

RADIO

STAGE

PICTURES

OUTDOOR

15 Cents

OCTOBER 17, 1936

The Billboard

The World's Foremost Amusement Weekly



TITO GUIZAR

International Star of Radio, Screen, Stage and Concert
Starring in His First Mexican Picture, 'Alla En El Rancho Grande'



baffling! amazing!

**DAILY MIRROR—WALTER WINCHELL
ON BROADWAY**

Gali-Gali, that magician with the swift line of blab and amazing stunts, is better than ever at Versailles.

**NEW YORK AMERICAN—APRIL 5, 1936—
CHOLLY KNICKERBOCKER OBSERVES**

It was very, very amusing the other night at the Rainbow Room to watch Gali-Gali, the Egyptian magician, extricate squealing baby chicks from the trouser pockets of the male diners. With the unexpected appearance of every chick there were gales of laughter from the fashionables. It may have been naughty of me, BUT I could not help but hope Gali-Gali would pluck a few chicks from the impeccably correct coiffure of "Hoytic" Wiborg! Gali-Gali certainly missed his golden opportunity to achieve social immortality.

THE BYSTANDER, LONDON—OCT. 9, 1935

Luxor Gali-Gali. This smiling young man is a better conjuror than ever. He has five small yellow chicks that appear and disappear in a bewildering way; their owner seems able to secrete them in the breast-pocket of a guest's coat without the guest having any idea of the transaction having taken place. Like tap-dancers, good conjurors are always popular in London—another sign that the Englishman doesn't grow up.

GALI - GALI MAGIC MAKER

**THE NEW YORK SUN—IN THE
CAFES AND SUPPER CLUBS**

As for Gali-Gali—well, he's still tops. Perhaps it would be better to confess right off that he is and always has been one of our favorite entertainers. Anyway, the young Egyptian still is puzzling and delighting his audiences with his baby chickens, which he produces from the pockets of unsuspecting guests, and with his many other tricks.

—MALCOLM JOHNSON.



mysterious!

TIMES, DETROIT—JUNE 2, 1936

The most amazing slight-of-hand work that Detroit night club patrons have seen in some time is being performed by Gali-Gali, the mysterious and affable Oriental appearing at Blossom Heath this week. Gali-Gali takes chicks from pockets you've explored before, cards from under your eyes and everything but the check from your table.

LONDON

BARCLAY HOTEL	14 weeks	} doubled
SAVOY	14 "	
RITZ	4 "	
GROSVENOR HOUSE	4 "	
CARLTON HOTEL	4 "	

THIS PAST YEAR ON THE CONTINENT

FRANCE

AMBASSADOR	DEAUVILLE	3 seasons
AMBASSADOR	CANNES	3 "

MONTE CARLO

CAFE DE PARIS	4 seasons	} doubled
NEW SPORTING CLUB	" "	
MONTE CARLO	3 seasons	

BAGDAD	PARIS	
PAVILJOEN PIER		HOLLAND

**CURRENTLY
VERSAILLES RESTAURANT, N. Y.
8th WEEK**

The Billboard

Vol. XLVIII
No. 42

October 17,
1936

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
100 Pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

G. L. EXPO NEAR 4,000,000

Seek Spread of 802-AFA Theater Drive Nationally

30 musician locals already contacted—other musician unions being written to—ask aid of New York Central Trades Council—Philadelphia union fights Warner

NEW YORK, Oct. 10.—Action in the theater drive being waged by Local 802, American Federation of Musicians, and the American Federation of Actors centered itself this week on seeking the support of other labor unions in New York and elsewhere. New York scene, insofar as picketing is concerned, continued as in past weeks, unmarked by any arrests or difficulties between the laborites and the theater managers. Twenty-five theaters are still being picketed. Musicians' local has already written nearly 30 out-of-town locals telling them about the campaign and asking for their reaction. David Freed, of Local 802, introduced a resolution into the Central Trades and Labor Council last week asking for the united support of the 800,000 members of the unions affiliated with the council. Council then referred the musicians' resolution to a committee, which meets Tuesday. Resolution is not sure of passing, since the motion picture operators' union, it is thought, may not indorse its passage because they are now employed in the very theaters their brother unionists are picketing. Same applies, altho on a lesser scale, to the stagehands, who are also working in some houses involved.

With Local 802 already in communication with nearly 30 other locals on the campaign, the theater drive committee is talking over plans during the past week for enlarging the campaign to a broader national scope. It is believed very likely that other locals will be sent info within the immediate future.

Two cities, Wilmington, Del., and Kingston, N. Y., asked Local 802 for information on a similar campaign in their jurisdiction this week. Kingston union wrote that the members had approved a resolution asking theaters for a return of vaude and music. Musicians have agreed that if the theaters refuse to accede to their request they will also start a similar campaign.

Philadelphia's campaign has already actively started, with Warner placed on the Philly musicians' local unfair list. In New York it was reported that the Philly group would try to make this Warner step national. This is believed impossible because of the AFM-WB contract in Hollywood.

In connection with the Central Trades (See **SEEK SPREAD** on page 83)

Rain Handicaps Fair in Atlanta

ATLANTA, Oct. 12.—Rain fell on Southeastern Fair for the first five of its seven days, but Friday, with nearly 200,000 school children, and Saturday, featuring Georgia Press Association, colleges, universities and other higher institutions of learning, made up for the first half of the engagement.

In spite of inclemency that halted championship automobile races, grandstand performances and other events. Royal American Shows' midway maintained its record for the same period last year. Friday and Saturday were record smashing in midway grosses.

P. T. Strieder, general manager of Alabama State Fair, Birmingham, declared this year's midway gross was a record there for all times. He left for Tampa today to begin work on Florida State Fair, but will visit Royal American Shows during Mississippi State Fair, Jackson.

Picketing Themselves

PHILADELPHIA, Oct. 10.—Uncanny circumstances attending the proposed picketing activities of the local musicians' union in their campaign for flesh is inevitable. A committee of members from the Philadelphia Symphony Orchestra is being organized to march in front of the Stanley Theater with the protest signs. Next pick attraction for the house is announced as "The Big Broadcast of 1937." Philadelphia Symphony Orchestra are featured players in that picture.

And to make a blushing cheek redder, Stanley management has grabbed off Leopold Stokowski to make a personal appearance at the initial screening of his first flicker fete. Stokowski, it is remembered, is the wand waver for the local symph.

50,000 Out for Cleveland Finale

Wind-up days hit hard by cold weather—feature for 1937 being discussed

CLEVELAND, Oct. 12.—With recorded attendance of 3,932,467, Great Lakes Exposition opened final day of its 1936 season today with 67,533 needed to make the 4,000,000 goal that had been set.

Officials estimated 50,000 tops for the day, with Governor Alf M. Landon a visiting attraction, so at least 17,000 under the set figure appeared assured.

Cold weather hit hard the last few days. Friday scaled 52,395 at gates, while Saturday saw 32,721, with Secretary of Labor Frances Perkins as attraction. On Sunday 45,112 came thru the turnstiles under lowering skies and with a cold wind.

Official closing comes at 10:30 tonight, when officials assemble before the Firestone Building and participate in ceremonies, ending with taps by Company 1, 11th U. S. Infantry. Removal of temporary stands and effects will begin after midnight.

Billy Rose, on from Texas, conferred with Lincoln C. Dickey, general manager, concerning a feature for next year. Leland W. Cutler, president of Golden Gate International Expo in San Francisco in 1939, is also here looking things over.

Britain Stops GB-U. S. Deal; Maxwell Chief of New Setup

LONDON, Oct. 10.—Uncertainty as to whether American or British interests will control Gaumont-British apparently has been dissipated, latest reports being that the tentative agreement between the English company and 20th Century-Fox and MGM was definitely stymied in favor of a deal whereby John Maxwell, chairman of Associated British Picture Corporation, is to take over G-B together with its chain of 350 theaters.

The deal involves 24,000,000 pounds and calls for purchase by Maxwell of the controlling stock, owned by the Ostrer Brothers, in the Metropolitan and Bradford Trust, which in turn controls G-B.

This financial coup d'etat, which will give Maxwell and Associated British control of some 633 theaters, is the greatest deal of its kind in the history of the British cinema industry and will give Associated British, which also owns British International Pictures, Ltd., something of a strangle hold on the screen industry here.

Nicholas and Joseph M. Schenck, execs of Loew's, Inc., and 20th Century-Fox, are understood turning over the matter to the legal departments of their companies.

Legion Members Burn as WPA Musickers Walk 'Out

SAUGUS, Mass., Oct. 10.—Disregarding the significance of *The Star-Spangled Banner* under whose furls it is protected, a "time-clock walkout" of the Beverly, Mass., WPA Music Project's 30-piece orchestra caused consternation to Saugus American Legion members when musicians with a precision complex stopped all musical proceedings, packed up and went home during the post's installation ceremonies Tuesday night. The federal relief musicians concluded without the traditional playing of *The Star-Spangled Banner* as the ceremonial closing number.

The WPA musicians explained that their allotted working time had been reached and that they could continue no further, it was reported. Thru local WPA officials the Beverly orchestra was (See **LEGION MEMBERS** on page 87)

Johnson's Rodeo in Garden Runs Ahead First Five Days

NEW YORK, Oct. 12.—Altho figures are not available as yet, Madison Square Garden officials announced last evening that business for the first five days of Colonel Johnson's New York rodeo shows a substantial gain over the corresponding period last year. First three shows ran slightly behind 1935, but the turnstile take picked up enough on the four-show Saturday and Sunday week-end to place the attendance total well over the five-day aggregate of last year.

Rain on Thursday and Friday had an obvious effect on business for those days, but clear skies over the week-end and forecasts of favorable weather for this week have put the damper on worries along these lines.

According to all indications, today, Columbus Day, should run well ahead of the 1935 holiday, which fell on Saturday, always heavy on its own.

Colonel Johnson announced yesterday that he has signed a contract with Boston (See **JOHNSON'S RODEO** on page 8.)

In This Issue

	Pages
Bands	14
Broadway Beat, The	21
Burlesque-Tabloid	24-25
Carnivals	47-54
Chicago Air Notes	10
Chicago Chat	21
Circus and Corral	36-39
Classified Advertisements	56-58
Coin Machines	68-98
Endurance Shows	28
Fairs-Expositions	40-43
Feature News	3-5
Final Curtain	32-33
Forum, The	29
General Indoor	28
General Outdoor	66-67
Hartmann's Broadcast	59
Legitimate	18-19
Letter List	30-31

	Pages
Magic	27
Minstrelsy	27
Motion Pictures	22-23
Music	14
New Acts-Bands Reviews	20
Night Spots-Gardens	11-14
Out in the Open	67
Parks-Pools	44-45
Pipes	64-66
Possibilities	27
Radio	6-10
Repertoire-Stock	26
Rinks-Skaters	46
Routes	34-35 and 58
Sponsored Events	55
Thru Sugar's Domino	21
Vaudeville	15-17
Wholesale Merchandise	60-63

WNRC Organ Has Say on Air Turns

NEW YORK, Oct. 12.—After a three months' suspension, due to the vacation season, the Women's National Radio Committee has resumed publication of its *Radio Review*, with comment being made on several of the new season's programs. First concert by the Detroit Symphony Orchestra sponsored by Ford Motors on Sunday nights was hailed for its great improvement over last season, particularly as to color and quality; also its precision.

General Motors broadcast, with Stokowski and John McCormack, also received a bouquet. McCormack's voice being credited as being better than in recent years. Listening groups for the WNRC took exception to most of the lighter programs, while advertising on many of the new shows was considered excessive. Burns and Allen were ac-

(See **WNRC ORGAN** on page 87)

Film Interests Ask Reversal Of Philly Ban on Double Pix

U. S. Court withholds decision—circuits claim federal laws don't apply—claim film exhibition purely "local"—indie exhib claims restraint of trade

PHILADELPHIA, Oct. 10.—The picture interests on Tuesday asked the Circuit Court of Appeals to reverse its ruling in the Perelman double-bill case that the industry's ban on duals in independent theaters is a conspiracy in restraint of interstate commerce and hence a violation of the Sherman and Clayton anti-trust laws. Decision of Judge George A. Welsh was made on January 31, 1935, and made final April 2, 1935. Judges Joseph Buffington, J. Warren Davis and J. Whitaker Thompson, in the Federal Circuit Court, sustained the decision January 16, 1936. The re-arguments in the appeal were made by Edwin L. Weis, of New York, representing Paramount Pictures Distributing Corporation, and Morris Wolf, of Philadelphia, for First National Pictures, Inc.; Vitagraph, Inc.; RKO Distributing Corporation; Metro-Goldwyn-Mayer Distributing Corporation; Fox Films Corporation and United Artists Corporation. Warner Bros. Pictures, Inc., and Paramount Public Corporation, originally mentioned as defendants, dropped out of the litigation. Benjamin M. Golder, of Philadelphia, represented Harry Perelman and his father, Louis, independent exhibitors who operate the West Allegheny and Lehigh theaters here.

While the original testimony consumed over 1,200 pages, attack was made against witnesses who attributed a statement to Louis B. Mayer, of MGM, that a method had been found to stop the exhibition of double features and steps would be taken to remove this menace. Contention was made by counsel that Mayer's statement was a historical fact and not the result of a conspiracy on part of the major distributors. Mayer had alluded to a vital problem that was disturbing all companies and the clause inserted in the buying contracts which forbids exhibition of two feature films on the same program under penalty of cancellation was a step made by the various distributors to meet a particular problem.

Further arguments by counsel contended this restraint in trade was not unreasonable and therefore did not come under the provision of the federal laws. Also, the exhibition of motion pictures was purely a local matter and had no direct effect on interstate trade. And since any increase in the flow of feature pictures from Hollywood would be at the expense of the flow of short subjects, which have no room on a double-feature bill, the effect on interstate trade was not only indirect but practically nil.

Counsel for the exhibitors pressed testimony which showed that before this ban on duals independent distributors sold more products to independent exhibitors. Hence the less sold the less produced in Hollywood, the less shipped from State to State and the less exhibited in the various States. And this position indicated a direct and unreasonable restraint on interstate commerce. Further, Golder pointed out that the defending distributors are permitting the doubling of features in houses they operate themselves and doubling their features with features from the other major distributors, all without lowering quality of their production.

The Circuit Court has held the case under advisement. Fight will be carried on by either side to the Supreme Court.

Norwood-Marwick Office

NEW YORK, Oct. 10.—Harry Norwood and Matt Kelly dissolved partnership last week. Norwood has opened artists' representative offices in the RCA Building in Radio City, and Irma Marwick is his associate.

Russell Adds Bookings

DETROIT, Oct. 10.—Harry Russell, operating the Supreme Booking Offices, added the Villa D, major east side nighterie, this week, opening with the fifth edition of his Beef Trust.

Detroit Kid Ruling

DETROIT, Oct. 10.—The Detroit Common Council has passed an amendment to a city ordinance decreeing that children under 17 years of age must be accompanied by adults to attend theaters after 8 p.m. The amendment prohibits children attending theaters between 8:30 a.m. and 3:30 p.m. except during school vacations.

Trio Form Artists' Syndicate

NEW YORK, Oct. 10.—William Miller, Lester Lee and Matty Rosen, agents, have formed a partnership under the corporate name of Artists' Syndicate of America, with offices in the RKO Building in Radio City. They will handle performers for radio, theaters, films and night clubs, with Joe Sully associated with the office as night club contact man.

Rodeo, Cafes, Legit Do Okeh In N. Y.; Football Crowd Helps

NEW YORK, Oct. 10.—With the rodeo opening leading off events of the week, Broadway amusement purveyors had nothing to complain about, particularly in view of the opening of the football season, which always brings a definite amount of balm to night spots, and the closing of the World Series, which ups the matinee trade in general.

Legit came thru with two strong openings, the Oieigud Hamlet Thursday at the Empire and St. Helena Tuesday at the Lyceum. *Send Me Your Ears*, which opened Monday at the Mansfield, closes tonight after eight performances, and *Bright Honor* also folds this evening after a short stay.

Night spot activity was notable for a number of important openings, some of them new. El Morocco opened successfully Wednesday to plenty of limousine trade; Yumuri, a new Cuban nightery,

"Maxim" Okehed A Year Late

DETROIT, Oct. 10.—Decision was handed down Monday by the Michigan Supreme Court upholding the Detroit Cinema Guild in its year-old suit against the Detroit police department's ban on the Russian film, "The Youth of Maxim." The film was banned originally by Police Censor Sergeant Joseph Kollar, who was subsequently upheld by Police Commissioner Heinrich Pickert, on the general ground that the film was "indecent or immoral," under the authority of a city ordinance. This broad contention was generally denied by the high court, reversing Circuit Judge Theodore J. Richter.

IA Coast Wages Upped

HOLLYWOOD, Oct. 10.—Totalling 10 per cent for department heads and approximately 15 per cent for extra help, wage increases were put into effect in all first-run and de luxe picture theaters this week by Stagehands' Local 33, IATSE. Increase affects about 100 stagehands in this area and covers both basic and overtime schedules.

Local 33 is preparing with musicians' and projectionists' locals on new scales for independent picture houses using amateur talent stage shows. Understood the schedule is in the drafting stage and will be presented to theater men within next few days by representatives of the three unions.

'Waltz' Opens Columbus Season

COLUMBUS, O., Oct. 10.—Manager Robert F. Boda of the Hartman Theater here announces that the legit season will be inaugurated at the house November 12 when *The Great Waltz* opens for four performances. Local legit bookings this season will be the heaviest in recent years, Boda says.

Coast Union To Take Action

LOS ANGELES, Oct. 10.—Following the failure this week to establish a satisfactory agreement between Projectionists' Local 150 and Myron Shellman, manager of the Raymond Theater, Pasadena, union board of directors will probably take drastic steps, it is predicted, with the first move being a general boycott and picket. Such a boycott would be waged by the Los Angeles Amusement Federation, comprising projectionists, stagehands and musicians.

Move on Raymond Theater follows efforts of the union to replace non-union booth operators and is part of a campaign being waged to unionize all independent picture houses in this area. Number of other indie houses still using non-affiliated help will meet with representatives of the operators' union again next week to further discuss projectionists' wage scales.

Latest house to swing into the union line is the New Roxie, Glendale, operated by Grover L. Smith. Agreement is only temporary, pending outcome of a series of confabs slated for the next two weeks, but it is believed Smith's Roxie, as well as his Cosmos, will remain in the fold.

Cincy Federal Group Scores With "Language"

CINCINNATI, Oct. 12.—Cincinnati Federal Theater group last night concluded a week's engagement with Rose Franken's *Another Language* at Emery Auditorium here. Rain at certain time for the first five nights of the engagement had its effect on the box office but failed to dampen the enthusiasm of those who witnessed the performance. The three local dailies also were loud in their praise of the company's ability. Saturday and Sunday crowds were good.

Local project is divided into groups—dramatic and musical—with Theodore Hahn, well known in local music circles, in charge of both. The musical unit recently presented *H. M. S. Pinafore* on the lake in Burnet Woods here, the presentation drawing approximately 75,000 people in two weeks in addition to a heap of rave notices and favorable editorials from the local press.

Dramatic unit is a thoroughly capable group and compares favorably in ability with the dramatic stock companies which have appeared here in recent years. William Harrison, veteran stock actor and director, deserves credit for his splendid handling of the cast in *Another Language*.

William Querner and Eva Pownall did fine work in the leading roles of Victor (See FEDERAL GROUP on page 27)

TITO GUIZAR

(This Week's Cover Subject)

Federal Theater Negro Unit Presents Andre Obey's "Noah"

NEW YORK, Oct. 10.—Noah, the fifth production of the Federal Theater's Negro unit, lazily unwound itself Wednesday night at Harlem's Lafayette Theater. Adapted by Carlton Moss from the English text of Arthur Wilmurt, who translated it from the French of Andre Obey, the parable of the saving of Noah's family, a shipload of live stock and the subsequent setting out of Ham, Japhet and Shem to produce in time the various races of the world is an unadulterated bromide from the beginning to the long-wished-for end.

God opens the piece with an admonition to henpecked Noah. The audience gets nothing more than a meager inkling of this divine conversation, for the Lord at the Lafayette Theater lisp or

is bashful. Subsequent events are simple and dreary enough, having to do with the deluge, the mutinous behavior of Ham, the incident of the dove and finally the landing and double-crossing of Noah by the Lord, who lets the children leave while Mrs. Noah cashes in her checks. Noah, in fact, fumes about in a Casper Milquetoast sort of way at the treatment accorded him, seemingly thinking himself no better off than all the sinners who drowned. But a rainbow, magically appearing, sets him in a proper frame of mind.

