host to convening Circus Fans in Norfolk, Va. After hearing the reports brought to New York this spring and early summer we must admit that it was with a certain amount of trepidation that we headed for the show itself. From what could be gathered a wild man was supposed to be operating the outfit—the personnel was evidently divided into a dozen hostile cliques—inadequate mechanical devices, green baggage stock and a sorrowfully organized administration combined to make the entourage so unwieldy, so misgoverned that it was an unusual event to be up in time for the matinee. A trouper who remained more than a week with the show had been considered a marvel of some sort.



R. S. Littleford Jr.

But these conditions, in the most part, were not in evidence in Norfolk. As a matter of fact, the Hagenbeck show is clicking merrily these days, and whether chaos existed at one time matters not as the show hits the second half of its season. The fact remains that a tremendous job of organizing, or rather reorganizing, has been accomplished.

To Howard Y. Bary must go credit for the apparent success of H-W's comeback. Bary, a comparative youngster in the circus game, purchased the show from J. Frank Hatch last May after the latter had put it into a Chicago indoor arena. A very few days following his acquisition the new owner-manager-operator discovered many of the staff and personnel J. F. had assembled were not to his liking, or not considered as qualified to move the show from day to day and at the same time present two worth-while performances. So Bary reorganized. Those were dark, hectic days for everybody, as only Bary, the center of it all, can tell you.

And so in our own humble way we advise news commentators and the ever-critical showfolk who found fault with the show early this season to ogle it again before passing further judgment. Far be it from this corner to praise where praise is not due (some think we learn too much the other way), but the Hagenbeck-Wallace show is going places, my friends, and in a big way, thanks to Howard Bary and the group of faithful employees who stood by him thru the gruesome days of May, June and even early July.

But the Philadelphian who at one time scouted for Mr. Gumpertz et al. is well aware that his job is by no means completed. There remains plenty to be accomplished on H-W—gallons and gallons of paint are needed, new and finer wardrobe will be a striking asset, a couple of more featureable acts will aid the program, additional rolling stock and any number of other items are essential before the show will be what Bary wants it to be. Howard Bary usually gets what he goes after, tho, so this commentator, for one, is resting easily—confident that Hagenbeck-Wallace, a good show, will in time be much better.

Timesavers—or Deadlinemakers

TEX SHERMAN, press agent and rodeo authority, says it will be only a matter of time, and a few politics, until betting, probably pari-mutuel, will be introduced at the big Western rodeos. . . . Jack Brown, "Silver Dollar Brady" to youse guys, in New York last week to discuss contract terms with his whisky-making employers. . . . Coney Island concessioners and a few showmen are already

making plans to forsake the island for carnivals next season. This has been a sorry year for some of the boys, and not a good one for any of them. . . . Wonder how the public prints got the idea that Alfredo Codona received the injury that retired him from a fall in New York. It happened in Boston Garden in 1933, following the Madison Square engagement. And what's this rumor about a general shakeup in the Ringling-Barnum staff shortly?

Abner K. Kline, former carnival owner and current sales manager of the Eyerly Aircraft Corporation, of Salem, Ore., in town for a day or two. Kline, contacting operators of Eyerly's Loop-o-Planes and Octopuses, headed for Philadelphia, Cleveland and Chicago. Will contact carnivals in between. . . . Carnival folk on the Stem are wondering how Art Lewis survived that trouble in Montreal. Friday the 13th greeted New York show business with wind and thunderstorms. . . . Henry Trefflich, Manhattan wild animal importer, regarded as the youngest in that type of business, is also recognized as one of the largest dealers in untrained specimens. Trefflich, altho he has moved plenty of animals into zoos and shows thruout the nation, still has the largest stock on hand in the history of his firm. A recent consignment from Africa, pictures of which made all the local dailies, will supply him for some time to come.

Notes From Europe

PARIS, Aug. 9.—The Cirque Poutier is playing Tourcoing with bill including the Algevois, flying trapeze; Eight Bedini-Tafanis, acrobats; Maurice and May, cyclists; Four Sphinx, contortionists; Paolo Bedini, juggler; Rancy's horses, Mago, clever elephant, and the clowns, Baby and Lole, and the Diaz Brothers. The Cirque Medrano big top is playing one-day stands close to Paris.

The Omanis, hand-to-hand, are at the Cigale in Paris, and the Mangins, equilibrists, are at the Moulin Rouge. The Three Edixons, trapeze; Hotleys, bounding trampoline, and Mady and Hellys, contortionists, are at the Casino Municipal in Nice. Marlon and Irma, contortionists, and the Arnaut Brothers, musical clowns, are at the Casino in Juan les Pins. The Athenas, hand-to-hand, and the Lal-Four troupe of Chinese contortionists are at the Casino in Deauville.

Germain Aeros, wire-walking comic; Selbo, juggler, and Riana Kosloff, contortionist, are at the Palais d'Esté in Brussels. The Mandos, aerial, are at the Palace in Liege. The Erwingos, aerial trio, are at the Forende in Oslo. The Cristescos, bar act, are at the Stadtgarten in Stuttgart.

Sturbridge Grounds Put to Use This Season

STURBRIDGE, Mass., Aug. 14.—Samuel T. Sheard, manager of the Sturbridge Agricultural Association, sponsor of the annual Sturbridge fair, declares that the fairgrounds here have never been in use prior to the fair as much as they have this year.

Starting on Memorial Day with motorcycle races, June 20 saw an attendance of 12,000 people at the annual field day of the Worcester County Sportsman's League. Motorcycle races returned July 4 and July 25, and a still date rodeo August 4-8 put on by Hinkle's Texas Rangers Rodeo.

Later in August the annual Olan Bake for the newspaper men of Worcester County will take place, winding up with the fair itself.

Tribute to Alfredo Codona

Gone from the glare of the big tops, Where multitudes caught their breath, When dauntless Alfredo Codona Smiled nightly and flirted with death. As he flew thru the air like an arrow That was shot from a fairy's bow He reflected the golden glory Of the gods to the earth below. His grace in the air was matchless, His charm like a pearl of worth, Endearing him to all who knew him, For he was a prince on earth. He was one of the greatest actors The big tops have ever known; Now he sits with the great and the mighty Which encircle the Master's Throne. Like a meteor's flare majestic, That blazes the midnight sky, The name of Alfredo Codona From the circus will never die. —CHARLES F. CLARKE.

State Building Exhibits At Brockton To Be Different

BROCKTON, Mass., Aug. 14.—Details for the exhibit in the State Building on the Brockton Fairgrounds here are practically completed and the exhibits will be entirely different from last year, according to an announcement made by Alfred W. Lombard, Assistant Director of the Division of Reclamation, Soil Survey and Fairs of the Massachusetts Department of Agriculture, following his return to Boston this week after a survey.

The front of the building will be taken up with exhibits by the Department of Conservation, Divisions of Forestry and Fisheries and Game on the south side and by an exhibit by the Cape Cod Horticultural Society on the north side. Game and pond fish will be shown amid a natural setting of forest and stream.

The Massachusetts State Planning Board will take one side of the rear room and show the work which it is doing and some of the suggestions which this board is making for the future development of Massachusetts.

The Boston Market Gardeners' Association will put on an exhibit in the center of the rear room which will include not only a fine display of vegetables but also some educational material installed by the Market Garden Field Station at Waltham.

The remainder of the space is expected to be occupied by another State department. Complete details are not available.

The wall of the building will present a beautiful scenic effect and the overhead decorations will be Nile green and white in keeping with the exhibit.

From Shooting Gallery To Miniature Golf

DETROIT, Aug. 14.—Revival of the miniature golf craze of several seasons back started recently with the opening of a single course here at Woodward and Temple avenues by Max Richman, who formerly operated a short-range shooting gallery in Detroit and also one in Royal Oak, and has disposed of his interest in both.

The new spot has a couple of unusual features, including the only putting green in the city and a short-range driving practice course with stalls for each player, as well as the miniature course proper. This is laid out entirely upon the ground rather than dug into it as was usually the case with the older "minnies."

Another course was also reported last week on Jefferson avenue. Richman's brother Sam is managing the spot.

Captain Alberti Injured

COPENHAGEN, Denmark, Aug. 9.—Captain Alberti, acrobat with a circus, was injured when a 100-foot mast snapped, throwing him into crowd.

ALBANY, N. Y.—Exposition Service Company, Inc., with principal office in Manhattan, was granted a charter by the secretary of state to operate carnivals and other amusements and concessions. Promoters and shareholders are given as Herman Zukerman, Ralph J. Weinstein and Abram Friedman, New York City.

Crystal Event For Amarillo

Conditions fine in Texas city—rodeo to be one of feature attractions

AMARILLO, Tex., Aug. 14.—Home of the Tri-State Fair, which this fall will stage its crystal celebration, Amarillo has developed rapidly into the fifth market of Texas. Patronage of the exposition comes principally from the high plains of Texas, Western Oklahoma and Eastern New Mexico. On the high plains alone this year golden grain grew to the tune of more than \$28,000,000. For the first time in six years farmers of this area are "in the money."

Regional offices of governmental agencies, particularly the Resettlement Administration, have added \$2,000,000 to Amarillo's pay roll. Other revenue has increased.

O. L. (Ted) Taylor, secretary-manager, anticipates a banner year for the fair, which has developed from county caliber to the second largest exposition in Texas. With legalized horse racing out of the picture in Texas, exposition officials have turned to rodeo for one of the feature attractions. A contract has been signed with Buetler Bros. for the rodeo. There will also be a carnival.

Catalogs, listing more than \$20,000 in cash premiums for exhibitors, soon will be off the press. Governors James Allred of Texas and Clyde Tingley of New Mexico have accepted invitations to attend.

Brown To Join Staff of Frisco Expo

DALLAS, Aug. 14.—J. Ed Brown has announced that he will join the staff of the California and International Exposition, San Francisco, January 1 as assistant to John Jerome.

Brown agreed to join the California enterprise after Jerome visited here last week-end. Brown has been manager of the Ripley Odditorium for several months, and previous to that was special events chief of the Texas Centennial and assistant to Director-General Harry Olmsted.

Before coming to Dallas, Brown was in charge of concessions at the San Diego Exposition. Previously he had held executive positions in virtually every branch of the outdoor show business.

"I am highly pleased at the prospects we will have with the California exposition," Brown commented.

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SAM LAWRENCE SHOWS

WANT FOR THEIR REAL MONEY-MAKING CIRCUIT OF BONA-FIDE SOUTHERN FAIRS—KELLAR, VA.; CAMBRIDGE, MD.; ENFIELD, N. C.; WENDELL, N. C.; FOUQUAY SPRINGS, N. C.; CHERAW, S. C.; CONWAY, S. C.; CENTRAL, S. C.; MULLINS, S. C.; CARTHAGE, N. C. Monkey Show, Circus Side Show, Single Pit Shows, Wild West Show (Jack King wire or wife), Penny Arcade, Musicians for Plant. Show (Salaries paid out of office.) Kid-ride Auto Ride, U-Drive-It Ride. Concessions. Will sell exclusive on Photo Studio, Frozen Custard, Scales, Novelties. All Grind Stores open, no exclusives. We positively play Florida. Get in line now for a big season. Jerry Ramish wants Agents for Ball Games, Milk Bottles and Cats. Write or wire as per route, Woodstown, N. J., this week; Kellar, Va., to follow. SAM LAWRENCE, General Manager.

GREATER UNITED SHOWS WANT OCTOPUS ELEVEN — FREE FAIRS — ELEVEN

Parsons, Kan., Tri-State Fair, week Aug. 16; Columbus, Kan., Reunion, week Aug. 23; Ottawa, Kan., Agricultural Fair, week Aug. 30; Burlington, Kan., Free Fair, week Sept. 8; Holdenville, Okla., Free Fair, week Sept. 13; Ada, Okla., Free Fair, week Sept. 20; McKinney, Tex., Free Fair, week Sept. 27; Athens, Tex., Free Fair, week Oct. 4; Orick, Tex., Free Fair, week Oct. 11; Yorktown, Tex., Little World Fair, week Oct. 18; Beville, Tex., Free Fair, week Nov. 1 and others to follow. WANT Song and Dance Team and Girls for Colored Minstrels. This is office show. Can place American Palmist, Scales, Novelties. Will furnish complete outfits for any attraction of merit. Good opening for Orline, Unborn and Mechanical Show. Wire J. GEORGE LOOS, Week Aug. 16, Parsons, Kan.

Paris Exposition "Officially" Completed

PARIS, Aug. 9.—Officials of the Paris International Exposition decided that after July 31 no further inaugurations of pavilions or exposition buildings would be authorized and "officially" the construction work has been terminated.

August 2 was declared a "popular" day, with gate charge reduced to half-price, 3 francs. Result was a record attendance of 252,310 visitors and Monday will probably continue as a "popular" day.

Pickups From Scandinavia

STOCKHOLM, Aug. 2.—The Young Ryles Company, roller skaters, are at the Royal Variety in Stockholm. Maximo, the wire walker; Five Blumenfelds, aerial, and Presco and Campo, acro comics, are at the Liseberg Park in Gothenberg.

Albert Powell, American trapezist, and the William Kirks Company, Rislest artists, are at the Fornoielspark in Oslo. Maurice Colleano Family, tumblers-acro dancers, and Two Tillbs, hand-to-hand, are at the Saga Cinema in Oslo.

WANTED

Rides, Concessions and Shows for JACKSON COUNTY FAIR

September 2 to 6. Wire FAIR SECRETARY at Ripley, W. Va., at once.

JOHN GRAVIS

Wants Griddle Man and Two Counter Men. Must be sober and reliable. Good pay. Buddy Brooks, wire me. PINE TREE STATE SHOWS Bath, Me.

MUSICIANS FOR DOWNE BROS. CIRCUS

Solo Cornet and Trombone to join on wire. Easton, 19th; Cambridge, 20th; Salisbury, 21st; all Maryland, Norfolk, Va., 23rd. Other Musicians write. RODNEY HARRIS, Bandmaster.

Street Celebration

Sponsored by the Business Men. Mount Orab, O., August 24-28, inclusive. Want Grind Shows, Colored Minstrels, or any Ride that don't conflict with or without transportation. Ride Help, Dancers for Hawaiian Show, Jugger and Dancing Girls. Write or use M. DRAKE, Concession Committee, Montpelier, Ind., to follow. Big Street Fair.

WANTED CARNIVAL

With Group of Rides & Shows. September 13 to 18, inclusive. AMERICAN LEGION, Box 37, Six Mile Run, Pa.

WANT

Capable People to run Slide Show. Also open for money-earners. Will book Loop-o-Planes or any Ride that don't conflict with or without transportation. Ride Help that drive Trucks and keep clean. Playing Fairs and Celebrations. Clifton; this week; Frankfurt, Kan., next. Both Celebrations. W. E. WEST MOTORIZED SHOWS.

FRISK GREATER SHOWS

Want first-class Cookhouse, Pennants, Penny Pitch, Hat Joint, Photos, Watches, other clean Concessions; Ride Help, Dancers for Hawaiian Show, Clouquet, Minn., August 18 to 19; Proctor, 20 to 22.

J. HARRY SIX ATTRACTIONS

Now starting on Southern tour. Want to join at once Chairplane, Loop-o-Planes, Tilt-a-Whirl Shows with own outfits and transportation. Legitimate Concessions of all kinds. No ex. Address Greenville, Ky., this week; Elton, Ky., August 22-28. Anyone knowing whereabouts of Eddie (Cyclone) Burns wire Capt. Dodd collect.

WANTED

Booker with experience. Mechanical Man wants Bookings or Booker. Can work any place. 14 years experience. Sober.

RAY HARTSELL

501 South St., Piqua, Ohio.

"The Circus, Thank the Lord--"

(Editorial in Louisville (Ky.) Times July 29)

Garnett Keller has reported in his column in The Times' Daily Magazine that he attended the circus in Louisville this week and that tho he hadn't been to a circus in about 40 years he discovered the institution practically unchanged.

"There are some refinements in seating and lighting," he found, "but the circus, thank the Lord, is the same."

Now obviously a person who returns to a circus only after 40 years could not be described as an assiduous devotee of that form of entertainment. It appears probable that a more seasoned and consistent circusgoer might have pointed out the development of new trends and other differences in detail over a period of 40 years that escaped our columnist's eye.

Nevertheless, Mr. Keller's competence as a general observer is such that it is not possible to doubt that in its essentials the circus remains about what it was four decades ago and what is especially interesting about this is that people are still going to circuses quite eagerly.

In Louisville this week so many men, women and children thronged the circus lot and so many had to be turned away from the first performance that an unscheduled second performance had to be put on. In that one evening the State collected no less than \$1,640 in admission taxes.

No one needs to be reminded that the world has changed a great deal in 40 years or that public entertainment has changed at least as much as anything else. The movie, the radio, the night club and much else combine to make popular amusement, speaking generally, something very unlike what it was in the '90s.

Yet the circus marches on. Old-style vaudeville, for instance, is largely a memory. So are theatrical seasons such as road companies provided from week to week at Macaulay's and so is the robust burlesque that charmed the patrons of the Buckingham. Circus folk have been luckier and perhaps also more persistent and tough fibered than some other show people.

(The circus referred to is Hagenback-Wallace, which was in Louisville July 26.)

"Uncle Sam Helps the Fair Men"

(Continued from issue of August 7)

A review of work done by the Works Progress Administration in association with State and county fair groups for improvement of facilities, submitted by Roscoe Wright, associate director, information service, and A. W. von Struve, chief of periodicals division, WPA, Washington, D. C.

Big Stables in Colorado

Colorado will have the finest group of State-owned horse barns in the West upon completion of 800 horse stalls on the State Fair grounds in Pueblo. These stalls will replace the dilapidated tin and wood shanties which have served as stables for many years. The new quarters are expected to attract the nation's leading horse owners to Colorado State Fair. Here also masons and carpenters employed by WPA are finishing a hog and sheep building started under FERA. As Governor Edwin C. Johnson remarked during a visit to the fair in 1934: "The exposition needs a sanitary hog and sheep building large enough to take care of the rapidly increasing entry list in this department." When completed, the new building will adequately serve this need. Its architectural design, along the Spanish lines considered native to Southern Colorado and New Mexico, will add much to beauty of the grounds.

Several new buildings are being erected on Indiana State Fair grounds, Indianapolis, as result of a program carried on during recent months by WPA in co-operation with the State board of agriculture. Projects include an exhibit building, colonial-style model farmhouse, two large harness barns and concrete steam tunnel under the west end of the mile race track.

Boise, Ida., is building six new buildings on its State Fair grounds with WPA funds and labor. Five of these will house hogs, cattle and sheep, and the sixth will be a large extension to the present merchants' display building. WPA employees will also renovate and repair buildings in need of such work.

Lesser Projects Numerous

One of the most beautiful race tracks ever built under WPA auspices is nearing completion at Del Mar, Calif., only 40 miles from Mexico's famous Agua Caliente. It has been called "Bing Crosby's Del Mar Turf Paradise" because that crooning actor is president of Del Mar Turf Club. Sponsors contributed \$109,000 as against \$747,368 allocated by WPA. The architecture of the Del Mar plant is Spanish; boundary walls and barns for the horses are built out of adobe bricks. The 686 workers given jobs during its construction have already completed a grand stand to accommodate 4,000 and are finishing the clubhouse.

Many lesser projects are to be found all over the country. North Central Kansas Free Fair grounds, Belleville, are get-

ting a new concrete stadium, thanks to WPA funds. In Van Wert, O., the county fairgrounds are being enlarged and improved thru a \$65,000 program. Lane County, Ore., is being aided in the construction of grand stand, bleachers, corals and stage for its 1937 Oregon Trail Pageant. Much of the work being done in San Francisco in preparation for its exposition is under the auspices of WPA. And Hagerstown, Md., has been allocated funds to put its fairgrounds in shape for the annual Antietam celebration.

KIDDIE AUTO RIDE

AT LIBERTY Must play Fairs and Celebrations. Real flash. Own transportation. MILTON STIPANOVICH General Delivery, Springfield, Ill.

BARKOOT BROS.' SHOWS WANT

Ferris Wheel Foreman, Ride Help that can get 'em up and down, Merchandise Concessions that work for stock. No buy-backs, no Coupons. We are playing the cream of Michigan spots. Baldwin American Legion Homecoming, August 17-18; Reed City Jubilee, 19-21; Ludington Fair, 22-27; Marne, 29-Sept. 5; Farwell, Best Labor Day Spot in State. First Carnival ever in, Labor Day. Lake City Homecoming, 8-11; West Branch Fall Festival, 14-18; Sterling Street Opening, 19-21; Gladwin Fair, 24-28; Pinconning, October 1-3. All Celebrations and Fairs. CAN PLACE Shows of all kinds except Girl Show. Good show territory. Also Penny Arcade, Candy Floss. WILL BOOK OR BUY Chairplane and Kiddie Rides. Answer per route.

BARKOOT BROS.' SHOW

WANTED FOR RITCHIE COUNTY FAIR

PENNSBORO, W. VA., AUGUST 24 TO 27

Independent Shows, such as good Girl Show, Fat Show, Midget or any other Show. Liberal percentage. Want Concessions of all kind; no exclusive. Mitt Camp, Novelties open. Wanted—Kiddie Rides. Have none booked. All address FRANK GRIFFITH, Secy., Pensboro W. Va.

MICHIGAN'S BIG 4 HOMECOMINGS

WANT CONCESSIONS—FISH POND, BOWLING ALLEY, FITCH-TILL-U-WIN, COTTON CANDY, ERIE DIGGERS AND OTHER NOVELTIES. CAN PLACE Loop-o-Planes or Chairplane for balance of season. WANT Pit Show to feature. Milan, Mich., Homecoming, August 18 to 21; Monroe, Mich., Italian Feast, August 23 to 29; Jonesville, Mich., Labor Day Celebration, September 2 to 6; Clinton, Mich., Old Home Week, September 8 to September 11. Write or wire as per route. BARBER & MURRAY SHOWS.

ANDOVER, N. Y. CIVIC CELEBRATION, On The Main St., AUG. 23-29

COUDERSPORT, PA., OLD HOME WEEK, August 30-September 4. GALETON, PA., OLD HOME WEEK, September 6-11. WANTED SHOWS AND CONCESSIONS for the Above Celebrations. Others to Follow. KARL MIDDLETON CANASERAGA, N. Y., OLD HOME WEEK, Canaseraga.

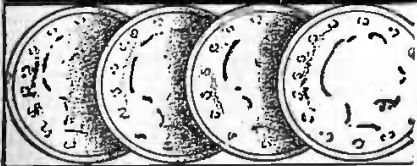


WANTED TICKET SELLERS and ALL DAY GRINDERS FOR OUR MAINE AND CANADIAN FAIRS. Tickets if I know you. Come on, will place you. Fairs start August 15th. Bernie Wells, Jess Trout, get in touch with me at once. BEN WILLIAMS SHOWS, INC. Skowhegan, Me., This Week; Bangor Next.

WANTED Union Billposters, Libographers, Bannermen, Banner Squarer, Opposition Brigade Agent, Drunks and Agitators and Weak Sisters, save your stamps. Commitment immediately with MIKE PAYNE, DAN RICE CIRCUS, Durham, August 15; Raleigh, 19; Goldsboro, 20; Fayetteville, 21; Greensboro, 23; Rockingham, 24; all North Carolina.

LIVE JUMPING BEANS Fresh Crop Just Arrived All Alive. Per 100, 50c or \$3.00 per 1,000. Now complete Catalogue is now ready. Over 2,000 fast-selling TRICKS and JOKEs at Special Wholesale Prices. PITCH ITEMS per doz. JOKE ITEMS per doz. Rubber Glove --- .35 No No Foldie --- .75 No No in Box --- 1.20 Loaded Cigars --- .40 Shooting Books --- .60 Tennis Racket --- 3.25 Shooting Pugs --- .50 Merry Wild, Hanky 1.20 Neritz Hanky (Party) --- .75 75" Plateliter --- .40 Booner Metal Dog --- .30 Bep. Eggs 10 box --- .40 MYSTIFIER or VIBO STICK with star that GOES, STOPS and GOES in opp. direc. 60c doz. Send \$2.00 for 50 Samples of BEST SELLER. MAGNETRIX NOV. CORP., 136 Park Row, N. Y.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

PAYOUT GAMES

In the Sunday magazine section of The Decatur (Ill.) Herald and Review, July 11, 1937, Jimmy Johnson, owner of the Western Equipment and Supply Company, Chicago manufacturer of coin-operated machines, is quoted at length in a defense of payout table games. His quotation is aggressive and has some good logic.



WALTER W. HURD

That this editorial is not meant to show any favoritism for Johnson or his firm may be seen by the fact that to Jimmy I am a "sour puss who has done more to injure the coin machine industry than anybody else in it."

Johnson's defense of payout games is being considered here purely on its merits. It is an indication that manufacturers as a group are beginning to see the value of putting up a good case in the public eye. It is an example of how all manufacturers of amusement devices, who have been slow to step out in public and make a good case for themselves, may catch step with the times and do like other industries do. Manufacturers of amusement machines have depended too long and too much on trade manipulations which thru all these years have given the industry a bad reputation. It would be much better to play both ends of the game by cultivating public good will in the same manner in which other trades do.