Cast leads off with Thomas Moseley, Charles Taylor, Joseph Slocum, Fritz Weller and Susie Sutton in the respective roles of Noah, Japhet, Shem, Ham and Mrs. Noah and includes Rose Poindexter, Pearl Gaines, Christina Williams, P. J. Sidney and a host of others. Production was supervised by Carlton Moss; direction is by Georg Zorn, and costumes and sets by Manuel Eskman. A rather distinguished score by Jean Stor, who, incidentally, led the federal music project orchestra the opening night, is one of the few good things in the play.

PAUL ACKERMAN.

TITO GUIZAR started his college career with the idea of becoming a man of medicine, but with both his parents musically inclined—albeit not professionals—his inclination toward music came naturally and so, possibly, when he left college for a career as a singer not too much surprise was occasioned. Before his entry into the Mexican National University, in Mexico City, Guizar had attended the Conservatory of Music in the same city and studied music seriously and, in 1925, after leaving the university, he went to Italy for additional musical studies. Three years later he returned to the capital of his native country and appeared in leading roles in opera at the Iris Theater.

Still Guizar wasn't satisfied. The formality of opera didn't appeal to him and he studied popular music and native folk songs. With this new repertoire he opened at the Polittama Theater in Mexico City and stayed there for a record run of six months. In 1929 he came to New York to record his songs, and while here was signed by the Columbia network. Since then he has played not only the top commercials on radio—for Woodbury's, Billie, Venida and other products—but has played in vaudeville from Coast to Coast and for every major circuit. He has made pictures in both English and Spanish. In English he was in "Under the Pampas Moon" and "Argentina." His first Spanish picture, "Alla en el Rancho Grande," had its premiere October 6 in Mexico City. Each season he gives concerts in New York, Los Angeles and Philadelphia.

He is married to Menette Moriega, formerly a musical comedy star in Mexico.

ROLL OR MACHINE FOLDED
TICKETS 100,000-\$17.00
 SPECIAL PRINTED-CASH WITH ORDER
 RESERVED SEAT TICKETS
 PAD STRIP TICKETS-SECTION
 BOOKS-RESTAURANT CHECKS
 ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C.
 127 N. DEARBORN, Chicago
 615 CHESTNUT ST., Phila.

AFM Watching Sub-Agents; Probes High Commissions

Musicians' federation lists 600 associates of licensed agents—weeding out those on unfair list is under way—also watching for "exorbitant commissions"

NEW YORK, Oct. 10.—Agents on the American Federation of Musicians' unfair list will not be able to work under a licensed agent, according to plans laid out by the AFM office here. Bert Henderson, AFM executive in charge of the licensing department, is getting up a list of sub-agents working in the offices of licensed AFM agencies. Figured there are at least 600 of them. The licensed agents are, of course, responsible for the acts of their associates. Henderson is on the lookout for sub-agents who have been in trouble with the AFM before. These agents will have to straighten out their status before being permitted to operate either as licensed agents or as sub-agents.

The AFM is also watching the commission angle closely. Although it has not set a maximum commission charge, it does, however, demand that the commission must always be over and above the scale. When a date is for scale, then the commission can be deducted only on another date that is sufficiently above scale to permit taking off both the old and new commission charges. The AFM is opposed to percentage arrangements on commission in which the band runs the risk of working under scale.

As yet the AFM office has not received any complaints from bands on exorbitant commission charges, but is prepared to handle such cases should they come up. Twenty or 25 per cent would probably be considered exorbitant. It is indicated, although each case would be viewed with the contract salary taken into consideration.

Nine AFM representatives are now on the road checking up on license violations and co-operating with musicians' locals on traveling band cases wherever necessary.

Philly Variety Club Plans

PHILADELPHIA, Oct. 10.—Variety Club, Tent No. 13, is readying for its second annual banquet December 13 at the Bellevue-Stratford Hotel. Ben Amsterdam is the general chairman, with Lewton Pizor as vice-general. Honorary committee includes Steve Trilling, Steve Barullo, Irving Blumberg, Lawrence E. Graver, John Latimer, David Rubin, Jules Seltzer and Al Zimballist. Governor Earle of Pennsylvania, Governor Hoffman of New Jersey, State Secretary of Revenue Jack Kelly and Mayor S. Davis Wilson have already promised to attend the feed.

The club has decided to donate \$25 for a prize for the golf tourney among local showmen. Barker Earle Sweigert reported on the Atlantic City Showmen's Jubilee, with the local club getting \$1,000 for its charity fund.

Polly's Plowboys in Canada

CINCINNATI, Oct. 10.—Polly Jenkins and her Plowboys, rural musical act, after 10 weeks of fair bookings have just begun a two months' theater tour of New Brunswick and Nova Scotia. Act will play New York State and Pennsylvania in December and will spend the first three months of 1937 in the Southland.

Interstate Books Sally Rand

FORT WORTH, Oct. 10.—Sally Rand, at the Cass Manana at the Fort Worth Frontier Centennial, has been signed by Robert J. O'Donnell, general manager of the Interstate Circuit, to head a unit show on the circuit for eight weeks. Show opens at Worth Theater here November 14, and schedule calls for other stopoffs in Dallas, Houston, San Antonio, Abilene, Texarkana, Waco, Beaumont and Galveston.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 34-35) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and submitting in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

Maybe Playing Taxis

PHILADELPHIA, Oct. 10.—Legal ranks fighting the Perelman double bills appeal before the Federal Circuit Court of Appeals certainly have their eyes shut on the local show field. Case involves the distributing companies, injunction being sought to restrain them from banning double features in indie houses.

In describing the stronghold Warner has here, Benjamin M. Golder, attorney for Perelman, in an impassioned plea to the bench, charged that Warners have "the finest stage shows in the city."

Camden May Operate Night Spot on 50-50 Percentage

CAMDEN, N. J., Oct. 10.—Plans for converting the Convention Hall into a paying proposition were presented to the City Commission by Commissioner Frank J. Hartmann Jr., who urges a skating rink and dance hall. James J. Figliomeni has asked for a lease for dances on a basis of splitting receipts with the city, the city having the right to take a \$50 minimum rental nightly.

Maloney Named Barker

PITTSBURGH, Oct. 10.—John J. Maloney, manager of the Metro office, was named chief barker of the local Variety Club, succeeding Jack Levy, Columbia Exchange chief. Other officers named during the annual election held last week are George D. Tyson, first assistant chief barker; Dr. L. G. Behnhauer, second assistant chief barker; James G. Balmer, property master; Harry G. Feldman, property guy, and John H. Harris, Harry L. Kaimine, Frank Smith, Mike Gallagher, Ralph Schugar and Ben Kaimenson, canvassmen. Dr. A. I. Wise, Ben Brown, Dr. George Lal and Dr. M. R. Goldman were named delegates to the national convention.

Flamingo, Orlando, Opens

ORLANDO, Fla., Oct. 10.—Tastily decorated and remodeled during the summer, the Flamingo Club here opened Wednesday night with a goodly number of patrons on hand to welcome Fred Auwater, who swings the baton over a youthful bunch of tooters. Hal Barber is emcee.

Among the acts on the opening bill are Di Carlo and Du Bois, ballroom dancers; Billy Fargo, singer; Loris Lorraine, soubrette, and Lillian and Lec, comedy duo. Flamingo is ideally located and is operating with a modest tariff.

Sillman-Gilbert Split

NEW YORK, Oct. 10.—Split between Leonard Sillman, legit producer, and Victor Gilbert, co-producer of the New Faces floor show at the Hotel Navarro, is definite. Sillman has withdrawn from the night club. Performers from the New Faces legit revue, while continuing in the night-club attraction, will no longer repeat their show numbers, using new material instead. First show has Nancy Noland, Three Reasons, Ben Thrift, Iona Reed, Edna Russell, Jimmy Ringer, with Carl Kent heading and directing the floor show.

Isaac Van Grove "Hired" By Mass. Music Project

BOSTON, Oct. 10.—Massachusetts Federal Music Project, sponsoring grand opera here, reached new heights in the category of direction this week when it "hired" Isaac Van Grove, former conductor and musical director of the Chicago Civic Opera Company, to come to Boston as conductor of the Federal Music Project's opera presentations, according to an announcement from the office of William Haddon, State director.

Scheduled to begin his new duties in the Hub with the WPA Grand Opera division November 1, the WPA officials refused to reveal administrative salaries in connection with the hiring of Van Grove.

Hamid Unit Plays Philly

PHILADELPHIA, Oct. 10.—George Hamid's Fascinations of 1936, musical and vaude revue with 50 principals and a chorus of 30, will open here Monday for a week's showing at the Metropolitan Opera House sponsored by the Nobles of Lu Lu Temple, a Masonic order. With a record of having played to more than 2,000,000 spectators during the summer at the larger Canadian and American fairs and expositions, it will mark the first indoor showing for the revue. Featured in the cast are Lee Barton Evans, Helen King, Mary Stone, the Four Aces, Gertrude Reynolds and her roller skaters, the Lodi troupe of acrobats and the Five Balabanows.

Brockton's Four Days

BROCKTON, Mass., Oct. 10.—Morris Perlestein, operating the Modern Theater here, went into a four-day vaude policy this week from Wednesday thru Saturday instead of Friday and Saturday shows. Ross Frisco, of Boston, is booking the shows.

Booking Woodstock, Ill.

CHICAGO, Oct. 10.—Arrangements were made this week with the Boyle Woolfolk office here by the Anderson Circuit to furnish four-act vaude bills every other week for the Miller Theater, Woodstock, Ill., beginning tomorrow. If the experiment is successful the house will probably run stage shows every Sunday thereafter.

Philly Musicians To Start Picketing Warner Theaters

PHILADELPHIA, Oct. 10.—Local campaign to bring back live entertainment in picture houses was approved by the musicians' union, Local 77, at a mass meeting in union headquarters Tuesday. A. Anthony Tomel and A. Rex Riccardi, prez and sec, respectively, outlined a local plan fashioned along the current New York campaign.

While the crusade is primarily to force an adjustment in labor difficulties between the union and Warner, local tooters will carry the torch for the New York musicians. Jacob Rosenberg, sec of 802, and Sam Taback, member of the New York exec committee, were on hand to address the meeting and enlist the Philly boys in the fight and will be here again next week.

Tomel says the campaign will start with a public mass meeting, with Mayor S. Davis Wilson and labor leaders as speakers. Efforts will be made to secure co-operation of all local workers affili-

ated with the American Federation of Labor.

Picketing will be along spectacular lines and directed against houses in the midtown sector. Police promise there will be no interference on that score. Protests will be made at the Earle, Fox and Stanley theaters.

It is expected that Rudy Vallee, as prez of the American Federation of Actors, will come here to take an active (See PHILLY MUSICIANS on page 85)

Nebraska U Students in Tiff With Union on Bands

LINCOLN, Neb., Oct. 10.—Action taken last week by the student body of the University of Nebraska may mean that no name bands will be rostrumed at the big campus affairs this year.

Tiff started when President E. C. Zellers, of the local musicians' union, slapped his foot down on the college special dance events, saying every organized fraternity or sorority, no matter how small, if putting on a foot slide would have to hire a union organization to play it or no union bands could play campus functions.

Student body elected a representative group to deal with the union and ordered the group to make no concessions. Neither side gave ground and the students have announced they'll use "canned" music rather than pay the additional freight for the week-end affairs. If adhered to, action of the Lincoln local will knock a big hole in the usually heavy college business for name bands.

Pitt Variety Club Date

PITTSBURGH, Oct. 10.—Annual banquet of the local Variety Club will be held at the William Penn Hotel October 25. National President John H. Harris, chairman of the event, reports that a turnout of 1,000 showmen is expected, with all Variety Clubs in the country to be represented by delegations.

SHOW PRINTING

The QUALITY KIND that attracts and gets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Finest Ink Colors. TENSY SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS. Write for Price List and Resale Book. CENTRAL SHOW PRINTING CO. MASON CITY, IOWA

HOUSE TRAILER FOR SALE

Costs Custom-Built TRAILER. Sleeps four. Cost \$1,650. Has everything stream-lined; tow with any car. See it at 324 S. Highland Ave., Pittsburgh, Pa., or address

RAJAH RABOID
Plymouth Hotel, New York.

SACRIFICE PRICE, \$500

SHOE SALE

Unit 3 November 3.

SILVER KID THEO TIES	\$3.85
WHITE SATIN THEO TIES	2.95
BLACK PATENT THEO TIES	2.45
<small>Same, Lower Quality</small>	
GIRL'S DANCING CIRCLES	1.25
Fine Silk OPERA HOSE, Black or Nude	1.45
SAVO SATIN TOE SHOES, Buckle Tip	3.85
<small>World's Best</small>	

IMPORTANT NOTICE—Send Postage as follows—3 Articles, 15c; Additional Articles, 5c. Write for Big Free Catalogue of 3,800 Articles You Need.

WAAS & SON CO., Philadelphia, Pa.
123 South 11th, COSTUMES TO HIRE—4 OR 1,000.

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
648 NO. OARBORN ST., OHIOAOD.

Single Rooms, \$5.00—Double, \$7.00 per Week. Unit Headquarters, 5 minutes walk to Loop. Theatrical Booking Agencies located in hotel.

SPECIALTY TEAM WANTED

MAN—General Business and some Leads. WOMAN—Convert only, double Chorus. Write and tell it all. Show not closing. A regular job and sure money to right people. Any kind of Specialties except Talking. CHARLES HUNTER, Original Flooting Theatre, Denton, Md., this week; Easton next.

THE TOLEDO TICKET COMPANY

Order Your Next Year's Tickets

STOCK TICKETS	
5 Rolls of 2,000	\$50
1 Roll	\$10
5 Rolls	\$50
10 Rolls	\$100
50 Rolls	\$500

TOLEDO, OHIO

Let Us Quote You on Them

ALLOCATION TESTIMONY

Various Interests Give Version On the Best General Procedure

Regional and clear channel groups heard in part with NBC on deck—Chambers and Maland praise high power's effect, latter claiming benefits to local stations

WASHINGTON, Oct. 10.—The much discussed "informal engineering hearing" of Federal Communications Commission which began October 5 and promises to run well on towards October 17 to determine "what channels, if any, are desirable and necessary in the public interest with respect to the engineering principles of allocation within the broadcast band of 550 to 1,600 kilocycles," got off to a fast start once Judge Eugene O. Sykes, chairman of the division, had launched the proceedings and T. A. M. Craven, chief engineer, had called attention to the fact that in his opinion the time had arrived for co-operation between radio manufacturers and the governmental regulating agency, in an effort to render and plan for "efficient engineering in the public's broadcasting system." Judge Sykes had stated the Broadcast Division was seeking the most complete information available with respect to the view of industry of the broad question of allocation, not only in its engineering phases but also the social and economic phases.

With potentialities for so many different views between the so-called big fellows and little fellows in the broadcasting field when it comes to parceling out radio power, the hearings hardly were under way before they took on a salty character as between proponents of a greater allocation to the "big fellows" as a rule, or a division of power instead among members of the group of "little fellows." Then backers of a wider use of radio for educational purposes got into the picture and television, with all that it may mean, reared its head. Testimony offered at the hearing pro and con as regards the high power allocation in the major broadcast band was expected to be reflected in decisions to be made ultimately on a number of applications which even now are pending before the commission for authority to step up power of stations submitting these applications.

A rather dramatic break, however, in the ranks of the big stations now operating on clear channels came early in the hearings when Columbia protested such a change on the grounds that an increase in the maximum power of the big broadcast stations from 50,000 to 500,000 watts would operate to make the big fellows stronger and the little fellows weaker. Fowl Crosley Jr., of the Crosley Radio Corporation, Cincinnati, when asked about alleged censoring of political programs by his organization, and particularly in the case of an application for broadcasting privileges by Dr. Townsend, asserted this not only was incorrect but that he had "leaned over backward" in an effort to be impartial as to political use of the air. It did not take long after hearings had gotten under way for alignments upon the part of station operators to be outlined, and with around a dozen or more of the clear-channel operators on exclusive waves and with high power wattage of 50,000 in the one corner, as it were, seeking as much as 500,000 watts as a means of providing what was termed a better service for rural listeners-in, and in the other corner some 80 regional or lesser class broadcasting stations, functioning as the National Association of Regional Broadcasting Stations, strongly opposing super-power allocations and clear channels.

Regional Broadcast Angle

Regional station operators would break down all clear channels by putting into effect more than the one station at night and with the latter allowed not to exceed 50,000 watts each, but in no instance less than 5,000 watts. Then as to the question of permitting regular operation of powerful stations to the extent of 500,000 watts, the regional stations argue their stations and the still more local ones would not be able to attract audiences in competition with the powerful larger stations. Thus, say these smaller fellows, they would be threatened with extinction. The last allocation of broadcasting facilities was in 1928, under order of the old Federal Radio Com-

missioned "informal engineering hearing" which began October 5 and promises to run well on towards October 17 to determine "what channels, if any, are desirable and necessary in the public interest with respect to the engineering principles of allocation within the broadcast band of 550 to 1,600 kilocycles," got off to a fast start once Judge Eugene O. Sykes, chairman of the division, had launched the proceedings and T. A. M. Craven, chief engineer, had called attention to the fact that in his opinion the time had arrived for co-operation between radio manufacturers and the governmental regulating agency, in an effort to render and plan for "efficient engineering in the public's broadcasting system." Judge Sykes had stated the Broadcast Division was seeking the most complete information available with respect to the view of industry of the broad question of allocation, not only in its engineering phases but also the social and economic phases.

Sponsors Polled For Movie Tieup

HOLLYWOOD, Oct. 10.—One of the most pretentious efforts to stimulate motion picture theater box-office returns is a stunt being detailed by Danny Winkler, radio agent, and Paul G. Moorhead, advertising man. Contest requires a tieup between pictures and radio and calls for a national poll of movie patrons, with \$250,000 in prizes to be distributed for best comments.

Both Winkler, who is radio contact for the Myron Selznick agency, and Moorhead have left for New York for conferences with several important air sponsors regarding the project, which is looked upon as a successor to bank nights and other give-aways.

Top prize would be \$10,000 in each of five cross-country zones, with prizes in each zone graded down to \$10. Entries will have to be written on special blanks obtainable at movie theaters and in addition entrants will have to write slogans on the sponsor's product. According to system worked out by Moorhead and Winkler, players in the contest will have to attend film houses three times weekly.

Jack Keough Is Injured

SAN FRANCISCO, Oct. 10.—A man claiming to be Jack Keough, former San Francisco and Pittsburgh radio announcer, is in a Eugene, Ore., hospital with a possible fractured skull and internal injuries sustained when he leaped from a freight train October 6. Southern Pacific accident reports state that Keough, with several other transients, was riding north from California when the accident occurred.

NBC Daytime Biz Up 13%

NEW YORK, Oct. 10.—NBC daytime week-day revenue for the first eight months of 1936 shows an increase of 13 per cent over the same period last year. Last year the take was \$3,621,761. This year it jumped to \$4,096,942. To date, 16 advertisers who were not using week-day daytime last year have used NBC networks this year.

WMC-WNBR to Scripps-Howard In "Commercial Appeal" Deal

NEW YORK, Oct. 10.—Purchase last Tuesday by the Scripps-Howard outfit of *The Commercial Appeal*, seven-day daily in Memphis, Tenn., brought with it the control of WMC and WNBR outlets in Memphis. Stations were the property of the CA and included in the purchase of the sheet. They will continue under the control of the paper.

Applications for the okay of the change in ownership are in the preparation stage and will be submitted to the FCC inside of two weeks.

Change in ownership of the paper will not result in any wholesale changes in the radio staffs. WMC is one of the most prosperous outlets in Dixie and will continue under the management of Henry Slavick. Any shifts that are made

A Mutual Tieup

NEW YORK, Oct. 10.—The romance of Ruth Betts, who just resigned from the CBS press department, and Fred Weber, general manager of the Mutual Broadcasting System, blossomed out into marriage this morning, taking about all of their respective friends by surprise. Couple left immediately after the ceremony for Virginia Beach.

Not an Agency, But Collects Commish

NEW YORK, Oct. 10.—Despite definite ruling to the contrary in the past, NBC, CBS and WOR are booking time thru a "non-recognized" advertising agency and paying the regular commission for the business.