My contention has always been that the coin machine industry does not use any worse practices than many other lines of business. The real difference is that other lines of business have been smart enough to put up a good case before the public while manipulating things behind the scenes. Coin machine manufacturers have been far too slow in realizing this fact. Hence the public still has a bad opinion of the coin machine industry.

Johnson's bold defense of payout games may lead other manufacturers to cultivate a better public understanding and the defense may also come in time to help save the payout games as a basic amusement device. Had a carefully planned move for public understanding been initiated in 1934 and 1935 thousands of dollars might have been saved to operators in avoidance of legal difficulties.

In his defense of payout games, Johnson says: "One-ball machines have been found more popular than those with 5 and 10 balls, because the average player likes a quick, snappy play with lots of action but soon over. Where there is an automatic skill award (payoff to you)

it should be liberal. Our machines are set as nearly as possible to return 85 per cent of the receipts to the player.

"With the exception of a few types which are rapidly disappearing, the pinball game is not of itself a gambling device. Even the one-ball machine is essentially a game of skill. If you don't believe it you should watch a player who has mastered it. Discovering by experimentation the exact distance the plunger must travel to provide just the force for a winning shot, he makes a wood or metal strip of that width, inserts it in front of the plunger and withdraws it suddenly. Such a player can soon empty a machine.

"The short life of a pinball machine provides one of the best proofs that they are amusement devices and not fundamentally gambling machines. After playing a machine for a few weeks the player tires of it and goes in search of a different type. A slot machine, on the other hand, which offers no variety whatever and never changes, retains its play because of its gambling appeal."



Jimmy Johnson, Owner of Western Equipment and Supply Company, Chicago.

Thus it is argued that the payout game makes a fundamental appeal to the player and under liberal conceptions of government the public preference should have full consideration. Payout games are adapted to certain types of locations as a permanent form of amusement game. If intelligent legal standards were set up, either a higher rate of license for payout games than

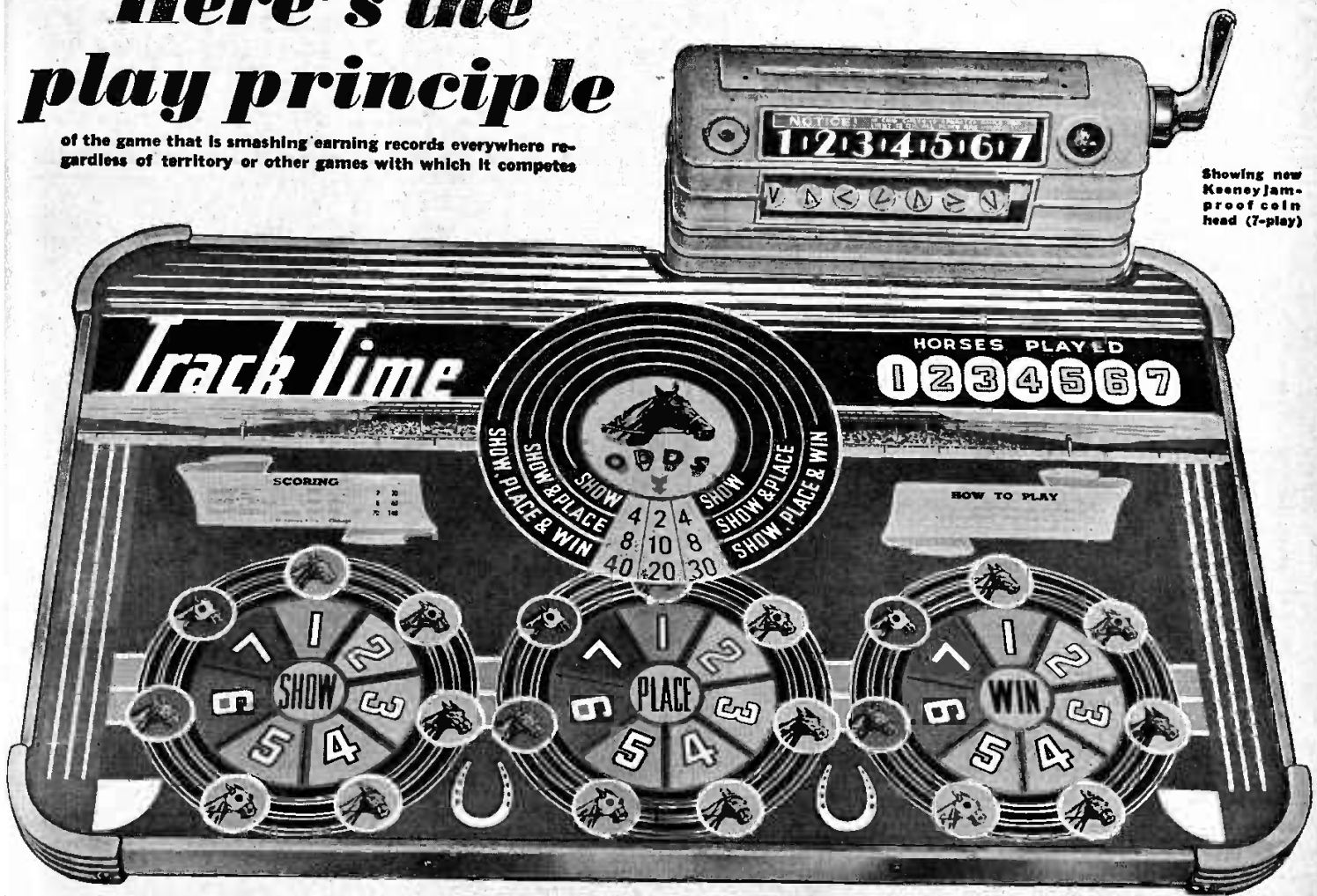
for novelty pinball games would adjust the situation or the types of locations where minors frequent might be limited to novelty games by law.

Business men will quickly recognize the vast commercial importance of the payout type of table game. These machines are in general more complicated than novelty games and hence require more materials in construction. Payout games also sell for a higher price and hence use high-grade materials. Payouts have made big strides in the use of electrical equipment. All of these things are of commercial importance and should be considered when the question of payout games is up for decision.

The amusement games industry itself recognizes the value of the payout game in setting higher standards of quality and price in games. This greatly decreased the volume of games, a benefit of which the public may be glad as well as the trade itself.

Here's the play principle

of the game that is smashing earning records everywhere regardless of territory or other games with which it competes



Showing new Keeney jam-proof coin head (7-play)

The play principle that is producing earnings of from \$500 to \$600 per game per month

The Track Time player selects one or more "horse-numbers" to his liking, and inserts nickel (or nickels) in indicated slots. He then presses lever. The played "horse-numbers" light up and the three Show, Place and Win dials also light up and begin to rotate.

Next, the odds dial spins and stops showing what the odds will be on that play. Odds from 2 to 20-1 on Show; from 6 to 40-1 for Place; and 20 to 140-1 for Win.

Then the Show dial stops first, and if the played "horse-number" comes up, the player receives from 10c to \$1 in payout cup according to odds shown. If the played "horse-number" also comes up on Place dial, then the player has an award of from 30c to \$2. If the played "horse-number" comes up on all three dials, the player pockets from \$1 to \$7 as his award for that play.

FIRST DIAL PAY-OFF GETS THE PLAY
The appearance of the played "horse-number" on merely the first dial and winning an award of

from 10c to \$1, with added awards if the played "horse-number" also appears on the second and then the third dials, furnishes that "run for their

The trend is toward console cabinet games, and the trend in console cabinet games is almost entirely toward

TRACK TIME

money" which the player likes. And he, she or they get so much more thrill out of Track Time that it is getting from 50% to 300% more play than all other games which may be on the location.

INTERCHANGEABLE FOUR TOPS

Track Time also comes in Keen-Kubes (dice); Keen-Bell (bell-fruit) and Keenette (numbers) tops, and in check separator or ticket models. These models now have side door cash boxes eliminating need of raising top or disclosing extent of collections.

All parts engineered to 1/1000" and put thru 10,000 play test. Entire mechanical unit mounted on removable shelf. No powerpack. Operates on low voltage current, A.C. or D.C. No sequence of number appearance.

SOLD ON 21-DAY TRIAL

To demonstrate that Track Time or any one of the other three tops will produce more money for you than any game you have ever operated, a sample will be shipped to you for 21-day trial, and your full purchase price refunded if sample returned within that period. Wire us or any Keeney Distributor.

LET THESE KEENEY DISTRIBUTORS TELL YOU WHAT KEENEY TRACK TIME IS DOING FOR OPERATOR-CUSTOMERS:

Atlas Nov. Co., Chicago; Ky. Amuse. Co., Louisville; Automatic Coin Mach. Co., Springfield, Mass; J & J Nov. Co., Detroit; Silent Sales Co., Minneapolis; Central Dist. Co., and United Amuse. Co., Kansas City; Geo. Penser Co., N. Y. C. and Newark; John Goodbody, Rochester, N. Y.; Markapp Co., Cleveland, Toledo, Columbus & Cincinnati; J & M Nov. Co., Youngstown; Sickling Mfg. Co., Cincinnati; Jack Moore and Western Dist., Inc., Portland; Banner Spec. Co., Pittsburgh and Phila; Auto Amuse. Co., Memphis; Santone Coin Mach. Co., San Antonio; Vogt, Salt Lake City; Moseley Vdg. Mach. Ex., Richmond; M. F. Arnett, Fairmont, W. Va.; Badger Nov. Co., Milwaukee.

J. H. KEENEY & CO.

"The House that Jack Built"

2001 CALUMET AVENUE

CHICAGO, ILLINOIS

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,
OPERATORS!
AS SUMMER waxes and vacationists come home, it's time to pep up your town locations... That's where our original Extended Credit Plan can help you add new games... Carrying charges—None!
YOU CAN'T GO WRONG!
WRITE FOR CREDIT!
Lee D. Jones
P. S.—Chiselers—Cork up your ink bottle. We are not interested in you.



ARCHIE LA BEAU

THE NEW JENNINGS CONSOLES

ARE HERE

Liberty Bell, Derby Day ready for delivery.

Tried—Tested—Proven. \$159.50 f. o. b. Chicago.

ROCK-OLA'S

Rhythm Master (12-16) Imperial (16-20)

Write for Prices

La Beau Novelty Sales Co

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

CLEARANCE SALE OF RECONDITIONED MACHINES

SKIPPER	\$28.50	3 STAR	\$12.50	BOLO	\$ 5.00
BALLY BOOSTER	20.00	HOLD EM	8.50	FLASHLITE	16.00
SKOOKY	39.50	NONE RUN	10.00	SQUADRON	10.00
SCORE BOARD	21.50	EQUALITE	20.00	FLASH	10.00
RACK 'EM UP	11.50	REPLAY	24.50	SHORT BOX	7.50
NI DE HO	11.50	DOUBLE ACTION	19.50	ROULETTE (Evans)	75.00
RICOCHET	19.50	GOTTLIEB 21	32.50		
EAGLE EYE (Bally)	\$140.00	SHOOTING GALLERY, 10', with .22 Rifle	85.00		
BUCKLEY TREASURE ISLAND		ELECTRIC EYE (Exhibits)	20.00		
DIGGERS	39.50	RAY'S TRACK (Just Been Factory Reconditioned), Serial No. 2528	142.50		
Lato MUSEUMS (Roll Chutes)	\$39.50 and up				
RANGER AUTO PAYOUT	31.50				

All Games in A-1 Condition. Write for Our List of 300 Used Bargains in Pay Tables and Novelty Games. 1/3 Deposit, Balance O. O. D.

ISETTS COIN MACHINE CO., 1309-11 63rd St., Kenosha, Wis.

GRAND PRIZE EXHIBIT SEVEN-SLOT OHUOK-A.	\$ 57.50	PACES RACES, 5c Play, Cash Payout, Mechanically Perfect, Serials Up to \$700, \$0 to 1 Payout	\$225.00
LETTE	175.00	TRIO-PAKS	12.00
BALLY SKIPPER	29.50	RELIANCE DICE MACHINES	29.50
BALLY BUMPERS	19.50	WURLITZER 412 PHONOGRAPHS	175.00
BLUE FRONTS, High Serials, Light Cabinet, 5c, 10c, 25c Play	69.50		

1/3 Certified Deposit with Order, Balance O. O. D. Reference First National Bank, Hickory, N. C.

J. L. JONES SALES COMPANY
13TH STREET AND 11TH AVENUE, HICKORY, N. C.

Reconditioned Machines at Lowest Prices

AUTOMATIC		Heavyweight	\$52.50	Fire Ball	\$21.50
Turf Champs (Ticket)	\$ 49.50	Sunshine Baseball	16.50	Home Run	21.50
Bally Golden Wheel (Ticket)	105.50	Skipper	29.50	Bally Bumper	18.50
Paddock (Ticket)	84.50	PIN GAMES		Happy Days	12.50
Paddock (Cash Payout)	79.50	Make or Break	\$27.50	Twit	8.95
		Meke or Break	27.50	Reel "21" (Counter)	6.00

TERMS: 1/3 Deposit, Balance O. O. D.

ST. LOUIS NOVELTY CO. 3138 OLIVE ST., ST. LOUIS, MO.

REAL BARGAINS
Guaranteed Reconditioned Late Models

Bally Orom	\$89.50	Bally Proakness	\$59.50	Jungle Dodger	\$39.50
Keeney Ten Strike	24.50	Bally Skipper	24.50	Exhibit Electric Eye	19.50
Jennings Flicker	18.50	Bally Challenger	18.50	Seaburg Hockey	12.00
Bally Blue Bird	16.50	Bally Pinch Hitter	10.50	Pamco Parlay	10.50
Bally All Stars	10.50	Pamco Leathernecks	10.50	Bally Round Up	9.50
Sunshine Baseball	10.50	Bally Bonus	7.50	Baffle Balls	7.50
Bally Sky High	10.50				

CERTIFIED DEPOSIT WITH ORDER — IMMEDIATE DELIVERY.

BADGER NOVELTY COMPANY
2546 N. 30TH STREET, MILWAUKEE, WIS.

EXCEPTIONALLY LOW PRICES

3 Ray's Tracks, Excellent Condition	\$150.00	2 Mills 5c Futurity, Slightly Used	\$ 75.00
1 Western Thoroughbred, with Dally		1 Keeney Target	75.00
1 Double Never Used	250.00	4 Bally Proakness, Cash Pay	60.00
1 Galloping Dominoes	150.00	1 Flicker, Late Model	35.00
1 25c Jennings Chief	70.00	3 A. B. T. Target Skills	15.00

1/3 Deposit With All Orders.

BIG STATE NOVELTY COMPANY, 321 W. 13th St., Fort Worth, Texas

Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be your business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

50 PENNIES
THE ACCURATE COIN COUNTER COMPANY
Designed by FETTER, PA.

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co., Fetter, Pennsylvania

Jobber Opens New Offices

Building erected strictly for the purpose of housing coin machine business

DETROIT, Aug. 14.—Detroit's newest distributing center was opened informally last week by the J. & J. Novelty Company at 4832 Mount Elliott avenue. New building is the last word in modernity. Grand opening will be some time early in September, at which time all friends in the industry will be invited.

J. & J. Novelty Company was established a few years ago by James A. Passanante and J. R. Walsh. The latter, while still a partner in the firm, is now inactive, with Passanante active manager. Building its business upon a policy of fair dealing that has won it the general respect of operators and competing distributors alike, the organization has progressed steadily to the point where the new building was made necessary to meet growing needs.

New building is 61 by 100 feet. It is of double construction, with lime block outside and cinder block inside. This type of layout gives the building a higher degree of insulation against dampness, and this, Passanante believes, is an important factor in keeping the highly sensitive materials of modern coin machines in proper condition. The front of the building is finished in a light brown brick.

The main salesroom, 25 by 34 feet, is finished in a light tan, with dark-colored squares of Tiletex on the floor. The general office, adjoining this salesroom, is in matching colors. A private display room is located at the back of the main salesroom and is used for slot machines. This room is finished in a silver green, resembling a pine wood finish. Room is 15 by 25 feet.

A private executive office adjoins the general office and has been outfitted in a luxurious style. A salesmen's office adjoins the executive room and is outfitted with a large blackboard and modern sales equipment. Service room is in the rear, about 61 by 75 feet in size. The shipping department is entered thru an overhead-style door, and the customer may drive his truck right into the department, eliminating all parking problems. If he prefers to park outside he can find room in a private lane adjoining the property and owned by J. & J.

Air conditioning has been installed thruout, giving ideal working conditions for the staff and customers. Oil heating and summer-time cooling make this a modern year-round plant. Full stock is to be a rule of the new store. All parts for pin games, going back even to the early days of the industry, will be carried, as well as a large stock of parts

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. * CHICAGO, ILL.

B PARTS & SUPPLIES B

(CASH WITH ORDERS)

Clocks, Each	\$1.50
3" Double Flag Springs, Doz.	2.40
2 1/2" Double Flag Springs, Doz.	1.80
Assorted Sprat Springs, Doz.	1.50
Castor Cups, Doz.	1.20
Right & Left Flag, Doz.	2.40
Rebound Springs, Doz.	1.20
Plunger Springs, Doz.	1.20
1 1/2" Steel Marbles, Doz.	3.90
Suction Cups, Doz.	1.00
Ball Gum, Case	6.00
Coin Slides, Each	.75
Coin Slots, Each	2.50
Bumperettes, Doz.	.80
Assorted Field Springs, Doz.	1.20

B BESSER NOVELTY CO. B

3020 OLIVE ST., ST. LOUIS, MO.

Red Circle Gun Club

Builders of Short-Range Shooting Galleries. A proven money maker for storerooms. A year-round proposition. Also supply cash awarded Paper Targets for shooting galleries. Targets are perfect. We also sell and supply Gallery Display Signs. Address RED CIRCLE GUN CLUB, 49 Hanover St., Boston, Mass.

for all popular vending machines. A special stockroom has been installed in the rear of the office, and smaller parts are carried in several hundred special file drawers.

WATCH FOR

Don't Kill the Goose That Lays the Golden Eggs

By Bob Norman
in the
FALL SPECIAL NO. OF THE BILLBOARD
Dated August 28
Issued August 24



WURLITZER CREDIT DEPARTMENT STAFF: Left to right (front row) D. V. Kennedy, George J. Doyle, Alfred F. Dietrich; (back row) Mortimer K. Terwilliger, Arthur H. Geyer and Marshall L. Schoelles. William P. Bolles (not shown) is general credit manager.

Coin Devices On Fair Midway

New ideas point toward a possible expansion in the outdoor fields

DETROIT, Aug. 14.—The coin machine came to Michigan fairgrounds for the first time this season last week for the 51st Fowlerville Fair. Three concessions on the grounds were devoted solely to coin-controlled games, proving the popularity of the amusements among the up-State population.

Two digger concessions were operated by the Watson Brothers, Jack and Jim. They were similarly laid out, with seven varied diggers spread around the concession, which was covered and had an attractive young woman in the center as overseer and cashier. Entire layout was attractively lighted with colored bulbs.

Business at this pair of concessions was only fair, however. Probably the principal reason for this was that there was only a slight variety of choice offered the patrons.

In recent months similar concessions on carnival midways have been noted doing good business. One little difference was perhaps responsible—the use of half a dozen smaller machines, including venders, spaced in between the big diggers. These give just enough variety to increase customer interest, while the main play still remains concentrated upon the diggers.

Bearing out this principle, Joseph Alexander's Penny Arcade on the fair midway was doing a good business. It is a small one, by comparison with those seen in stationary locations, and even upon the bigger carnival lots, having probably not over 40 machines in all. But there were a number of different types of machines available, and patrons could go from one to the other and satisfy their taste for getting variety, still playing at the same concession.

At entrance was an old-fashioned punching bag which had a crowd in front of it during much of the evening. These old strength and endurance testers, popular 30 years ago, are still good machines and attractive to the younger players. A striking clock was another example of a type of machine rarely seen today.

View machines, however, occupied about half the arcade, testifying to the revived interest in this old-fashioned novelty. Old and new types were in use. The Callescopes were represented by a good-sized battery, while the latest Exhibit models were there as well.

To make the old Callescopes function more efficiently a new type of slug ejector was used—Alexander took the magnets off discarded pin games, had them recharged, then placed them inside the Callescopes' coin chutes. These automatically catch the steel slugs occasionally used. Brass slugs are hardly a problem on penny-play machines.

A new tent supplied by the J. C. Goss Company has dressed the concession up nicely. Alexander takes a personal pride in the appearance and efficient operation of his spot, which is new evidence of the opportunities for specialized operation.

Foto-Finish Called Finest Improvement

CHICAGO, Aug. 14.—Dave Gottlieb, president of D. Gottlieb & Company, points out that the outstanding race track development during the 1937 season is unquestionably the adoption by practically every important track of costly photo-finish equipment.

"These cameras are marvels of human ingenuity," explained Dave, "and only recently has it been possible to build machines that reach such a degree of perfection. But the demand on the part of the racing public for photo-finish results was too overwhelming to be disregarded. Inasmuch as these closely contested races create greater excitement and wilder enthusiasm than any others, they can no longer be settled by guesswork. Human judgment, with its chances of being mistaken, had to give way to photographic brains that cannot make a mistake."

"When we designed our new Foto-Finish racing game we selected that

name as the most appropriate and received many compliments from the trade on our choice. However, there was no choice, for Foto-Finish was the one and only name that would fit the game exactly. This payout so realistically packs the intense heat and wild enthusiasm of a photo-finish into its play, with no hint of a winner until the very end, that no other name could describe it. The game has won the admiration of race fans because in so many ways it resembles what you see at the tracks. I don't believe there was ever a game that took the punishment Foto-Finish takes from wildly excited players.

"We developed new high standards of precision manufacturing to insure un-failing perfect performance under every kind of playing condition. As a result Foto-Finish has the reputation of being the most mechanically perfect payout game ever built, which is amply attested by the many enthusiastic reports we get from operators in whose locations the games are subject to grueling play. The game can take it, for it reaches a new high both in player satisfaction and in mechanical perfection."

Daval Works Year On Counter Game

CHICAGO, Aug. 14.—For approximately one year, the Daval organization reports, it has been at work completing a new counter game. "We have built up quite a reputation for our counter games," stated Al Douglas, president of the firm, "and that's why we have been forced to greater effort and more experimentation in order to put out counter games that will not only interest the trade but also lead the field."

"Our new game will be called Reel Spot and will feature the play of one of the best known games in history," he continued. "It will use a fourth reel on a three-reel idea to give the odds which will range from 2 to 1 to 20 to 1. These big odds have never before been attempted in this well-known game."

Officials of the firm report the game is so interesting that operators, jobbers and distributors who have seen the game have spent hours playing it themselves before placing their orders. They believe that the nominal price plus the interesting play action and the modernistic beauty will exceed the sales of Penny Pack and Reel "21."

Groetchen Machines Enjoying Big Biz

CHICAGO, Aug. 14.—According to reports from the Groetchen Tool Company, its Columbia machine is meeting with a great reception in foreign countries. France, Australia, China and India are the principal countries to which large consignments of Columbias are said to be shipped weekly. South Africa is also rapidly developing as a major market for the machine.

Groetchen officials report that the Columbia machine has proved particularly suited for foreign markets because it not only operates silently and is of compact size and weight but also because it can be converted to handle practically any type of foreign coins. It is claimed that this is one of the first bell machines

The Horses Win In Sales Survey

CHICAGO, Aug. 14.—Horse racing is the "theme" favored above all others by operators of amusement games, according to a recent survey conducted by George Jenkins, sales manager of Bally Manufacturing Company.

"The operators' preference for horses," George stated, "reflects the preference of the public, as naturally operators favor the type of machines which attract the public. Our survey covered not only the American market but also the market in France and England, and from every viewpoint horses rated above all other kinds of symbols or themes. We planned the survey not to back up the opinion we ourselves already held but to obtain the candid judgment of the trade. For example, we listed practically every type of theme ever used on games and listed them alphabetically, so that horses appeared far down on the list. Nevertheless, the horses got twice as many votes as the next highest."

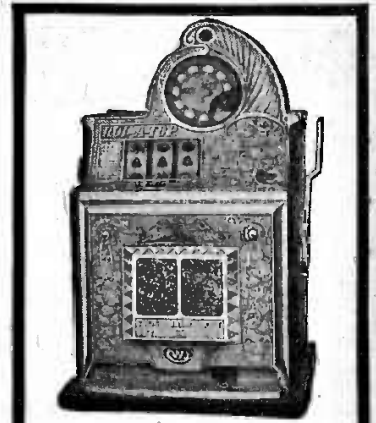
"Of course, we at Bally are particularly gratified by the result of the survey, as we have emphasized horse themes ever since the phenomenal success of our Preakness one-shot. At present we are in daily production on five different horse games, and the heavy sales volume on all of them is the best double-check in the world on our survey."