Publicity Associates, a press agent outfit that recently has branched into artist reping and program building, has been setting time for the Jeffersonian Democrats, Independent Coalition of American Women and Old Line Democrats of Pennsylvania, political organizations all, on NBC, CBS and WOR and receiving the usual commission in return.

Publicity Associates originally crashed the agency barrier on WOR for political time. When approached the networks the probable threat of taking Mutual if refused no doubt had something to do with the okay for the deal.

Neil Conklin Joins Kapps

CHICAGO, Oct. 10.—Neil Conklin, former manager of the CBS Artists' Bureau here, becomes associated with Paul Kapps, effective next Monday, in the conduct of the latter's artists' management office. Conklin's activities of late have been principally as manager of Vivian Della Chiesa and Alexander McQueen. Kapps handles the Doring Sisters, Bob Trendler, Wayne Van Dyne and Adele Starr, among other radio artists.

Joe Kelly Leaves WLS

CHICAGO, Oct. 10.—Joe Kelly, one of the most popular announcers on WLS, has resigned from the staff to devote his time to free-lancing. He will continue to be heard over the station as Jolly Joe on a morning program sponsored by a breakfast food company and also as master of ceremonies on the NBC hour of the National Barn Dance every Saturday night. Kelly joined the WLS staff in March, 1933, coming from WELL, Battle Creek, Mich.

253,010 Visit WGN Studios

CHICAGO, Oct. 10.—The degree of interest shown by radio listeners to view visual broadcasts was indicated in an announcement by WGN this week when it divulged that 253,010 guests have visited its new studio since it was completed 13 months ago. A total of 109,148 persons have attended broadcasts in the new studio, which seats 600, and 53,862 persons have been conducted on tours thru the building.

Marx Bros.-Spud Deal Called Off

LOS ANGELES, Oct. 10.—With \$30,000 per week production not considered too high, the Spud cigaret people have allowed their deal with the Marx Brothers to fall thru. Marx Brothers wanted \$10,000 per week for 39 weeks for the one-hour show, with the sponsor paying the band and incidental talent. With the network fee of about \$15,000, this was considered too high. Understood the cigaret manufacturers figure on \$7,000 per week for talent used in the show, to be produced by Young & Rubicam, probably from Hollywood.

While no star has yet been set for the period, it is reported that Jack Pearl, Frank Fay and Ed Wynn are under consideration.

MBS To Sell N. Y. Market Thru New Boston Office

BOSTON, Oct. 10.—The Mutual Broadcasting System will invade the New England territory by establishing an office thru which the New York market will be sold to New England stations. The steady increase of business in this section warrants such action on the part of William B. Gallatly, sales manager of WOR, Newark, key station of the country's third largest radio chain.

Paul A. Belaire, New England sales representative of WBZ and WBZA, Boston-Springfield, has been named as New England representative by Gallatly and is scheduled to begin his new duties when his resignation with WBZ and WBZA of the National Broadcasting Company, becomes effective November 1. Headquarters of the Boston sales branch of the MBS will be at 80 Federal street here.

The WAAB, the Colonial network, Boston, is the hub's basic station on the MBS web. Belaire will work independently of any relationship with the John Shepard III interests.

Belaire has been in radio five years, three as salesman with WPRO, Providence, which was a stepping stone to his being appointed sales manager of the station. He left to join NBC-WBZ-WBZA, Boston, as New England sales representative. His current promotion into a rival network outfit, yet retaining pleasant relationship with NBC agencies and clients, boosts Belaire into a conspicuous key spot in the New England radio realm.

Conservative Paper Ties Up With Radio

NEW YORK, Oct. 10.—The *New York Herald-Tribune*, a conservative daily that prints a popular radio program listing, but nary a word of editorial copy outside of a short section of standard press releases in the Sunday paper, has tied up with WOR in an institutional campaign to aid both the station and network. The idea calls for high-school students of the metropolitan area to interview editors and staff members of the daily on a series of weekly 15-minute programs each Saturday morn.

Students clear for the program via their school papers and the WOR-Herald-Tribune High School Radio League. Students will design and produce the programs which, while essentially high-school broadcasts, will not be amateur hours. Rather they aim at creating a definite educational and informative 15-minute show that will pull adult as well as juvenile listeners.

Set for the first interview was Wilbur Forrest, executive assistant to the editor of the paper. He will be followed the next week by Irita Van Doren, editor of the book section of the Sunday issue, with other topnotchers set for following weeks. Program has official approval of superintendent of New York City schools, deans of New York University and Columbia College, New York. Nucleus of the High School Radio-League consists of 20 high schools in this area.

Both the paper and station figure to reap a fine crop of plaudits and listeners.

Unions Sounding Engineer Ranks

WASHINGTON, D. C., Oct. 10.—Muddled situation of union jurisdiction over radio engineers has been further disturbed by the start of an intensive organization campaign by the American Radio Telegraphers' Association. The ARTA is affiliated with the West Coast Maritime Federation, which has an AFL charter. The ARTA consists of ship radio operators and railroad telegraphers and recently waged a number of strikes against shipping companies.

Radio campaign is being centered in New York stations with considerable success claimed among the independent outlets. One station is reported completely organized but not identified. At the same time ARTA claims to have made considerable progress with the engineering staffs of NBC and CBS.

Inquiries among the network rank and file show the men aware of the ARTA drive but apparently unsympathetic. They claim the ARTA offers nothing their own organization, the Association of Technical Employees, often called a company union, has not already obtained for them. Since their ATE includes all engineers in network owned, operated or managed outlets they feel the power they have accrued thru the years would be jeopardized by any outside affiliation.

Other unions claiming jurisdiction are the International Brotherhood of Electrical Workers, who made futile attempts to enter the network field; and the International Association of Theatrical Stage Employees, who two years ago communicated with network officials but to no avail. Local No. 1, New York, of the IATSE has stagehands working under the usual union contracts with CBS in three local playhouse studios.

Some internal union political reverberations are expected as the outcome of the ARTA drive since both the IBEW and IATSE do not figure to allow another outfit to step into what they have claimed as their jurisdiction. IBEW and IATSE connections with the AFL are very strong.

Filming Starts Soon on NBC's "One Man's Family"

SAN FRANCISCO, Oct. 10.—Now that NBC and Paramount Pictures have finally gotten together and the contract has been signed, work will get under way shortly for the film version of the network's serial *One Man's Family*.

Deal, which was under months of negotiation, handled by Charles Smith, of NBC's Hollywood Artists' Service, is one of the most unusual in screen and radio history. Contract provides for a cash and percentage settlement with the author, Carlton E. Morse; the principals of the cast, as well as NBC in on the deal. With the picture budgeted at \$250,000, contract also gives Morse, the cast and NBC a substantial percentage of anything over double the negative cost.

Morse, who has been in Hollywood several days for a story conference with Producer Jack Cunningham, of Paramount, will have a collaborator on the film version, but he'll have full authority to eliminate anything that might be harmful to the radio serial, which is sponsored by Standard Brands, Inc. Paramount intends to spend at least a week in make-up tests before actually starting production December 15.

Radio cast which goes film with *One Man's Family* includes Bernice Berwin, Kathleen Wilson, Barton Yarborough, Page Gilman, Michael Raffetto, Walter Paterson, J. Anthony Smythe, Minetta Ellen and Winifred Wolfe.

Billy B. Van Signs New Radio Contract

CHICAGO, Oct. 10.—Billy B. Van, old-time minstrel and vaudeville performer, is in Chicago concluding arrangements for his coming radio series for National Brand Stores, which will be known as *The Home Town Bugle*, Van being cast for the leading role of the country editor.

The program, which was scheduled for presentation this month, will not go on the air until the latter part of November due to Van's confinement at the Palmer House here with an attack of the flu.

WOR Brochure Wins Award

NEW YORK, Oct. 10.—Promotion brochure issued by sales promotion department of WOR earlier this year, titled "To Market—To Market," won the yearly award of merit bestowed by the American Institute of Graphic Arts. Brochure will be on exhibit from October 20 to November 11 at the Institute's galleries.

Brochure was a highly successful piece of literature, polling a new client the first morning after its delivery in the mail.

Hot Springs Airs To FCC on Nov. 18

LITTLE ROCK, Ark., Oct. 10.—The Federal Communications Commission this week set for hearing November 18 applications of two concerns seeking assignment of the same frequency for a Hot Springs station.

The Radio Enterprises, Inc., of Hot Springs, and the Associated Arkansas Newspapers, Little Rock, have pending applications for a frequency of 1,310 k. c. Radio Enterprises also has sought permission to acquire the Chamber of Commerce's KTHS frequency of 1,040.

Also the commission received an application from the Hot Springs Chamber of Commerce to change the frequency of its station, KTHS, from 1040 to 1080, unlimited time and authority to move transmitter from the Spa to McAlmont, Pulaski County. Other changes sought include installation of a new transmitter and a directional antenna.

Douglas Hotchkiss, secretary-manager of the Spa's C. of C., said today that the contemplated change of transmission equipment of KTHS to McAlmont, just out of Little Rock, indicated a subsequent confirmation of the sale of the station by the C. of C. to Col. T. H. Barton, of the Lion Oil Company of El Dorado. Station is an NBC outlet.

Sale of KTHS recently resulted in a strong uprising from citizens of Hot Springs. A special committee of 100 was appointed by the mayor to ascertain what steps could be taken to retain the station. This committee immediately passed a resolution requesting the C. of C. "to observe the rules so that the value of the station may be conserved." On the appeal to the Federal Communications Commission the commission promised the committee a fair chance to be heard when the transfer of station site came up for approval.

Hotchkiss states that the station had been sold to Barton for consideration of \$75,000 and advertising concessions open to the C. of C. It was said that location in the Spa prevented the station serving the people of the city or State due to mineral prevalence in the near-by mountains. The mayor's committee contended that modern equipment would have eliminated this trouble and enabled KTHS to be heard not only all over the State but in parts of the entire country, "thereby proving in the future an even more valuable advertising asset to the resort than it has in the past."

A recent offer by Barton that if the sale is finally okayed by the commission Hot Springs would be allowed several hours a week free advertising time was rejected by the mayor's committee with the statement that they intend to fight to keep the transmitter in the Spa.

FTC Calls Philco on ET Show And Foreign Reception Claims

WASHINGTON, Oct. 10.—Federal Trade Commission has issued a cease and desist order against the Philco Radio and Television Corporation and has stipulated that the concern in advertising its radio sets for sale should discontinue to represent (to radio listeners) the effect that would lead the listener to believe that he is actually being tuned in on a foreign broadcast which is being received and rebroadcast for his benefit.

According to the stipulation, the corporation in selling its sets is using an ET program called *Around the World With Boake Carter*. These include continuities prepared by Carter, describing his visits to foreign lands. At certain points during the program Carter is alleged to simulate tuning in a musical

Leading Chain Advertisers Again Increase Facilities

Substantial increases revealed on CBS and both NBC chains as compared to one and two years ago—average for CBS is 10 stations, NBC oked also

NEW YORK, Oct. 12.—According to statistics on regular network advertisers on both the National Broadcasting Company and Columbia Broadcasting System networks, sponsors for the most part continue to increase their coverage each season, with the average increase for CBS being 10 stations per account, while NBC comparisons reveal an average increase of five stations. CBS figures are based on 1934, '35 and '36, using 17 advertisers who have been on the chain during this time continuously, or who made a seasonal return. One CBS account, Hecker

WBT Earmarks Time For "Educationals"

CHARLOTTE, N. C., Oct. 10.—Sale of commercial time at WBT, the local CBS outlet, has progressed to the point where the station has earmarked segments totaling one hour that will not be offered for sale. They will be kept clear to handle national talks and educational programs with additional blocks to be withdrawn if time sales proceed with their present briskness.

Segments withdrawn from the market are 2:15-2:45 p.m., 5:15-5:30 p.m. and 10:45-11 p.m., daily. Sales and reservations leave the station with only five hours of morning time scattered thru the week; afternoon time getting a heavy call; and evening time exhausted outside of a one and one-half hours of scattered 15-minute spots thru the week.

WBT rate increases, a virtual doubling in charges in some instances, recently went into effect with clients who had been protected for a year under old contracts. Despite the rate boost not a single advertiser, local and national, in the group terminated their WBT business. All but three renewed for 52 weeks, with these three taking shorter renewals.

Ice Industry Again on Tap

CHICAGO, Oct. 10.—The Ice Industry of America, represented on the air for the first time last year by Mary Pickford's *Pickfair House* program, returns to radio this year with two programs.

The schedule will have an evening as well as a.m. program. The p.m. show will consist of Gladys Swarthout, Frank Chapman (they are Mr. and Mrs.) and the William Daly Ork. Series to start about first of the year with time not cleared as yet. The morning program is cleared to begin October 27 over CBS on a 40-station network and will consist of a woman's home economy show under guidance of Eleanor Howc. Titled *Homemakers' Exchange*, the program will air twice weekly before noon. Cash prize contests and human-interest yarns culled from listeners will be the big features.

Success of the radio campaign last year, despite unfavorable critical comment about the program, has led to the larger budget and double program coverage.

H-O, remained as is thruout the three seasons, and the removal of this account from the statistics gives CBS a higher average than 10 stations as an average increase.

Standout increase for CBS includes Liggett & Myers Tobacco Company for Chesterfield cigarets. This account used 64 outlets in 1934 as against 90 in 1935 and 92 this season. Socony Vacuum Oil Company, which used 10 stations in 1934, jumped to 34 last season and currently to 36. Gulf Refining Company also made a leap, having used 45 in 1934 and currently is on 59 outlets. Ford Motors, R. J. Reynolds Tobacco Company and Chevrolet also helped to increase the batting average.

On NBC some 36 individual accounts (some from same parent organization) and using a total of 51 different programs in 1935 and 1936 season about 71 per cent, are either using the same facilities or more. On the NBC Red web 19 programs are using as many or more outlets this season, while the Blue has 11, and six advertisers switched from the Red to the Blue or vice versa. All of the six accounts bought additional stations when making the switch. The average number of stations employed by the 51 advertisers used in the NBC comparison was 34 last season as against 39 or more this season.

Among the increases on NBC by advertisers are American Tobacco Company for Lucky Strikes, which used 63 on the Red last season and currently is using 83 on both the Red and Blue. Jergens-Woodbury Sales Corporation is using 43 outlets as compared to 25 last year. Bristol-Myers Company used 21 on the Red last season and is now buying 54 on the same chain. Both Campana Sales Company accounts show an increase, Dreskin product going from 25 outlets on the Blue last season to 33 on the Red, and Italian Balm jumping from 44 to 56 on the Red. Dr. Miles Laboratories (barn dance) for Alku-Seltzer went from 42 to 62 on the Red and Uncle Ezra is using 43 as against 18 last season. Practically all the four Procter & Gamble accounts on both the networks of NBC made large increases in use of facilities this year, while one of the four Standard Brands, Inc., accounts (bakers' yeast) went from 17 to 56 on the Blue.

Osborn Joins McMahon

NEW YORK, Oct. 10.—Innis G. Osborn, vice-president in charge of production at the Cleveland B. Chase Company, program builder, has resigned to enter into partnership with Frank A. McMahon. Firm name will be McMahon & Osborn, with offices in penthouse atop the Hotel Wellington.

McMahon, an experienced agency radio executive, will merge his program producing firm, currently represented by the Dill Tobacco show, in the partnership.

Material Protection Bureau

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

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

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

program from a foreign country when actually the music heard is not received from a foreign station but produced in the same studio sending out the electrical transcription program.

Philco has agreed to be careful when referring to short-wave reception and to desist from using the sentence, "With the new Philco I can tune in what I want when I want it," or any other similar phrase implying that foreign reception may be received with a reasonable degree of clarity, regardless of static, atmospheric conditions or signal strength.

It is believed that this order and stipulation is probably the first of its kind and will necessitate a change in the current ET programs now being used around the country by Philco.

Station Notes

Address All Communications to the New York Office

JAN RUBINI

in person
AND HIS
**ROMANTIC
DANCE AND CONCERT ORCHESTRA**
"MUSIC THAT THRILLS"

SHEA'S
Buffalo Theatre

The DYNAMIC
ARNO

CONDUCTOR — VIOLINIST
WBEN • Saturday, 7:30 P.M.
Exclusive Direction—Jack Levin, Paul
Whiteman—Artist Management, Inc.
17 E. 48th St., New York City.

TITO GUIZAR

★ STAR of ★
Radio, Screen, Stage and
Concert.

COAST to COAST
★ WALTER ★
TETLEY

Radio's Outstanding Boy Actor

FRED ALLEN	9:00 p.m. Wed. NBO
SHOW BOAT	9:00 p.m. Thur. NBO
PAUL WHITEMAN	9:30 p.m. Sun. NBO
BOBBY BENSON	9:15 p.m. Mon. CBS
	Wed. P.M. P.M.
BUCK ROGERS	9:00 p.m. Mon. CBS
	Wed. P.M. P.M.

JAYSNOFF SISTERS

★ IRIS and JUNE ★
The Leading International Duo Pianists
BRUNSWICK CASINO, Boston, Mass.
WMEX Wire.

Jules Verne novel for November serial-ization.

Art Gilmore leaves KPWB, Hollywood, this week to take up announcing duties at KNX under the new Columbia Broadcasting management. Hector Chevigny and Don Prindle have joined the continuity department. . . . Berry Kroeger, late of KABC, San Antonio, has been sent to replace Gilmore at KPWB. . . . Mark Smith swings over to KHJ after four years of announcing at KFAC, Los Angeles. . . . David Brookman, Don Lee web music master, switches to the NBC airwaves for a new beer commercial with Rush Hughes. Program will follow a football pattern.

Revive Avon Comedy Four; "Lazy Dan" To Join Also

NEW YORK, Oct. 10.—Avon Comedy Four, standard vaude headliner for years, is being reorganized for radio consumption. Turn will consist of Joe Smith, Charley Dale, Ed Miller, all of the original combination, and Irving Kaufman, a member of the act at odd times in the past.

Success of Smith and Dale duo in a number of recent guest appearances on radio programs is reason behind revival of the Avon Comedy Four. With Ed Miller currently at the mike of one of the local outlets plugging his dance school, and Irving Kaufman, radio's *Lazy Dan*, a successful commercial for years, the quartet figure to have the needed mike experience and sponsor contacts.

WICC has canceled all programs employing the use of phonograph records and a new series of high fidelity transcriptions will be used instead. . . . Radio row and newspaper men gathered at Chimney Corners, Stamford, Conn., last week to pay tribute to VAUGHN DeLEATH. The occasion being twofold. It marked her birthday and also her debut at that place. She will be featured with other stars of radio on week-ends. . . . WTIC, Hartford, Conn., is acting as clearing house for Connecticut major party political broadcasts, with CLAYT RANDALL, chief engineer, and his staff in charge of mechanical details.

West Coast Notes; New Juvenile Show

SAN FRANCISCO, Oct. 10.—Campbell Cereal Company to plug its Malt-o-Meal has inaugurated a thrice-weekly quarter-hour *Junior Broadcasters' Club* on NBC's KGO. Contract for 13 weeks started September 28, and the Monday and Wednesday show at 5:45 p.m. features Charles Gerrard, supported by Richard Dwan and Margaret George, billed as juveniles, in a skit. Friday's broadcast, which Gerrard emceeds, is devoted to amateurs. Youngsters to the age of 16 years are eligible, but because of a musicians' union ruling no instrument more pretentious than a ukulele or harmonica is allowed on the program without a fee payment.

Bobby Grayson's Football School of the Air is aired over KPRO Tuesdays at 5:45 p.m. under sponsorship of Bolde-mann Chocolate Company. Program is designed to assist and instruct boys in football knowledge. Lessons and information are prepared by Grayson, former Stanford U. football star, but Mel Venter, station announcer, reads the scripts. Grayson can't do the broadcasts. He has the *Sports Parade* on KYA at 8:30 p.m. same night under *San Francisco Examiner* sponsor.

KPRO is also airing *Football Parade* on Fridays at 9:30 p.m., with Albert S. Samuels Company, jewelry concern, footing the bill. Bill Leiser, associate sports editor of *The San Francisco Chronicle*, forecasts coming games and interviews coaches and officials. Claude Sweeten's *Ork* plays stirring college songs, with Howard Harding, tenor, doing vocals for the 30-minute show, which is to run 13 weeks.

Standard Symphony Hour, sponsored by Standard Oil Company of California over the NBC-Pacific Red web since October, 1927, celebrated its ninth anniversary on the air Thursday night. Mischel Plastro directed the 65-piece ork, which has members of the San Francisco Symphony. Program is the oldest commercial on the Coast.

Kathryn Thompson, harpist, has replaced Otto King, cellist, on the Sperry Week-Day Serial programs which are aired over the NBC-Pacific Red web Mondays and Fridays. Hazel Warner, warbler, Charles Runyan, organist, and "Colonel" Rod continue their old spots on the much-revised show.

Caitana Christoph, who sang over the NBC airwaves several years ago, is back in town after a Central and South America concert tour. Isabel Veckl, former local radio actress, is also back after a stock company engagement in Honolulu. Dr. William Van Wyck, CBS-Don Lee network commentator, celebrated his second year on the air October 8. He's heard Thursdays at 3:45 p.m. PST.

Los Angeles

LOS ANGELES, Oct. 10.—Walter Johnson has deserted the acting ranks for a try at radio producing. He has joined Young & Rubicam advertising agency on the Coast and will act as aid to Joe Stauffer and Tom Harrington on the Packard and Jello programs, respectively.

Arthur Kemp, recently appointed Eastern representative of the Pacific Coast network by CBS, left this week for his post and will make a business survey en route thru the Northwest. Kemp was sales promotion head at KNX before the CBS regime.

Hollywood Hotel started its third year on the air last night over Columbia, with Dick Powell being piped in via New York. . . . Sara Langman, KPWB writer, is vacationing and at the same time working on a radio dramatization of a

WNEW, New York, utilizes a tieup with Doubleday-Dorin, book publishers, to insure the success of its *Heart Throbs* program. Show asks listeners to send letters containing true stories about their romances. Best letter is dramatized and writer receives copy of *Instet Doubleday-Doran* book. Publishers get a mention on the air. . . . To promote its complete football coverage *The Des Moines Sunday Register* is sponsoring the Iowa Football Parade for a half hour weekly over WMT and KRNT, direct from Iowa City, with COACH OZZIE SOLEM and sportscasters BILL BROWN and GENE SHUMATE interviewing players. Program also has a contest for most unusual conversation overheard at a football game, the winner to receive an all-expense trip to the Iowa-Minnesota game. . . . CLAIR SHADWELL has been appointed assistant program director of WBT, Charlotte, N. C. The appointment was necessitated by the selection of program director CHARLES H. CRUTCHFIELD to handle broadcasts of sponsored football games over this station. When CRUTCHFIELD is away SHADWELL will supervise production, program, music and continuity departments. . . . The WSB, Atlanta, Ga., house organ, *The WSB-Alive*, celebrated its third anniversary last week. . . . EDDIE SCHOELLER, the Whispering Pianist, has returned to WKRC, Cincinnati. . . . Inspector ORVILLE EMOBY, of the Los Angeles fire department, in charge of the weekly programs aired over KNX, Hollywood, Calif., is claiming the title of *Discoverer*. JUNE KILGORE, now under contract to Paramount Pictures, is the fifth artist to date to step from the fire department programs to success.

RED BARBER, baseball and football commentator, will air the Notre Dame football schedule this season via WLW, Cincinnati. . . . WHK, Cleveland, lengthens its broadcasting day by a half hour to air the CBS dance-band schedule. . . . MARGARET SICELOFF, of Asheville, N. C., has been added to the WBT, Charlotte, N. C., staff as secretary to DEWEY LONG, sales manager. She comes from WUNC in Asheville, where she did advertising and dramatic chores as well as secretarial work. . . . At the request of Georgia University alumni in Savannah, Ga., the Bulldogs' football schedule will be broadcast over that city's WTOC simultaneously with the broadcasts over WSB in Atlanta, Ga.

ROBERT KLIMENT, of the WCHS, Charleston, W. Va., announcing staff, joined WCKY, Cincinnati, in the same capacity. He replaces LOUIS AIKEN JR., who leaves WCKY to join WOR, Buffalo.

For the fourth successive year the Iowa Network is producing the Des Moines Retail Grocers' Association Food Show. Web arranged with NELSON SHAWN, of the NBC Talent Bureau, to book JACKIE HELLER, PAT KENNEDY, the MORIN SISTERS, the VAGABONDS and MRS. PENNYFEATHER for the show. Local talent included LANSING BENET, the DAY DREAMER and the MODERN CHOIR. . . . JAMES F. CLEMENGER, announcer of WMCA, New York, returns from his leave of absence to supervise a series of WPA shorts to conduct WMCA's *Street Forum* program. . . . The WHN (New York) Amateur Hour had an open house for *Candid Camera-men*. Special stage lighting to facilitate the picture making was used and several front rows of seats were set aside. Cash prizes were awarded to the two best pictures. The WHN *Behind the Camera Lens Club*, directed by GENE LESTER, sponsored the event.

WICC, Bridgeport, Conn., is introducing a novelty this week by tying up with the Fairfield County Jail, whereby an amateur hour by prisoners is being given, the performers being introduced by numbers only, with the audience being requested to vote for numbers. . . .

DONALD BAIN

(IMITATOR-COMEDIAN)

UNUSUALLY LIFE-LIKE IMITATIONS OF
BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 802, 723 Seventh Ave., New York City,
BRYANT 9-8707.

OSWALD ★★★

OH YEAH!!!

Featured COMEDIAN with
KEN MURRAY'S
Rinso and Lifebuoy Programs.

ROY ★★★

Dramatic Baritone

Concluded 15 Months. Feat-
ured on SALLY'S MOVIE-
LAND REVIEW, WMCA,
New York.

Address
Care of
Billboard,
N. Y.

GOBEY

**Alexander
GRAY**

Baritone

Pers. Mgt. CBS Artists Bureau

ARTHUR KAY

Radio Mimic - Characterizations

Character Voice of Terrytoon Cartoons and Varied
Max Fleischer Cartoons.

E D D I E

P A U L

Musical Director
ROXY THEATRE, N. Y.

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

**Russ
MORGAN**

and His Orchestra

"Music in the Morgan
Manner"

HOTEL BILTMORE
NEW YORK

HUGH CROSS AND HIS
RADIO GANG

Care Billboard, Cincinnati.

ERNE BRODERICK, Personal Representative.

TOMMY DORSEY

Currently LAVACCI'S, Boston, Mass.
Management M. C. A.

★ AND HIS ORCHESTRA ★

Program Reviews

EST Unless Otherwise Indicated

Chick Meehan's Round Table

Reviewed Saturday, 9:30-10 p.m. Style—Football discussions. Sponsor—J. F. Trommer, Inc. Station—WOR (Newark).

For 10 years now Chick Meehan, football coach at Syracuse (N. Y.) and currently at Manhattan, has been holding these sessions of football's Hot Stove League each Saturday night in the Hotel Pennsylvania. Coaches, players, newspaper men and officials, both profane and college, have standing invites to come meet the boys and talk. What with the intersectional schedules, footballers from Coast to Coast make this their huddle spot after the Saturday game.

While the boys talk Meehan, with a lapel mike, strolls from group to group and lets Gus Phan in on what should be feed-bag info. Program did a short session at end of season last year over WFN, New York.

What had all the earmarks of an interesting program about a most timely subject wound up in a dull repetitious show. Under the added handicap of creaky, overlong commercials, the continual chatter that imparted nothing new to the listener rapidly lost its hold. On program caught seven "huddles" were aired. Identity of speakers in each case was made clear by Meehan before breaking in and use of first names in talking to each other. The boys covered local and intersectional games but nothing happened. Too much stammering and watching of dialog and topic. They continually plugged the other fellow's team and ability.

Outside of the grand delivery of Riley Smith, which stood out against the froggy rumbbling of the others, and the huddle including Lou Little, who showed a fine sense of comedy and took a sound ribbing about his crying towel, nothing whatsoever happened.

Program is up against stiff network competition and as stands is not worth much to the sponsor. But the raw material is there. With use of pungent topics and dialog Trommer beer and ale may get a break.

Metropolitan Coal Varieties

Reviewed Wednesday, 7:30-8 p.m. Style—Variety show. Sponsor—Metropolitan Coal Company, Boston. Station—WNAO (Boston).

Metropolitan Coal Company, with 25 branch office offices in Massachusetts and in its second year of pretentious productions via WNAO, is currently the town's biggest dispenser of a pay check for a show that numbers 120 people. It is WNAO's first big show since the Yankee network key station became the Hub's NBC affiliate September 27; that is, for this type of program. Socony-Vacuum's sponsorship of football games was the initial biggie.

Metropolitan Male Chorus of 111 professional and business men is capably directed by Roy Harlow, executive vice-president of John Shepard's Yankee and Colonial networks. The show is conducted from two studios via the earphone route. Organ and soloists in one and Harlow's chorus in the other.

The show sweeps thru a warm half hour of varied presentation, with N. F. T. (Newcomb F. Thompson, Boston Evening American radio editor) as emcee-narrator. At the second session of the new series the chorus themed with *By My Fireside* and then went into the picturesque melodie legend of the sea, *Song of the Jolly Roger*, followed by a plug. A pop number of contemporary design, *My Heart Stood Still*, with fiddle interpolation by Rakov, had Selma Johanson (Elaine Hanson), soprano, teamed with the boy baritone, Jack Kilty, to knock out the duet to Francis J. Cronin's organ accompaniment. Walter Kidder then quaffed up an okeh baritone rendition of *Brown October Ale*, with the chorus blending in nicely. The chorus then took to the mike for the Negro spiritual, *Keep in the Middle of the Road*, and did smooth work with it to piano accompaniment.

A feature of the shows will be the unveiling of local historical incidents of an interesting nature. This evening's episode dated back to October 12, 1835, and dealt with the fight for slavery abolition thru the efforts of William

Lloyd Garrison. Organ background plus capable announcing carried the spirit. Rakov and his Violin, one of the Hub's top fiddlers, punched with *Liebeslitzel* to organ background.

Kidder, the chorus and an augmented quartet went yip yip with *I'm an Old Cowhand*. Console and Rakov's fiddle combined to accentuate the warbling of Johanson and Kilty to *If You're in Love You'll Waltz from Rio Rita*. Another plug and the piano and organ tickled its keyboards with the *Lost Chord*, which the chorus of 20 first tenors, 30 second tenors, 31 baritones and 30 basses sang in grand fashion.

Another Boston show that has network possibilities. S. P.

"Sunshine House"

Reviewed Wednesday 12:45-1 p.m. Style—Song and story. Sponsor—Sun Drug Company. Station—WCAE (Pittsburgh).

A new program sponsored by a Pittsburgh drug chain is handled in admirable fashion by Nancy Martin and Polly Malone. Piped for a quarter hour Mondays, Wednesdays and Fridays, the feature is a continuous story affair dealing with the radio ambitions of two girls. One conducts a cooking school on the air, the other is about to land a commercial. Nancy has a trained voice and a pleasing delivery. Between chatter sessions with Polly, she sang three ditties, including *Let's Make a Wish* and *Double Trouble*.

The commercial announcements, brief and interesting, are handled by Carl Dozer. Polly Malone is also serving as script writer for this program. S. H.

"Let's Sing Again"

Reviewed Friday, 8:30-9 p.m. Style—Song and novelty. Sponsor—Louis DeRoy & Company. Station—WWSW (Pittsburgh).

The sponsor of *Let's Sing Again* can boast of one of the most unusual programs piped from this territory. Conducted by Walter Framet, a brilliant announcer and capable worker, the feature emanates from the stage and auditorium of the Enright, Pittsburgh Theater. The audience not only witnesses the program but also takes active part in it. First, it partakes in the community singing of pop tunes flashed on the screen. Next Framet visits the customers and conducts tricky contests, the winners awarded with theater tickets or gifts contributed by the sponsor, a jewelry store.

A hilarious chapter on the program is "Radio Swaps." Framet approaches a customer, asks him for any odd article, and if that patron has it on hand he swaps it for a prize. It is proving very popular with the theater audience.

The commercial plugs are smoothly worked in into the program. S. H.

"Town Hall Tonight"

Reviewed Wednesday, 9-10 p.m. Style—Comedian, ork and amateurs. Sponsor—Bristol-Myers Company. Station—WEAF (NBC Red network).

Fred Allen returned to his niche as No. 1 radio comic after a summer vacation in Maine. He has returned to the mike with his own inimitable brand of

humor and the familiar supporting cast of Portland Hoffa (Mrs. Fred Allen) and "The Mighty Allen Players."

Allen and his screwy newsreel that "sees nothing and tells all," his routines, his timing and his supporting cast pick up where they left off—for Stoopnagle and Budd to follow—and do a solid job of laugh providing for the first half of the hour program. Then come the amateurs and Allen gets in his ad lib, licks and very good, too.

The amateurs are now being culled from a different town weekly. Program caught the novices came from Boston. They rate a \$100 first prize and \$50 second prize, whereas before the amateurs received \$50 and week at the Roxy Theater, New York, with the runner-up getting \$25.

Peter Van Steeden Ork, the Songsmiths and a special feature in the voice of 18-year-old Maria Cristina Cugat, winner of a Bristol-Myers amateur contest in Mexico City, rounded out a solid hour of Allen entertainment.

No Separate Operating Org for NBC Blue Web

NEW YORK, Oct. 10. — Recurrent rumors to the effect that NBC is seriously considering organizing separate operating companies to handle the destinies of the Red and Blue networks are traceable directly to the unsettled condition of the NBC Blue network.

Weakened condition of the Blue chain, attributed in main to superior Red network programs and station strength, has NBC selling most any combination of split network on the Blue. Only stipulation is that sponsor have suitable program and product. Consequently sponsors have been demanding and getting splits on the basic Blue network. In the past contracts called for the basic Blue first and other stations added. This situation of selling away from members of the basic Blue has these stations doing plenty of complaining, which led an exec to bring up the duo operating company idea once again.

ALLOCATION TESTIMONY

(Continued from page 6)

mission. So much water has flowed over the dam since that time, adjustments are in order, it seems to be pretty generally agreed, but the rub comes when the extent of adjustment is brought up.

Commission members have made it plain thruout that they are seeking information only and that it does not necessarily follow that changes in allocations will follow upon conclusion of these hearings. But some changes are anticipated, however, as a result of known conditions in the broadcasting field. The specific subjects to which it was desired by the commission that witnesses direct their remarks were as follows:

Classification of broadcast stations; allocation of frequencies to different classes of stations; standards to be applied in determining coverage and the presence or absence of objectionable interference; geographic distribution of broadcast facilities; standards and methods of measurements with respect to essential engineering phases of operation of broadcast stations; apparatus performance requirements to be imposed on broadcast stations, and effect of any proposals regarding the foregoing subjects.

Speaking for the National Committee on Education by Radic, S. Howard Evans charged that educational interests had

been neglected in that government franchise of value had been highly commercialized at the expense of education. He joined Dr. A. G. Crane, president of University of Wyoming. In backing up a request of the U. S. Commissioner of Education that a segment of the high frequency band be set aside for the exclusive use of educational institutions, H. B. McCarty, for the National Association of Educational Broadcasters, said but 22 universities and colleges are now on the air, altho at one time there were 100 of these institutions broadcasting.

Among the high-power stations which asked the commission for still greater power are a number of newspaper-owned stations. Their first presentation was in the form of a statement prepared by Edwin W. Craig, of Nashville. Craig contended that today there are a number of cities or regions able to support 500,000-watt stations and that there are other communities apparently on the way to conditions under which they also could furnish such support. Even 1,000,000-watt stations were predicted in time.

Joe A. Chambers, broadcasting engineer, said that local stations of low power serve largely the communities they represent but that the primary purpose of high power is to serve remote rural sections and that this was done without any blanketing or interference with lower-powered stations. He said further in reply to an inquiry by Chief Engineer Craven that while rural listeners in could be served by 15 of the 30 clear channels in the best hours of the evening, this could not be done in the daytime. Other speakers in the earlier days of the hearings were President William S. Paley, of the Columbia Broadcasting System, who said television is just around the corner and that it is his opinion, after a study of European developments and a knowledge of television's status here, that the broadcasters are less than two years away from commitments of millions of dollars.

Bond Geddes, executive vice-president of the Radio Manufacturers' Association, read into the record resolutions adopted by this association in New York September 24, as follows: "Resolved, that the board of directors of the Radio Manufacturers' Association recommend to the Federal Communications Commission that clear channels be retained as they are now; that restrictions as to increase of power used by these stations on clear channels be withdrawn and that the commission establish minimum power requirements for such clear channel stations."

When hearings began there were from 300 to 400 persons present, either as witnesses or as observers.

Clear Channel Side

Joseph O. Maland, of WHO, Des Moines, speaking in behalf of the clear channel group, held that the "peculiarities of broadcasting" do not call for the application of any radically new rules, economic or social, if the industry is to continue on a sound basis. He said stripped of impressive technical and legal clothing, broadcasting is a medium of advertising and belongs on the economic side to rather a large family of advertising media, including the newspaper and the magazine, and on the social side, in addition to the newspaper and the magazine, to the moving picture theater, the public platform and other relatives, some closely akin and some very distant. He outlined two proposals before the commission so far as clear channels are concerned with respect to discussion of their economic and social effects, and added:

One proposal to which his group is opposed is that clear channels be abolished or reduced in number. The other, which his group supports, is that the power minimum on clear channels be raised to 50 kilowatts and that the present maximum limitation of 50 kilowatts be removed, other proposals by comparison being of minor importance.

Maland went deeply into the business side of broadcasting, discussed the question of rates that would be charged advertisers if changes suggested to the commission were followed, pointed out advertisers would have to cover territory, on occasion, from which they expect no return in a business way, etc. Hence, he said, it was necessary to recognize national advertising as represented by network and non-network. He argued against "useless" hearings on applications, etc., which are costly, take up the time of commission representatives, and often on applications which have no chance of being granted. He emphasized he was not discussing hearings such as those being held on the question of allocation. Touching the social phase, (See ALLOCATION TESTIMONY page 10)

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, October 2, to Thursday, October 8, both dates inclusive.

When Did You Leave Heaven? (25)...	31	You Turned the Tables.....	18
The Way You Look Tonight (23).....	25	A Star Fell Out of Heaven (23).....	17
Sing, Baby, Sing (23).....	23	Close to Me.....	17
Did I Remember? (21).....	22	When I'm With You.....	14
Until the Real Thing Comes Along (20) 21		I'll Sing You a Thousand Love Songs... 13	
When a Lady Meets a Gentleman.....	21	Midnight Blue.....	13
Bye, Bye, Baby (22).....	19	Organ Grinder's Swing.....	13
Mo and the Moon (16).....	19	Fancy Meeting You.....	11
Who Loves You?.....	19		

SHEET MUSIC best sellers will be found on page 14.

Air Briefs

FRANK PARKER will not join the Woodbury program until Paul Whiteman returns from Texas and the Centennial which will probably not be until early in November. Present plans call for Whiteman and Parker to be together for eight weeks before Paul leaves and the Shep Fields Ork comes in, at which time the program billing will be changed to *Romance and Rhythm*, starring Frank Parker. However, Whiteman has two dickers in the offing and may leave the program before his closing date. When Parker takes over he will not sing to the tunes of the Fields combo—he will have an 11-piece group "augmenting" the Fields Ork for his vocals.

Since the *Good Will Court* program went network, lawyers galore have been propositioning independent stations to start variations of the same program. Their arguments all run along the same lines: The networks copy each other . . . so since NBC purchased *Good Will Court* from an independent . . . CBS must be looking about for a similar program . . . and the independent first in the field will make \$\$\$. . . Only trouble is it just doesn't work out thataway.

With the *March of Time* reverting to a weekly half hour, the cast of actors of the program who rated \$200 per week while the program was a five-a-week shot are back working once a week for \$50. But the irony of the situation is that while the lads and lasses were mak-

ing \$200 they played hard to get with program producers. For once in their lives they had the directors where they wanted 'em and proceeded to make their demands often and tough. Producers wanting to use the members of this select group had to get it up. Now with the sudden cessation of the *Time* program the shoe is on the other foot and how those thespians regret having high-hatted the hirers.

Lud Gluskin goes to Hollywood as West Coast musical director for CBS, providing arrangements can be completed with the local musicians' union.

That Mark Warnow audition for CBS last week titled *Let's Play Games* is a Community Sing idea with variations. Variations consisted of games that the studio audience can play, like guessing song titles. Too much audience fun and not enough for listeners.