"In the bumper-type one-shot payout class we have Classic, which started out as an auto-race game, but was changed to horses by popular demand. Arlington is doing a wonderful job in the hole-type one-shot field, while in the multiple coin class Fair Grounds is still a best seller eight months after its introduction. In the console class Favorite is proving the magnetic appeal of horses. And last but not least, our greatest horse race game has been on the market almost two years and continues to enjoy a steady sale. I refer, of course, to Ray's Track with its realistic track atmosphere and miniature horses. With these equine quintuplets at their command operators are sure to attain the ambition of almost every man—that is, to make money on the ponies."

which will play the square and odd-shaped India Anna coins, and the orders which Groetchen report receiving from India seem to bear out their good judgment in adapting Columbia for the foreign market.

In addition to the popular bell machine, officials of the company report that the summer months have yielded the greatest volume of orders in the history of the organization. Their popular Zephyr cigaret and bell fruit vender, Royal Flush draw poker game, Dixie Dominoes, 7-11 crap game, Ginger automatic token payout cigaret and baseball game are all said to be basking in the public's favor. In addition, the factory is reported to be turning out large numbers of its High Stakes pari-mutuel horse-racing game, which has staged a surprising comeback.

"This has been a banner summer for us," officials declared. "Our employment figures have reached all time highs and we have had to take on additional floor space to provide room for the increased production activities."



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. 1888—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

OPERATORS WARNING:

Don't Accept Substitutes.
Insist on the Original E-Z
Pickin' Jar Games.

Operators, write for particulars.
New Jar Games for Fall Business.
Manufactured by
GAY GAMES, Incorporated
MUNCIE, INDIANA
Guy Noel, President

HEADQUARTERS FOR SLOTS

NEW—At Factory Prices.
RECONDITIONED—We carry the finest Selection of good Used Slots at all times, so write and let us know what type Slots you want.
WE WILL TAKE YOUR LATE MODEL WURLITZER'S (412-416-616 and 716) PHONOGRAPHS OR MILLS CHERRY BELLS, IN TRADE ON ANY TYPE SLOT YOU MAY BE INTERESTED IN.
BAUM NOVELTY CO.
2012 ANN AVE. ST. LOUIS, MO.
(Phone: Grand 7499)
"When In Our City, Pay Us a Visit."

BARGAINS

AUTOMATICS	
Air Races . . .	\$68.00
Bally Derby . . .	15.00
Bump A Lite . . .	47.50
Daily Limit . . .	10.00
Mazuma	47.50
NOVELTY GAMES	
Ball Fan, '37 . . .	\$30.00
Batter Up	25.00
Cross Line	22.50
Double Action . . .	22.50
Home Run	22.50
Live Wire	17.50
Pocket	15.00
COUNTER GAMES	
Cent A Pack	\$9.50
High Stakes	6.00
Horses	4.50
King Six Jr.	6.50
I. O. U.	4.50
Penny Pack	7.50
Penny Smoke	15.50
NOVELTY GAMES	
Roll Over	\$15.00
Rugby	8.00
Running Wild	25.00
Score Board	22.50
Skippin'	27.50
Skooky	25.00
Wizard	17.50
COUNTER GAMES	
Reel Dice	\$ 6.00
Reel "21"	5.00
Select 'Em	4.00
Spark Plug	10.00
Tit-Tat-Toe	4.50
Win A Smoke	5.00
Zephyr	10.00

1/3 Deposit, Balance C. O. D. Immediate Shipment.
C. CHARLE & COMPANY
SPRINGFIELD, MO.



HERE'S THE ED GEORGE NOVELTY COMPANY, coin machine organization, with men and trucks lined up in front of its spacious quarters in Akron, O. Headed by the popular Eddie George, the company is accomplishing big things. Rock-Ola phonographs are their mainstay.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS

CANDIES FOR VENDING MACHINES

OVER 20 TASTY AND ATTRACTIVE HARD SHELL CONFECTIONS FOR YOUR SELECTION

(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY (National Candy Co.), 345 W. Erie St., Chicago, Ill.

Gentlemen: Please send me full particulars and samples of your Hard Shell Candies.

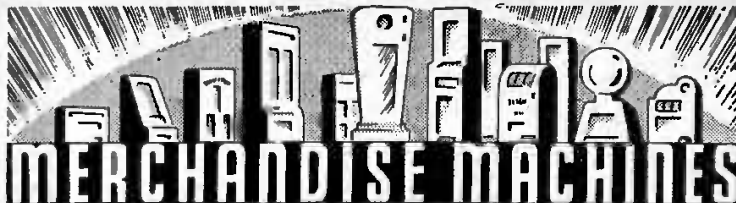
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Address.....

City..... State.....

(Use Pencil, Ink Will Blot.)

126



Angott Plans To Use 4,000 Venders

DETROIT, Aug. 14.—Michael A. Angott, manager Angott Coin Machine Exchange Company, was enthused this week over the new Pacific model, Stormy, for which he is distributor in Detroit. "This model looks like a good seller," he commented. "It is designed so there is plenty of action and the ball keeps moving, keeping player interest at a nice pitch constantly."

Angott company, besides its jobbing activities in the amusement field, is turning rapidly into the operating field with a route of Stewart & McGuire gum venders. Entire basement of the large store has been turned over to this department, in charge of Michael's brother, Carl Angott.

Some 1,500 original Model N machines have been in operation for a considerable time, and the company has now placed orders or has just received a second order for 2,700 of the new model hexagon machines and is pleased with results on them.

"We plan to operate a route of 4,000 machines," Carl Angott said. "We feel that this is far from the saturation point from a careful study of locations, as Detroit and the near-by suburbs should hold about 9,000 machines."

"Competition in the nut machine field is not bad. What there is nice clean competition. We can operate at 20 to 25 per cent to the location owner and it is not necessary to go beyond that to unprofitable percentages as is done in some branches of the business. "We maintain a fleet of five service trucks to handle our machines and collections and a crew of seven men, including myself, to take care of the department's needs."

"We don't have an average of even one service call a week on all these machines. The reason is that we test every machine thoroughly before it goes out. If there is anything wrong it is found out then, not later. It is much easier to spend some time in testing machines beforehand than to send a truck and crew out later to do some little thing that should have been taken care of in the first place."

"As far as we can observe all operators seem to be going into the vending and music machine fields, which are strictly legal and stable, and we find this part of the industry a very pleasant one to work in."

Detroit

DETROIT, Aug. 14.—Work is progressing steadily on the new drink vender being developed by Mechanical Merchandisers, Inc., A. M. Williams, general sales manager, said this week. The firm is at present engaged in solving the problem of adapting its product to the vending of refrigerated lemonade in a practical container and form.

O. H. Potter has bought out his partner, Robert Maskell, who was formerly associated with him in the Michigan Snacks Company. Potter will now operate as the sole owner and will continue to do both an operating and a jobbing business. Firm has moved from Wayne, Mich., to 18164 Freeland avenue, Detroit. Maskell will continue operating his routes of pin games and phonographs from the old headquarters in Wayne.

Joseph J. Schermack states that his firm will make an important announcement to the vending machine field in the near future. Announcement will concern a project that has been under development for some time and has aroused considerable interest in the trade. Schermack Company is one of the oldest in the business. Among its leading products for many years have been the postage stamp venders to be seen almost everywhere.

The Protex Corporation, manufacturer

"For instance," he says, "I prefer the Exhibit vender for the short gum stick and the Columbia peanut vender because of the well-known individual characteristics of the two models." Eldred has just moved to a new location at 15487 Oakfield avenue, Redford section, Detroit.

Sales of the new dispenser for paste soap manufactured by American Dispensing Company are progressing, Russell Anger, president of the company, said this past week.

Albert A. Weidman, manager of the Weidman National Sales Company, representative for the National cigaret vending machine, is spending most of August covering the territory in and around Minnesota. According to reports received from him, business in that territory is good.

H. V. Barber, head of the Wolverine Vending Company, and Mrs. Barber have just returned from a vacation trip thru the East. They spent quite a little time at Atlantic City.

New Orleans

NEW ORLEANS, Aug. 14.—Louis Boasberg and Ray Bosworth, co-owners of the New Orleans Novelty Company here, wire home that they have left Chicago after a week's stay looking over the Gottlieb and other factories and after a few days in New York expect to return to New Orleans to map out fall and winter plans for their distributing and operating business.

Dixie Coin Machine Company reports receipt this week of the first Bazaar game from Exhibit Supply Company and has given it "king seat" in the company's office on Poydras street. "The new machine," Sam Gentlich, of the firm, says, "is very attractive and looks to me like a good money maker."

Mitchem and Lewis, Lake Charles coin machine operators, report heavy play thruout that section. The firm has branched out into several communities of the rice and sugar belt, with the latest office opened this week at Crowley, La. A vast expansion of the oil game in Southwest Louisiana is credited by them as the main reason for the unusually good patronage for their coin machines.

Automatic Coin Machine Company is moving to larger and more attractive quarters at 825 Poydras street. Pete Naastal and Mac McNally are co-owners of the firm, which deals heavily in second-hand machines, in addition to extensive operations. The office was originally under option to the Jerry Germainis Novelty Company, but other plans are now under way for that company.

Leo Kelly, sales manager of the Exhibit Supply Company, spent a few days in this section last week conferring with coin machine interests and at the same time introducing to the firm's Southern

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

Only **\$2.50** Each

A. M. WALZER CO.
426 Stinson Blvd.
Minneapolis, Minn.

PROVEN Vender Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanut gum, Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler Salesmen. Locks. Adjustable—you set the profits. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 33, Jackson, Mich.

Protect Your Routes Without Delay

1c Skill Game

5 PENNIES ON DUCK PACKAGE OF CIGARETTES

DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

PRICE For a Limited Time. Sample only \$1.50. Lots of 6, 1.30. Lots of 12, 1.20. 1/4 dop. with order. D.L.C.O.D.

STAR SALES CO.
3921 Wayne Ave.,
Kansas City, Mo.

No Personal Checks, Please

5 BASE BALLS

100% WINNERS

10¢

5¢

15¢

25¢

50¢

1.00

1.50

2.00

2.50

3.00

3.50

4.00

4.50

5.00

5.50

6.00

6.50

7.00

7.50

8.00

8.50

9.00

9.50

10.00

ANOTHER MONEY MAKER

You can't afford to be without this

BASE BALL BOARD

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in \$50.00

Definite Payout 24.65

Attractive—Colorful—Profitable

Price \$2.52 Plus 10% Tax

GLOBE PRINTING CO.

1023-27 RACE ST., PHILADELPHIA, PA.

New Catalog Just Out—Send for One.

75 WINNERS 75

ON THIS LUCKY BILL FOLD DEAL

10 Genuine Leather Bill Folds with Zipper containing \$1.00 to \$5.00 Trade Award Certificates, also pays out 15 50c Trade Awards and 50 15c packages of Cigarettes for open numbers and sections pay outs, Making 75 Winners. Total Pay Out \$37.00.

1500-HOLE 5c SALEBOARD, TAKES IN \$75.00

PROFIT \$38.00

B97—Sample \$5.00 6 Lots, Each \$4.25
12 Lots, Each 3.75

25% Deposit with Order, Balance C. O. D.

Send for Our New Catalog Full of New Assortments, Sales Boards and Counter Machines, and Save Money.

Lee-Moore & Co., 180-182 W. Adams St., Chicago

75 WINNERS 75

ON THIS LUCKY BILL FOLD DEAL

10 Genuine Leather Bill Folds with Zipper containing \$1.00 to \$5.00 Trade Award Certificates, also pays out 15 50c Trade Awards and 50 15c packages of Cigarettes for open numbers and sections pay outs, Making 75 Winners. Total Pay Out \$37.00.

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12 Lots, Each 3.75

25% Deposit with Order, Balance C. O. D.

Send for Our New Catalog Full of New Assortments, Sales Boards and Counter Machines, and Save Money.

Lee-Moore & Co., 180-182 W. Adams St., Chicago

distributors the new console model, Longchamps. Kelly predicts that the game will go a long way toward giving operators a fine return for the fall season.

The first Ball Parks are being placed on location in this territory and Chicago Coin Corporation appears to have a good money maker. At two downtown locations Ball Parks are attracting large crowds, coming just about the time when the baseball season is reaching its climax.

Leon Fontana, popular operator of Bogalusa, La., spent a short time in the city this week renewing old acquaintances and looking over the new Bally ideas. Fontana was said to have placed an order for several Fair Grounds while here.

American-Southern Coin Machine Company, Jim Tallon and Ed Rodriguez, co-owners, is now looking forward to Western Equipment's new game, Pikea Peak.

F. W. King, head of the C. & N. Sales Company, left recently for an extensive business tour in Louisiana, Arkansas and North and East Texas. He is particularly campaigning for his biggest seller, Penny Kings and Caille's slots.

The winning streak of the New Orleans Novelty Company's softball team was snapped after nine consecutive victories. The 10 of the United Fruit Company drubbed them by a one-sided score last Sunday to do what no other coin machine team could accomplish. The New Orleans company team and that of Dom Fazio, prominent operator, have entered a city-wide league of eight softball teams that begin a fall and winter season next Sunday at City Park. Both coin machine teams are expected to be right up in the fight for the pennant.

While location owners here have been successful of late in trapping a gang of wire trippers who have robbed machines of hundreds of dollars in this area, something new arose this week when one operator reported that a group of girls has been caught in the act. "Anything can happen now," was his surprising remark after being informed who had been the guilty parties.

Cleveland

CLEVELAND, Aug. 14.—It will be a happy day for H. A. Freyman, Cleveland operator, when he sees his brother in England late this month for the first time in 40 years. When his family left Europe many years ago Freyman and his brother became separated. The latter was taken to England as a small boy and has lived there ever since. While the brothers have corresponded they have not seen each other since 1897 and Freyman has looked forward to this reunion for many years. It's the first long vacation Freyman is taking for many years and after spending some time in England with his brother he will tour the Continent. His son, Leonard, will take care of the business while he is away.

Ohioans must be big peanut eaters, according to news reports from that State. In Cleveland the marriage of L. J. Weiner to Tillie Berner was announced, and a news report from Toledo tells of the birth of a son to Mrs. Bernie Bettman.

Both Berni and Weiner operate routes of nut machines.

With the installation of a battery of 16-foot games this season the Skee-Ball pavilion at Euclid Beach Park is getting a big play by women and children. The full-size Skee-Ball alleys at Euclid Beach have been popular for years. However, they are too large for women and children and the play that the new 16-foot Skee-Balls are getting shows that their installation was a wise move on the part of the operators.

A number of new 5-cent machines like World Series, Rotaries and Ray Rifles have been installed in the Penny Arcade and seem to be attracting a good play.

H. J. Henne, C. L. Hopkins, L. J. Read, W. L. Wolf and Robert Beer, Central Ohio operators, were in Cleveland this week visiting the different jobbing houses. Wolf & Beer, who operate in partnership, are driving a beautiful new cream-colored truck with gold lettering that attracts much attention.

Mich. Lawmakers Drop Slot Bills

DETROIT, Aug. 14.—Michigan Legislature recently closed its special session without acting on any of the bills to license slot machines which had been introduced during the session. A general move for licensing slot machines had been reported, but apparently no definite organization or agency was giving support to the idea. Operators in general did not seem to know the origin of the bills.

Opinions expressed by many operators of slot machines seem to indicate that they would favor a licensing law which would enable them to place such machines in acceptable locations with some assurance of operating over an extended period.

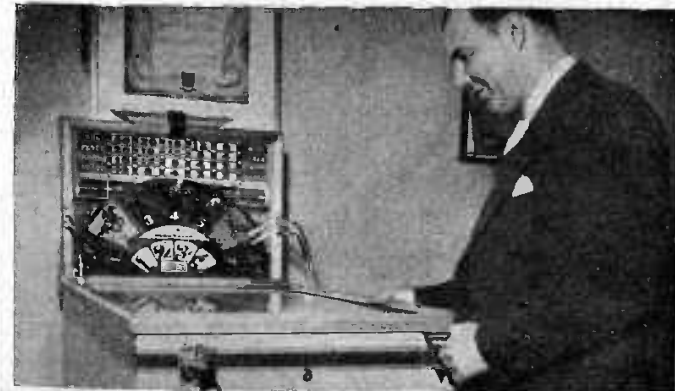
The recent order of the Liquor Control Commission banning slot machines from places where liquor is sold handicaps the operation of such machines for the time being, operators state, since the best locations for slots have been in locations where drinks are sold. Locations having liquor license show decided fears of taking a chance on losing their liquor privileges.

AC Novelty Head Travels Up-State

DETROIT, Aug. 14.—Arthur Caille, president of the A. C. Novelty Company, manufacturer of the new Multi-Bell, spent the past week traveling thru Northern Michigan, where he is contacting operators in the interests of his product.

Sales are steadily picking up, Gerald W. Rapin, sales manager, reported, with notable increase starting this past week following the expected lower figures of the early-summer season. Operators are evidently now buying with an eye to fall business. The new mint vander model, designed especially for foreign trade, is being placed in production this week. Orders are to be shipped to Belgium and elsewhere, Fred Merrill, export manager, stated.

Comments are still being received from numerous men in the industry who have seen the detailed sales and service manual issued by the company.



JACK MOORE, of Seattle, Spokane and Portland, plays his favorite game, Fairgrounds, during recent visit to Bally Manufacturing Company.

THE NEW STANDARD CIGARETTE VENDOR

Beautifully Finished, Newly Designed 8-Column Vendor.

Constructed of heavy auto body steel. So simple to operate that any adjustment or changes can be made on location in a few moments!

200 Pack Unit

Patented gliding coin device controls all columns and will dispense 10 or 11c, 15 or 20c brands, or both, in same machine with additional slider.

Mar-Proof Moro-Tex Finish in Colors

Platinum Gray, Tobacco Brown, Mahogany, Morocco Gray, Shamrock Green or a color that will harmonize with practically any location.

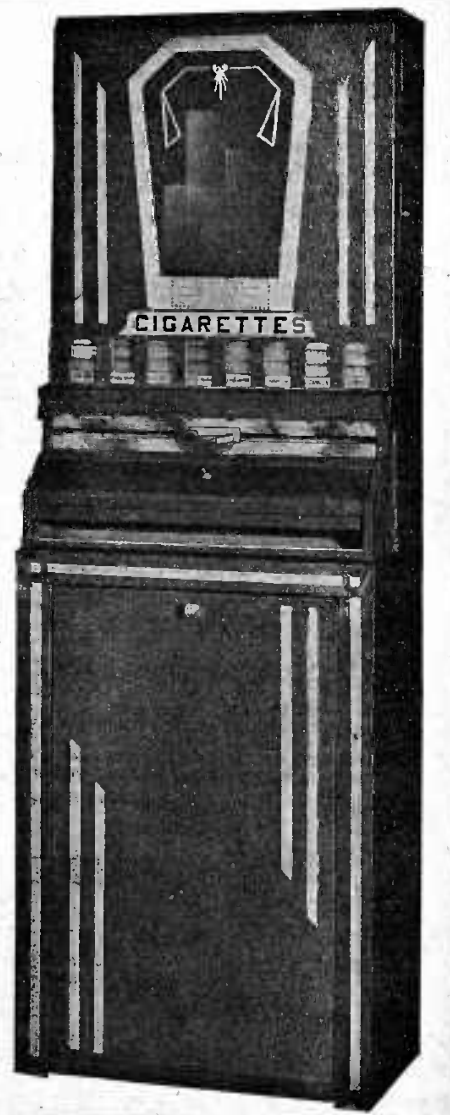
\$45.00
F. O. B. Cincinnati Factory.

Complete, including Base. (Price the Same, 1 or 1,000) Terms: 1/3 Deposit, Bal. C. O. D.

No Frills or Useless Gadgets To Get Out of Order!

Up-to-the-minute operators are now buying the NEW STANDARD VENDOR, not only to cut the first overhead in half, but to maintain distribution in small locations that would otherwise be unprofitable. Favor service calls with STANDARD than any other machine.

STANDARD SALES Manufacturing Co.
133 W. CENTRAL PARKWAY
CINCINNATI, OHIO



A PROFIT SENSATION!

Completely New and Different. Two Separate Tickets in Each Hole—A 2 for 1 Value!
BARGAIN DEAL JACKPOT
No. 11011 1000 Holes
Takes in\$50.00
Average Payout..... 18.35
Average Gross Profit.....\$31.65

Send for Details of This and Other Fast-Selling Profit-Makers. Write, Stating Your Line or Business to

HARLICH MFG. CO., 1401-1417 W. Jackson Blvd., Chicago, Ill.



LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75. Deposit required on all orders.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Kresberg Winds Up Whirlwind Trip

CHICAGO, Aug. 14.—Sam Kresberg, dynamic president of the Capitol Automatic Music Company, Inc., New York, has just completed a four-week selling trip thru New York, New Jersey and Delaware. The trip was climaxed by a hurried trip to the Rock-Ola factory here to superintend the shipping of the many phonographs he had sold.

Kresberg reports that operators are enthusiastic over the Rock-Ola Imperial 20-record machine and he backed this contention by showing that the greatest percentage of his orders were for Imperial models. In Sam's own words: "Never in the 20 years of my music selling experience have I ever seen such an enthusiastic reception of a new model by the operators. The Imperial 20 tops everything I ever handled."

Kresberg also placed a blanket order for shipment of 1,000 Imperial 20s for the operating division of the Capitol Automatic Music Company. The department is managed by Sam's well-known partner, Bill Goetz. The combination of the two live wire personalities is recognized as one of the largest and most successful music operating companies in the country.

See-Con To Show New Phonographs

DETROIT, Aug. 14.—"We have sold 190 Seeburg Symphonolas during the last of July and August so far," Donald A. Coney, of See-Con, Inc., said this week. "These were sold even before the



operators had a chance to see the new models."

The new models will be introduced to Detroit in a special show at the Book-Cadillac Hotel about the end of next week. Exact date is dependent upon release of the new models. A luncheon will be held, with an invited list of leading operators present. Coney has just returned from a 10-day trip thru Michigan and saw about 30 prominent up-State operators, many of whom will probably be present at this special showing of the machine.

"We are trying to prove that the distributor who attempts also to operate music machines is creating a weakness in his distributing activities," Coney said. "When he sells an operator a machine he is always faced with the problem whether he will disturb the distributor's operating locations.

"Also we are disproving the old idea that you can't make money on phonographs alone. We are handling nothing but the Seeburg phonograph line and are doing a good job. I want to deny vigorously the rumor that we are operators. We have not a single machine out either under our own name or any other. None of our employees have any machines out either."

Rock-Ola Sets Office Records

CHICAGO, Aug. 14.—In tune with modern times, Rock-Ola Manufacturing Corporation is not only breaking sales records with its Imperial 20 phonographs, but it has been breaking office records as well. A report from the factory states that during the last 30 days all records have been broken in total of letters, orders, telegrams, cables and long-distance phone calls received by the company.

David C. Rockola, president, during an interview, stated: "Even during the exciting days of Jig Saw and many other Rock-Ola winners we did not begin to approach the tremendous volume of wires, orders and out-of-town visitors we have enjoyed in the last 30 days. This indicates several good things to us. First of all, business in general must be good. Secondly, business in our own industry is flourishing. And last, but most important to us, we must have the product that fills the need of the music operators. Our new Imperial 20 has been such a sensation since its recent introduction that we are again planning to add more men in order to fill the demand."

Among the many visitors to the Rock-Ola plant last week were Meyer Marcus, president of Markepp Company, Cleveland; W. W. Marcus, head of Marc Coin Machine Company, Dayton, O., and George H. Pickett, owner of P. & H. Coin Machine Company, Toronto.

Wurlitzer Credit Dept. Busy Place

NORTH TONAWANDA, N. Y., Aug. 14.—From all reports the credit department of the Wurlitzer Company must be a beehive of activity. With over 250,000 accounts on its books, totaling an annual volume of approximately \$12,000,000, the department is no place for a lazy man. In fact, General Credit Manager William P. Bolles states that his six assistants have their hands full of lots of things besides money every day and that they are a pretty tired bunch by nightfall.

Bolles has surrounded himself with six able assistants who are sometimes called "The Six Horsemen." All of them have finance company backgrounds and are thoroughly trained in credit matters. They know personally most of the Wurlitzer operators. In fact, many of the

Sheet-Music Leaders

(Week Ending August 14)

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

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

1. It Looks Like Rain (Morris) (1)
2. Merry-Go-Round Broke Down (Harms) (2)
3. Sailboat in the Moonlight (Crawford) (3)
4. So Rare (Robbins) (4)
5. Sweet Lullaby (Select) (5)
6. Blue Hawaii (Famous) (6)
7. I Know Now (Remick) (8)
8. Gone With the Wind (Berlin) (11)
9. Harbor Lights (Marlo) (9)
10. First Time I Saw You (Santly-Joy) (13)
11. Whispers in the Dark (Famous)
12. Where or When? (Chappell) (7)
13. You and Me That Used To Be (Berlin) (10)
14. My Cabin of Dreams (Berlin) (14)
15. Our Penthouse on Third Avenue (Feist) (12)

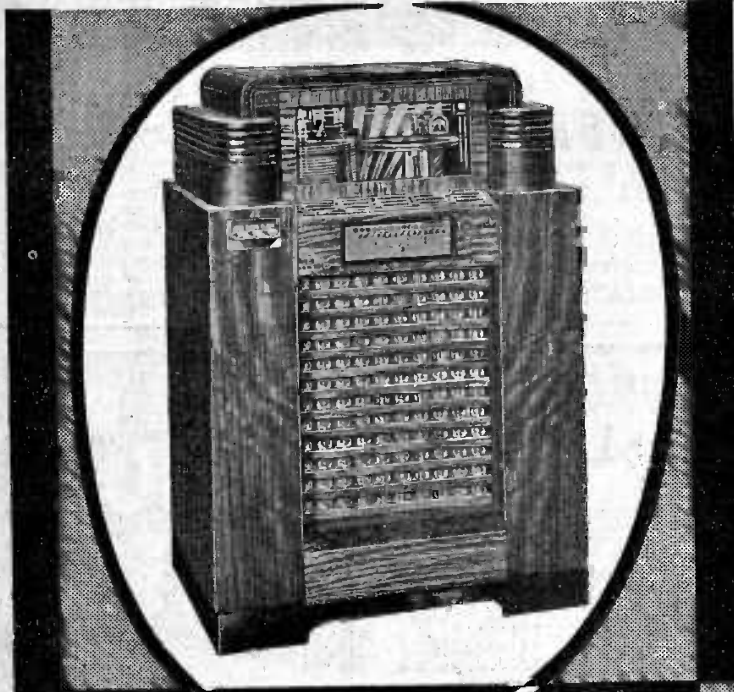
opie complimented Bolles on the efficiency with which he and his staff handle the credit records. The junior executives who comprise this staff are D. V. Kennedy, assistant credit manager; George J. Doyle, Alfred F. Dietrich, Mortimer K. Torwilliger, Arthur H. Geyer and Marshal L. Schoelles.

As Bill Bolles put it: "The credit relations of any company play an important part in its progress. I don't know of any job that calls for greater accuracy and tolerates fewer errors. The efficiency with which my staff operates has gone a long way to solidify Wurlitzer's pleasant relations with its operators."

New Orleans

NEW ORLEANS, Aug. 14.—With summer dullness believed to have run its course, local phonograph operators are making preparations for a big fall season. Record distributors say that their sales are decidedly upward, indicating that first effort to bolster play is to replace worn-out discs.

A report circulating is that two New Orleans music operating firms are negotiating for a merger which would make



THE ILLUMINATED
SEEBURG MULTI-SELECTOR
MELODY KING "K"

Proved by operation for consistent profits... approved by locations for pleasing performance. Write today for complete information.

THE SEEBURG FRANCHISE IS MORE VALUABLE!
J. P. SEEBURG CORP.
1500 DAYTON STREET • CHICAGO



LUXURIOUS ROCK-OLA PHONOGRAPH showrooms of Capitol Automatic Music Company, New York. In the inset is Sam Kresberg, Capitol's president, placing an order for 1,000 Imperial 20s with I. F. Webb, vice-president in charge of phonograph division of the Rock-Ola company.

one of the strongest and largest houses of its kind in the Deep South.

John Granberry, phonograph salesman in this territory for Mills Novelty Company, has returned from an extensive trip thru the Mississippi Valley. He reports a growing demand for Do Re Mi and other popular Mills makes.

Ben Cohen, music operator, who has been confined to his home with a sprained ankle tendon is back at his stand.

R. H. (Mac) McCormick, Southern sales manager for Decca Distributing Company, left this week for a two weeks' business trip in Louisiana, Arkansas and Texas. Mac predicts that fall record sales will break all existing records. His summer sales, he says, have been the best in several years.

Frank Alleat, fishing expert of the Standard Novelty Company, is out on a long Gulf cruise this week trying out his new boat, a beautiful 40-foot cabin cruiser. Vincent Casertino and he are already planning regular week-end voyages to the home of the denizens of the deep.

F. P. (Buster) Clesi has left for a week's pleasure trip to Dallas, where he expects to see the exposition and call upon his many friends, including officials of the Electro Ball Company. Clesi hopes to soon be able to call together music operators of Louisiana for the organization of a State-wide body.

Fabragas Music Company, Houma, La., is one of the fastest growing music concerns in the State. Operating out of the thriving oil and fishing center, the firm is now operating dozens of machines.

Detroit

DETROIT, Aug. 14.—Frank Kress, one of the new operators in the local music field, has purchased five Wurlitzer phonos. Kress states that the general interest in baseball is affecting operation of music machines at the present time, but when the season is over he anticipates revived interest in phono music.

Benjamin Paull, who has operated vending machines and pin games in the city for some time, is shifting his operations to the music machine field. Acquiring his first phono a few months ago, he is now a steady Seeburg customer. "While I have only been in the music machine business for a short time, I find the returns in general very good," Paull states.

"The record business is going good here," Fred A. Gersabeck, manager of the City Music Company, Brunswick distributor, said this week. "Sales are in-

creasing steadily despite lulls in other departments of the business. The many new phono ops in the city are also reflecting the increased popularity of phonos and helping the sale of records, too," he concluded.

Jack Glick, music op who specializes in Rock-Olas, has moved his headquarters to 2424 Elmhurst avenue. Glick is a partner with Joseph Brillante on part of his route.

National Novelty and Amusement Company, Sam Rosenthal's jobbing and operating firm, is shifting operations from pin games to music machines. Max Schubb, publicity director of the company, said this week. Company will start off with an initial purchase of about 100 automatic phonos and will probably double this investment at a later date, Schubb says. Plans for supervision of the new routes to be established are now being formed. This is the second large organization to enter the music field on an extensive scale during the past few months.

Donald A. Coney, head of See-Con, Inc., has returned from a two-week trip thru Northern Michigan, where he spent some time with ops in that section. Coney was traveling primarily in the interests of Seeburg phonographs, for which his company is distributor. He states that ops are showing great confidence in the new Seeburg models scheduled to be released next week and that his firm already has taken orders for 150 new models sight unseen.

Music machines continued to lead coin machines sales here this week. Wurlitzer had the lead, with Earl Gross, Frank Hanosh, Joe Brillante, Frank D. Noble, Frank Kress, of Hamtramck; Lena M. Hornbeck and James Ashley's American Novelty Company placing orders for new machines. Fred Gardella, former local Mills distrib, placed an order for Mills phonos to be placed on his own route.

James Parmelee, local music operator, has become manager for the Melo-King Music Company, one of larger ops handling Seeburg machines exclusively.

Former Boxer Big Seeburg Operator

ELMWOOD, Ind., Aug. 14.—Carl King, of the King Automatic Music Company, is one of the town's most popular men. A few years back King was one of the topnotch light-heavyweights of the country. He met and knocked over many of the big names in the fight game at that time. Forsaking the cauliflower industry, he started operating Seeburg Symphonolas. Beginning on a small scale with only five instruments, King industriously went to work to build



DISCONTINUING BRAND NEW AND FLOOR SAMPLE AUTOMATIC PAYOUTS!

ORDER AT ONCE! THEY WON'T LAST LONG AT THESE PRICES!

BRAND NEW PACIFIC DE LUXE BELL CONSOLES In Original Crates. REGULAR PRICE, \$249.50, YOUR PRICE, \$125.00	FLOOR SAMPLES FAIR GROUNDS LIKE NEW \$100.00
BRAND NEW ROSEMONT CONSOLES IN ORIGINAL CRATES \$125.00	BRAND NEW HI DE HO IN ORIGINAL CRATES \$17.50
SLIGHTLY USED AUTOMATICS	BRAND NEW FIRE BALL IN ORIGINAL CRATES \$20.00
PRAEKNESS \$55.00	SCOREBOARD \$29.50
MAZUMA 45.00	RICOCHET 25.00
HEAVYWEIGHT 40.00	FAST TRACK 175.00
POST TIME 35.00	RAYS TRACK 190.00
PADDLE WHEEL 50.00	4300 SERIAL AND UP
SPRINGTIME 40.00	

1/3 Deposit with Order, Balance C. O. D.

GENERAL AMUSEMENT DEVICES CO.

3136 CASS AVENUE DETROIT, MICHIGAN

up a great operating organization. To reach his goal nothing stood in his way of giving his location owners super-service. The famous King service became known and today he operates over 150 Symphonolas.

In building this big business King says that he introduced many novel little promotions that help increase phonograph receipts and likewise obtain new locations for him. One of his ideas is to pass out postcard-size cards to all the patrons of his locations. This card invites the patrons to suggest the name of the records he or she would like to have installed in the machine the following week. The patron lists the selections by writing in the name of the selections on the 12 lines provided for

this purpose. King states that this is a definite guide to his purchase of records and likewise assures him that he is giving his location patrons the type of music they themselves choose.

King is enthusiastic about the Seeburg Illuminated Melody King, Model K. He states that the illuminated grille has practically tripled his weekly collections. The Melody King has been a great aid in securing new locations, too.

"The Melody King just moves those other fellows right out of the place," King says. "In locations where I have replaced other makes of phonographs with Melody Kings receipts have increased as high as 300 per cent. You can write this down for me, Carl King and the Melody King are 'flashed' ever since we became acquainted."

Five Best Record Sellers for Week Ended Aug. 16

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7099 — "The Moon Got in My Eyes" and "All You Want To Do Is Dance." Shep Fields Rippling Rhythm Orchestra.	7927 — "It's the Natural Thing To Do" and "The Moon Got In My Eyes." Helld Brigadiers.	1347 — "Public Melody No. 1" and "Rep Cap." Louis Armstrong Orchestra.	136 — "Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	586 — "Sailboat in the Moonlight," Johnny Hodges Orchestra, and "Manhattan Jam." Edgar Hayes Orchestra.	25570 — "Nola" and "Satan Takes a Holiday." Tommy Dorsey Orchestra.	3605 — "A Sailboat in the Moonlight" and "Born To Love." Billie Holiday Orchestra.
2	B6965 — "Mountain Music" and "Satan Takes a Holiday." Ozzie Nelson Orchestra.	7919 — "So Rare" and "Dancing Under the Stars." Gus Arnheim Orchestra.	1349 — "Skies Are Blue" and "I'll Get Along Somehow." Andy Kirk Clouds of Joy.	137 — "All God's Chillun Got Rhythm" and "Alabama Home." Duke Ellington Orchestra.	568 — "Can't You Hear That Mountain Music?" and "Good Mornin'." Frank Dalley Orchestra.	25518 — "Josephine" Wayne King Orchestra, and "Miracles Sometimes Happen." Roy Fox Orchestra.	3595 — "Gone With the Wind" and "Harbor Lights." Claude Thornhill Orchestra.
3	B7015 — "Merry-Go-Round Broke Down" and "That's When Your Heartaches Begin." Shep Fields Rippling Rhythm Orchestra.	7913 — "The Miller's Daughter," Marianne" and "Gone With the Wind." Horace Heldt Brigadiers.	1346 — "Whispers in the Dark" and "S'top! You're Breaking My Heart." Bob Crosby Orchestra.	131 — "Caravan" and "Azure." Duke Ellington Orchestra.	596 — "Get It Southern Style" and "If You're Ever in My Arms Again." Barney Bigard Jazzopaters.	25620 — "My Cabin of Dreams" and "Am I Dreaming?" Tommy Dorsey Clam Bake Seven.	3607 — "The Miller's Daughter, Marianne" and "Till the Clock Strikes Three." Henry (Red) Allen Orchestra.
4	B7102 — "Wrap Your Troubles in Dreams" and "The Little Things in Life." Bing Crosby.	7917 — "Yours and Mine" and "Sun Showers." Teddy Wilson Orchestra.	1175 — "Sweet Lelani" and "Blue Hawaii." Bing Crosby.	108 — "Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	591 — "All God's Chillun Got Rhythm" and "Old Plantation." Ivie Anderson and Boys From Dixie.	25624 — "The Moon Got in My Eyes" and "It's the Natural Thing To Do." Hal Kemp Orchestra.	3615 — "If You Should Ever Leave" and "Heaven Help This Heart of Mine." Mildred Bailey Orchestra.
5	B7082 — "So Many Memories?" and "My Cabin of Dreams." Musical Musketeers.	7931 — "Till the Clock Strikes Three" and "The Loveliest of You." Music in Russ Morgan Manner.	1318 — "Merry-Go-Round Broke Down" and "I'll See You in My Dreams." Jimmie Lunceford Orchestra.	139 — "Washboard Blues" and "Cats in the Cornfield." Franklyn Marks Orchestra.	582 — "And Then They Called It Love" and "Don't Ever Change." Blue Barron Orchestra.	25627 — "Afraid To Dream" and "Roll 'Em." Benny Goodman Orchestra.	3617 — "The Moon Got in My Eyes" and "It's the Natural Thing To Do." Nye Mayhew Orchestra.

PERMO POINT STANDARD DOUBLE RIBBED

The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction — Longer Record Life — 2,000 Perfect Plays — True Volume Output.

Endorsed By All Leading Manufacturer and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP. Chicago, Ill.
6415 Ravenswood Ave.

AUTOMATIC PHONO. NEEDLES
Repointed. Additional up to 1,000 to 2,000 Plays, 10c Each. Send Dozen for Trial Offer of \$1.00.

OPERATORS SERVICE SUPPLY
P. O. Box 51, South Bend, Ind.

AGAIN WE REPEAT
THERE IS ALWAYS
SOMETHING NEW
AT PONSER'S

WE BUY
 ANY USED EQUIPMENT
 YOU HAVE FOR SALE!!

WE TRADE
 FOR ANY EQUIPMENT YOU
 HAVE! CALL ON US FIRST!

WE SELL
 ALL THE NEWEST, LATEST
 AND BEST MACHINES OF
 THE LEADING MANUFACTURERS—PLUS MANY FINE
 RECONDITIONED BARGAINS

WRITE FOR OUR SPECIAL PRICE LIST OF ALL NEW AND USED PIN GAMES, PAYOUTS, CONSOLES, MERCHANTISERS, ETC.

Exclusive Eastern Distributors for Leading Mfrs., including

CHICAGO COIN
 WESTERN EQUIPMENT
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 GENCO, INC.
 D. GOTTlieb & CO.
 J. H. KEENEY & CO.
 MILLS NOVELTY CO.
 PACIFIC MFG. CORP.

Cable Address **PONSER** N.Y.

GEORGE PONSER COMPANY

31 WEST 60th ST. NEW YORK
 CIRCLE 6-6651

11-15 EAST RIVINGTON ST.
 NEWARK, N. J. (Bigelow 3-6272)

900 NORTH FRANKLIN
 PHILADELPHIA (MARKET 2656)

1435 BEDFORD AVE.
 BKLYN, N.Y. (MAIN 2-1297)

WANTED SPECIAL AGENTS

With cars to handle Georgia New Deal Fairs. Exhibits, Premiums, Book Contests, Banners, Etc. Tom Alton and Frank Starkey answer. J. WALKER, Walden Hotel, Chattanooga, Tenn. Quick spots ready.

CONCESSIONS WANTED

Three Days, September 4, 5, 6.
 Two Days Free Gate.
 McPherson Park, Hopewell, Ill.
 LOVAL ORDER MOOSE.
 N. E. WEAVER, Chairman.

ISLER SHOWS

Will book small Merry-Go-Round, Tilt-a-Whirl, Loop-o-Plane, Octopus, Slide Shows of all kinds with or without own outfits. Concessions of all kinds except Bingo, Photo Gallery, Pop Corn, Mickey Mouse, George Foster, Dynamite, Whip Mo., Home-Coming, week August 23; Naylor, Mo., Home-Coming, week August 23; Morehouse, Mo., Labor Day Week. Others follow.

ATLANTIC COASTAL SHOWS

WILL BOOK all legitimate Concessions except Cook House and Bingo. WANT Chairplane and Girl Show. Join Oronhill Fair, August 23. Out all winter. AL PORTER, 3297 M St., N. W., Washington, D. C.

Daval Teaser Ad Costs Blatt Money

NEW YORK, Aug. 14.—According to Bill Blatt, president of Supreme Vending Company, Inc., Daval's two-word advertisement in the August 7 issue of *The Billboard* created so much attention here that his offices were swamped with inquiries from ops and jobbers in the surrounding territory. "We spent quite a bit of money answering inquiries and trying to get further information ourselves," stated Blatt.

"The ad simply stated 'Watch Daval,'" he went on, "and almost as soon as it appeared ops started to call up asking what Daval had ready and what it was planning to do. As we ourselves did not know what the ad meant we were forced to phone the Daval plant in Chicago and then call back our customers to tell them that the only information we were able to secure was that a new game was being made ready for the market and that further details would soon appear in *The Billboard*. That was a mighty little ad, but a darn expensive one as far as we were concerned. As yet we have received no additional information on the game and so the inquirers will have to do just like we are doing and wait until this new surprise is formally announced."

Blatt concluded that Daval did state, however, that the game will be released soon.

ROUTES

(Continued from page 35)

Tokawa: Cumberland, Md.
 Valencia: Afton, N. Y.
 Waldorf's Boxing Bear: Gouverneur, N. Y.
 Wells, Billy: Batavia, N. Y.
 White Bros.: Sandy Creek, N. Y.
 Winter Garden Revue: Gouverneur, N. Y.
 Wolandl Duo: Valleyfield, Que., Can.
 Young, Ladell, & Co.: Charlottetown, P. E. I., Can.

DRAMATIC AND MUSICAL

Brother Rat: (Chief) Colorado Springs, Colo., 16; (Auditorium) Denver 20.
 Room Service: (Guest) Detroit 16-21.
 You Can't Take It With You: (Harris) Ohi.

REPERTOIRE

Baxter-Leonard Players: Pembroke, Va., 16-21.
 Billroy's Comedians, Billy Wehler's: Titusville, Pa., 17; Grove City 18; Sharon 19; Oanton, O., 20; Massillon 21; Elyria 23; Loraine 24.
 Bishop Ten Show: Millertown, Pa., 16-21.
 Blythe Players: Westover, Md., 18-21.
 Brooks Stock Co.: Muscadoc, Wis., 18-19.
 Burke & Gordon Show: Brookfield, Mo., 16-21.
 Carl's Comedy Players: Coalgate, Okla., 16-18; Atoka 19-21.
 Glavin, Norma, Show: Tecumseh, Mich., 16-21.
 Harris Road Show: Warren, Minn., 16-21.
 Levant Show: Gasconade, Mo., 16-21.
 Livingston Players: Morenci, Mich., 16-21.
 Lone Show: Napa, Ca., 16-21.
 Rohnour Players: Loyal, Wis., 16-21.

CARNIVAL

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

American United: Coeur d'Alene, Ida.
 Anderson-Grader: Benkelman, Neb.; Goodland, Kan., 23-28.
 Atlantic Coastal Expo.: (Fair) Oxon Hill, Md., 23-28.
 Atlas, La Harpe, Ill.: (Fair) Roseville 23-28.
 Bantly's All-American: Tyrone, Pa.; (Fair) Hughesville 23-28.
 Barber & Murray: Milan, Mich., 18-21; Monroe 23-28.
 Barfield's Cosmopolitan: (Fair) London, Ky.; (Fair) Somerset 23-28.
 Barkoo Bros.: Baldwin, Mich., 17-18; Reed City 19-21; (Fair) Ludington 22-27.
 Barnhart's Golden West: (Fair) White Bear, Minn., 16-18; (Fair) Le Center 20-22; (Fair) Worthington 23-25; (Fair) Jackson 26-29.
 Baysinger, All: Buffalo, Mo.
 Beane, Wm & Sons: (Fair) Mondovi, Wis., 16-17; (Fair) Neillsville 18-21; (Fair) Long Prairie, Minn., 24-26; (Fair) Little Falls 27-29.
 Beckmann & Gerety: (Fair) Springfield, Ill., 16-22.
 Bee, F. H.: (Fair) Ewing, Ky.; (Fair) Louisa 23-28.
 Bill's Greater: Stonefort, Ill.
 Blue Light: Isle of Palms, S. C.
 Blue Ribbon: (Fair) Frankfort, Ind.
 Blue Ridge: (Fair) Maynardville, Tenn.; (Fair) Sweetwater 23-28.
 Bremer Tri-State: (Fair) Osage, Ia., 16-20.
 Broadway Shows of Amer.: Kings Mountain, N. C.; Lincolnton 23-28.
 Brown Family Rides: Douglas, Ga.
 Brown Novelty: Tifton, Ga.; Blackshear 23-28.
 Buck, O. C.: Gouverneur, N. Y.
 Buckeye State: Lake, Miss., 16-19; Greenville 23-28.
 Bullock Am. Co.: Flat Top, W. Va., 18-21.
 Burdick's All-Texas: Hamilton, Tex.
 Byers, Charles & Son: Mo.
 Byers & Beach: (Fair) Vinton, Ia.
 Central State: Red Cloud, Neb.
 Ceelin & Wilson: Blairsville, Pa.; Charleroi 23-28.
 Coleman Bros.: (Fair) Middletown, N. Y.; (Fair) Itasca 24-28.
 (See ROUTES on page 86)

ATTENTION *Beacon* **ATTENTION**

**CORN GAMES
 GRIND STORES
 SALESBOARDS**

Blankets
make Warm Friends of

HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET MILWAUKEE WISCONSIN

ATTENTION CARNIVAL MEN ATTENTION

AS USUAL THE LOWEST PRICES IN THE COUNTRY.

THE JOHN ROBBINS COMPANY

340-42 THIRD AVENUE, PITTSBURGH, PA.
 LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND SINGO MERCHANDISE.
 Slum of Every Description. No Catalogue.

Fairs--KEYSTONE SHOWS--Fairs

WANT! For the Following Fairs Starting

INDIANA COUNTY FAIR, INDIANA, PA., WEEK AUG. 30-SEPT. 4, INC.
 BIG K. OF P. PICNIC, OAKLAND, MD., SEPT. 6-11, INC.
 VIRGINIA FAIR, SEPT. 13-18.
 BUNCOMB COUNTY FAIR, ASHEVILLE, N. C., SEPT 20-25
 CHEROKEE COUNTY FAIR, MURPHY, N. C., SEPT. 28-OCT. 2.
 CHEROKEE INDIAN FAIR, CHEROKEE, N. C., OCT. 4-9, INC.
 AMERICAN LEGION FAIR, MONROE, GA., OCT. 11-16.
 GWINNETT COUNTY FAIR, LAWRENCEVILLE, GA., OCT. 19-23.
 DOUGLAS, GA., FAIR, OCT. 25-30.
 FAIRS TILL AND INCLUDING THANKSGIVING WEEK.

Can Place for all of these Fairs, Concessions (No Racket), Shows, except Girl Shows. One more FLAT RIDE—Caterpillar or Tilt-a-Whirl preferred. Address as per route, Vandergrift, this week; Canonsburg, Pa., week August 23. Then the Indiana Fair, Indiana, Pa., August 30.

KEYSTONE SHOWS.

OLD ANNUAL HOMECOMING JUBILEE

REYNOLDSVILLE, PA., SEPT. 1 to 6, Inclusive
 PENNSYLVANIA'S GREATEST CELEBRATION.

Over 100,000 Attendance.

Airplanes, Parachute Jumping, Stunt Flying, Water Battles, Firemen's Drills, Aerial Acts, Bands, Orchestras, Vaudeville Acts, Drum and Bugle Corps, Parades, Old-Timers' Reunion. Something Doing Every Minute. Ads and Publicity in Sixty Newspapers. Sponsored by the Firemen, Supported by Business Men, Unions and all Local Organizations.

WANTED—Merry-Go-Round, Loop-o-Plane, Chairplane and Kiddie Ride. Have other Rides booked. SHOWS WANTED—Illusion, Half-and-Half, or any worth-while Attraction. All Concessions that work for stock communicate. Positively no racket. CAN PLACE clean Cook House, Small Grab, Fish Pond, Penny Arcade, two more Ball Games, Bumper, Cigarette Gallery, Knife and Cane Rack, String Game, Scales, or most any legitimate Concession. WILL BOOK two more Standard Free Acts. Communicate C. EDWARD WEYLS PRODUCTION CO., Playing Springboro, Pa., this week; Cochran, Pa., August 23 to 28; then Reynoldsville, Pa., September 1 to 6. EO WEYLS, Mgr.

LOUISA, KY., FAIR, WEEK AUG. 23rd

ON THE COURTHOUSE SQUARE

This is the one that has the big crowds. Six days and six nights. Want Stock Concessions, especially Pond, Alley, Gallery, Hoopla, etc. Also want Ferris Wheel Foreman, one with Concession preferred. No still dates. All fairs until November 1. Address

F. H. BEE SHOWS

Ewing, Ky., Fair, this week; then Louisa, Ky., Fair.

WANTED

For Fayette County Fair, Oak Hill, W. Va., September 23-28,
 With 14 More Southern Fairs To Follow.

LEGITIMATE CONCESSIONS OF ALL KINDS. MONEY-GETTING SHOWS WITH OR WITHOUT EQUIPMENT.

Will Book 8-Car Whip, Tilt-a-Whirl, Pony Ride. Can Place Experienced Show Painter and Designer. Want Capable Man To Take Charge Wax Show. Raymond Spencer, wire.

MARKS SHOWS, Inc.
 Clarksburg, W. Va., this week.

WANTED ACTS FOR SIDE SHOW

Especially MUSICAL. Also Ticket Sellers, Talkers and Grinders.

BEN WILLIAMS

Skowhegan, Me., August 16-21; Bangor, Me., August 23-28.