Walt Moore, of NBC, secretary to Vance Babb, vacationing at Virginia Beach. . . . Edward Race will alternate with Dana Doran as vocalist on the *Radio Guide* show. . . . Crossley didn't take any rating on the last *World's Series* broadcasts. . . . *Hit Parade* orks will run as follows. . . . Al Goodman follows Bob Haring on CBS. Freddie Rich follows Harry Sosnick on NBC, with Harry Salter following Rich and Carl Hoff coming back after this time. . . . Norm Siegel and Charley Gilchrist, radio editors both, were in town for a o. o.

Chi Air Notes

By F. LANGDON MORGAN

So anxious was the Atlantic Brewing Company to secure time on WIND's unique daily midnight to 4 a. m. program. *The Night Watch*, that officials paid for a full year in advance for nightly sponsorship, according to reports, establishing a record of some kind or other in local broadcasting annals. They have bought one hour of the program each night, which features Brooks Connally in the role of the night watchman. Inaugurated last season, the feature, which provides music and news flashes all night long, offers the only program of its kind in the Middle West and is popular with the theatrical and night-club performers and orchestra leaders, who listen in after they are thru working.

Jesse Crawford, NBC organist, thinks so well of the future for the electric organ that he has opened a studio in the Lyon & Healy Building for instruction in playing. . . . Amos 'n' Andy sprang a surprise on their listeners on their return to broadcasting from local studios when they introduced their old and most popular announcer, Bill Hay's return to their program. . . . The new 5,000-watt station to be erected in Hammond, Ind., by the Hammond-Calumet Broadcasting Corporation will represent an outlay of \$68,000. . . . Myrna Dee Sergeant has transferred her allegiance from WJJD to WAAF, where she will present her *Lovely Ladies* program each week day. . . . Egbert Van Alstyne, Chicago composer, appeared as guest with the Cadets quartet over NBC October 12. . . . Robert McGrew's smooth music from the LaSalle Hotel is being aired over WBBM. . . . Shirley Heller, little Jackie's sister, has been here from Pittsburgh visiting him. . . . Eddie and Fannie Cavanaugh, who are among Chicago's radio pioneers, have been renewed for another two years by their sponsor, the Illinois Meat Company, and will continue to hash up entertainment for their thousands of listeners. . . . They have already completed four years of continuous broadcasting for the same company. . . . The Bowman Milk Company has signed a 13-week contract thru the J. Walter Thompson agency for a half-hour program Thursdays over WMAQ from 7:30 to 8 p. m. to be known as the *Bowman Neighborhood Theater* and will go on the air either shortly before or after the election in November.

Vinton Haworth, formerly of the *Myrt and Marge* cast, has been receiving

some swell notices in the motion picture trade papers for his first film work. . . . He and Don Ameche are local radio boys who have made good in pictures. . . . It won't be long before the scouts will be discovering Parker Willson, a handsome young fellow on several radio programs here, who is a definite screen possibility. . . . Ima Phillips, author of *Today's Children*, is leaving Chicago October 22 for a South American cruise. . . . Pierre Andre, formerly on the WGN announcing staff and now free lancing, is emceeing the floor show at the Congress Casino, a new class spot here. . . . Dorothy Russell, Horace Heidt's singing discovery, is now being heard over WJJD twice weekly. . . . Jack Holden, WLS announcer, is playing the title role in the Tom Mix serial being produced at the NBC studios here. . . . Phil Mercer, a former advertising agency man, is handling WLS sales promotion. . . . Kay St. Germaine, vocalist, is heard with "The Chicagoans" over CBS local studios. . . . Vivian Della Chiesa, NBC contralto, makes her operatic debut with the Chicago Opera Company November 15. . . . Dave Carter, newly chosen publicity director of Columbia's Pacific Coast division, visited the WBBM studios last week en route from New York to Hollywood. . . . *The Molly of the Movies* program will open on the increased Mutual Broadcasting System network October 19 instead of October 12. . . . Don Pedro returned to the air over WGN October 12 with a three-time-weekly show called *Romantic Melodies*.

ALLOCATION TESTIMONY

(Continued from page 9)

Maland said this concerned two questions, one being whether it is socially desirable that the broadcast service now being rendered to rural and remote areas be impaired or destroyed; the other whether it is socially desirable that broadcast service be extended to rural and remote areas that now have no service and that it be improved in those areas where it is now unsatisfactory.

He contended that the clear channel station with a large coverage endeavors to, and does, provide a program service such as is needed and desired by listeners within that coverage, while altho the regional station does the same for listeners within its coverage, and the local station likewise, yet programs considered as a whole differ in the emphasis placed upon matters of general as against more local interest. Maland said that as re-

gards costs of program service, that of the 50-kilowatt clear channel station costs more, on the average, than that expected from a one-kilowatt regional station, altho there are instances where the two overlap. That, for example, the average monthly talent cost of the clear channel stations, as shown by their last renewal application, is \$8,253.91, the highest being over \$47,000. That the average for the regional stations that are members of the NARBS is \$2,233.82; the highest is \$12,726.44. Other supporters of clear channel group contentions were in general accord with Maland.

The chairman for the clear channel group, Edwin W. Craig, of Nashville, Station WSM, told of the informal organization of the 13 independently owned clear channel stations in an exhaustive discussion of the principal and related subjects involved in more power to such stations, said he and his colleagues do not think the commission contemplates any drastic or radical changes in existing allocations, that it would be unfortunate if the industry had to undergo a major operation, or results which would attend changes in many stations as to frequency or curtailment in hours of operation or the cutting off of listeners by interference. He said that "opening the door to higher power, such as is proposed by our group, the regional group and perhaps by other groups, is necessary to keep abreast of the technical art in the public interest."

Mr. Paley, for Columbia, promised enthusiastic support for any changes in its regulations, in the public interest, which the commission might make; asked and discussed "What is Public Service in Broadcasting," and then added what he termed a note of caution, as follows: "Because I am prepared to state that, subject only to variables which do not permit too specific a prediction, we believe the public service offered by the Columbia Broadcasting System, judged in terms of rendering the greatest good to the greatest number, will not be conspicuously affected by the general advent of super-power, of duplicated 50-kilowatt stations, or of horizontal increases in power by regional stations." Continuing, Paley said that, "meanwhile, the Columbia Broadcasting System stands ready to accept its full share of the load, if super-power is admitted as a full-fledged member of the broadcast family, that if the commission sees fit to sanction super-power, Columbia will apply for its full quota. . . . Therefore, if super-power is to come we will build and operate 500-kilowatt stations wherever the commission will sanction them at strategic points on the Columbia network."

Up to this time NBC's position on the high-power question has not been developed. On the agenda, Paul F. D. Spearman is here as its representative. Failure of the president of NBC to be listed as representing his organization means, possibly, Spearman will discuss the human interest angles, as it were, of the questions to the forefront along with technical or other phases, but as to the question of policy it remains for the hearings during the coming week to develop whether this will be gone into by the broadcasting company. While NAB is following the hearings closely and reporting fully upon them to its membership, "NAB REPORTS" says: "NAB will not participate in Allocation Hearing. The board of directors of the NAB, at a meeting held in Washington October 2, decided that by reason of the character of the allocation hearing as described in the Commission's notice, the NAB should not participate in it."

The National Association of Regional Broadcast Stations, also represented by Paul F. D. Spearman, likewise is yet to be heard from. Suggestion is its position with respect to the major questions involved will be made known some time before the hearings are ended. Developments, however, up to this time and comment by some of those who have spoken would seem to indicate the favorable attitude of the regional stations towards higher power, to an extent at least. However, the fact as to this attitude, in detail, is yet to be forthcoming. The smaller or local stations also are yet to have their day in court, but chances are their position will be vigorously presented. The number of smaller stations, altho they cover a limited territory and a minimum of power, makes of them a power in the aggregate. From an advertising standpoint these smaller stations are gradually building up their clientele, and as has been pointed out at the hearings they fill an important niche in that they furnish purely local

entertainment and education, along with advertising programs, which the public has come to look for and demand.

While not so interesting from the standpoint of the public, appearance of engineers on the agenda is awaited with interest by those who know the ins and outs of the broadcasting industry. Among the more notable of the engineers who have appeared so far was Dr. Alan Hazeltine, president of the Institute of Radio Engineers. Commenting that the Institute recognizes that engineering problems involved in broadcast allocation are intimately interwoven with problems of social, legal and economic character, Dr. Hazeltine said the engineering conception of the clear channel has always been the absolute absence of duplication of assignments in the North American region during night hours. That if more than one station is assigned for night operation on a given channel that channel automatically becomes shared and it is believed that it should be so classified by the commission.

He said, again, as a prelude to the above statement, an important matter of policy is the establishment of clear channels and the determination of their number and their geographical and frequency distributions. He then discussed the importance of providing broadcasting service to detached centers of population, such as cities and large towns, and also to afford service to those vast intervening areas in which the density of population is so low that a broadcast service could not otherwise be supported. Thus, he said, decreasing the number of clear channels by assigning additional stations (for night time operation) to channels now used by only one station at a time would have the effect of affording additional services to certain localized urban groups but at the expense of decreasing the service to rural listeners and to those at remote points. And, again, increasing the number of clear channels at the expense of the shared channels would have the opposite effect, assuming that assignments for the stations thus displaced could not be provided for on the remaining shared channels.

Summarizing the situation, Dr. Hazeltine asserted that the Institute's position is that "assuming that service to distant listeners to be maintained, it is evident that continued provision must be made for an adequate number of clear channels. Whether the number should be 40, or more, or less, however, is a matter that can be determined only by careful study. The balance of service between the rural listener and the urban listener is determined in considerable measure by the relative number of allocated clear and shared channels. Decision as to the correct balance point is a matter of general policy." He then continued at length to discuss clear and shared channels, specifically, allocations, distance tables, service area, limiting ratio, receiver selectivity, allocation factor and service conditions.

Additional resolutions by RMA, filed by Geddes with the commission, are to the effect that the association's directors recommend to the commission that restrictions as to commercial use in the sale of time by the short-wave stations of this country be eliminated, and that said short-wave broadcasting stations be placed on the same commercial basis as the broadcasting stations on the standard broadcast band; also, that the restrictions regarding the pickup and rebroadcast of short-wave programs be eliminated and be on the same basis as those regulations governing the pickup and rebroadcast of programs from stations broadcasting on the standard broadcast band; such pickups and rebroadcasting only to be done with the expressed permission of the originating station. Technical data gathered exhaustively by RMA research and development groups within the association, was made available to the commission thru L. F. C. Horle, representing RMA.

Joseph A. Chambers, technical adviser to the clear channel group, was cross examined at length by Chief Engineer Craven of FCC when Chambers returned to the stand, and by Louis Caldwell, counsel for the group, by redirect examination. Chambers told the commission that about 50,000,000 people in the United States depend upon clear channel stations at night for their reception, and between 30,000,000 and 40,000,000 people during the daytime. On Friday, as previously, numerous technical and other representatives of stations and of organized groups interested in broadcasting presented their views to the commission.

Name Bands' Screwy Gags

Using bubble pipes, jugs and ancient instruments as aid to showmanship

NEW YORK, Oct. 10.—As part of their plans to set themselves up as different from other orchestras, class bands are going in for trick instruments, or trick gadgets, so as to give their outfits a little extra "zing." Leaders find that the touch of showmanship pays, not only in straight newspaper publicity space—as was given Hugo Mariani's creature, the "whangdoodle"—but it definitely helps make customers remember the band.

Some of the gadgets or instruments are used in establishing style, others are freak creations thrown in as stunts. Mariani's doodlebug comes definitely under that latter classification, looking like a one-man band's outfit with the band part having taken a powder. Shep Fields, on the other hand, uses a kid's soap bubble pipe and a bowl of water, not as a freak instrument, but to set the mood for his style of music, "tripping."

The liquor jug, used by hillbilly outfits, is now a part of a sub-band of the Clyde Lucas outfit, being part of the washboard band division. The washboard has already become an instrumental "landmark." Bob Burns, radio and picture comic, is merchandising a toy version of his bazooka, with a good chance that it will be adopted by band leaders for novelty numbers. Another leader, Johnny Burkarth, uses a "recorder," a 15th century musical instrument, something like a flute. Ted Weems is another who uses a trick horn, also of ancient vintage.

Will Osborne, featuring his "slide" music, uses a combination of the trumpet and trombone which is the size of a trumpet but with a slide arrangement similar to the slip horn.

Whole thing is typical of the trend obvious in the band business to be different some way or another.

Gibson's New Policy Is Off to Good Start

CINCINNATI, Oct. 12.—George Olsen and his new orchestra closed in the Florentine Room of the Hotel Gibson here last night, concluding the first week of the hotel's new policy of using ace name attractions booked by MCA. Olsen succeeded in pulling good crowds during his eight-day run here. Band was forced to play the supper session Monday, heretofore a dark night.

Veloz and Yolanda, with George Hamilton's Band, begin an 11-day engagement in the Florentine Room tonight, with a special opening program set to usher them in.

Nate Krevitz, MCA publicity head, in town all last week to aid in getting the new Gibson policy started, returns to Chicago tomorrow.

DICK LOVEJOY is playing the organ, accordion and piano at the Starlight Terrace of the Essex House, Newark, N. J. Thru an oversight his name was left out when listing the cast of the show last week.

Get Incorporation Charters

ALBANY, N. Y., Oct. 10.—Organized to engage in furnishing hostesses and chaperons, The Hostesses, Inc., of New York City, was granted a charter of incorporation Tuesday by the secretary of state. Promoters are Richard G. Berresford, Ross H. Milner and Josephine Randall, 68 William street, New York.

Another enterprise chartered is the Artists Booking Agency, Inc. Incorporators and shareholders are Bernard Luber, Irving Cohen and Van Allen Hollomon, 1501 Broadway, New York.

Dance Hall Destroyed

DES MOINES, Ia., Oct. 10.—Fire recently destroyed the Milow dance hall, near Ottumwa, Ia. Hall, built by Henry Fabritz, is owned by Irvin Strasburger, of New York.

How About an Encore?

KELLOGG, Ida., Oct. 10.—Flo Ash left here after breaking a jump to the Desert Hotel, Spokane, but on her way here this happened: At 5 a.m. she stopped off in a garage at Glen Rock, Wyo., and, after having her gas tank filled, offered a \$10 bill in payment. Garage attendants couldn't change the lettuce and the gas was already in.

Windup was that the attendants took a couple of 11x14 autographed photos and charged the gas to profit and loss.

Frisco Agency Books 12 Clubs

SAN FRANCISCO, Oct. 10.—World Wide Agency here announces it is now booking the following night spots: The Tavern and the Dog House in Reno, Nev.; the H.M. & J Club in Portola, Calif.; the Happy Hollow Inn, Quincy, Calif.; the Eastside Cafe, Chester, Calif.; the Shamrock Club, Redding, Calif.; the Cal-Ora Club, Klamath Falls, Ore.; Chaney's Club and the Silver Dollar Club in Santa Rosa; the Wagon Wheel, El Cerrito, Calif.; the Owl Cafe, Petaluma, Calif., and the Club Tivoli here.

N. Y. Big 4's Heavy Grosses

NEW YORK, Oct. 10.—Big Four of the local night-club field, the French Casino, Hollywood, Paradise and the recently reopened Cotton Club, are playing to excellent grosses, according to the info available in the nightery field. Each recently installed new shows and, with a good press breaking for each, they're thriving.

Casino is claimed playing to a weekly average take of about \$50,000, topping all competitors. One reason, of course, is the Casino's greater capacity. The Hollywood is doing a little less than half of the Casino's weekly take, estimates ranging from \$20,000 up a bit. The Paradise is quoted as doing a little under the Hollywood's average, about \$18,000 weekly.

Cotton Club, in its first week as a downtown venture, did between \$23,000 and \$29,000. Expected this figure will taper off a little bit after the opening excitement wears away, but that the Immersman spot will hold its position with the other leaders.

Just a Reminder

LINCOLN, Neb., Oct. 10.—Tom Centry's theme song was a big hit with at least one audience here.

Centry always makes the prisoners at the State pen happy by doing a little show for them every time he gets in the territory.

Theme number is "Time on My Hands."

Philly Musicians Clip Benefit Gag

PHILADELPHIA, Oct. 10.—Attempt on part of the hotel nighteries to revive the benefit racket was stopped in its tracks by the musicians' union. With an eye on the coming Army-Navy game and the goodly number of national conventions slated here, nabobs asked union permish for house orks to play in other rooms for the overflow crowds.

A. Anthony Tomel, musicians' prez, ruled that orks in cafes or hotels are required to play only in their usual place and not elsewhere. Means that hotels and others will have to hire additional tooters to work the spare rooms on gala nights.

Detroit Club Reopens

DETROIT, Oct. 10.—The Ten-Forty, downtown club, reopened last Tuesday. Joe Freedman and Max Silk managers. Show features Doris Robbins and Charles Lazin's Orchestra.

Night Club Reviews

Black Cat, New York

The only Greenwich Village night spot using all-colored talent, this cellar spot (called New York City's oldest night club) is doing good business and presenting a pleasing little floor show.

Fall show is called *Hey Hey Fever* and features Amanda Randolph, a big favorite here. She is a distinct personality, being exceptional at ad libbing and creating a sense of intimacy. A vaudeville favorite for years, she is just as good, and better in fact, on a floor.

Billy Daniels is another standout. A handsome young tenor (even tho' he's billed as Harlem's Bing Crosby), he reveals a sweet and appealing voice, perfect for romantic tunes.

Millie, Billie and Baby, comprising a girl pianist and boy and girl-singer and dancing team, are good, but not particularly outstanding. Fay Banks, sweet singer, and Charlie Banks, singer and nimble tapper, make a pleasing combination. Al and Toby Cortez, boy pianist and girl singer, are better than average. The girl has loads of personality and should develop into a first-rater some day.

Maxie Armstrong, fast military tapper, is a good hooper. Amy Spencer, light-colored girl with reddish hair, does a single veil number, discarding the veil for a nude flash as the lights are doused. Jimmy Thomas, a waiter, and Evelyn Oliver, washroom attendant, team for some nifty song and dancing, and then go back to their more prosaic work.

There's a "masked marvel" woman telling fortunes from table to table, as well as a male lightning caricaturist. The Lonny Simmons Band, seven men, snap off the hotcha rhythms for the customers and also provide good accompaniment for the show. Club is also using the live mermaid in the fishbowl device near the cocktail bar.

Owner is Jack Monroe. Prices, very moderate. Service, o.k. The girl waitresses, incidentally, double as entertainers and provide an opening and closing flash for the show. Just do a simple time step and help pad out the show. *Paul Denis.*

Westminster Hotel, Boston

Don Ferdi and his NBC Intercollegiate Orchestra, two-month-old NBC contractee, was booked here by Consolidated Radio Artists, Inc. Two 20-minute shows nightly at 7:15 and 11:15. Semi-formal clientele. WHDH is piping a nightly 15-minute program and October 1 the ork goes NBC Blue Network once weekly and twice a week locally via WBZ and WBZA.

No covert. Minimum, \$1 week days; \$2 Saturdays.

Thirteen men in the band and, exempting Ferdi, the lads are a young bunch, but toe out some neat dansa-

tion. Ferdi intros for the first time here the celeste and also tickles the ivories. Bob Lido, first fiddler, does the warbling. Theme is *Turn on the Moon*. Numbers selected are published by Bob White, New York pub, with standard royalty for the composer.

Ferdi also emcees. First on the bill was Maryanna Rohkrast, with a whirlwind routine to *Aragon*; Rosalie Wynn, blonde, deuced with a pair of pop pash tunes, *Picture Me Without You* and *Love Is Everywhere*, via the healthy pipe route to nice applause. Easter and Hazelton, dance duo, offered its conception of *Tea for Two*, a peppy routine, which closed with a nifty twist.

Miss Rohkrast did a *Bolero* in a golden one-piece flare. Crescendo whirled and crack finish got applause. Gal is a brunette, a looker and shapes up o.k. Miss Wynn looked nifty piping *You're Not the Kind* . . . but she was. Easter and Hazelton wound up the floor talent with a *Merry Widow* dance.

Ferdi's men include: Plano, Richard Julian; bass fiddler, Sanford Block; guitar, Frank Sorrel; drums, Eddie Julian; trombone, Simon Zentner; trumpets, Burton Wicks and Sidney James Katz; saxes, Al Kaye, George Karpell and Paul Brookes; fiddles, Bob Lido, Sidney Katz, *Sid Paine.*

College Inn, Chicago

Completely rebuilt with the decorations simulating the interior of a circus big top, this lively spot's fall season got off to a splendid start with a fast moving and diversified line of entertainment, ringmastered by the personable Roger Pryor, former screen star, whose orchestra occupies the band stand. Some striking effects have been accomplished in the redecoration of the room accentuated by splashes of red and yellow and gay circus scenes filling the side panels of the walls. A sliding band platform moves to the side when the show goes on revealing a small stage on the north wall.