WEEK IN BUDAPEST STREET FAIR

CLEVELAND, O., SEPT. 1 TO 7.

WANTED—Shows, Rides, Concessions; no exclusive. Shows, Rides, wire. Largest Hungarian Celebration in the State of Ohio, held in the Heart of Cleveland, on Buckeye Rd. Attendance last Fair, 280,000. W. CARWILE, Mgr., 2667 E. 89th St. Telephone: Cedar 4012. Four other Celebrations around here to follow.

WANTED

Legitimate Concessions of all kinds, Girl Show or any other with own outfits. WANT Ferris Wheel Foreman, Russell Stewart wire. ALSO WANT Electrician, London, O., this week; then Ridgeville, Ind., Centennial, on Streets, to follow.

CHRIST UNITED SHOWS

WANTED

Shows to Feature. Mable Mack, Doc Green wire. Concessions get in touch with Eddie "Spot" Cooper. All Rides booked. Open Mullins, S. C., Fair, August 31, and 10 North Carolina Fairs to follow. Cookhouse open. Rates reasonable. Wire

HARRY COTTER,

American Shows Mullins, S. C.

ROYAL PALM SHOWS WANT

For long season of good Fairs and Celebrations, commencing August 23, Mt. Carmel, Ill., Wabash County Fair, two more Grind Shows that do not conflict, legitimate Concessions of all kinds, Agents for Stock Stores, two Girls and Chorus Minstrel Show. Cookhouse and Ride Help, come on. Acts and Talker Side Show. This week, Chester, Ill.

BARFIELD'S COSMOPOLITAN SHOWS WANT

FOR SOMERSET, KY., FAIR AND STATE JR. ORDER CONVENTION, WEEK AUGUST 23, SHOWS AND RIDES THAT DO NOT CONFLICT WITH WHAT WE HAVE.

A few more Legitimate Grind Stock Concessions, two Sensational Free Acts, also Acts for Side Show and Colored Performers and Musicians. We offer good booking for a long line of Fairs until late November. Address London, Ky., Fair, this week; Somerset, Ky., Fair, next week.

UNITED MIDWAY SHOWS

Now playing choice Tobacco Markets where money is plentiful. WANTS Ferris Wheel, Chairplane and Kiddie Rides, Cook House. Have outfit complete for Hawaiian or Girl Show. WANT singing and Dangling Tennis. Concessions all kinds. Clarinet and Trombone to strengthen Minstrel Band. CAN USE another Special Agent. Man to handle Snake Show, Side Show People, Ride Help. Show Folks—This is your chance to get your winter bucks together. Same applies to you Concession People. Chris Smith, Jack Devoo, Jack Murray wire Mullins, S. C.

C. A. ABBOTT, Manager, United Midway Shows.

WANTED O. C. BUCK EXPOSITION

Fun House, Pony Track, Single Pit Attractions, Minstrel People, Legitimate Concessions. Fourteen weeks of fairs. Address

O. C. BUCK, Gouverneur, N. Y., This Week; Altamont, N. Y., Next Week.

JOHN R. WARD SHOWS

WANT FOR THE FOLLOWING ILLINOIS FAIRS:

Week August 23, St. Joseph; Week August 30, Monticello; Week September 6, Olney. Hold contracts for 11 bona-fide Fairs. Want Show Manager and Working Acts for Ten-in-One. Also organized Girl Revue Show. Chorus Girls and Comedians for Minstrel Show, Talker for Snake Show, Manager and Wife for Illusion Show. CAN PLACE all Stock Concessions. Sell exclusive for Frozen Custard. Capable Agent for Scales. WANT Man and Wife to manage Cook House. WANT sober and reliable Foreman for Tilt-a-Whirl. High-class Aerial Acts, Sally La Marr wire. Join Olney, Ill., week September 6. JOHN R. WARD SHOWS.

BIRTHS

(Continued from page 31)
ater magnate, in Seattle, Wash., August 7. Mrs. Von Herbert is professionally known as Gene Dennis, mentalist.

Late Deaths

(The following items were received at press time. More details in the next issue.)

DEMPSEY—Fred J., 50, general secretary-treasurer of the IATSE, August 18 at his summer home at Ocean Bluffs, Mass.

MCNEILE—Lieutenant Colonel Cyril, 48, author, who under the pen name of Sapper created the popular fictional hero Bulldog Drummond, in Fulborough, Sussex, Eng., August 14.

RIPLEY—Mrs. Ida, mother of the well-known Ripley Family in show business, suddenly August 14 in Eastern Iowa, following a heart attack.

ANTHRAX CHANGES

(Continued from page 3)

He also changed four stands of the Al G. Barnes-Sells-Floto Circus.

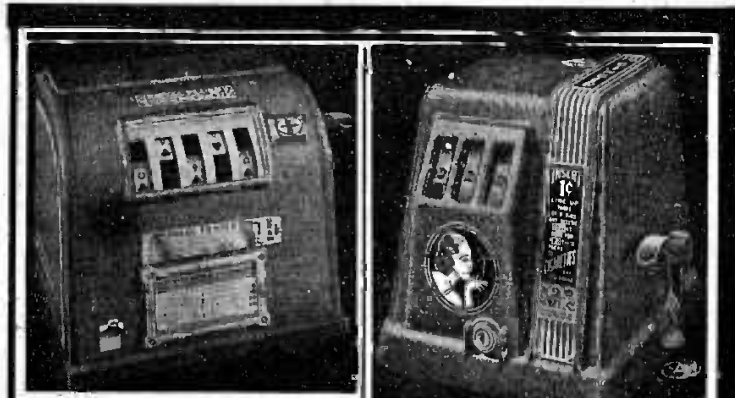
Outside of this Mr. Gumpertz reports everything fine and that the Big Show is doing a splendid business.

Atterbury Show Closes

CINCINNATI, Aug. 14.—H. W. Leslie states that Atterbury Bros.' Circus closed season August 5, conditions not being very good in Nebraska and Kansas. Show did fair business in North Dakota.

Crescent Amusement Co. WANTS

Concessions: Diggers, Fishpond, Bowling Alley, Slum, Snow Cones, Custard, Cotton Candy, any that work for stock. No racket. Shows for fairs with own outfit. Single Loop-o-Plane, book or lease. Fair secretaries, North and South Carolina, Georgia, Florida. get in touch with us. Out all winter. L. O. McHENRY, Mgr., Pamlico, S. C., this week; Conway, S. C., week August 23.



ROYAL FLUSH
Selective Draw Poker Machine With Plenty of Suspense and Surprises.
32⁵⁰
BALL GUM 15c a Box (100 Pieces)
Case Lots (100 Boxes), \$12.00.
1/3 DEPOSIT, BALANCE C. O. D.

GINGER
Master Built Automatic Cigarette Token Payoff Machine.
36⁵⁰
1c and 5c Play.

ATLAS NOVELTY CORP.

2200 N. Western, Chicago 1901 5th Ave., Pittsburgh

CAN PLACE

Any new or novel Show or Riding Device. Will furnish Wagons for same. Also legitimate Concessions for the following county Fairs. This week, Genesee County Fair, Batavia, N. Y.; week August 28, Cortland County Fair, Cortland, N. Y.; week August 30, Chemung County Fair, Elmira, N. Y.; week September 3, Chautauque County Fair, Dunkirk, N. Y.; week September 13, Steuben County Fair, Bath, N. Y. (Split with Erie County Fair, Hamburg, N. Y.); week September 20, Clearfield County Fair, Clearfield, Pa.; week September 27, Bloomsburg Fair, Bloomsburg, Pa.; week October 4, Great York Inter-State Fair, York, Pa.; week October 11, Southside Virginia Fair, Petersburg, Va.; week October 18, Emporia Fair, Emporia, Va.; week October 25, Beaufort County Fair, Washington, N. C., and two worth-while Southern dates to follow, including Armistice Celebration. Address JAMES E. STRATES, Manager, Strates Shows Corporation.

P. S.—WANT additional Rides, such as Octopus, Loop-the-Loop, Loop-o-Plane, Whip, Caterpillar, also Shows with own outfits for week September 13, to play the Greater Hamburg Fair, Hamburg, N. Y. Account of two play dates this particular week, want to hear from sober and reliable Ride Help and Foremen. All above address as per route.

DIXIE EXPOSITION SHOWS WANT

Flat Ride, Grind Shows. Have outfit for Hawaiian Show. Stock Concessions; no racket. Musicians and Performers for Minstrel. Fayetteville, Tenn., this week; Columbia, Tenn., next; then Mount Pleasant, Tenn. Then Mississippi Fairs. Big crops and \$45,000,000 road projects. Address C. D. SCOTT.

BARLOW SHOWS

HOME-COMING, Puxico, Mo., this week.
HOME-COMING, Doniphan, Mo., Aug. 23-28.
HOME-COMING, Piedmont, Mo., Aug. 30-Sept. 4.
FAIR AND HOME-COMING, Ellington, Mo., Sept. 6-11
All events held on Streets and are bona-fide Celebrations. Will stay out until Xmas in South, with all Street Celebrations to follow.

WANT LEGITIMATE CONCESSIONS ONLY. HAVE OUTFITS OPEN FOR ATHLETIC, GEEK, SIDE SHOW, REPTILE and HALF & HALF. WANT ELECTRICIAN WHO CAN DO CENTER WORK. ALSO MERRY-GO-ROUND FOREMAN, AND USEFUL CARNIVAL PEOPLE IN ALL LINES. CAN PLACE ONE MORE RIDE.

EVERYBODY TAKE NOTICE

Bynie Cooper and Tommie Carson no longer connected with this Show. WANT legitimate Concessions of all kinds. Positively no control joints. CAN PLACE one more Ride and one more Show not conflicting. Will furnish outfit, including Panel Front, to reliable showman. Positively no drunks or adults tolerated. This Show will play South and Florida Fairs all winter except December. Mrs. McCarter wants Ball Game Agents. WANT good, reliable Cook House Help and Griddle Man for our own Cook House, Talkers and Grinders, Performers and Musicians for Minstrel Show. Positively no tickets furnished. Frank Meeker wants White Musicians for Band. Address Phoenixville, Pa., this week; Quakertown Fair, next week.

R. C. McCARTER, Gen. Mgr.

WANT CONCESSIONS

Ride Help, come on. Shows that won't conflict. St. Charles, Minn., Fair, this week; Appleton, Minn., Fair, August 26 to 30.
WEST BROS. AMUSEMENT CO.

TACOMA PARK EXPOSITION DAYTON, KY., AUGUST 30 TO SEPTEMBER 6

Including Big Labor Day Celebration, sponsored by seven committees. WANT Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl. Also Shows, 20%. WANT Concessions, \$2 per foot. Will sell ex on Corn Game. Give us your bid. WANT good Free Acts.
TACOMA PARK EXPOSITION COMMITTEE, Dayton, Ky.

The Last "Word" in Your Letter to Advertisers, "Billboard".

"ANYTHING WITH A COIN SLOT"

At Prices Somewhat Lower Than Others—and in All Cases in Better Mechanical Condition and Appearance.

Table listing various amusement machines and their prices, including items like Bally Bumper, Bally Cross Line, and various slot machines.

BILL FREY, Inc., MIAMI, FLORIDA

Concessionaires NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COGN GAMES, ETC.

Golden Gate Shows

Lawrenceville, Ill. Noble 68th Celebration and Home-Coming, Xenia Home-Coming—Want Pop Corn, Candy Apples, Crackjacks, Ice Cream.

\$1.00 WILL BRING YOU 50 DIFFERENT

Samples of RED-HOT ITEMS, such as BRAND NEW BERTYON OATYON BOOKS, NOVELTIES, Funny Jokes, Olevier TRICKS, etc.

NEW SCHELL BROS. CIRCUS

Wants Contracting Agent, Canvas Boss, Pop Mart wire, Big Show Acts, Side Show and Concert People.

WANT

Cornet and Trombone. Other Musicians write. Acrobic Clown to work in Theater Board Act.

Ponser Reports Good Export Biz

NEW YORK, Aug. 14.—The export department of the George Ponsler Company reports that it has evolved a new system for handling the firm's business from foreign customers.

Ponsler is reported to have given the department permission to adopt an extensive cabling system which will immediately notify all foreign firms of the new products which the firm has for immediate sales.

Ponsler stated that the personnel of the export department has been increased to handle the large volume of business which the firm is now doing thruout the world.

ROUTES

(Continued from page 84)

- Colley, J. J.; Duncan, Okla. Conklin's (Fair); Peterborough, Ont., Can.; (Fair) Three Rivers, Que., 23-28. Corey Greater: Saap Level, Pa.; Homer City 23-28.

- Greater Expo.: Kokomo, Ind.; (Fair) Crawfordville 23-28. Greater Fairway: Big Timber, Mont.; Bozeman 22-24; Phillipsburg 23-28.

BEACON BLANKETS AND SHAWLS



BIG STOCKS ON HAND FOR IMMEDIATE DELIVERY

THE NEWEST FEATHER DRESSED CELLULOID DOLLS — ALL SIZES — FOR SCALES AND BALL GAMES

OUR BIG 1937 CATALOG

EVERYTHING THAT'S NEW AT LOWEST PRICES



Send for it TODAY! GELLMAN BROS 119 No 4th St. MINNEAPOLIS, MINN.

NOTE NEW LOW PRICES ON

RIALTO ASSORTMENT

A Wonderful Extension Edge Box Assorted Colors, Celluloid Wrapped, 2 Layers of High-Grade Candy. Doz. to Carton. DOZEN, \$1.20 CARTON, \$4.80

MARVEL CANDY CO., Inc. 101-103 Wooster St. New York City

MIGHTY HAAG CIRCUS

WANTS QUICK General Agent, Big Show Performers, Acts to feature, Musicians for Big Show.

FERRIS WHEEL AVAILABLE

For Labor Day Celebration, near or around Baltimore, Md. Will be open for booking Ferris Wheel, Bingo and Ball Games from September 15 for entire season with reliable show.

WANTED AT ONCE

Good Freak to feature and Novelty Acts. All salaries paid by office. Write or wire. IDEAL EXPOSITION SHOWS. Potsdam, New York.

EMPIRE, MICH. HOMECOMING

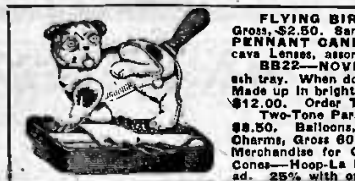
August 20 to 22. Want Concessions and Kiddie rides, also Ferris Wheel. Our home-comings run till October 15.

WANTED

For Hoytsville, O., August 24 to 28, for the 26th Home-Coming and Ox Road, all on the streets. A real red one. Need Shows and Concessions of all kinds except Girl and Athletic.

ACCOUNT SICKNESS CAN PLACE

Man to operate Girl Show balance of season. Good opportunity. EDDIE LEWIS Care BANTLY SHOWS, Tyrone, Pa.



MIDWEST MERCHANDISE CO.

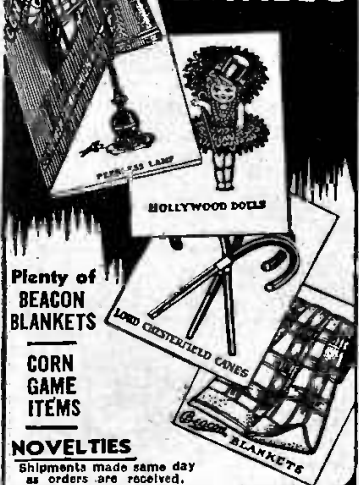
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

WANTED FOR PAGE COUNTY FAIR

LURAY, VA., AUGUST 24 TO 28 And Seven Other Fairs To Follow. Eli Wheel, U-Drive-It, Loop-o-Plane, Tilt-a-Whirl or any Flat Ride. Worthwhile Shows and Legitimate Concessions.

EDWARD A. OLIVER, 661 Earle Theatre Bldg., Washington, D. C.

Send FOR YOUR COPY of CONTINENTAL CATALOG



Plenty of BEACON BLANKETS CORN GAME ITEMS NOVELTIES Shipments made same day as orders are received. Continental PREMIUM MART 822 N. 3rd St. MILWAUKEE, WIS.

PAN AMERICAN SHOWS WANT SHOWS Will furnish complete outfits for Hula and Revue. Want Acts for Side Show, Talker, Band Musicians and Performers for Colored Minstrel, capable Manager for Purchase Concessions. Want Custard, Scales, Photo Shooting Gallery, Novelties and Legitimate stores, also Agents for Wholesale and Grind Stores. Harold Livingston, Don O'Brien come on. High-class Promoter on deal fair write. Address Louisiana, Mo., this week.

AGENTS WANTED for Shun Skillos and Blower. Tex Parker and Nancy Drawn wire or come on. Neil Joint Mickey wants Jack (Whitely) Richard, Francho and Martha La Page. Decatur, Ia. Fair this week. Mason City, Ia., next week. LARRY LAWRENCE, care GREATER AMERICAN SHOWS.

W. S. MALARKEY Can place Shows and Concessions for Owego, N. Y., Fair, August 23-28. Address W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

WANTED for HOMECOMING Merry-Go-Round, Shows and Concessions for Mackinac and Minter, Ill. Address G. R. WARREN, Metamora, Ill.

ELANE'S EXPOSITION SHOWS WANT Rides not conflicting with Ferris Wheel and Chair-Planes Shows and Concessions of all kinds: Girls for Girl Show. Fairs start September 2. This show never closes. Write or wire. JOHN GEOMA, Mgr., Clarksville, Pa.

SANTA FE EXPO. SHOWS Clayton, N. M., week August 23. First carnival to show Clayton in 12 years. Want Man to handle Athletic Show, Magician, Pit Show: Own Game and all Legitimate Concessions open. Wire or write. BESS HARRIS, Dalhart, Tex., this week.

CHRISTIAN COUNTY A. T. A. PICNIC Manners Park, Taylorville, Ill., Wednesday, August 25, 1937. Concessions wanted, no exclusives. Write SOL BROVERMAN, Chairman of Concession Committee, Taylorville, Ill.

Spencer & Clark: Newcomerstown, O.; Louisville 23-28. Spencer, C. L.: Carlinville, Ill. Spencer, P. J.: (Fair) Elkader, Ia.; (Fair) What Cheer 23-28. Stanley Bros.: Suffolk Downs, Boston, Mass.; (Fair) Westport, N. Y., 23-28. State Fair: Falls City, Neb., 16-19; (State Fair) Sedalia, Mo., 21-28. Strates: Batavia, N. Y.; (Fair) Cortland 23-28. Sunset Am. Co., No. 1: (Fair) Bloomfield, Ia.; No. 2 (Fair) Okaloosa, Ia.; entire show (Fair) Eidon, Ia., 23-26; (Fair) Salem 27-28. Swisher, H. C.: Coffeyville, Kan. Texas: Beeville, Tex. Texas Longhorn: Quitman, Tex. Tidwell, T. J.: Wichita, Kan.; (Fair) Iola 23-28. Tiley: Lexington, Ill. Tuffel: St. Charles, Mo. Valley: (Fair) Fredericksburg, Tex., 16-22; (Fair) Boerne 23-29. Wade, R. H.: Minerva, O. Wallace Bros.: Sullivan, Ind.; Evansville 23-28. Wallace Bros. of Can.: Waterloo, Que., Can., 16-18. Ward, John R.: Carml, Ill. Weer: Three Rivers, Mich.; (Fair) Marshall 23-28. West Bros. Am. Co.: Waterville, Minn. West Coast Am. Co.: (Fair) Oregon City, Ore., 17-22; (Fair) Gresham 23-30. West Coast: Ferndale, Wash., 16-24; (Fair) Vancouver, B. C., Can., 30-Sept. 6. West, W. E., Motorized: Clifton, Kan.; Frankfort 23-28. Western State: Canon City, Colo. West's World's Wonder: (Fair) Cumberland, Md.; Harrisonburg, Va., 23-28. Weydt Am. Co.: Wabeno, Wis., 19-21. Williams, Ben: (Fair) Skowhegan, Me.; (Fair) Bangor 23-28. Wilson, Am.: St. Anne, Ill.; Lacon 23-28. Winters Expo.: Mingo Junction, O.; Ambridge, Pa., 23-28. Work, R. H.: Lawrenceville, Va. World of Fun: Orange, Va. Word of Mirth: (Exhn.) Ottawa, Ont., Can., 18-28. Zeiger, C. F., United: Casper, Wyo., 16-20; (Fair) Glendive, Mont., 24-28; (Fair) Dodson 28-29. Zimdars Greater: East Peoria, Ill.

CIRCUS AND WILD WEST Barnes-Sells-Floto: O'Neill, Neb., 17; Chadron 19; Alliance 19; Broken Bow 20; Hastings 20; North Platte 20; Aberdeen 24; Vandals 25; Manhattan, Kan., 26; Concordia 27; Superior, Neb., 28; Abilene, Kan., 29. Cole Bros.: Colfax, Wash., 17; Spokane 18; Wenatchee 19; Everett 20; Seattle 21-22; Tigard 22; Aberdeen 24; Longview 25; Portland, Ore., 26-27; Salem 28. Eddy Bros.: Hackettstown, N. J., 18. Fort Peck Rodeo Co.: Litchfield, Ill., 16-21. Haag Bros.: Frankfort, Ky., 17; Danville 18; Bardonia, Va.; Mumfordsville 20; Leitobfield 21; Central City, Tenn., 17. Hagenbeck-Wallace: Johnson City, Tenn., 17; Kingsport 18; Morristown 19; Asheville, N. C., 20; Knoxville, Tenn., 21; Chattanooga 23. Hall's Animal: New Effington, S. D., 17; Roswell 18; White Rock 19; Sisseton 20; Roslyn 21. Howe Bros.: Lyons, Kan., 17; Hillsboro 18; Herington 19; (Fairland Park) Kansas City, Mo., 20-23. Hoxie, Jack, Robinson, Ill., 17; Vincennes, Ind., 19; Quincy, Ill., 19; Flora 20; Vandals 21; Roodhouse 23; Pittsfield 24; Mexico, Mo., 25; Boonville 26; Marshall 27; Independence 28-29. Main, Walter L.: Babylon, L. I., N. Y., 18; Riverhead 19; Greenport 20; Port Jefferson 21. Mix, Tom: Allentown, Pa., 17; Easton 18; East Stroudsburg 19; West Pittston 20; Towanda 21; Auburn, N. Y., 23; Geneva 24; North Tonawanda 25; Niagara Falls 26; (Canadian Natl. Exhn.) Toronto, Ont., 27-Sept. 11. Ringing Bros. and Barnum & Bailey: Waterloo, Ia., 17; Des Moines 18; Ottumwa 19; Moberly, Mo., 20; St. Louis 21-22; Alton, Ill., 23; Bloomington 24; Feoria 25; Burlington, Ia., 26; Davenport 27; Cedar Rapids 28. Silver Bros.: Youngsville, N. Y., 17; Kauneonga Lake 19; Lake Huntington 19; Narrowsburg 20; Highland Lake 21. Vanderburg Bros.: Rodclaire, Ill., 18; Carrier Mills 18; Carbondale 20; Colden 21; Prairie du Rocher 23; Waterloo 24. WPA: (Soundview ave. & Watson st.) Bronx, N. Y., 18-21.

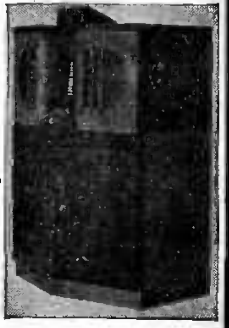
MISCELLANEOUS Almond, Jethro, Show No. 1: Lynchburg, S. O., 16-21; No. 2: Harveysville, S. O., 16-21. Daniel, 2-10: Gorth, Mich., 18-21. DeCleo: Morenci, Mich., 18-21. Guthrie, Fred & Marie: Le Center, Minn., 20-23. Lonn, Johnny: (Electric Park) Waterloo, Ia., 18. Long, Leon: Enaley, Ala., 17-23; Bessemer 24-31. Malloy, J. R., Circus Revue: Rainelle, W. Va., 18-21. Marine Hippodroms: Beardstown, Ill., 17; Berlin 18; Mt. Vernon, Ind., 18; Vincennes 20; Washington 21; Seymour 22; Aurora 23; Washington O. H. O., 24. McCall Bros.' Show: Zimmmerman, Minn., 18-21. McNally Variety Show: Wolcott, Vt., 16-21. Miller, A. H., Show: Ray City, Ga., 16-21. Miller, Chas. Show: (Hale's Store) Farmington, Ga., 16-19. Otto, Bert, Med. Show: Keelsterville, Pa., 16-28. Pooles, Musical: Lone Tree, Ia., 16-21. Ricketts' Show: Bayleton, Tenn., 16-18; Luttrely 19-21; Parrottsville 23-25; Del Rio 26-28. Sisco's Fla. Attrs.: (Tobacco Market) Nashville, Ga., 16-21. Seccalun Park Rides, No. 1 unit: (Fair) Louisville, Co., 16-20; No. 2 unit (Homecoming) Valley City, O., 16-20. Walter Family Show: Denton, Ga., 16-21.

MEMCO'S PERFECTLY RECONDITIONED PHONOGRAPHS AT LOWEST PRICES IN HISTORY!



MILLS WORLD FAMOUS DE LUXE DANCE MASTERS ONLY \$157.50 each ORDER TODAY

MILLS DO-RE-MI \$109.50 EACH



MILLS Triple Slot Regular Model Dance Masters, Available in either black and silver or green and silver finishes. Only \$89.50 EACH

MILLS Triple Slot Troubadour Selector Phonographs. Mahogany finish (a Great Buy at This Price). Only \$49.50 EACH

MILLS Model 801 Selector High-boy Phonographs. Mahogany finish (Order These Quick). Only \$39.50 EACH

WRITE TODAY FOR COMPLETE PRICE LIST OF MANY OTHER GREAT BARGAINS

TERMS: One-Third Certified Check or Money Order Deposit with all Orders! We ship balance C. O. D., P. O. B. Fayetteville, N. C.

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA



CANDY CRUSHED CHERRIES SUNSET CHOCOLATES Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane. 100 to carton—Per Carton \$5.00 20% Deposit, Bal. C. O. D. Send for Free Illustrated Catalog. DELIGHT SWEETS, Inc. 50 EAST 11th St. NEW YORK CITY

SESQUI-BI-CENTENNIAL 200th ANNIVERSARY BATH, PA. FULL WEEK, AUGUST 23

REAL BONA-FIDE CELEBRATION ON THE STREETS. PARADES, PAGEANTS, FIREWORKS, CONTESTS.

WANT Scales, Novelties, Wire Workers, Grab, Custard on Streets. ALL CONCESSIONS OPEN for the Best Celebration in the East. Followed by ALL FAIRS until November. Leighton, Pottsville, Doylestown (all Pa.) follow this one. ENDY BROS.' SHOWS, Inc., Kutztown, Pa., Fair, This Week.

WINTERS EXPOSITION SHOWS CAN USE SHOWS OF ALL KINDS AT AMBRIDGE, PA., FOR THE BIG CATHOLIC ORGANIZATION, WEEK OF AUGUST 23 TO 28, IN HEART OF TOWN. WANTED—No. 5 Bell Ferris Wheel, Buy for Cash. Also Concessions. All Grind Stores that work for stock. Reasonable rates. WANTED—for Firemen's Harvest Home Celebration at SEBRING, O., starting August 30 and ending September 6, inclusive. All Concessions, Grind Stores and legitimate Wheels, reasonable rates; on the Streets, 32 Fire Companies will respond. Will BOOK anything that works for stock. Wheels that buy back or any racket, save your stamps. Following week Burgettstown, Pa., starting September 9, ending September 11. WILL BOOK any legitimate Concessions that work for stock. Racketeers, stay away. This Fair must be kept clean. Anyone needing fixers stay away. Address all mail to HARRY H. WINTERS, Mingo Jct., O., or O. W. TOPE, Concession Manager, at Burgettstown, Pa.

WANT FOR LONG SEASON OF SOUTHERN FAIRS SOUTH Ride-O, Octopus and U-Drive-It Gas Cars, Kiddle Aeroplans. Shows that don't conflict with what we have. WANT organized Minstrel with Band. Have complete outfit for same. Arcade, Palmistry, Long Range Lead Gallery and any legitimate Concessions. Sober and reliable Foreman for No. 5 Ferris Wheel. Paid at office. Prefer one that does not chase. Help on all Rides. Basic Trailer wants Girls and Acts for Side Show. Mrs. Annie Michaels wants Cook and Griddle Man. Lee McDaniels wants to hear from Bull Smith. All address KAUS UNITED SHOWS, Inc., Oneonta, New York, this week

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SLOTS - 1 BALL BARGAINS!

GUARANTEED 100%

MILLS BLUE FRONT MYS.—5c	\$ 59.50	SKIPPER	\$ 34.50
MILLS LION HEAD—5c.	32.50	BUMPER	24.50
MILLS F.O.K. SILENT— 5c	29.50	TURF CHAMPS	54.50
MILLS YELLOW HEAD MYSTERY	47.50	BALLY CAROM	69.50
MILLS SCYSCRAPER—5c	37.50	FLICKER	17.50
JENNINGS DUCHESS—5c	19.50	PINCH HITTER	12.50
PACES RACES — Serial 3700 to 4000	225.00	WURLITZER P-12	124.50
PACES RACES—Brown— Serial 5030—25c Play	325.00	ROCK-O-LA 1936 No. 2	139.50
RAYS TRACK	162.50	STEWART McGUIRE 7- COL. CIC. MACH....	64.50

GERBER & GLASS 914 Diversey Blvd. CHICAGO

MEN MACHINES



A good investment for coinmen is to buy as many copies of the August issue of *American Business* magazine as can be found. Beginning on page 24 of that issue is an article on "Profits From Idle Floor Space," which stresses the commercial importance of the coin machine business and particularly the idea that the magazine helps local merchants. The magazine is a reputable publication for executives and its recognition of the coin machine industry should have a generally helpful influence. The article will be a good one to show to local newspapers and others who are habitual crusaders against anything with a coin chute on it. Other articles on the coin machine trade are due to appear in later issues of *American Business*.

The paper is reported to be causing operators a lot of trouble.

The articles will be reprinted in full in *The Billboard*, but it is much more effective propaganda to show the articles in the original magazine when you approach critics of the coin machine industry.

H. B. Montgomery, formerly with the John Gabel Company, recently joined the Rock-Ola organization as representative of the company for the State of Mississippi. Montgomery has a wide acquaintance and broad knowledge of the music industry which will stand him in good stead. It was not many years ago that he was operating a large route of phonographs in Washington and dating back further than that his experience includes working several years for one of the largest nickel-piano operators in the country. He spent several days recently at the busy Rock-Ola factory conferring with the executives and absorbing the many outstanding features of Rock-Ola phonographs. Upon leaving for Mississippi, he remarked: "In all my years of experience I have never met a finer bunch of boys or had the pleasure of selling a more perfect mechanism."

Joe Fishman and A. E. Glickman, well-known New York coinmen, were in Chicago late last week. They are already talking about the good time New York operators expect to have at their annual banquet at the Manhattan Opera House October 3. When New Yorkers begin to come to Chicago it is a pretty good sign that eyes are already on new products for the fall trade.

A note from Eddie Ross, Oriole Coin Machine Corporation, Baltimore: "I am herewith inclosing copy of a letter just received from *American Business* magazine which is self-explanatory. I have not heard from you in a long time but see by your editorials that you are still alive. I hope that you are just fine, at least better than conditions in Baltimore. Because at present there is not much that can be said in its favor. We are still doing a big business, but a diversified business; since the pin games are not much to talk about."

Vending machine news is slowly growing to be big news in the coin machine industry. Rumors of new machines on the way in plants of firms heretofore making only amusement machines are running the grapevine and new vending machine operating groups also make the news.

From Bill Gersh, Byrd, Richard & Pound Agency, New York: "Close contact with the vending machine manufacturers has convinced me that we are approaching a new era for the venders. The troubled conditions for amusement machines have led many large and prominent operators to begin turning completely to safe and sure vending machines. It will be pleasing to see *The Billboard* feature more articles and news on vending machines. Because of the leadership of *The Billboard* it should be the first to recognize new trends and first to publish the proper information. I hope you enjoyed your vacation."

It looks as if Detroit is going to make a strong bid for the vending machine center of the world. New York has long held this honor among American cities. But H. F. Reeves, *The Billboard* newsman, has dug up a lot of vending machine history in Detroit and is also giving good publicity to the latest developments in the Motor City. I'm betting on Detroit to lead as the manufacturing center for vending machines.

Glenn Liebig, Illinois operator whose neat letterhead says simply "Automatic Music Machines," sends a clipping from the editorial page of his local newspaper on which appears a bitter attack on slot machines and pinball games. The editorial contains an inconsistent plea that while gambling should be legalized, slot machines and pinball games should never be recognized by law or "any red-blooded he man, be he preacher or gambler."

The editorial sounds as if the writer had a very sore personal grudge against somebody in the coin machine trade.



MONEY-RAISING FUNDS MADE POSSIBLE THROUGH SUPERIOR'S SERIES

Locations will be more eager to take boards when you explain that a local organization, such as American Legion, Elks, charitable institutions, or others need ready money, in endorsing your series. Be a loyal supporter, a pillar in your community... superintend the greatest thing ever devised in your territory. Series help to open new territory!

AUTO SENSATION 100,000-HOLE SERIES.
500 Two Hundred-Hole Boards in 5c or 10c Deals.
10c Deal Takes In \$10,000.00
Pays Out \$,038 Cash Awards & 2 Automobiles 2,750.00
PROFIT



Give away Automobiles, Trips, Cottages, Trailers, and Cash while reaping huge profits for yourself as well as the community. For full details write today! Send for your free copy of Superior's SCOOPS, monthly trade paper.

SUPERIOR PRODUCTS, Inc., DEPT. B. CHICAGO. 14 N. Peoria St.

TWO TRIED AND TRUE LONG-LIFE MONEY MAKERS FOR COIN MACHINE OPERATORS, SPORTLANDS, CARNIVALS, PARKS! LEGAL EVERYWHERE!

GOLD RUSH GUN CLUB and BATEM BASEBALL GAME

The First and Best! Exclusively equipped with Caswell Patented Safety Bullet Trap.

America's National Game! Uses real baseballs and bats. Appeals to all ages. Successful for 15 years.

Manufactured Exclusively by

ELECTRO-BALL CO., Inc. - DALLAS, TEXAS

Write for Complete List of New and Reconditioned Coin Operated Machine Bargains!

Fort Worth

FORT WORTH, Aug. 14.—Hot weather has descended on Fort Worth, and Clayton Center, of the AAA Novelty Company, isn't a bit mad about it. Since the automatic machines have been out of operation Clayton has gone into the ice-cream business and is doing well. He is operating some equipment, however, and is ready to hop back into his many locations any time the ban is lifted.

Jack Maloney, of the Panther Novelty Company, and a party of five flew down to San Antonio and back this past week-end. The purpose of the trip was a visit with Jack's son, who is spending the summer at a boy's camp near Kerrville, Tex.

Ben Kulick, of Daval Manufacturing Company, Chicago, was a recent visitor in Fort Worth and stopped by the Automatic Amusement Company before driving on to San Antonio with his wife.

S. E. Queen, of Temple, Tex., seems to like Bally's Classic game very well, as he has ordered several of them for some of his good locations in Temple. This Texas town is wide-awake as far as operations are concerned and operators predict a whale of a business this fall, what with the good feed crops coming in.

S. L. Stanley, of Automatic's Memphis office, was a recent week-end visitor in Fort Worth, stopping long enough to say "hello" before rushing on down to San Antonio and Houston.

News has just reached us that Pearl Stuckey, former secretary to Helen Savage, was married August 9 to Louis Beck, of Seminole, Okla. Both Miss Stuckey and Beck are well known to the coin machine folks of Fort Worth and Dallas.

Recent visitors: Herman Hamilton with his wife and son drove in from Ada, Okla., to look over machines. Shell Barth and wife from San Angelo are off on a vacation trip and stopped by long enough to say "hello." J. M. Caldwell, of Pecos, and R. T. Rayburn, of Taylor, were looking over equipment, getting ready for the fall business. From Dallas way come Clyde Garrett and Bob Hunter, peppy operators. Gene Bybee drove up from Austin and Joe Akers came in from Denton, both interested in equipment for their territory.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

If you happen by the Automatic Amusement Company and hear a bunch of "ohhhing" and "ahhhing" coming from the crowd around Helen Savage's desk don't think the heat has got 'em. It's just the boys raving over the picture of Jimmie Johnson's twins, Jack and Jill, which Jimmie mailed Helen a few days ago. They are certainly adorable youngsters and Jimmie can sure be proud of them.



MARVIN McLARTY, Wurlitzer operator, of Lubbock, Tex., and his Life Scout son, who helped entertain President Roosevelt at the recent Boy Scouts' Jamboree in Washington.

The Real McCoy SHELL GAME in a SENSATIONAL COUNTER GAME by DAVAL

**FIND THE SPOT
IN REEL-SPOT**
ODDS 2 to 1 UP TO 15 to 1



Full of
EXCITING SUSPENSE!!
TANTALIZING ACTION!!
and AGE OLD THRILLS!
THAT'S REEL-SPOT

*A Record Breaking
Money Maker!*

DAVAL
200 SO. PEORIA ST.
CHICAGO

Detroit Woman Jobber Opens at New Location

DETROIT, Aug. 14.—Mrs. O. D. Griffin has formally opened the new shop on Virginia Park and Linwood avenues which she is operating for her husband, who has been ill for several months. Moving of the business away from Woodward avenue, where it was established about two years ago, marks the addition of still another jobber to the centralized coin machine jobbing district in Northwestern Detroit.

Mrs. Griffin's new place is a modernly equipped store, with room for display of stock, and its location is a more central

one for distribution to the trade in general. Shop is equipped to handle a general line of service.

Mrs. Griffin's sideline, distribution of coin cleaners for beer distributors, is proving an important additional department, altho managed entirely separate. Mrs. Griffin has speedily developed a reputation as one of the best known women in the business after coming into the field "cold" a few months back. Company is now also doing an extensive operating business in addition to the jobbing end.

Will Operate Playland Again at Canadian Fair

TORONTO, Aug. 14.—Sam Schneider, operator and distributor of amusement machines, will again have his Playland at the Canadian National Exhibition. The concession will house about 60 machines of various types.

Six months ago he closed his Toronto office and moved his equipment to Kirkland Lake, the northland gold mine town. He reports business has been good.

Profits From Idle Floor Space

By GEORGE CROOK

(This is the first of a series of articles on the coin machine industry being published in American Business, a Dartnell magazine going to business executives. The first article appeared in the August, 1937, issue of the magazine and is well illustrated with some interesting pictures. Reprinted by permission.)

A coin-operated machine that dispensed a 10-cent chew of tobacco was in use before the Civil War. There may have been predecessors even to this museum piece, but they are past the memory of anyone in the business today. The principle caught on slowly and other developments in coin-operated machines appeared.

Lately the industry has become a giant. It grew to its present impressive proportions during the period which was blackest for almost all other industry. The last 10 years has seen the field grow from a few manufacturers making penny gum and peanut venders and a few making "bell" machines and scales to an imposing array of approximately 300 manufacturers directly employing an estimated 100,000 persons with plant investments estimated to be nearly \$50,000,000. These factories manufacture a diversified group of coin-controlled equipment, ranging from phonographs to shoe shiners.

One group alone—the automatic cigaret vending machines—for the year 1935 sold to the public more than \$24,000,000 worth of cigarets. It seems safe to say that thousands of merchants in whose establishments vending machines of various sorts are located are provided with welcome supplementary incomes. At a retail value of \$6,240,000 the New York Subway in one year sold 480,000,000 sticks of chewing gum, 180,000,000 bars of chocolate and 6,240,000 pounds of peanuts. It is variously estimated that in the United States gross sales thru coin-controlled equipment are in excess of \$500,000,000 per year.

Thruout the entire country nearly 500,000 people receive full support and many thousands partial support because of the coin machine industry. For this line many purchases are made from allied industries, resulting in the employment of millions. As a striking example of this, in one year the industry purchased more than 3,000,000 square feet of glass, 10,000,000 dry-cell batteries, 28,500,000 feet of electric wire, millions of light bulbs, switches, contact points and other electrical appliances, in excess of 240,000,000 feet of lumber at a production cost of \$72,000,000, thousands of tons of steel, aluminum, brass, chrome and metal products; thousands of gallons of paint, varnish and stain. The benefit derived from this source of income and convenience to the public cannot be overestimated.

Coin-controlled machines fall roughly into four groups: (1) Vending machines, in which for a nickel, dime, penny or quarter the purchaser receives a stick of gum, a candy bar, a package of cigarets, railway tickets, a dash of perfume, stamps, pencils, a photograph and almost every other conceivable commodity. (2) Entertainment vending machines, which in return for a nickel or dime in the slot produces phonograph recordings. (3) Game machines on which for a nickel or dime in the slot one or more persons may play a competitive mechanical game of skill and luck. (4) Gambling machines, where for his quarter, dime or nickel the donor takes a chance on winning more than he pays in, altho aware that the odds are stacked against him.

The coin-controlled automatic phonographs attracted the attention of the leading manufacturers in the United States, including the Rudolph Wurdlitzer Manufacturing Company, of Cincinnati, which entered the field in 1934. Since then, for a period of three months, the company reported gross sales of the Wurdlitzer-Simplex coin-operated phonographs to be in excess of \$3,500,000, with back orders totaling more than \$4,000,000.

One of the pioneers in the coin-operated machine field is the Mills Novelty Company, of Chicago. Established in 1889 by the Mills brothers, the company

originally ran a chain of penny arcades, a phase of the business now almost extinct. Today three modern plants give Mills' 2,600 employees 40 acres of floor space for their operations. A flourishing newcomer to the field is the Rock-Ola Manufacturing Corporation. After only five years in his own workshop and small factory David C. Rockola three years ago bought the factory of the languishing Gulbransen Piano Company. Now 1,500 employees keep the plant humming for Rockola.

O. D. Jennings & Company, established in 1906, were early in the field. Mr. Jennings, incidentally, has worked hard to secure licensing legislation for coin-operated machines. His frank approach to this somewhat delicate problem is always to point out the great potential income to the State from licensed machines. Success so far has been sporadic and limited.

The Pacific Amusement Manufacturing Corporation which originated in San Francisco in 1931 and moved to Chicago two years later made history with a run of 27,000 on its pin game called Contact. Bally Manufacturing Company ran 15,000 on its pin game Rocket and reached the same figure on Bumper, which is still selling big. Other well-established manufacturers in this field include the Oriole Coin Machine Corporation, Stoner Corporation, John Gabel Manufacturing Company, Pace Manufacturing Company, Calle Bros' Company, J. P. Seeburg Corporation, D. Gottlieb & Company and the Watling Manufacturing Company, as well as many others.

The industry has emerged from the cloud of a bad reputation earned partly from bell machines and partly from early venders that took the customer's coin but sometimes did not return him merchandise. The gambling or bell machines, also nicknamed "one-armed burglars," were the greatest contributing factor to the ill fame experienced by the business. This machine has not changed essentially in the last 40 years. It lures the customer with the bait of a rich jackpot. It has been successively banned and winked upon in almost every corner of the world. Most closely associated in the public mind with the name slot machine is the picture of a police captain riding down the bay on a barge loaded with confiscated machines destined for the bottom of the sea in a "reform wave." This may be a great vote-getting gesture but was never a serious threat to the manufacturing of bells. The barge loads consist largely of obsolete and worn-out machines.

State and city administrations blow hot and cold on licensing coin-operated machines, which does not lessen the headaches of manufacturers and operators. Once legalized by licensing laws, gambling machines form a rich source of income for States and cities. Louisiana imposes a tax of \$5 a year for the State and \$2.50 a year for the charity hospitals on each machine. Cities and parishes add their individual taxes to these. In New Orleans this amounts to \$10 for ordinary machines, with as much as \$50 being assessed against phonographs used for dancing, entertainment or advertising purposes.

In many communities where bell machines were banned the novelty pin tables were allowed to operate. Others ruled against all indiscriminately when the bell machines were decided to exert an evil influence. One year is a long life for any pin game and the manufacturers in their zeal to provide something new sometimes equipped them with payout devices. This made them, in effect, counterparts of the old, frowned-upon bells. January, 1937, saw wholesale banning in Chicago; 35,000 pin tables, payout as well as strictly novelty, were made idle almost overnight. Cigaret machines fell under the same blow. Parent-teacher associations claimed they made smoking by minors too easy to achieve.

There are other problems and risks which torment the manufacturers of coin-operated machines. For every pin table like Mills' Official, which sold 45,000, or games like Rock-Ola's Jig

LOOK
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for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Saw and World Series, which sold 45,000 each, there have been dozens of attempts that failed to catch the public fancy. Thousands of dollars are sometimes spent developing and trying out new games only to find that their appeal is too limited to justify production.

However, great strides have been made in the development of coin-operated mechanisms in fields other than those of purely gambling devices in recent years. The latest products of the factories are advertised as "almost human" and come near to proving it. The ingenuity going into the construction of some of them is tremendous. When their appeal, as in games, depends on their ability to fascinate the customers, little in the realms of radio, electricity, mechanics or optical illusion has been overlooked.

Greatest impetus in the industry came with the development of the pin games in 1930. In their earliest form they were simple marble games. A plunger with a spring propelled the marble onto the table studded with pins and holes. The holes were marked with various scores and the player did his own addition. Their vogue was quickly exhausted and more elaborate games replaced them. These employed electricity, using dry cells. Battery-operated games quickly gave way to today's adaptation of the original games, which use transformer-rectifiers and are plugged into electric light sockets. Nowadays a metal marble bounds and rebounds about the table, making electrical contact with spring-inclosed pins which automatically record their own score on an illuminated background. Any attempt to improve the score by jarring or tilting is instantly detected and flashed upon the board, canceling the game.

The newest of pin games cost from \$65 to \$175. Their average "take" is from \$2 to \$8 a day. Since 1934 approximately 625,000 pin games have been sold. They are found in drug stores, hotel lobbies, poolrooms and taverns primarily.

Phonographs have proved to be one of the phenomena of the coin-operated machine industry. Probably owing their sudden popularity to repeal and the advent of taverns, they emerged as wonderful devices for music and entertainment. They offer a choice of from 12 to 18 records, depending on the model. In 1936 five principal companies, Mills, Rock-Ola, Wurlitzer, Gabel and Seeburg, manufactured 165,000 machines. Estimates place the total number in operation today at more than 300,000. Popular music dates fast and renewals of records must be made constantly. These machines are built to last and cost several hundred dollars.

Weighing machines, with probably more than 2,000,000 in operation in this country, constitute one of the most important branches of the industry. Developments in this line have been solely in appearance and accuracy. The size has been made more compact and the colors and lines brought up to modern streamlining standards. You can still get your weight for a penny, even as 30 years ago. One large manufacturer, the Pace Manufacturing Company, puts out a typical line of these machines selling for \$57.50. Operated in stores, depots, waiting rooms and such places, usually on a percentage basis, the total take can be computed on weightings per day. At 20 weightings the income per month is \$6; per year, \$72. At this modest rate the machine pays for itself in 10 months' time and then steps out into a period of many years of earnings that require an absolute minimum of service.

High in the ranks of successful machines are nut venders. These and candy, chewing gum, cigaret and Coca-Cola venders have found new markets for their products in factories and offices employing several hundred workers. Owners have been educated to the "lift" that a bit of refreshment will afford their workers and are tolerant. Of slightly less importance in the vending picture are the postage-stamp machines, parcel-checking machines and shoe-shining merchandisers. All enjoy a limited profitable niche.

Parking meters constitute a recent development in the field. Many cities, particularly in the Southwest, have installed these to regulate parking on crowded streets. They have proved a satisfactory source of revenue to the municipalities and the movement is spreading. Over a four-month period from 174 parking machines, Oklahoma City averaged \$76 a day. Forty-eight days' receipts from 408 meters in Miami totaled \$8,281.30. One day's receipts from 1,000 meters in Dallas was \$566.90.

The machines are also in use in Houston, Fort Worth, San Antonio, El Paso, Corpus Christi, Tulsa, Salt Lake City, Kansas City, St. Petersburg, Cumberland and Meadville. Many more are looking at the revenue and considering their own situations. In most cases three or four months suffice to pay for the meters and the city retains all the subsequent income.

A combination game vander which has enjoyed several years popularity is the "digger." These are miniature cranes or derricks in glass-inclosed cases that for a nickel attempt to recover a piece of novelty merchandise from the litter spread temptingly about to invite the customer. Great quantities of merchandise are profitably moved in this manner. One particular style of small camera has sold more thru these channels than over the counters where they were also offered.

Strictly in the amusement vending field are two new developments. Best known is the ray gun that shoots moving mechanical ducks, using a photo-electric cell. Ten shots are offered for 5 cents and the customer enjoys the satisfaction of actual target practice. Restaurants, bars, depots and clubs have found the game a successful venture and 1936 saw mass production methods used by seven manufacturers to meet the demand.

Many manufacturers, including Rock-Ola and Wurlitzer, are promoting the new bowling-type games. These miniature bowling alleys give the customer nine balls for 5 cents and he bowls them into zones at the head of the alley to compile an electrically recorded score. Restaurants and taverns find these games profitable stimulants in the sale of refreshments. Tried locations have consistently shown increases in business of 10 to 20 per cent upon installation. Of various methods tried out during recent years to get utmost benefit from the presence of a customer or loiterer in a store, building, shop or restaurant of any description, one of the most successful was the coin-operated machine. The effect of the coin or slot machine on the customer is subtle. The customer never suspects he is being "sold" anything. Yet advantageously placed the slot machine absorbs loose change from previous purchases and the store or building reaps the profit. There is such a great variety of coin machines there is scarcely any manager but who could find one both profitable and suitable for his business.

PETRILLO SIZED

(Continued from page 6)
rough, tough gent who refuses to be flustered by the musicians' greatest evil, canned music. In outspoken language Petrillo is quoted as defying racketeers and big business interests. Jimmy also does okay for himself, drawing \$500 per week and being provided with a Lincoln car and a chauffeur, according to Esquire. But the tip-off is that since Jimmy became president of the union in 1917 he has had the wages increased some 400 per cent.