Roger Pryor started things off with a regular circus spell and introduced the Gertrude Hoffman Girls, 12 lassies of ample proportions. Their first number was a waltz in swing time with some odd exotic gyrations toward the finish and no little display of cuticle, nicely done of course. Later routines included a swell fencing number and an ultra modern routine with movements that defy description. Dorothea Gray did a comedy toe number that was liked and a three-ring circus number followed that included Spic and Spot, with clever unicycle work; the Nagfys, fire-eating duo, and four clowns. Harriet De Goff, songstress, clobbered with two tunes, and Rufe Davis was one of the hits of the evening with his sound imitations. He promises to be one of Chicago's night life favorites within a short time. His bashful rustic appearance is something new for

a night spot and he made a right smart hit, by cracky.

Five beauty contest winners paraded and meant nothing to the show and the Calgary Brothers had things their own way with pantomime par excellence and many funny pieces of business leaving to heavy applause. The Hoffman Girls closed the show with a fast finale.

Roger Pryor's 11-piece band, to be reviewed later, has what it takes to make you want to dance and Pryor expertly handled the show. The Four Southland Rhythm Girls, a piano, bass viol, trumpet and clarinet combination, are the alternate orchestra and are very good. *F. LANGDON MORGAN.*

Brown Derby, Boston

The Brown Derby, a cellar spot, located at 111 Arlington street, held its fall opening last week.

Dale Rhodes emcees a fast show and also does o.k. impersonations of Wynn, Vallee, Winchell, Bernie and Ted Lewis. Had to beg off.

Line of eight Jack Pomeroy gals first does tap terp, but floor is too small for elaboration. Work a *Shoe Shine Boy* routine, the gals coaching as they circulate around Rhodes.

Theodore and Denesha, dance duo, provide the regular routines, spicing it up at the end with a rumba hit.

Esther Martin, one of the chorines, singles for a bit of a warble and then (*See BROWN DERBY on page 20*)

Cotton Club, Culver City, Calif.

Frank Sebastian continues to operate this spot seven nights a week, drawing capacity crowds week-ends.

Jimmy Dorsey and swing band are the mainstay of the show, with Les Hite's combo, colored, handling relief and playing for the Negro portion of the floor show.

Colored show has six line girls; C. B. Johnson, tap dancer, and Cliff Ritchie, tenor. Chorus is nicely routined and shows plenty of strut, while Johnson and Ritchie hold their respective acts short and seem to please.

White entertainers, booked by the Bert Levey office, are a more professional group. Make their only appearance at the midnight show and draw excellent hands. Ted Arkin and Company, two men and a girl, start with several pleasing dance numbers and then break up, with Ted and the girl doing single taps. Evelyn Wilson performs in a rich context, specializing in torch tunes. Her drunk song and panto imitations are Grade A and easily the outstanding effort of her act.

The Jimmy Dorsey name is doing the same thing to the cash till here that it did several months ago at the Palomar. Most spectacular event of the show is the nightly jam sessions, with both or-

(*See NIGHT CLUB on page 25*)

Club Chatter

garron and bennett
and
EARSON
INTERPRETERS OF MODERN BALLROOM DANCING.

3 RACKET-CHEERS
STEVE PETE LOU
★ ★ ★
Currently at the 1214 CLUB, Philadelphia, Pa. "Three-Racketcheers proving the Zanzibar theorems that ever hit town."
BILLBOARD.
Personal Representative, MARTY FORKINS, 1564 B'way, N. Y.

COLLETTE and BARRY
Musical Comedy Dancers
Currently at the WEBSTER HALL HOTEL, Detroit, Mich.

SYLVITA FINA
46 West 64th St. New York City
Portraying Swaying Spain, Amorosa Argentina, Colorful Cuba In Dance and Song.

ZEB CARVER
and his Country Cousins
Comedy, Music, Singing, Dancing
VILLAGE GARN, NEW YORK, Indefinitely.

ESTELLE Le ROY
"DANCE STYLISTS" and
Currently at PARADISE RESTAURANT, New York.

DON REDMAN
AND HIS ORCHESTRA
ON TOUR.
CENTURY ORCHESTRA CORPORATION,
1619 Broadway, New York.

don LOPER and beth HAYES
"Inimitable dance stylists"
"Loper and Hayes stand up and out at Music Hall."
Address: CARE OF BILLBOARD, N. Y. CITY.

Just Completed 20 Weeks
HOLLYWOOD RESTAURANT NEW YORK
THAIS
presenting her own original dance creation,
"IN MEDITATION"
Pers. Mgt. LARRY SITTENBERG,
107 W. 49th St., New York City.

"Dean of Sophisticated Swing"
BEN POLLACK ON TOUR
AND HIS ORCHESTRA
Exc. Mgt. Consolidated Radio Artists, Inc. Personal Direction EDDIE RICHMOND.

Featuring the Mound City Blue Blowers.
RED MCKENZIE
AND HIS ORCHESTRA
★ Now playing at Yacht Club, N. Y.
Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBO, Coast to Coast, Currently at Arcadia Ballroom, N. Y. indefinitely.
HARRY RESER
AND HIS CLIQUOT CLUB ENSEMBLE
Exc. Mgt.—Consolidated Radio Artists, Inc.

DON MARIO
and his ORCHESTRA
The HOLLYWOOD, Tonawanda, N. Y.
Per. Mgt. PAUL WIMBISH,
1619 B'way, Suite 701, New York

ACTS-UNITS-ORCHESTRAS
FOR HOTELS—NITE CLUBS—BALLROOMS.
JIMMY DALEY ATTRACTIONS
11 No. Pearl Street, ALBANY, N. Y.
SYRACUSE Branch Office: 801 Keith Theat. Bldg., IRVING JACOBS, Manager.

california's chatter box
DICK BUCKLEY
(mc)
now on tour

ENRICA and NOVELLO
★ "DISTINCTIVE DANCERS."
Currently CONGRESS HOTEL, Chicago, Ill.

Grace Morgan
MUSICAL SATIRES
★
Currently at PARK PLAZA HOTEL, St. Louis, Mo.

PAUL ROBINSON
The Ultra Modern HARMONICIST.

DICK DIXON The Romantic Tenor
AND HIS AMBASSADEURS
featuring PAUL PEDUE
★
25th week at GLORIA PALACE, New York.
Mgt.—HARRY MOSS, 1619 B'way, N. Y. C.

Dancers and Singers of Sophisticated Song.
JEAN & JANE FARRAR
★
New appearing Club 1523 Locust, Philadelphia, Pa.

RADIO-STAGE ON DANCE TOUR.
AARONSON AND HIS COMMANDERS
★
Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

ENRICA AND NOVELLO, dancers, opened October 9 at the Congress Hotel, Chicago, for a four-week engagement. **VIC EARSON**, who played 14 weeks at the Hajt Moon Club, New York, last summer, is now in his fifth week of a return engagement. **Kiki Diamond** assisting. **JIM DOUGLAS** is preparing a comedy mentalist and horoscope reading act for night spots around New York. **AL DAVIS** is producing floor shows at the Colonial Inn, Singac, N. J. Current are Mike Brent's Band, Helen Eberidge, Al Stone and a line of six girls.

MUTUAL ENTERPRISES, Montreal, is spotting the shows into the Chez Maurice, Montreal. Current bill has Ernie Mack, Bob Roitner, Mitzl and Ted Diamond. Myrna Roberts and the Alex Lajole and Leon Kofman bands. Boots McKenna trained the line and Sidney staged the show. **STEVE MIACO**, musician, has returned to the Biltmore Hotel, New York, being recalled two days after closing. **LOU SCHMARTZ** is planning to reopen the Richman Club, New York, as the Floradora.

BERT LYNN is playing the Savarin Club, Buffalo. Indefinite engagement. **CROSS AND DUNN** go into the Club Casanova, Hollywood, this week, with Belle Baker set to open November 7. **AL NORTON** booked Thelma White into the Clover Club, Sharon, Pa. **JOHNNY WAGES** and his one-man band are at the new Subway Gardens, Canton. Donna Wamby and Ernie Rich, emcee, on the bill, too. **HENRY HAVILAND**, magician, is playing Poor House Inn, Hanover, Pa.

ILLIANA, Continental singer now at the Biltmore Hotel, New York, is being handled by Von Bergner, cousin of Elizabeth Bergner. **Sergal Malavsky**, her accompanist, is a former picture studio music director. **DOROTHY GRANVILLE** is exclusive agent for the Cleveland Room of the Hotel Cleveland in Cleveland. Current are Donald McGrain and band and Eleanor and Seymour Royce. **BOY FOY** returns to New York from London next month. **TEX CHAPMAN** is leaving night clubs for a shot at radio. Starting a WHN (New York) sustaining series this week.

WILLIAM SCHILLING, vaude agent, has joined the Harry Kilby office, New York. **CHARLES ADLER** has left the M. S. Bentham Agency to join Louis Loomis, night club producer, in New York. **NANCY NOLAND** is out of New Faces and now playing the Club Normandle, New York. Also doing a commercial over WOR.

GENE DANA is in his 16th week at the Riverside Gardens, San Antonio. Floor show there includes Georgie Kaye, Lena Rivers, Bob Bell, Don Band, Billy Richards and Chicki Forrest. An all-girl band is conducted by Vivian Jordan. **WOODS AND BRAY**, "the wonder dancers," are repeating at the Arrowhead Inn, Cincinnati, going there from the Shoreham Hotel, Washington.

FRANK CRUM is auditioning talent for his West Orange, N. J., nightery, The Jabberwock. **JOHNNY SCRIBE** is leading the band at the new Cham roadhouse near Springfield, N. J. Band is on the WNEW Dance Parade. **BUDDY SAGER**, of WOR, and Helene Travers are now singing with Bennie Krueger Band at Essex House, Newark.

NEW ORLEANS NEWS: Blue Room of the Roosevelt Hotel has booked Leon Navarro and ork to replace Gus Arnheim later in the month. With Navarro and Armida, Lee Purdy, Al Bernie, Enrica and Novello. **RAY McNAMARA**, pianist, is organizing ork to move into Nut Club, where Forest and Rilda are now.

FLORENCE AND ALVAREZ booked into the Arcadia, Philadelphia, opening this week-end when Ben Bernie starts his engagement. Booked by Music Corporation of America. **BARON AND BLAIR** also booked by MCA for the Astor Hotel, New York, starting this week. **FREDDIE BERNARD** booked by ROC for the Roney Plaza, Miami Beach, as m. c. of the floor shows during the winter. **ANN PLYBON**

and Charles Allen, of Fort Wayne, have started another unit of girls on tour. Latest opened last week at the Gray Wolf Tavern, Sharon, Pa., with Helen McClure, Ann Ghindes, Katherine Walvor, Rosalind Widding, Mimi Bordeaux and Betty Dins in the troupe. **BILL CHURCH** opened at the Crystal Park night club, Cumberland, Md., October 12. Company includes Morgan and Gwen and Lenka Toldi.

BUD SWEENEY is at the Chateau Club, Cleveland, as m. c. **CHARLES L. MAUSBY JR.** and his Crooning Serenaders are planning a tour thru 13 (See CLUB CHATTER on page 33)

N. Y. Clubs Must List All Charges

NEW YORK, Oct. 10.—French Casino came in for a lot of bad publicity when the dailies broke stories about the police department spanking it for soaking customers a "location charge." The police department used the occasion to announce that from now on "cabarets must make perfectly clear to patrons what charges are to be made." Commissioner Sullivan, of the p. d., says if newspaper advertising is resorted to by any cabaret and reference is made to prices "these prices must be correctly shown and must include all expenses of every character." Sullivan is recommending an amendment to "the regulations of the department with respect to charges to patrons of cabarets."

News of Albany Club Bookings

ALBANY, N. Y., Oct. 10.—New Kenmore Hotel Rainbow Room has opened with an attractive program including Jerry Johnson and his NBC Orchestra, 12 girls, Harry (Happy) Stevens, Nils and Nadynee, Grace Cadee and Lane and Carroll. The University Grill has Kay Scott, Lee Sisters, Margaret Gavin, Nyrdia and Evans and Yvonne. Club Frolics offers one of the biggest shows in town, with Pat Barnett, Ryan Sisters, "Satin," Fay Lee, Sally Roy, Ruth Gallagher, Howard Weinberg and Sid Jacobs. Jimmie Kane and orchestra open at the De Witt Clinton Hotel October 17. Herb Gordon and orchestra closed an extended engagement at Riley's Lake House, Saratoga Springs, N. Y.

Frisco Fire Law In Effect Oct. 16

SAN FRANCISCO, Oct. 10.—After five months of discussion and revision, the local night club fire ordinance finally has become law and goes into effect October 18. Under the measure all "establishments where food and alcoholic beverages are served upon the premises and where entertainment is conducted or permitted" must have approval of the department of health, electricity, public works, bureau of building inspection and the bureau of fire prevention before a permit for operation can be issued. Once in operation, night spots will be under scrutiny of the fire prevention bureau at all times. Violation of the ordinance is punishable by \$500 fine and six months imprisonment.

New Abbeville Club

ABBEVILLE, La., Oct. 10.—Frank De Graauw opened new Log Cabin night club here October 1 with a full house. Five-act floor show and ork. De Graauw's first adventure in night clubbing.

Managing Beauty Winner

PITTSBURGH, Oct. 10.—George D. Tyson, manager of the Harris-Alvin Theater here and also of "Miss America 1936" (Rose Veronica Coyle, of Philadelphia), opened a unit at the College Inn, Chicago, last night featuring the beauty winner. Engagement is for two weeks.

Bands and Orchestras

BETTY BRYDEN and her all-girl band are playing at Fowlerville, Mich., for the county fair this week. Go into the Eastern Star Cafe, Detroit, October 21 for the winter. . . . **ROY WILLIAMS'** Orchestra opens at the Cabin Club, Cleveland, October 17. . . . **DANNY RUSSO** and his Ortoles opened at the Indiana Ballroom, Indianapolis, October 7 for four weeks.

JOE REICHMAN and orchestra, after opening at the Mayfair, Cleveland, October 10, go to the Baker Hotel, Dallas, November 1. Bookings by Music Corporation of America. Irving Lester will accompany as manager and personal rep for Reichman. . . . **INA RAY HUTTON**, who started October 9 at the Astor Theater, Reading, Pa., has an entire new act, with new scenery, costumes and routines. Other bookings set are for the Earle Theater, Washington; Loew's in Montreal, and Shea's Hippodrome, Toronto. . . . **BILLIE NICKLES** and her orchestra are currently at the Midway, Los Angeles night

spot. Outfit played the summer at Garden of Allah, Seal Beach, Calif.

JAN CAMPBELL, who played 13 consecutive week-ends last season at college parties, is back in the same field, booked for Hamilton College October 23-24; Rochester and Albany country clubs October 30-31; Dartmouth and Colgate universities November 6-7 and 13-14, respectively. . . . **CONTINENTAL ORCHESTRA CORPORATION**, which booked Campbell, has also set Tommy Blanton, Joe Nevils, Ralph Lombardo, Jack Lanny and Red Carino and their orchestras for house party dates at Hamilton College October 23-24. . . . **WILLIAM KYLE JR.** is the new pianist with the Mills Blue Rhythm Band. **FREDDIE MARTIN** has left the Trianon, Chicago, for the Palmer House, same city. Booked by MCA.

JULIUS ROTH has opened the Club Variety at 47th street and Seventh avenue, New York, previously the site of numerous other after-dark ventures. First show has Marion Garrett, Ruth Novak, Adele Wray, Agnes Geares, Mickey Lang, Madeline Stevens, Ruth Roth, Deon and Clarise and Andre Bordenoux. Music by Marty Green and his orchestra, with Gloria Jane Cutler billed as an added attraction. . . . **CHIC WILLIAMS**, emcee, is playing the Big Hollow, Peoria, Ill., having played Powell's, Antigo, Wis.; Golden Spot, Chicago, and the Jachammer Club, Indio, Calif., the last several months. His run at Big Hollow will be for two more weeks, with four already played. . . . **NEW COMO TAVERN**, Buffalo, has the Baldwin & Bristol Gay Nineties Revue, talent including Connie and Jimmie Russo, Harley Rogers, Lillian Kay, with Joe Baldwin and Wally Bristol doing comedy. . . . **ALICE GLOVER** and Walter LaMae went into the Netherland Plaza, Cincinnati, recently with Leon Belasco and his orchestra.

JACKIE GREEN is working with Ted Flo-Rito's revue at the Terrace Room, Chicago, with Tod Liebling following Green into the Bon Air Country Club in Chi. . . . **JERRY FAYE** featured at the New Earl, Baltimore. Rest of the show has Edmund Link, Dixie Lee, Mickey Dell, and Don Niles as emcee. . . . **SALLY CARLISLE** in her 12th week at Blonde's, Chicago. . . . **ACTS** playing Miller's, Marion, Ind., include Dorothy Tillam, Blondell Sisters and Leo Francis. . . . **EDDIE GILBERT** and Pat McGowan are winding up a two-week engagement at the Cat and Fiddle Club, Cincinnati, following engagements in Chicago, New York, Detroit and St. Louis.

PHIL HARRIS, Ted Flo-Rito, Shep Fields and Ted Weems are set for the Jarman air show on NBC, each doing one shot, starting with Harris October 13. Edith Dick will do the vocals on all the shows coming out of New York. . . . **NICK SCHAEFER**, former ace trombone player, is now handling club bookings for Paul Wimbish, band booker. . . . **CARLOS MOLINA** has been set for the winter by Radio Orchestra Corporation, opening December 18 at the Roney Plaza, Miami Beach, and shifting eight weeks later to the Miami Biltmore, also for eight weeks. . . . **HUDSON DELANGE** Orchestra opened October 10 at the State Ballroom, Boston, moving over from the Raymor. Mills Artists has also booked **BOB GRAYSON** for four weeks at the Brown Place Palace Hotel, Denver, starting last week.

JACK DENNY opens an indefinite run at the New Kenmore Hotel, Albany, October 25, booked by MCA. Same office also set Roger Pryor for his date at the College Inn, Sberman Hotel, Chicago, where he opened October 9. . . . **PAULINE O'BRIEN**, of Musio Corporation, is away this week in Albany and Buffalo. She's handling opening of Paul Kain, new to the East, at the DeWitt Clinton, Albany. He starts there October 17. . . . **HOWARD LEROY** and orchestra are back at the Hotel McCurdy, Evansville, Ind., after 17 weeks at the Hotel Orlando, Decatur, Ill. Ray Capella and band are at the Orlando currently, with Benny Resh at the Hotel Shawnee, Springfield, O. LeRoy is musical director for the Van Orman hotel chain.

EMIL VELASCO and orchestra, now at the Iroquois Gardens, Louisville, shift October 28 to the Lookout House,

Covington, Ky., for an indefinite run. Booking by Consolidated Radio Artists. . . . **BOB SYLVESTER** leaves for the South soon for the season in Florida.

New Philly Music Scale

PHILADELPHIA, Oct. 10.—Altho execs of the musicians' union are head over heels in work ironing out the impasses with radio stations, vaude and hotels, A. Anthony Tomel, Local 77 prez, has directed his attentions to night spots. Action concerns the formation of a new classification and wage scale for clubs, remedying injustices to both the musicians and the spots.

Goodly number of nighteries, especially those in the nabes, came under a Class C classification in that they originally opened as tapperies. But with an enlarged dance band and the floor show relegating the bar to one corner and more tables and chairs being added, Tomel feels they should be upped to the B class, the wage scale rising accordingly. Likewise many mid-town hotels and cafes, hitting the skids for the past few years, are unable to stage a comeback because union scale kept them rated in the A class.

Tomel advised, however, that all existing contracts will be untouched, those spots keeping out of the reclassification order. Nighterie nabobs in the nabes, smart enough to anticipate the union action, have signed their orks to long-term contracts, keeping their pay roll intact for the time being.

St. Paul Spot Reopens

ST. PAUL, Oct. 10.—Hotel St. Paul's old Casino night club has opened as the Club Casino, featuring Earl Smith's Orchestra and a revue, including the Modern Age Dancers, John Jennings and Patricia Murray, Paul Olson and the Embassy Four.

Byron Calhoun is hotel manager. Sylvester Beer will manage the new Casino.