Part of Petrillo's popularity is explained by his own statement in the mag: "When I want anything I ask for it and the boys take care of me. I have had to fight them as well as fight for them. But the wage scale has been raised and the men live better and rear their children better."

Petrillo in his struggle to halt the inroads of mechanization is running against problems which to the layman may seem hopeless. Says Esquire: "The musician, as Jimmy sees him, is an inalienable appendage of every form of human diversion, and the union is the musicians' only hope of survival in a brutal world. That a dance hall should replace a band (at \$2,000 a week) with a radio (at \$200 outright) is an affront to the Muse whose business agent is Jimmy Petrillo."

BAA WILL TRY

(Continued from page 6)
election held Saturday, at which Thomas J. Phillips was re-elected president and executive secretary. Phillips carried 304 votes out of total 332 cast.
Gene Shuler was elected first vice-president with 287 votes; Murray Briscoe, second vice-president with 172 votes, and Steve Mills, third vice-president, with 291 votes. Charles McNally was re-elected recording secretary with 286 votes, and Murray Leonard was again elected treasurer with 152 votes. Patrick Kearney, with 310 votes, was elected sergeant at arms.
Executive board of eight consists of

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Frank Penny, Floyd Hallicy, Connie Fanslau, Thomas Fairclough, Harry Rose, Allan Forth, Lou Devine and Jack Shaw. Collection of claims totaling \$1,850 was made by BAA and disbursed to members between June 29, 1936-June 27, 1937, according to the annual report. This amount was secured by BAA from theater owners for union members. Profit of \$1,100 was made at ball held June 14, 1936.
Organization will attempt a campaign to restore the term burlesque in New York, where it has been nixed. Attempts will be made to secure orders from censoring groups and public officials to revive word burlesque.

FRENCH RIVIERA

(Continued from page 6)
spots bidding for trade with name bands and well-known vaude talent. The Sporting d'Ete, at Monte Carlo, opened recently with Leo Reisman's Ork and the American dancers Darlene Walders and Cookie Faye.
Jimmy Witteried, at the Palm Beach Casino in Cannes, is presenting George Hale's Glamour Girls and big floor show with Fred Ermelin's Ork and the Mayamba Atiacal Band.
The Muriel Abbott Girls, Al and Val Reno, Gillette and Richards, Marlon and Irma and the Arnaut Brothers are at the Casino Municipal in Juan-les-Pins.
Ambrose and his London Orchestra are at Chez Victor in Cannes.
Deauville season also in full blast with the Casino offering vaude show with the Athenas, the Lal-Foun Troupe and Mayol. The Ambassadors is featuring Harry Richman.
Sis and Buddy Roberts, American dance duo, are at the Gaity Cabaret in Brussels.
The Rimacs are at the Palais d'Ete, and Joan Warner, fan dancer, is at the Alhambra.

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Send your correspondence to advertisers by mentioning The Billboard.

Stormy Playfield Has New Bumper

CHICAGO, Aug. 14.—Pacific's new novelty amusement game, Stormy, is said to be pulling a stampede of operators to jobber and distributor showrooms throughout the country on word from Fred McClellan, head of the Pacific company. And, according to McClellan, the rush is no less great in locations where Stormy has appeared.

A new type of bumper on Stormy's playfield is said to propel the ball in any direction and with bulletlike speed as it attempts to reach the bottom of the playfield. Each contact posts a new score on the flashograph light-up board, while at the same time streaks of lightning flash downward and seem to continue all the way down the playfield. All this light roving motion of one ball after another, lends both the physical and light-up animation necessary to provide plenty of thrills for players, according to Fred McClellan.

Pacific's Ball Game is also said to be stepping right out and into some of the very choicest of locations. The game incorporates the new idea of baseball players actually running the bases in movie-reel animation and at the same time the player gets a number of chances to bat out singles, doubles, triples, home runs and sacrifices to bring about these effects.

ADMINISTRATION

(Continued from page 3)
the two central landmarks of the 1939 event. The Center, altho not completed as yet, will be officially dedicated by Whalen.
Whalen announced earlier in the week

that latest big-time industrial exhibit to be signed by the fair represented an organization of 13 oil companies which will construct an immense combined petroleum exhibit building in the industrial section of the grounds. Building plot, 64,889 square feet in size, was officially leased by Thomas H. Taylor, of the Standard Oil Company of New Jersey, acting in behalf of the 13 oil firms.

FRENCH CASINO

(Continued from page 6)

before Operator Michael Slifer and his coworker, Princess Wanna, did a disappearance act themselves. Joseph Bellet, of Newark, who, it is claimed, backed Slifer, withdrew his support about the same time. This is the third such closing of the Casino in two seasons.

Pomeroy reported that he originally organized the show for Ritz Gardens, but Slifer, being unable to close for spot, persuaded him to take it into the French Casino, promising that it would be run in a high-class manner. This Pomeroy says he did. Bill Madden's Orchestra quit after the first few nights, and Joe Costello and orchestra came in for the death.

According to Pomeroy, Princess Wanna wanted the girls to strip down to a G-string, but the girls refused and left. Pomeroy says he protested to the management and threatened to withdraw the show. His arguments won enough money to pay off the chorus and several principals. He later discovered that Slifer and Wanna had headed for places unknown, he stated, and drew out the show. He added his personal loss amounted to several thousand dollars.

License to Slifer was granted by the city over the protests of the Atlantic City Licensed Beverage Association.

James Hall, movie star, walked out on the Frolics Club last week-end after bringing the place back to life. Formerly the House of Morgan, it was dying until Hall came in and, presto, the name was changed and for three weeks it was hitting tops. Hall, however, was being paid nightly. He suddenly left the show and city. At the same time a number of chorus girls quit after being given an ultimatum of either accepting a decided cut in wages or getting out.

Gov't Okehs Need For Music Code

NEW YORK, Aug. 14.—Situation regarding the music code is that the Federal Trade Commission has approved a general conference of the music industry and has recognized the industry's needs for a code, according to John G. Paine, general manager of the American Society of Composers, Authors and Publishers. FTC thinks the code, as submitted, is okeh.

Proposals for dates for the conference were made by the FTC, but pub committee has to get together on this.

Four A's Meet August 27

NEW YORK, Aug. 14.—Next meeting of the Associated Actors and Artistes of America is slated for August 27. Matter of the moment is expected to be an investigation into the affairs of the Grand Opera Artists' Association, group which will probably be expected to show cause why its charter should not be revoked.

CMPO To Ask Pay Raise

CHICAGO, Aug. 16.—A meeting of local theater chain reps with the Chicago Moving Picture Operators' Union will take place this week for the annual discussion of wage scales. It is reported that the operators will make a strong plea for a substantial wage increase to take effect September 1. Aaron Saperstein, of the Allied group; Morris Leonard, of Balaban & Katz and Warner, and Peter Shayne, CMPO president, will be the chief participants at the meet.

Amateurs Hard To Get

CHATTANOOGA, Tenn., Aug. 14.—Cashing in on the publicity occasioned when a number of local amateurs appeared on the Major Bowes hookup, the Bijou Theater is the first to inaugurate an "amateur night" along with its pix program. Bijou's Manager Alken announced that the biggest trouble is finding amateurs.

802 Gives Break To Italian Tooters

NEW YORK, Aug. 14.—Musicians' local 802 hopes to give Italian musicians a break. Major source of income for most of the oldtimers consists of Italian theatrical engagements and fiestas and until now musicians have always worked below scale for this kind of job. Theatrical engagement season opens in September, with the fiestas coming later. Should the local's plan for controlling theatricals work out, a similar check on fiestas, a much larger field, will be inaugurated.

Work for Italian theatricals is tied up by four contractors. Competition has been such that the bandmen have always worked for practically peanuts, the hours usually being from 3 to 11 p.m. The four contractors who had the business last year will retain it but will not be able to compete. The union will divide the work equally and clamp down on collusion between the contractors and theatrical companies. Local hopes to eliminate chiseling this way.

Meeting of all musicians involved will be held Wednesday. Some time next week the theatrical companies will send representatives for a confab with union officials.

Kalcheim To Rep Stiefel

CHICAGO, Aug. 14.—Jack Kalcheim has been appointed local representative of the Sam H. Stiefel Enterprises. New York, colored talent agency, by Billy Sharp, who has been in town this week lining up acts. Reports that outfit has four weeks of theaters in Baltimore, Philadelphia, Washington and New York in addition to night-club time in those areas.

Rascals Play Wedding March

PHILADELPHIA, Aug. 14.—Borrah Minevitch's Rascals traveled 3,000 miles from Hollywood to make the music at the wedding of "Fuzzy" Feldman this week. Feldman is a member of the band. Bride is Ruth Ellis, dancer. Picture commitments kept Minevitch from making the trip.

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The Largest Colored Fair in the State
Wanted Chairlaine, Loop-o-Plane, Tilt-a-Whirl, Kiddie Autos, Colored Minstrel, Athletic Gek, Hawaiian, Mechanical, Monkey Shows or Monkey Speedway. All Shows must have own outfits.
Concessions: Pitch-Tilt-U-Win, Hoopla, String Game, Frozen Custard, Roll Down, Kullo Rack, Game Rack, Crackerjacks, Pop Corn, Candy Floss, Juice, Ice Cream, Lunch. Boys come on consecutive weeks fairs and celebrations to follow this one. Address J. HARRY BIX, Greenville, Ky., this week. Anyone knowing whereabouts of Eddie and Opal Burns, high diver, wire Capt. W. H. Dodd collect.

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Week of September 27
Big bottom crop, plenty of money. Wire
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HOWE BROS.' SIDE SHOW
Wants Strong Feature Dancer, one that can do something besides bend and insult customers. Must bend on tickets. Must have car. Can place Acts for Kansas City engagement. Address BILLY DICK, Fairland Park, Kansas City, Mo., August 21, 22, 23.

Wanted Carnival
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LOOK
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New Vending Firm in East

Placing new gum machines—premium plan is excellent sales stimulator

NEW YORK, Aug. 14.—Growing importance of the vending machine trade was indicated again this week with the announcement of the formation of the Banner Merchandise Corporation, distributing and operating firm which will confine its work solely to modern vending machines. Principals in the new organization are Louis Goldberg, A. E. Glickman and Murray Lax, all well known to the trade here and some of them known in national organization work. Headquarters of the organization will be at 2515 Amsterdam.

Goldberg will head the firm as active manager, while Glickman will be an able associate in the activities. Glickman said that the Pacific Merchandise gum machines were now being placed and that immediate plans were for extensive operation of the machines. "The coupon premium plan being used is a wonderful sales stimulant," he said. "The coupons each have a picture of one of the Presidents and when a customer collects the full series of 31 a suitable premium is offered in exchange. Other premium ideas are also used with the coupons. It has already proved to be a real merchandising idea."

Glickman also made the important statement that the Banner firm would be building another vending machine within 30 days.

Keeney Predicts Trend to Consoles

CHICAGO, Aug. 14.—Basing his prediction on the popularity of his company's experience with its console-type machine, Track Time, Jack Keeney, of J. H. Keeney & Company, made the statement this week that he believes there is a definite trend amongst the operators towards the console-type payout machines. Keeney states that this type of operating equipment has won for itself a definite niche in the coin machine industry, along with novelty games, payout tables and slots.

"With console payouts," states Keeney, "the operator will find a definite satisfaction with the high earnings the seven coins per game bring. The action is always quick, yet the players all get a full measure of thrill from the lively animation of figures or numbers twirling around a playing board. The action on all of these machines is in lights, effecting a brilliant display of light animation. Another reason the players

have enthused over consoles is the changing odds the machines offer.

"Console-type machines have found immediate acceptance from the better types of locations," he went on, "because their beautiful cabinets fit in with the most de luxe spots. All consoles are housed in rich cabinetry along semi-modern lines. They are equally at home alongside a swanky bar or a sedate hotel coffee shop. Quiet in action, the machines do not attract undue attention, yet their outstanding beauty cleverly beckons the players."

J. H. Keeney & Company have been enjoying a great season with Track Time, it is reported. The sales manager, Ray Becker, is said to have a hard time keeping the buttons from popping off his vest every time he brings in his sales report to the big boss. Much of the success of Keeney's Track Time has been due to the fact that every Track Time automatically goes thru an automatic 10,000-play test before it is allowed to be shipped.

Track Time is now made, according to the Keeney firm, with a new improved coin head and side-door cash box. This latter feature not only speeds up collections but allows the operator to make his collections privately without attracting a lot of unnecessary attention. Four interchangeable tops are available for Track Time, which makes this machine last indefinitely on any location.

Pacific Offers New Console Idea

CHICAGO, Aug. 14.—Pacific Manufacturing Corporation, one of the country's leading manufacturers of amusement games, has just recently announced a new console machine called Dominole. Company reports favorable distributor and jobber reactions on the appeal and earning power of the new device, which is said to incorporate several outstanding principles of play in clever arrangement.

The scoring area includes a large circular light-up disc, consisting of 16 sets of domino combinations arranged in twos, so that the total of each set will constitute the player's point. The 17th point in the "great circle" is marked jackpot.

At the top right of the scoring area Pacific's odds commutator establishes values of 2 to 20 on every point in the "great circle" at the left with the exception of the jackpot, which is always good for 40 points if and whenever it is made.

To begin the play on Dominole the coin goes into the escalator chute. Immediately the odds commutator spins to establish the value of each set of odds on the great light-up circle. Then when the odds commutator has done this a great flare of light-up animation takes place on the great circle of domino light-up points. The player has already met with great suspense when the odds commutator spins. But again the dancing lights flash all over the light-up circle, showing two, four, six, eight, up to 16 sets of points in the domino light-

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1-BALL BUMPER—SPRING PAYOUT HAIR-RAISING TURF THRILLER

with 3d Dimensional Back Panel!

54"
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FEATURES
MYSTIC STEREO-SCOPE BACK PANEL, FLASHOGRAPH RECORDER, MYSTERY SLOT, AUTOMATIC AND MECHANICAL CONTROL OF ODDS, IN-DRAWER MECHANISM, plus others!

THE terrific heat of a Photo-Finish horse race, built into the most mechanically perfect payout ever produced!

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IMMEDIATE DELIVERY

\$169⁵⁰

Ticket Game \$10 Extra.
Electropak (A.C.) Equipment, D. O. Adaptor Extra.

D. GOTTLIEB & CO.
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up combinations. The jackpot flashes on and off at the top of the circle at regular intervals. Then all light animation ceases, leaving from two up to as many as 16 sets of domino points illuminated. Or perhaps the jackpot is the only big thing left to accomplish. This is done by means of a light-up arrow which travels around inside the great circle and stops at one set of points or perhaps the jackpot after all animation has stopped. If the arrow stops at two dominos totaling seven, for example, the player is automatically paid the amount designated by the roto-drum odds commutator opposite point seven. The jackpot is not controlled by the roto-drum odds commutator. But much come-on emphasis is said to be brought to the jackpot feature by stacks of coins indicated in colorful third-dimensional lights.

The design of the game is largely attributed to Fred McClellan, Pacific's chief executive, who is said to have given the development, building and testing of the new Dominole game his close personal attention.

Lee (P. S.) Jones Okehs Long Beach

CHICAGO, Aug. 14.—Lee (P. S.) Jones, executive head of the American Sales Corporation, said this week that his firm's new location was proving a real boon to the American staff, as well as a big stimulus to business. The customers like it, too, he added.

Jones also stated that he is sincere in putting his most hearty approval on the new Long Beach table game made by Genco, Inc., of Chicago. "We positively recommend it in accordance with a well-known policy of handling only the better games," Jones said. "We can furnish the names of over a thousand operators who have made more money by following our recommendations, and that confidence is too valuable to lose by recommending games that won't make good."

"The idea of the Long Beach game is to advance speedboats on the back-rack by striking the corresponding numbers on the playing field. That is simplicity in itself and the appeal of such

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Nothin' Yet!*

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BY
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*Models on Test Locations
Are Creating a Furor!*

10 PACES RACES

25c Play
SPECIAL \$129.50
While They Last
GERBER & GLASS
914 DIVERSEY BLVD. CHICAGO

a game to the public is well known to every operator. The game also offers special appeal by a provision for the player to complete the game with one ball or any succeeding ball up to the very last by shooting for the skill lane at top of playing field. The player never knows which boat will come in, hence there is a load of suspense. If the one he is shooting at comes in he wins; if one of the other four comes in he loses.

"When you add to such attractive playing features the workmanship and quality of the game the operator really has something to make money for himself."

YOU'VE NEVER SEEN A GAME LIKE THIS BEFORE!

LONG BEACH



*Styled
by
Genco*

A Novelty Game With the New "ACE IN THE HOLE" Feature!

5 BALLS, BUT PLAYER MAY COMPLETE THE GAME WITH THE FIRST OR ANY BALL HE CHOOSES.

A super-deluxe game, custom made and expertly engineered by Genco. The playing idea of LONG BEACH is to advance the speedboats on the backrack to the finishing line by striking corresponding bumpers on the playing field. However, if the player desires to complete the game with the first ball or any succeeding one up to the last, he may shoot for the skill lane at the top of the field. If made, one of the speedboats advances to the finishing line. The player never knows which will come in. If the one he is shooting for comes in he wins—if one of the others does he loses and the game is over.

\$79⁵⁰

F.O.B. CHICAGO

GENCO Inc.

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STILL GOING OVER BIG!
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HOME STRETCH
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5-BALL NOVELTY GAMES.
\$74⁵⁰
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Genco Pioneers Giant Backboard

CHICAGO, Aug. 14.—Release of the new Genco novelty game, Long Beach, brought a gasp of surprise from the coin machine industry in general and a flood of compliments for Genco officials from the operators of the nation, it was stated today at Genco headquarters.

"Daring to depart from the usual and pioneering what appears to inaugurate a trend in coin game light-up backboards," Dave Gensberg, Genco official, stated, "our designers developed the odd-shaped backboard which characterizes Long Beach. Rather than being tall and no wider than the cabinet itself the Long Beach backboard is not only tall but is considerably wider than the cabinet. This allows for a more realistic light-up action and it has already proved its value on locations. The width of the backboard on which are shown speedboats racing from start to finish provides a longer, more thrilling race, tho it takes no longer to finish a game on Long Beach than on an average game with the ordinary backboard.

"As a matter of fact," he continued, "the game can be played to a finish with less than the five balls provided and in less time than the ordinary five-ball game usually requires. The player, employing our 'ace in the hole' feature, can complete the play with any ball he desires. The idea is to advance the speedboats to the finish line by striking bumpers on the playing field numbered to correspond with the boats. If he would rather complete the game with the first ball or any other one following he shoots for the skill lane, which, if made, advances one of the five speedboats to the finish line. Which boat will come in when the skill lane is made is unpredictable, but if the one he is shooting for come in he wins an award according to the odds showing. If any of the other four come in the player loses, but in any event the arrival of a boat at the finish line ends the game."

The realism of speedboat racing is enhanced by the true-to-life reproduction of a water speedway on the back-

board and appeals to all sections of the country, it is said. Production at the Genco plant on Long Beach is reported to have reached an all-time first week high on novelty games.

Ops Justify Chi Coin Action

CHICAGO, Aug. 14.—From the offices of the Chicago Coin Machine Manufacturing Company comes a report that indicates what may be termed a justification of the action taken by Chicago Coin officials a short time ago when the company decided to begin immediate production on its two new games, Turf Kings and Track Stars, rather than withhold them until September.

Said Sam Gensberg, official of the organization: "The demand for our two new games backs up our judgment in deciding to release them at once. We claimed them to be money makers, and our claims were substantiated by a number of distributors who checked our tests. We felt that the games should be released at once to take care of the so-called slack in operating returns during what is usually a quiet month. Well, we have learned from operators of Turf Kings and Track Stars that as far as they are concerned now there is no slack. The games are earning far beyond what ordinary games earn at this time of year. The fact that our production, announced last week at 100 games daily on Turf Kings, has been increased 50 per cent shows not only that we guessed right but that operators the country over have backed our judgment.

"Employing the largest backboards ever designed for novelty games," Gensberg concluded, "the five-ball machines have in addition a combination bumper spring and pocket field, on which the selections lighted on the board are made eligible to win when the ball drops into a similarly numbered pocket. Changing odds and many other features combine to give both Turf Kings and Track Stars highly unusual features."

WURLITZER

P-12
Perfect
Condition

\$124.50

SINGLE—\$134.50.

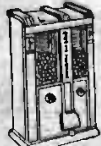
Lots of 10

KEENEY BOWLETTES \$69.50 1 LEFT NUMBERING \$24.50

USED BUMPER GAMES, USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

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Scoreboard 19.50
Ball Fan. 22.50
Fire Ball. 15.00
Home Run 17.50

ONLY \$3.75 Each.
Balance Line, 3 in Line, Chaser Leader, I. O. U., Dealer, Domino, Poko Card, 50-50, Kings, Tryllite, Ball Fan (1936), 5 and 10.

ONLY \$5.00 Ea.
Fair Play, Line-O, Oyclone, Bank Nite, 888, Short Sox, Over & Under, Zenith, Electric Oranges, Only \$25.00 Ea.



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Steady Money Maker.

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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

ATTENTION OPERATORS

Fitz Says Sprint Speeds Up Buying

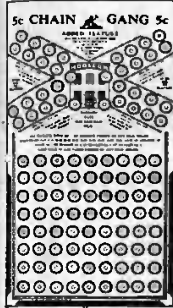
NEW YORK, Aug. 14.—Bally's new novelty pin game, Sprint, has speeded buying to a new high mark for the hot-weather season, John A. Fitzgibbons, of Fitzgibbons Distributors, Inc., reports. "Every operator, jobber and distributor who has seen Sprint has only been able to find words of highest praise for it," says Fitz. Many of them have termed it the best game that has appeared since Bally Bumper.

"It has speeded up buying to such an extent," he went on, "that both these offices and the Newark branch are in a quandary as to how they will be able to make delivery to the operators. I already have phoned an order to the factory that is the largest for a novelty pin game which it has received during the month of August in its history."

Fitz attributes the popularity of the game to the fact that it combines two types of games in one, and in such a fashion as to insure players complete player appeal. As he put it: "Not only has Bally continued the fascinating and tantalizing action of Bumper in the game but it has added to the interest and money-making power of the game by continuing in a new and different banner the precise skill-shot holes. This brings back into being the skill-hole arrangements which made pin games famous and combines them with the bumper-coil action so that the play is exciting at all times. What's more, the play is perfect so that the operator is assured of the finest kind of operating game he ever dreamed of."

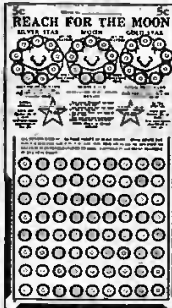
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BY THE **BIGGEST COMPANY**
IN THE BUSINESS

START MAKING "REAL PROFITS" NOW, WITH THE "WIZARD TWINS"! TRULY, THE "GREATEST" PROFIT MAKING JAR DEALS EVER MANUFACTURED! DESIGNED ESPECIALLY TO THE OPERATORS' NEED FOR BIGGER AND BETTER PROFITS! THE JAR GAME THAT WILL GET AND KEEP LOCATIONS AT THE LOWEST COST PER UNIT TO THE OPERATOR.
The latest popular 2520 tickets with the extra "Jack Pot" feature in the jar, paying from 50c to \$5.00. Special Metallic Seals. Special Sewing. Fool proof! Seal awards pay from \$1.00 to \$25.00.



CHAIN GANG
"Now making history in the profit making field!"
Takes in \$126.00
Average Payout . . . 75.55
Av. Profit \$50.45
119 Winners.

REACH for the MOON
"Reaching out and grabbing all the profits."
Takes in \$126.00
Average Payout . . . 74.77
Av. Profit \$51.23
119 Winners.



SAMPLE DEAL \$6.95
25% DEPOSIT WITH ORDER.
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[EXTRA JACKPOT]

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CHICAGO, ILLINOIS

Gerber & Glass Grab Reel Spot

CHICAGO, Aug. 14.—According to Paul Gerber, of Gerber & Glass, "it's Daval again." The reason, he says, is the new Reel Spot machine made by Daval. "As a result of the recent announcement of the machine," Paul continued, "we received more local and long-distance calls asking for the name of the machine. The Daval announcement was in the form of a teaser ad and the only way I would explain to inquirers was to say that it's simple. In other words, remember that fascinating old carnal shell game which most of us will never forget."

"The new game will bring it to the public on reels, and a Daval counter game needs no testimonial as to its originality and merit," Gerber added.

Gerber & Glass will offer Reel Spot on their usual seven-day guarantee plan, which they state demonstrates the firm's confidence in the machine.

Game's Realism Boosts World Series

CHICAGO, Aug. 14.—"One of the reasons for the popularity of World Series," says Jack Nelson, vice-president in charge of sales of Rock-Ola Manufacturing Corporation, "is the game's realism. The average man is a baseball fan and when he stands in front of World Series and watches the lifelike figures go thru their motions it only requires a little imagination to picture the real game, which gives the player a vicarious thrill."

"The robot players move in lifelike fashion that holds the attention of both

Modern Consoles

Slow to go completely modern, there is a possibility that the beautiful console machines—glorified slot machines—may be the next big advance in the field of amusement devices. A little care in timing and regard for the public in publicity would mean so much in the promotion of these machines. The manufacturers of console machines certainly ought to call in an authority on public relations before they go very far.

There is a germ of an idea in the following Keeney publicity: "Console type machines have found acceptance with the better type locations because their beautiful cabinets fit in with the most de luxe spots. All consoles are housed in rich cabinetry. They are equally at home alongside a swanky bar or a sedate hotel coffee shop. Quiet in action, they do not attract undue attention yet their outstanding beauty cleverly beckons the players."

player and onlooker. They go thru all the motions of real players, even to the umpire throwing up his left arm when a ball is thrown and his right arm when a strike is registered. An automatic scoreboard registers number of strikes, balls, hits, runs and so forth with unflinching accuracy."

Demand for World Series is reported to be holding up remarkably, and many machines purchased at the last coin-machine show are on the same locations and doing more business than ever.

Miss Lytle Sees Real Indians in Carolina

CINCINNATI, Aug. 14.—The O'Toole Indians will have to hang on tight to the scalps they have won among numbers of the coin machine industry because there is another tribe after the same group.

Ada Lytle, bookkeeper of the Cincinnati branch of the Markepp Company, while on a visit in North Carolina recently visited one of the old Indian villages there.

"The Indians were certainly nice to me," Miss Lytle told friends on her return, "and called me Squaw Markeppi." The Indian villages are beautifully set in the Great Smoky Mountains. They do some beautiful handwork and Miss Lytle brought back gifts for her many friends in Cincinnati.

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There's a Sin . . .

(R. H. J. P. in The Toronto Daily Star)
There's a sin that's awful common
And for which we're prone to fall;
It's that wicked gambling spirit,
It's about the worst of all!
No! It's NOT the Woodbine races,
That is not the sin we mean;
We refer to what is often
Called "The Wicked Slot Machine."

It is frowned on in Toronto,
In that city called "The Good"!
Holding up their hands in horror
Just as such a city would;
And they point accusing finger
(As we recently recall)
To the way machines are winked at
In that awful Montreal!

You may gamble at the Woodbine,
Place a hundred on a horse;
With the governor attending
It must be all right, of course!
But to drop a dirty nickel
In some sinful gaping slot
Is the depth of degradation,
'Tho it's practiced quite a lot!

If you dare to play at Bingo
In Toronto on the Bay
You are headed straight for Hades
(Or at least that's what they say).
But gamble at the Woodbine
Brings a very different fate;
It received the city's blessing,
And the mayor's there in state.

If a good substantial rakeoff
Goes to help Ontario,
With society attending,
It must be all right, you know!
For Toronto's own 400
Give the Woodbine righteous "class";
But the man who bets a nickel
Is degenerate—alas!

If the market tends to tempt you
Pick your stock and pay your scrip;
Even parsons do some plunging
If they get a worth-while tip!
But if you and I play Bingo
(Such a crude, debasing sport)
They will smash the game to atoms
And then hale us into court.

So, ye gambling generation,
Do your betting "on the nose";
If you're bound to bet on something
Bet your shirt and lose your clothes.
But don't risk a blooming nickel
In a tempting slot machine.
If you do so in Toronto
You'll be locked up if you're seen.

(We gratefully acknowledge receiving copy of this excellent poem from Silent Sales Company, of Minneapolis. Every operator should save this poem for future use.)

Triple your Income with these 3 PACIFIC WINNERS!

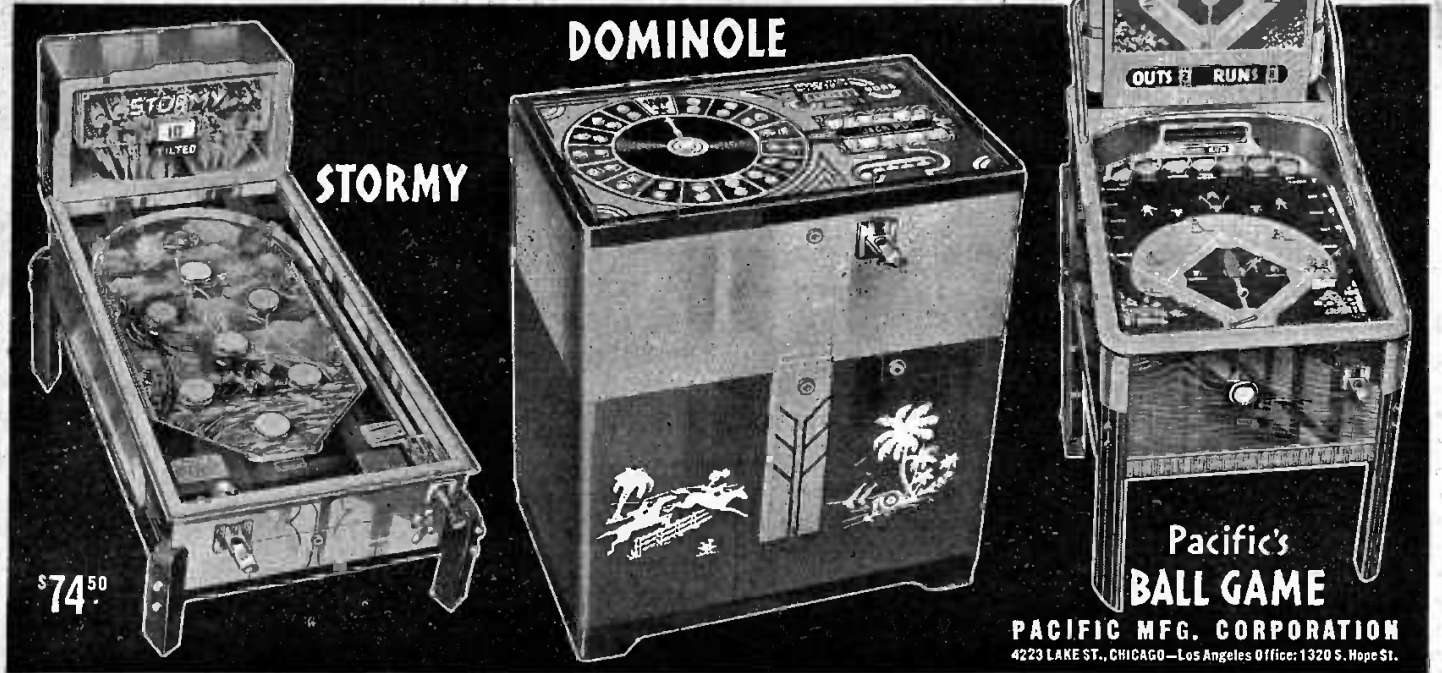
STORMY has proved to be the sweetest money-making novelty game of all. Everybody plays Stormy. Everybody. And operators are turning big Stormy profits back into more Stormy locations.

Another thousand Stormy games are now in production to satisfy big repeat orders. Pacific will build thousands more. See Stormy. Play it. Take Stormy. Triple your income with **STORMY!** Today!

DOMINOLE is a smart new console game priced way low. Yet Dominole is so full of profit power operators say you can place it in any ordinary pay table location and earn three times as much money.

Dominole has Pacific's **roto-drum odds commutator** plus changing **lite-up odds** that give the player 2 to 16 scoring opportunities each time. Also a big jackpot shows stacks of coins in third dimensional lights. Dominole has everything. Suspense. Speed. Flash. Profit! Write for New Low Price.

Pacific's **BALL GAME** is taking in \$30.00 per day in strictly amusement locations. From coast to coast, operators report the same heavy collections. And Pacific's Ball Game is standing up . . . taking it fast . . . without stopping. Place your order for immediate deliveries on Pacific's Ball Game now!



New Epco Plant To Be in Chicago

CHICAGO, Aug. 14.—A visitor here this week, A. B. Chereton, head of the Electrical Products Company, Detroit, released an announcement of importance to coin machine men and all users of the various products with which the organization has been identified.

"Up until the present time our Chicago branch has always maintained a complete stock of the various devices which are used by the manufacturers for coin-operated machine manufacture," said Chereton. "We maintained this stock to enable us to be of real service to the men engaged in manufacture in Chicago and, though we found it possible to meet the demands of coinmen thru the Chicago warehouse, we also found that it was necessary for us to be much closer to the problems that confront manufacturers if we intend to be of real service to the industry."

"With that in mind, I am here to complete arrangements for the removal

of our pin-game device manufacturing division to Chicago," he continued. "We have completed plans to occupy a factory on Chicago's near north side, convenient to the majority of the coin machine plants. The factory has a space of approximately 20,000 square feet and the Electropak, Epco Bell Locks and Chereton Electro-Timer will be manufactured right in the heart of the industry."

"Seven engineers who were directly responsible for the development and production of our Electropak will make their headquarters at the new plant."

Chereton advises that two experimental laboratories will be maintained, one in Detroit and the other at the new Chicago factory. He will personally supervise both plants, commuting between Chicago and Detroit.

"With our experimental laboratories in Chicago and Detroit," Chereton concluded, "we feel that we will be competent to handle any type of electrical problem confronting the coin machine industry or any other industry using electrical specialties."

Holloway Passes Of Long Illness

(From World's Fair, London)

So the end has come and Jack Holloway is no more on this earth. For years he has suffered from one of the most terrible complaints known to mankind. The extent of his suffering we have perhaps not really known, for right to the end he was most courageous. In fact, he was that throughout his life. Sixty-three years ago he came on this earth. For many of those years he graced, fought against adversity and was ever ready to turn his hands to anything that would provide him and his with a means of living. The downs he would face with a smile as big as that which adorned his face in moments of triumph. There was never any acknowledgment of defeat. Even in his last days of mortal existence, knowing full well that the end was not far off, mentally his spirit was strong. To tell the full story of Jack Holloway's life would be to present a most colorful and interesting narrative, but space does not permit of that. Some there are of our readers who knew him in the days of what I might well term battle and graft. Others, probably the majority, only know him as the founder of the Samson Novelty Company, the man who saw a golden opportunity and seized it with the two hands with which he was then blessed. I have before me a copy of Mills Novelty Company's "Spinning Reels" for April, 1930, wherein appear the words: "Jack Holloway is referred to universally as a genius. A genius because of his unlimited brain power, unharnessed, invincible and indomitable will and indefatigable energy. A genius because of the way he founded, developed and nourished the business of the Samson Novelty Company. Jack Holloway is a little man. He doesn't dominate you with any six feet of bodily height, but he has a mighty big brain, without which it would have been impossible for him to attain such prodigious heights in the automatic machine world." How very true. My personal knowledge of Jack Holloway covers only a comparative-

ly recent period, a matter of some five years. During that time I found him to be possessed of a kindly heart, as well as marked business acumen. I am glad to have known him and regret his passing, altho in reality it was a happy release from pain and suffering. Jack Holloway was the moving spirit in the creation of the British Automatic Machine Operators' Society. It was thru his initiative that a meeting was held on October 21, 1926, in Anderton's Hotel for the purpose of finding a way and means of combating what were considered to be bad trading practices. On November 11, 1926, another meeting was held at Cannon Street Hotel, with Jack Holloway presiding. At this meeting it was agreed to form a society and the title ultimately chosen was that of the British Automatic Machine Operators' Society. Jack Holloway was elected chairman, which office he held until retiring in 1931. He was then elevated to the office of vice-president, subsequently on the retirement of Sir Walter de Frece becoming president.—EDWARD GRAVES.

New York Banquet

NEW YORK, Aug. 14.—New York operators are already getting appetite and feet ready for the big annual banquet and grand party which has been announced for October 3. It will be held at the Manhattan Opera House, where a thousand guests enjoyed a similar affair two years ago. The celebration will be under the auspices of the Amalgamated and the Greater New York operators' associations, and the annual parties given by these two organizations during the last six years have gained a nationwide reputation. Hence everybody looks forward to an unusual event. Joe Fishman and Saul Kalson, executive heads of the Amalgamated and Greater New York groups, respectively, are directing the plans, and their ability at such work is well known. In addition to the membership, manufacturers and prominent personages from other cities will attend the banquet.

McCALL NOVELTY CO.

LOOK!! SPECIAL BARGAINS IN GUARANTEED USED MACHINES

NOVELTY GAMES.	Torpedo Standard (Tkt.) . . . 5.00	Clearing House . . . \$ 4.00
Home Run . . . 24.50	Lights Out . . . 7.50	Penny Spoke . . . 4.50
Running Wild . . . 9.75	Country Club . . . 9.50	Tit Tat Too . . . 4.50
Rugby . . . 12.50		
Roll Over . . . 15.00	MISCELLANEOUS.	AUTOMATIC GAMES.
Wizard . . . 27.50	Pokerino . . . \$29.50	Jumbo Daily Limit . . . 9.80
Skooky . . . 27.50	Roll-A-Score . . . 42.50	Wheel of Fortune . . . 19.50
Batter Up . . . 18.50	Keeney Targetto . . . 7.50	(Tkt.) . . . 7.50
Bally Bumper . . . 9.50	Gerast . . . 5.00	Garloca . . . 12.50
Tackle . . . 14.50		Peerless . . . 12.50
Happy Days . . . 5.00	COUNTER GAMES.	Winner . . . 82.50
Madcap . . . 15.00	Reel Dice . . . \$ 5.00	Jockey Club . . . 99.50
Match 'Em . . . 5.50	Revas . . . 5.00	
Kings . . . 5.50	Balance C. O. D. Cable Address: "McCallCo."	

TERMS: 1/3 Deposit, Balance C. O. D. Cable Address: "McCallCo." ST. LOUIS, MO. 3147 LOCUST ST.

Evans' DE-LUXE PAYOUTS
Unequaled
FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



GALLOPING DOMINOS

Fascinating Dice Payout

5c or 25c Play

All Models

BANGTAILS

Superb Horse Race Payout

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Ticket Payout Models
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CONCEALED PAYOUT
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Optional

ROLLETTO JR.

Automatic Roulette Payout

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

FIRST! IN THE FIELD AND STILL MILES AHEAD!

YOUR PROTECTION! MONEY-BACK GUARANTEE

Every EVANS Game is sold on a 10-Day Money-Back Guarantee backed by EVANS' 45-year record of Reliability and high Financial Standing.

A year ago the stupendous earnings of these EVANS games staggered the coin machine industry! For six months they were the only console games—then came a wave of imitators! Today EVANS' games are still the leaders—still miles ahead of all competition! Their 6 months' lead guarantees perfect performance, while others are experimenting!

Don't be misled by extravagant claims! Consoles owe their enormous popularity to these Evans Games! Why risk your money on imitations?

OUT SOON! BONUS WONDER GAMES of the INDUSTRY KEENO

Scooping everything! As far ahead of present games as GALLOPING DOMINOS when first introduced:

JOBBERS: Rush Your Orders for Sample Machines!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

Berger Gives Buyers' Aims

New York alliance includes eight firms that will buy games jointly

NEW YORK, Aug. 14.—A. A. Berger, recently appointed executive director of the Skill Game Buyers, Inc., announced the policy of the combine in a general letter to the trade this week. The combine is made up of eight of jobbers and distributors here and includes American Distributing and Sales Company, Brooklyn Amusement Machine Company, Budin Specialties, Inc.; D. Robbins & Company, Fitzgibbons Distributors, Inc.; Mike Munves Corporation, Rex Novelty Company, and Supreme Vending Company, Inc.

In describing the aims and purposes of the organization, Berger stated: "Skill Game Buyers, Inc., is incorporated under the laws of the State of New York and is adequately financed. Its stockholders are eight of the leading jobbers and distributors in the metropolitan district who use approximately 70 per cent of the skill games bought in this territory. The main function of the group is to buy from the manufacturers collectively in such quantities that would justify complete distribution."

"Skill Game Buyers, Inc., wants to function in such a manner as to create harmony, good-will and fair dealing. While all members are competitors, we want our competition to be along fair and ethical lines. Our members have pledged themselves to conduct their business along clean and fair lines and at no time to do anything that will reflect in any way on the business as a whole or any individual members of the corporation."

"Personally," Berger went on, "I took on the responsibility of executive direc-



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Master Built Automatic Cigarette Token Payout Machine. 1c- and 5c Play

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ALAMO	15.00
ROTARY (Escalator)	82.50
JUNGLE DODGER	49.50
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MILLS DANCEMASTER	62.50
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tor only after careful deliberation and assurance that I would be given full authority. My intentions are to safeguard the interests of the industry as a whole, the manufacturers with whom we close contracts and the Skill Game Buyers, Inc., both as an entity and as individual members."

Berger promises to put into effect fair trade practices which will help everyone concerned with coin-operated skill games in this territory. At the present time he is building up his office force so as to be ready for the increased activity which is sure to come as soon as the fall season gets under way.

The industry here is watching with interest the new organization and is awaiting to see what new developments

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will follow now that A. A. Berger, who is regarded as one of the best informed men in the industry here, is in complete charge of this new corporation.

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- PAYS ON WIN, PLACE, SHOW AND PURSE
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- BUMPER ACTION PLUS SKILL-HOLE APPEAL
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- NEW DOUBLE AND TRIPLE AWARD FEATURE

Here is Bumper action at its best cleverly combined with the ever popular skill hole idea. Mystery-Selection Coin-Chute gives player one "Selected Runner" each game . . . and player shoots to land a ball in corresponding "Winning Runner" pocket at bottom of board. When player succeeds in matching "Selected Runner" and "Winning Runner" he receives Points or Free Game flashed on Backboard . . . which change every time a Bumper is hit. Two balls in either Skill Hole **DOUBLES AWARD**; two balls in both Skill Holes **TRIPLES AWARD**.

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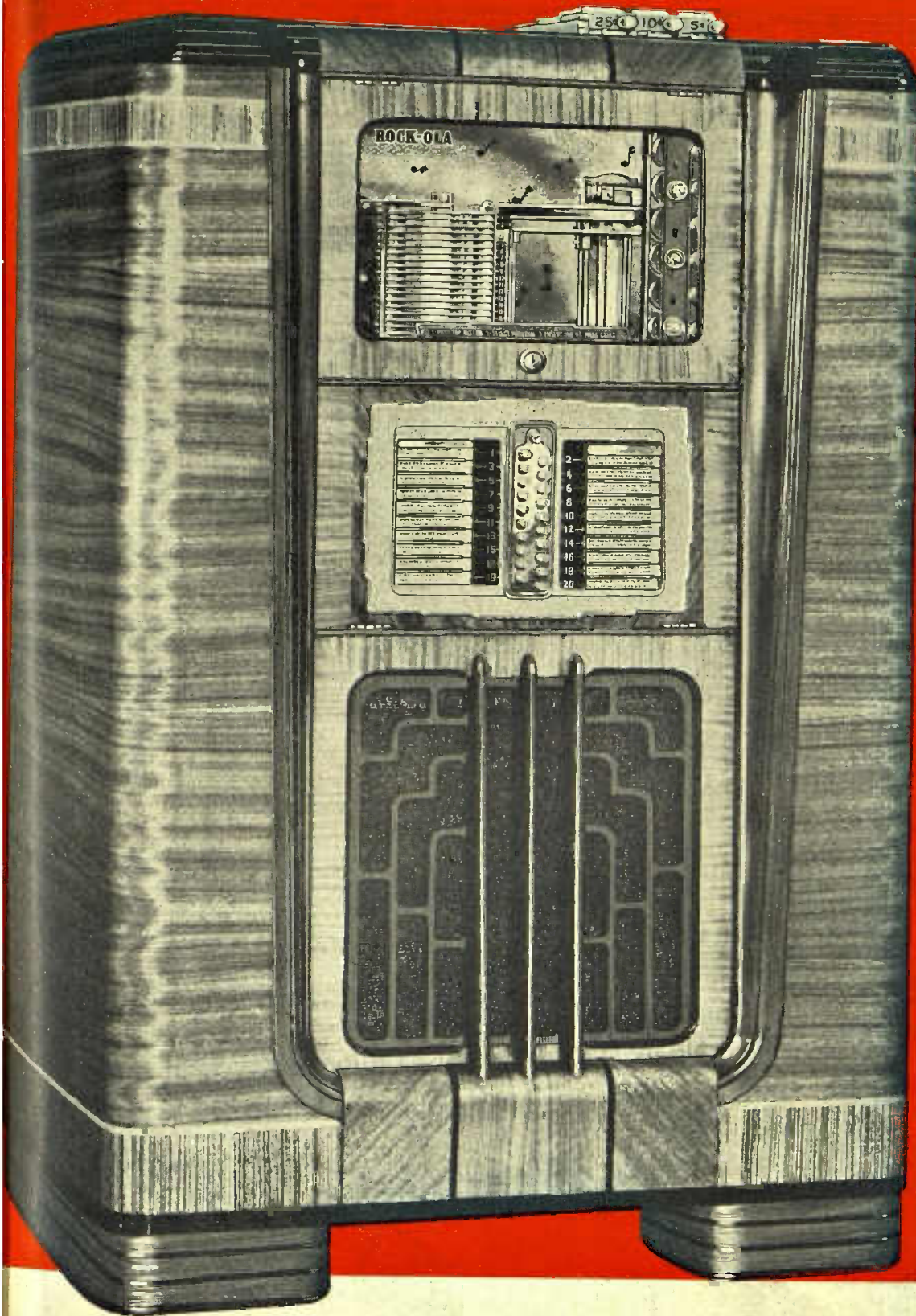
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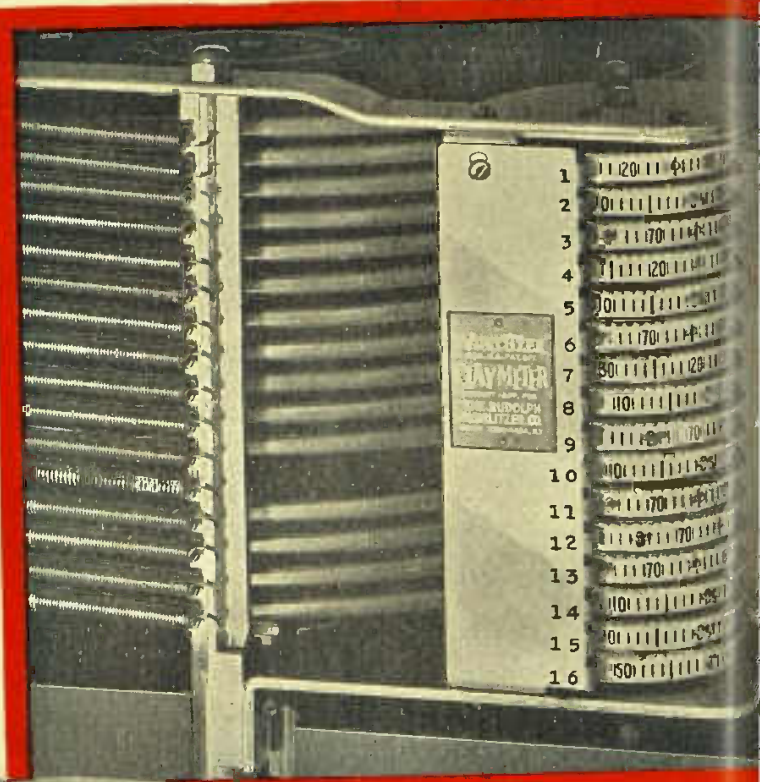
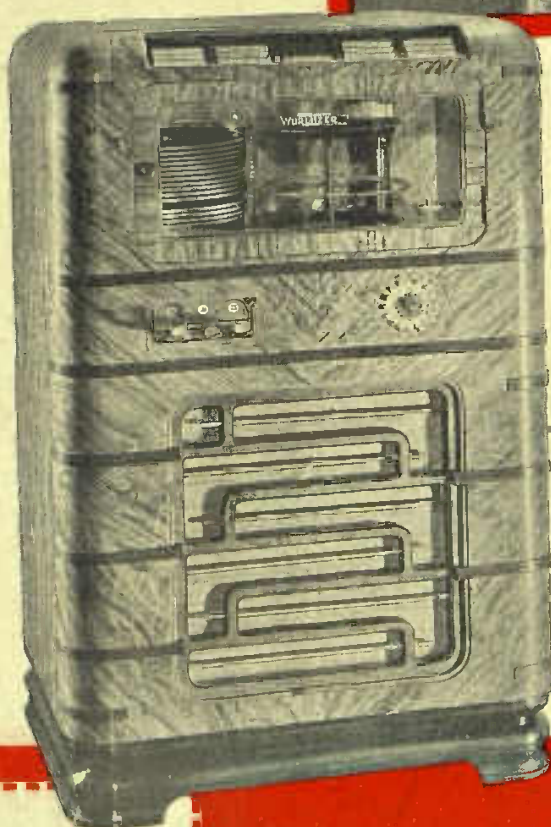
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Only With The "Play Meter" Can We Tell Which Records Get The Most Play

The Play Meter gives operators valuable assistance in record selections. In critical locations where the owner tries to tell us what records his customers want we have a good argument against any unwise selections he might make. Very often the merchant will have a record taken off the phonograph as he is tired of it yet that record gets the most play and we can only be informed of such conditions by the Play Meter.

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We feel that the Play Meter is one of the most important new pieces of equipment you have added to the line as it is of great benefit to us in keeping track of the most popular records played on the location.

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