Warren, O., Club Fire

WARREN, O., Oct. 10.—A \$35,000 fire early last Monday swept the lower floor of the Hollywood Gardens, ace nightery, which has been closed since last fall. Club had operated several months under management of Jim Munsene.

Now Appearing **OMEZ MAURIOE**, Dallas, Tex. THE ORIGINAL **BATTY**
BRITTON BAND
 "NUTS TO YOU"
 Under exclusive direction:
MILLS ARTISTS, Inc., 759 7th Ave., N. Y. C.

The Essence of **Topsy-Turp** Dancing,
MADGE CARMYLE
 Ultra Nudes Modernistic
COLONY CLUB, Philadelphia, Pa.

"**JiMae**" The Mystifier.
 2d Week
BLACKHAWK CAFE
 Chicago.
 Mgt. MUSIC CORPORATION OF AMERICA.

—DON HUGHIE MARVIN—
RAYE, PRINCE & CLARK
 Currently POWHATAN CLUB, Detroit.
 Mgt. CHAS. V. YATES, 1650 BROADWAY

GEORGE STANLEY
 AND HIS ORIGINAL
"GEORGIA CRACKERS"
 (GEORGE, GLADIOLA and LUKE)
 Comedy Novelty, Successfully Playing the Better Night Spots.
 NOW PLAYING COMMODORE CLUB, DETROIT, MICH.

Little Johnny Jones
 The Jolly Magician
 See His Newest Amazing Creation
 "The Balloons From Nowhere"

BERT LYNN
 Comedy Singer, Dancer and M. O. Inventor of the Electric Guitar. Now featuring his new invention, the only Electric Vibrolynn in the world. Direction **FRED SIMON** RKO Bldg., N. Y. C.

—SHAVO—
SHERMAN
 Character Delineator
 Just Completed Successful Engagements at
PARAMOUNT THEATRE and HOLLYWOOD RESTAURANT
 Representatives
AL CROSSMAN, **MANNY SACHS**,
 160 W. 45th St., Music Corp. of
 New York, America.

EMBASSY BOYS
 "Envoys of Song"
 Just Closed 14 Weeks
RAINBOW ROOM and CRILL
 Radio City, New York
 CURRENTLY
CONGRESS HOTEL, CHICAGO
 Mgt.
 Rockwell—O'Keefe-N. Y.

AMAZING! BAFFLING!

GALI-GALI
 Palmer House, Chicago, 18 weeks; return engagement, 7 weeks.
 Held over Blossom Heath Inn, Detroit, 4 weeks.
 Held over Billmore Hotel, New York, 4 weeks.
 Held over Rainbow Room, New York, 8 weeks.
 Currently
VERSAILLES RESTAURANT, NEW YORK.
 Indefinitely,
 Management M. C. A.

RAMON RAMOS
 and his AUGMENTED CONTINENTAL ORCHESTRA
 opening THE TRIANON ROOM
 Hotel AMBASSADOR,
 N. Y.
 FRIDAY
OCT. 16th
 INTERPRETATIONS IN TEMPO
BURTON PIERCE
 DRAKE HOTEL, CHICAGO.
 INDEFINITELY
 Management **ROBERT EARL**
 State-Lake Bldg., Chicago

Music News

Appropos of the season the Roy Music Corporation is in line with a new song. Meet Me at the Football Game. Those responsible for the number are Charlie French, a Harvard graduate; Billy Hald and E. P. La Freniere. It already has been included in Red Nichols' repertoire.

A posthumous number by the late William Jerome, author of Mr. Dooley, Bedelia and other smash successes of a by-gone period, is on the market. It is called When You've Been Mothered by a Mother Who Knew How To Mother You. Abner Greenberg and Jerome wrote it many seasons ago, with Greenberg now in business for himself sponsoring it.

Another song by Jack Waverly has been added to the fast-increasing catalog of the Empire Music Company answering to the caption of Beneath a Starry Heaven. Art McKay has supplied the melody.

Bob Miller, of the Bob Miller Music Company, has received word that several foreign firms, one in England and another in Australia, are desirous of obtaining the publishing rights of Johnny Broderick's latest song, And So It Ends. Broderick, who is now appearing at the Victoria Palace, London, with his wife, Charlotte Arren, has made both contacts. Among the concerns interested are Francis, Day & Hunter.

Release of the numbers included in the score of the new Mask and Wig University of Pennsylvania production, This Mad Whirl, has been announced by the publishers, Words and Music, Inc. The songs include This Mad Whirl, Something Has Happened to Me, Foolish Fascination, You're My Best Bet, an

Apple a Day, Let's Take a Trip to Jamaica and Whirligig. Fred Waring and his Pennsylvanians featured the selections on their Coast-to-Coast radio program last week.

Publishing rights of the outstanding numbers in the latest Nino Martini flicker, The Gay, Desperado, have been vested with the Sam Fox firm. The works include The World Is Mine (Tonight) and Farewell, My Country.

One of the occasions whereby a song was named after a best novel is recorded in the case of Gone With the Wind. Thru David O. Selznick negotiations have been completed to publish the number, which, incidentally, also will be featured in a pieturization of Margaret Mitchell's popular story.

According to Francis Luban, in charge of the Latin department of E. B. Marks, the authors and composers of Mexico have a strong organization in their own country. It is known as AMAC and is somewhat patterned after ASCAP in the United States. Miss Luban, who has just returned from an extended visit to Mexico, claims that the three outstanding creators of music in that part of North America are Agustin Lara, Gonzala Curiel and Esparza Oteo. Instead of distributing their respective wares with different firms, the society publishes the works of the trio besides protecting them in their respective radio, stage and other outlets. Since AMAC controls practically all of the ether activities, the trio have practically a monopoly on all the important "plugs."

Ted White, who just completed his latest song, Moonlight on the Water, stopped in Chicago last week on his way to New York where he will collaborate with Jack Meskill.

George Dalin, Philadelphia rep for Shapiro, Bernstein, treks to California's clime for the same concern.

Victor Young's Arizona has been promised a premiere by Leopold Stokowski. Altogether, Stokowski plans to present 40 compositions by native Americans, most of them pseudo-symphonics with variegated swing seasonings.

Ada Richter, of Merchantville, N. J., has had her The Rag Man accepted by G. Schirmer, Inc. Mrs. Richter is also preparing two song books to be published by Theodore Presser Company.

Beer Joint Ban Helps Night Clubs

NASHVILLE, Oct. 10.—Encouraged by the drive by authorities against small dance halls operated in conjunction with "rowdy" beer parlors, local night spots hope for a successful winter.

City and county authorities are now engaged in strict regulation of small-time beer joints where much rowdiness has prevailed recently. The drive was not directed against spots with regular orchestras.

Ridgeway Inn, on Harding road near Nashville, is reopening. The Club Pines, also on Harding road, has booked Charlie Nagey's Orchestra, supplanting Red McEwen and band. Floor shows, booked thru Duke Yellman, Chicago, are changed weekly.

Davis Producing Shows

DETROIT, Oct. 10.—Jack Davis has signed to emcee and produce shows at the Eldorado. Place seats 600 and will have a nine-piece band conducted by Johnnie Grafton. Joe Krauser and Mrs. M. Garrison operate. Davis' deal is for six months. Opening show will include Lois Davis and Janice Dal.

Ann Arbor Bands Set

ANN ARBOR, Mich., Oct. 10.—With the college season in full swing, Bob Steidle and band are playing at the Rainbow Room at the Men's Union, while Charlie Zwick and ork are holding forth at the Michigan League. Second season for both.

New Copenhagen Nighterie

COPENHAGEN, Oct. 3.—Stefansen, principal operator of street fair and park amusement rides and devices in Denmark, has opened a new dine and dance spot, the Swing, using good orchestras and a big floor show.

Sheet-Music Leaders

(Week Ending October 10)

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. When Did You Leave Heaven? (3)
2. The Way You Look Tonight (5)
3. Until the Real Thing Comes Along (1)
4. Did I Remember? (2)
5. A Star Fell Out of Heaven (4)
6. A Fine Romance (9)
7. Me and the Moon (7)
8. I Can't Escape From You (6)
9. Empty Saddles (12)
10. Sing, Baby, Sing (8)
11. I'm an Old Cowhand (10)
12. Organ Grinder's Swing (11)
13. Bye, Bye, Baby (14)
14. Thru the Courtesy of Love
15. I'll Sing You a Thousand Love Songs

PHONOGRAPH RECORD best sellers will be found on page 75.

Americans a Hit In London Clubs

LONDON, Oct. 5.—Most eventful opening of the season is that of Sophie Tucker, here after two years' absence. Drew the entire smart set to the Grosvenor House. In capital form, Miss Tucker sang over a dozen numbers and then had them shouting for more. Floral tributes ran into nearly a hundred and plenty of gifts for her, too. Ted Shapiro renders his usual great accompaniment. Engagement is for eight weeks and tables are being booked that far ahead.

Another personal triumph was registered by Edgar Bergen, American ventriloquist, whose act is novel and entertaining. He's played vaude before this side, but this is his debut at a London club.

Lydia and Joresco, beautiful dance team, continue to prove a sensation with their exquisite work at the Dorchester Hotel. Comedy smash hit is registered by the Wierc Brothers with their sophisticated nonsense. A peach of an act, with tons of laughs. Steve Geray and Magda Kun, Hungarian dance stars, and Phyllis Stanley, singer, add to the luster of Henry Sherek's cabaret venture.

Princess Chiyu, American-Japanese dancer and singer, plenty versatile and exotic, is a big hit at the Ritz Hotel.

Russell Swann is aces on his magic and monologs at the May Fair, where he is held over.

The Whirlwinds feature high-speed skating leavened with okeh comedy at the Trocadero. Act is nicely dressed, too.

Sherkot, dandy pantomimist, and the Three Cossacks, daring skatorjal experts, featuring a fast pace in a small space, are popular holdovers at the Savoy Hotel.

Sun Columbus Bookings

COLUMBUS, O., Oct. 10.—Ernie Creech, of the local Gus Sun office, has set several acts for local night-club work. Castle Terrace has Jack March and Thelma Play, Roxy Ross and Crews and Summers. Connolly and Radcliffe head the show at the German Village, other acts including Tom Chales and Kelly and Hayes.

Bridgeport Club Enlarged

BRIDGEPORT, Conn., Oct. 10.—Elaborate improvements have been started at the Cocoanut Grove here. Four hundred square feet are under construction and when completed will be adorned with murals. Paul Harrold is manager and emcee, with Cecil Downe's Orchestra playing for dancing and a floor show, headed by Vera Cruze.

M. P.'s Watch Salt Lake Dance Hall

SALT LAKE CITY, Oct. 10.—Since the death of a girl taken from a dance hall Fort Douglas military police have been stationed on dance nights at Cocoanut Grove, largest local dance hall. Soldiers figured in this case and the government is taking no chance on public criticism. Adolph Brox's Band still packs them in.

Jerry Jones has taken over the Rainbow Ballroom and is offering the Cocoanut Grove its only competition in public dance halls. Jones leads his own swing band.

Verdi Breinholt and band are going over big at the White City, Ogden. Breinholt has again secured the contract for Lagoon, Utah's Coney Island, for next season.

Manager Thomas M. Wheeler of Salt-air says the MCA plan of traveling bands, including one-night-stand bands of noted orchestras, built up dance business considerably this season over last, even the expense was much greater. Ben Bernie's Band broke all records for attendance.

Athletic Numbers Popular in Philly

PHILADELPHIA, Oct. 10.—Night club shows are displaying athletic tendencies. Last season Walton Roof had the chorines staging a basket-ball game. During the summer Palumbo's cabaret called upon Bill Herrmann Jr. to sport his Olympic tumbling stunts. Fall opening of the Hotel Adelphi found the spotlight on Anne Sigman and Stanley Fields staging table tennis matches. Cocoanut Grove has an eye on next summer's heat wave and will convert the dance floor into a swimming pool, with a water ballet featured.

Plantation, Detroit, Opens

DETROIT, Oct. 10.—Club Plantation, remodeled and enlarged, opened for the season last week. Its first presentation was Plantation Frolics, by Leonard Reed. A cooling and air-conditioning system has been installed. Featured in the Frolics are the Edwards Sisters, tapsters; Nan Snow, James Phillips, Lorenzo Robinson and Daisy Boone, and the Three Jokers, acrobatic and tap dancers.

Gillman With Jackson

NEW YORK, Oct. 10.—Barney Gillman, agent, has joined the Billy Jackson-Jack Saurin office here. Gillman is handling such talent as Jules Bledsoe, Bobby Davy, Beck Boys and Nancy Orner for night spots. Jackson and Saurin, who are promoting the new Royal Circuit, claim they are lining up a show for a new San Diego night club.

P. Berle With Weber-Gordon

NEW YORK, Oct. 10.—Phil Berle, brother of Milton Berle, is now with the Weber & Gordon booking office. Left the Jack Pomeroy organization for the new tieup.

WANTED:-:ACTS

For Night Clubs and Strippers for Hotels in Up-State New York and Pennsylvania. Write, including photos, description of act, salary expected, etc., to

MUTUAL ENTERTAINMENT EXCHANGE
130 Clinton Ave., S., ROCHESTER, N. Y.

BALLROOM LIGHTING

Floor Gardens, Dance Halls, Night Clubs, Banquet Rooms, Crystal Showers, Spotlights, Motor Driven Color Wheels.
NEWTON STAGE LIGHTING CO.
253 West 14th Street, NEW YORK CITY

OOON KING'S CALIFORNIANS
Possitely the Finest Band in Show Business, available on or about November 5th. Attention, Walkathon Promoters, Unit Producers, Club Managers, etc. This band will positively cut any show to night or no notice. Now working Top Dancers' Walkathon, Plainfield, N. J. Seven men, can augment to nine, girl singer optional. Union, wardrobe, appearance, equipment A-1. If you are looking for a real entertaining band that can present a twenty-minute presentation of its own, this is positly the top. Go anywhere. Address
OOON KING, Hotel Dunellen, Dunellen, N. J.

HALLOWEEN SPECIALS



HATS.
CREPE PAPER, Per 100 \$1.00
CREPE PAPER, Per 100 1.50
CREPE PAPER, Per 100 2.00
MINIATURE ASSORTED HATS WITH Elastic Bands, Per 100 1.50

NOISE MAKERS.
100 ASSORTED (Wide Variety) \$1.00
100 ASSORTED (Wide Variety) 1.50
100 ASSORTED (Wide Variety) 2.50

TOY BALLOONS.
DESIGNED, Oros \$2.00
WITH SQUAWKERS, Gros 2.75

SERPENTINES.
1,000 IMPORTED \$1.75
1,000 AMERICAN 2.25

MASKS.
COMIO CARDBOARD, Ass. Per 100 \$1.00
ASST. FORM FACE MASKS, Per 100 1.00
Be ASST. OAUZE MASKS, Orosn. 35
Be ASST. OAUZE MASKS, Orosn. 75

CONFETTI.
POUND .. 10¢; 50 POUNDS \$3.50

Order From This List, or Send for Our Catalog. We Ship Same Day.

BRAZEL NOVELTY COMPANY
1700 Apple Street, CINCINNATI, O.

Broadway Quality—No Higher Price

PHOTO REPRODUCTIONS

From your own Photos and finished on any grade paper desired—any finish


Prices quoted are for one subject per lot

100—5x7—\$7.00 50—5x7—\$5.00
100—8x10—\$10.00 100—11x14—\$20.00
50— " — 6.00 50— " — 12.00
25— " — 4.00 25— " — 8.00

Remit 50% deposit with order

EMPIRE PHOTOGRAPHERS
1550 Broadway, S. E. Cor. 46th St.
New York City

HALLOWEEN NOVELTIES



CREPE PAPER HATS, Oros \$1.25
MINIATURE HATS, Gros 1.25
BLOWOUTS, Oros 1.25
PAPER MASKS, Gros 1.00
TOY BALLOONS, 5", Oros 1.25
ASST. NOISE MAKERS (12 Kinds) 2.50

Orosn 25¢; Grosn 4.50
PUMPKIN LANTERNS, Gros, 40¢; Gros, 4.50
One-Half Orosn with O. D. O. Orders.
Send for Large Catalog, containing Full Line of Halloween, Christmas, Joke, Novelties, Etc.

GORDON NOVELTY CO.
933 Broadway, New York, N. Y.

Albany May Aid Flesh Campaign

**Candidate for Senate to
aid musician-actor drive—
to appeal to the governor**

NEW YORK, Oct. 10.—The actor-musician fight to compel former vaude houses to restore vaude policies has entered the current political campaign. Leon A. Fischel, running against the incumbent, Joseph Clark Baldwin, for State senator from the 17th Senatorial District, says that, if elected, he will ask Governor Lehman to appoint an impartial and "non-political" commission to look into the theater campaign and to "present the facts to the public."

Altho Fischel, a former actor, conferred with the governor yesterday in Albany on political matters, he would not say whether the governor plans any action now, except to state the governor is aware of the picketing situation.

Fischel has asked the American Federation of Actors for its indorsement, citing his labor record, and has been promised that the AFA Council will discuss this at its next meeting. Fischel has promised the APA he will seek legislation giving vaudeville performers preferred taxation so that they could better compete against straight film theaters. The 17th District covers the area from Third to Eighth avenues and from Third to 118th streets, Manhattan.

"Hollywood Hotel" Unit Routed Thru December

NEW YORK, Oct. 10.—Hollywood Hotel Revue, Harry Howard's unit, has been given a string of dates. It is current at the Palace, Chicago, and will follow with the Palace, South Bend, first half of next week; Shea's Hippodrome, Toronto, October 23; Loew's, Montreal, October 30; Ann Arbor, Mich., first half of November 6; Fox, Detroit, November 13; Palace, Cleveland, November 26; Schubert, Cincinnati, December 4, and Colonial, Dayton, December 11.

The cast comprises Sybil Bowman, Al Norman, Stanley Brothers, Clark and Eaton, Richard Stutz, Elsie and Herman, Irene Deneen and 18 girls. Robert Berry is company manager.

Alhambra, London, To Bow To a Super Picture House

LONDON, Oct. 10.—The Alhambra in Leicester Square, once famous as a music hall, is to be converted into a super picture house. Odeon Theaters, Ltd., controlled by United Artists, has purchased the house from Sir Oswald Stoll. The Alhambra is to be torn down and the West End Show Window will be erected. The deal involved one million pounds.

United Artists at present uses the Leicester Square Theater and the London Pavilion, both former music halls, for first-run films.

Frisco Booker's 5 Spots

SAN FRANCISCO, Oct. 10.—The World Wide Agency here, headed by Jack E. Lewis, will add five California houses to its books October 31. They are the Romy, Santa Rosa, two days; Hardy, Fresno, three days; Mission, Sacramento, full week; Mystic, Petaluma, two days, and T. & D. Theater, Oakland, three days. The Sierra, Susanville, and Senator, Chico, both in this State, will also house vaude, according to Lewis.

"Folies De Nnit" Unit

CLEVELAND, Oct. 10.—Folies De Nnit, from the French Casino at the Great Lakes Exposition, has been made into a vaude unit by Mike Special, breaking in in Mansfield. Acts include Bernard Brothers and Duvals, the Donaldsons and Toto. Bert Byton is company manager, while Lou Pollock is in advance. The Simon Agency is looking after the bookings.

Olsen and Johnson Unit

HOLLYWOOD, Oct. 10.—Olsen and Johnson, here making pictures for Republic, are going to do another unit under Fanchon & Marco sponsorship. They plan to open November 6 in the West and go east.

Suspecting Wife

LINCOLN, Neb., Oct. 12.—Jay Clarke, mentalist, at the Lincoln here, was approached by a highly nervous and hysterical woman asking if her husband was untrue to her, saying she had received an anonymous letter. The letter read: "I dare you to take your husband to see 'Craig's Wife.'" City Manager Milton Overman of the opposition Varsity Theater had sent out 1,000 such notes ballyhooing the Columbia picture.

Dows Add Four Spots to Books

NEW YORK, Oct. 10.—The Dow office here has lined up some houses for vaude booking. State, Hartford, Conn., will open Friday as a half-weeker playing eight acts, but will go to full week in November.

The up-State Schine Circuit has turned over three houses to the office for vaude. The Rialto, Amsterdam, opens Friday as a two-day stand, and Glens Falls and Watertown will open October 23, the former being a split-week stand and the other three days.

Zierer and Hollander Open Detroit Office

DETROIT, Oct. 10.—Fred Zierer, formerly orchestra booker in the Madison Theater Building, and Adolph Hollander, formerly musical director at the RKO Downtown Theater, have united to open the Paramount Attractions, new booking office.

Zierer's withdrawal from the Madison Theater offices and George Ranshaw's withdrawal to be theater manager for the United Detroit Theaters Circuit leaves only two bookers at the old offices. Abe Schiller continues to handle night spots and Kay Davison is handling special club bookings.

Sanna and Loomis Hurt

CHICAGO, Oct. 10.—Johnny Sanna and Roy Loomis, vaude act, were injured in an auto accident in Kansas. The team had played five weeks in Mexico and were on their way to Wichita to open at the 400 Club when their car was hit by a train near Wellington, Kan., about 30 miles from their destination. Loomis, who had been driving, is still in the Hatcher Hospital at Wichita suffering with several fractured ribs and a punctured lung. Sanna sustained a lacerated forehead that required eight stitches.

ROTH AND SHAY, "America's Beau Brummells," are now a feature with Andre Lasky's *Folies de Paris*, set for the next four weeks at the Alameda Theater, Mexico City. D'Espy Trio, dancers, and Carl Shaw are also featured with the unit. Orville J. Stoehr, banjoleist, is playing dates for the Burton office out of Indianapolis. Shaw and Lee have been signed by Warner for comedy spots in *Ready, Willing and Able*, a new film. Sally Payne, of the team of Telsak and Payne, has been set with Republic pictures for comedy parts. Thelma White and Billy Taylor, now breaking in a new act, will go east via Fanchon & Marco.

JACK KALCHEIM, Chicago agent, has opened new offices in the Cunard Building and has been joined by Via Brown, formerly of the Sligh & Tyrrell office. Rufe Davis has been working vaudeville dates with Roberta, a hillbilly gal. Bob Howard sails for England on October 14 and will open for the Stoll Circuit October 26 at Manchester.

JOE LEFKOWITZ, manager of Proctor's, Troy, who will be married October 18 at the Hotel Delmonico, New York, was given a bachelor dinner Friday night in Albany. Tom Crehan, in the RKO booking office, handling transportation, was married Monday to Katherine Mulligan in Brooklyn. Pauline Chappelle and Harry Carlton left San Francisco Monday on the Monterey for engagements in Sydney and Melbourne, Australia. Billy Jackson's son, Robert, was confirmed Saturday at the Crown Heights Temple, Brooklyn, reach-

Attractions In; Agents And Standard Acts Out

Field now practically limited to units, bands, and "names"—poor market for standard acts—agents active in invading other fields—no change expected

NEW YORK, Oct. 10.—This season, more so than any other, vaude is practically limited to a market solely for attractions, embracing units, bands and "name" acts of the personal appearance variety. Spot-booking of acts in major circuit theater is infrequent, and the field of indie houses is small, and even then many of them play inexpensive units. The bookers are in a mad scramble for such attractions, while agents, if they have no such attractions, are making the rounds of sources other than vaude for the peddling of their acts. Most agents claim that if you cannot sell an act to a unit then you must concentrate on selling it to Warner for shorts, night clubs, radio and legit.

Flippen, Clark To Head Friars

NEW YORK, Oct. 10.—Jay C. Flippen, for abbot, and Bobby Clark, for dean, head the regular ticket of officers nominated by the Friars Club for the coming year. The other nominees on the ticket are Eddie Miller, treasurer; Lester L. Hammel, secretary, and a board of governors comprising Elias E. Sugarman, Pat Rooney, Harry Delf, Ben Rocks, Edwin O. Bruns, Maurice H. Rose, Michael Selwyn, Thomas J. Phillips and Louis P. Randell. The election will take place at the annual meeting Thursday in the club-rooms located in Edison Hall. Adoption of a constitution and by-laws will also take place at the meeting.

Wahl Joins F. & M. Unit

NEW YORK, Oct. 10.—Walter Dare Wahl and his new partner, Johnny Trama, have been added to Fanchon & Marco's unit, Russell Patterson's *Living Models*, which opened yesterday at the Majestic, Bridgeport, Conn. Dave Mordecai is with the show as musical director and Leo Pilot is advance man.

Hattie Althoff Unit

NEW YORK, Oct. 10.—Hattie Althoff is sponsoring a unit, *Faging All Stars*, which was staged by Harry Puck and is being agented by Ferde Simon. Cast includes Harry Savoy, Bartel and Hurst, Al Gordon's Dogs, Allan Speers; Tom, Dick and Harry; Countess Lita Santelli and 16 girls. The show opened yesterday at Fay's, Philadelphia.

Marbro, Chi, Drops Vaude

CHICAGO, Oct. 10.—With a week still to go on their four weeks' notice to the stagehands and musicians, Balaban & Katz decided to pay off instead and discontinue stage shows at the Marbro Theater at the conclusion of the last show, a Major Bowes unit, this Thursday night. The house went into a straight film policy yesterday with *The Great Ziegfeld* and is one of the neighborhood houses slated for double features shortly. The dropping of stage shows at the Marbro leaves only two Balaban & Katz houses here, both in the downtown district, still playing flesh.

Princess, Nashville, Shows

NASHVILLE, Oct. 10.—Newly redecorated through, the Princess Theater here opened with vaude last week after running a straight picture policy since last July. Opened with *Laff, Toug, Laff*, first in a series of Cushman Circuit unit shows out of Dallas. All the shows will be of the unit type, with show bands being augmented to 12 pieces by the house band.

W. Va. as Break-in Time

WHEELING, W. Va., Oct. 10.—Harry Krivit, indie unit producer, will break in his unit this season in this territory, midway between Chicago and New York. He reports that three and a half weeks are available, playing split dates in Huntington, Clarksburg, here and in East Liverpool. An additional three weeks is available in Western Pennsylvania. Krivit's first unit, *Broadway Nights*, is working this time to get in shape for the larger cities.

Val Parnell Visiting U. S.

NEW YORK, Oct. 10.—Val Parnell, chief booker of the General Theaters Corporation of England, arrived here early this week on the Ile de France. He came over with Dick Henry, of the William Morris Agency. Parnell will remain in this country for about five weeks to line up talent for his theaters.

Vaudeville Notes

ing the age of 13 on Columbus Day. . . . Count Bernivici's *Spices of 1937* will open October 20 in Lancaster, Pa., and follow into Fay's, Philadelphia, October 23. . . .

WORTH, WYLE AND HOWE, current at the Hippodrome, Baltimore, will open Friday at the Mayfair Casino, Cleveland, for two weeks. They are also set for Warner shorts and are due to go to Europe soon. . . . Otis and Eleanor Clements recently joined Doc Schneider's Texans, playing New England theaters. They do a musical and singing act. . . . The Rimac unit, *Cuban Folies*, current at the RKO Boston, Boston, goes into the Fox, Detroit, Friday, and follows with the Palace, Cleveland, October 23, and Palace, Chicago, November 6 for three weeks. May play the Shubert, Cincinnati, October 23. . . . George Choos' new unit, *Frontier Folies*, will open for RKO Thursday in Boston, augmented by the appearance of Ken Maynard. . . .

FERDE SIMON went off on another Midwestern trip Friday over the weekend, giving units the o. o. . . . Johnny Singer is now making his office with Matt Kelly in the Palace Building, New York. . . . James Melton has been booked by the Morris Agency for the Cleveland Auto Show from November 21 to 28. . . . Andre Lasky's *French Revue*, featuring Mlle. Corinne, after three weeks at the Alameda, Mexico City, will tour other cities in the Republic. Plan to leave Mexico about November 16 for Havana, Cuba. The unit includes Carl Shaw, Roth and Shay, D'Espy Trio and Charlie Masters. . . .

Loew's State, New York

(Reviewed Friday Evening, October 9)

The newspaper splashes given the romance of *The Oliver and Sarah Churchill*, the latter the daughter of Winston Churchill, the English statesman, bring them into the State for popular-price audiences to gaze at. But it's all done tastefully, without any cheap theatricals, nothing being said inside the theater. It's all on the outside, a lobby frame containing newspaper clippings. Oliver is still Oliver, while Miss Churchill is on for a three-minute quickie of amateurish ballroom dancing. Show as a whole is grand entertainment and runs 80 minutes. The pit is *The Texas Rangers*, and business at this supper show opening day was very good.

Stafford and Louise, flash act, formerly Don Lee and Louise, shape up as a lovely opener. Nicely dressed and staged, effectively lighted and peeped by capable talent. The billed team work well, outstanding in one clever ballroom routine, and Bobby Lane and Florence Spencer add sock touches to the turn. Lane is a brilliant acrobatic dancer, a boy who's going places while Miss Spencer is a lovely-to-look-at graceful dancer. Burt Milton is piano accompanist.

The *Funnyboners* (Brooke, Dave and Bunny) follow to big returns with their harmony singing of special songs. After a too mild opening song the boys warm up to sock across with delightful numbers. Material good, voice charming and delivery excellent.

Barbette, with a *Jumbo* rep, brings a lot of value to the try spot, but the healthiest wallop of the turn is lost as the femme impersonator doesn't doff his wig at the finish. However, he goes terrific anyway with his class and showmanly performance on the tight wire and rings and trapeze. An ace among novelty acts.

The Oliver, without his unit, swings into his familiar act, his amusing gab and his work at the piano. He's a rare comedian, who can win over an audience with much ease. At this show he was interrupted frequently by the annoying audience laughter, who's here often and who even got up to say a few words from his seat. Oliver handled the situation well and swung right into the rest of his act, which is absolutely hilarious. Audience howled all the way and mitted him heavily. Introduces Miss Churchill without any fanfare, and she does the mild ballroom routine with James Struthers as her partner. She makes a nice appearance.

Don Redman and ork close the proceedings in grand style. For 28 minutes this Harlem band of 15 men goes to town in real swing style, giving plenty of the hot and at times almost blasting the roof off. It's hot—and how. Particularly outstanding are the superb arrangements, and when Redman's crew plays for the specialty people they're sold even if they can't do anything. They can't, tho, particularly Louise McCarron, a corking singer, and Ford, Marshall and Jones, hotchain boys in song and dance. Elia Mae Waters is just fair in her peppy song-dance routine, but the house goes for her big, and the Three Lang Sisters get across with their song and dance.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Oct. 10)

Jack Lester, a producer of years' standing, makes his debut as stage director and dance producer with the current show, and if his initial show is any criterion the State-Lake patrons are in for some novelties in production. He is a routinized the current bill with an expert hand and his number based on the recent World's Series is very good. Besides this he furnished an interesting opening and a sock finale.

In the opening the State-Lake Sweethearts made their appearance from a railroad station, doing their routine and then entering a train coach as it pulled away. The Marvel Sisters, trio of attractive misses, followed with a session of acrobatics, head stands, somersaults and balancing and took a generous hand.

Paul Nolan juggled hats, an umbrella, hat and wad of paper and did some nice work with three balls. His talk could

be eliminated, as it adds nothing to an otherwise interesting act. His cup and saucer trick is still much in evidence. Very good hand.

The Bo Brummels, a trio of wild-looking zanies, convulsed the customers with their comedy antics and did grand opera as it has never been done before. Using numerous trick gadgets for comedy effects that clicked, they had little trouble in chalking up a hit.

The stage-band show opened with the clever baseball routine by Lester with the State-Lake Sweethearts and Verne Buck, who becomes a musical comedy juvenile this week. It was nicely done. The Three Marvels returned for a very good toe tap and then came a string of Fred Allen amateurs, beginning with Eleanor Frees, a Swedish bell ringer; Woodrow Wilson, a colored lad with a fast tap on skates; the De Zurich Sisters, who made a hit with their hillbilly tunes, and Howard Reed, a colored boy, with dancing and music. Elaine Kay did the usual impressions but with weak material, and James Alexander, not an Allen amateur, sang two songs in a good voice. He should, however, develop some stage personality. The Vagabond Cowboys, a five-man instrumental combination, did all right, and the show closed with a clever finale done by Jack Lester, with the girls, some of the amateurs, the Marvel Trio and James Alexander. F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, October 8)

Current screen attraction at this ace of de luxers is *The Gay Desperado*, starring Nino Martin, while the stage show is an October production, glorifying, as only the Music Hall can, moving day, autumn leaves, Halloween and a barn dance. It's an okeh enough show, lacking, tho, the usual spectacular effects, and both specialty acts on the show are novelties, acrobatic. One would have been sufficient and the other could have been of a different type. Business at this third show opening day was off, but was filling up for the last show.

A short commemorating the 300th anniversary of Harvard, Dick Leibert's organ solo and the newsreel precede the overture. The symphony offers a 12-minute session given over to the second and fourth movements of Tschai-kowsky's *Fourth Symphony*.

The October stage show runs 35 minutes, opening with *October First*, moving day. The glee club and the Rockettes crowd the stage in the garb of painters, housewives, movers, etc., and they sing a special tune written by Joseph Linz and Pem Davenport. The Rockettes don't dance but help the glee club in the songfest. Followed by the Gilbert Brothers, a pair of adept gymnasts, who do smooth work on the horizontal bar. A clever array of stunts, performed showmanly and gracefully, and they finish "in one" with a neat bit of hand-to-hand stunting.

Autumn Leaves follows, a ballet number, and it's pleasant. Individual balleting is turned in by Nicholas Daks, Nina Whitney, Hilda Eckler, Daphne Vane and Alma Lee, all good. The ballet rounds it out with nice work. The session is based on a story by Anna Pavlova.

Halloween, the closing session, is more lively. Jan Peerce and the glee club lead it off with *Harvest Serenade*. It's a nice singing session, followed by the *Barn Dance* sequence. Standout of this is Monroe and Grant, trampoline act, which fits beautifully. Their work, very clever, was applauded heavily and even got laughs. The glee club, ballet and the Rockettes are at bat in this inning also, the glee club doubling at barn dancing. SIDNEY HARRIS.

Roxy, New York

(Reviewed Friday Evening, October 9)

The ice-skating carnival routed out of the Texas Centennial holds top-spot honors in this week's stage show, but the various unbilled principals, good as they are, take back seats when confronted by the work of the theater's own line of girls, who climax the session with a chorus routine on skates. It's an amazing affair—but just another in the long line of outstanding and un-

usual numbers that the Gae Foster troupe has presented.

As for the carnival itself, it presents some pleasantly fancy skating, featured by barrel jumps and by an almost amusing moek bullfight on the ice.

The Foster kids, as their only other number, lead off the show with a nautical affair in honor of Columbus Day and are joined at the finish by Bert Prival, whose tremendous dancing leaps are as grand as ever.

Only other acts on the bill are Cookie Bowers, who has added a few new bits since this reporter last caught him, and who sooks over as solidly as ever with his various impersonations and character sketches, and Mada Severn, a singer, who boasts two accompanists, no less. She sings *When Did You Leave Heaven?* and *Sing, Baby, Sing*.

Russ Brown fades in from the newsreel to give fresh news flashes from the stage, and Eddie Paul leads the pit boys. Picture is Shirley Temple in *Dimples* (20th Century-Fox), and the house was good at the second show opening day. EUGENE BURR.

St. Louis, St. Louis

(Reviewed Friday Evening, October 9)

Weakest bill since the opening of the house six weeks ago is on tap this week. Following a neat opening number by the Roxyettes, Tommy Trent starts the proceedings with a novelty act. His is a *Punch and Judy* act glorified. He puts his manikins thru some clever stunts and for a strong finish presents a puppet doing the *Truckin'* dance, which is a wow.

Novak and Fay were splendid in their comedy acrobatic turn. The two boys are light on their feet and after getting all twisted around one another during their comedy stunts they show at the finish that they are experts in the art of hand-to-hand balancing.

Sandra and Winters were next, with the Roxyettes forming an appropriate background for their exquisite ballroom dancing. The dance team makes a neat appearance and really are smooth steppers, showing the auditors some high-class steps.

Benny Ross and girl partner, Miss Stone, then made their appearance. If Ross would stick to his piano playing and singing he might put on an act. But the stuff they endeavor to perpetrate on an intelligent audience is terrible. They endeavor to get laughs with the lethargic actions of the blonde and their efforts at this fall flat. An unseen announcer makes a few wisecracks which get spasmodic laughs.

For a bang-up finale the Roxyettes appear in a cowgirl ensemble number, in which Sandra and Winters make their second appearance in a revival of *The Peabody* dance, which they execute excellently.

My Man, Godfrey is the photoplay attraction. FRANK B. JOERLING.

Loew's Grand, N. Y.

(Reviewed Friday Evening, October 9)

With the musicians and actors picketing the near-by Loew's Paradise and the latter house now advertising "all-day bank" Wednesdays, this Loew showing spot is doing solid business with its week-end vaudeville policy.

Current show is strong. Opening turn is the Four Comets, novelty roller-skaters. Two girls and two boys, in formal clothes, turn in some neat stuff on wheels. Their routine includes duo, trio and quartet stunts, involving frequent spins and spectacular acrobatics. Wardrobe is better than average and routine is fast and sock.

Nyra Nash, a comely brunet, offered pops and special numbers in an interesting contralto voice. She is an above-average personality, knowing how to animate her songs with peppy little gestures and voice shadings. Is especially good at rhythm stuff. Got an appreciative hand here, making a nice impression.

Dick, Don and Dinah, two boys and a girl, do one of those comedy mauling, hoofing and acrobatic turns, altho they manage to be better than most other acts of similar style. The boys are well acrobats, the girl joining in on the lighter acrobatics and in the comedy bits.

Brown and Ames stopped the show, the customers laughing long and loudly at their antics. Brown's spiel about the women in the bus got screams, while his clowning with petite Annette Ames amused and brought exclamations of "how cute." Had to encore before they could get off.

Dorothy Crocker Reuse is a tastefully mounted and dressed flash, featuring Miss Crocker's unusual acrobatic and

control work, especially her gliding on one foot while kicking with the other. She gets good assistance from the Byrnes Sisters, tappers, and Paul Bartell, hard tap specialist, who drew an individual hand. Another girl joins the sisters in a good military tap number.

Henry Frankel leads the pit band and also gets the customers to sing when he flashes pop songs on the screen. Picture was *They Met in a Taxi*. PAUL DENIS.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, October 9)

Rostrum is decked out in women this week with the *Hollywood All-Girl Unit* as the feature, there being only one man in the show and he's made up like a dame. Feature is the Hollywood Debs' Band, a not bad musical assembly, but not quite the stuff for a stage show. Would probably do better in the dance spots. Show was drawing fair business because the town is full of women's movies and the gents had to have somewhere to go. Big crimp in the draw, however, is the football team's being out of town for the Minnesota tussle.

Show opens with the band in a hot number, followed by the Six Rockettes, snappy girl line. Routine is not so hot; it's a jangle number. Gal who sings doesn't do very well.

Madame Fifi (the one male on the stage) is next with a barrel trick, mixed with a few equilibrium tomfooleries. Gets by fairly well, but is strictly a juvenile hit, adding little here.

Polly and Kitty, rop-kipping duo, have a bit made attractive by flash-lighted ropes, set for a nice effect. The

Princess
YVONNE
"PSYCHIC WONDER"
OPEN TIME—DOC. M. IRVING
WED. 10:30
1511 BROADWAY, N.Y.

dick clyde
GONWAY and PARKS
Colored Comedy Song and Dance Sensation,
Recently 16 Weeks Hit Nat. Club.
Address: Care Billboard, New York.

The Original Magical M.C.
BIL DORNFIELD
Direction of
DAVE O'MALLEY,
140 North Dearborn Street, Chicago.

"A Tempestuous Maze of Rhythm and Color."
CIRO
RIMAC'S Rumbaland
Muchachos
Just returned from triumphal European Tour. Play-
back week October 16 with their unit at Fox Thea-
tre, Detroit, Mich.
Direction: HARRY ROMM.

Eleanor Wood
Now Appearing at
SAVARIN CAFE, Buffalo, N. Y.
ADDRESS ALL
COMMUNICATIONS TO 1564 BROADWAY, N.Y.

Norman
and
Sylvia
HARRIS SHORE
"Their antics had the customers
howling." The Billboard, Cincinnati, O.
—M. S.
Direction FERD SIMON.

Polly Jenkins and Her Plowboys
NOVELTY RURAL RADIO MUSICAL ACT.
Now booking December, January, February, New
York, New Jersey, Pennsylvania, Virginia,
North Carolina.
No House too big, None too small. Scenery—Two
Sound Cars—Pull Line of Paper. Address
CARE THE BILLBOARD, Cincinnati, O.

R K O THEATRES
1270 Sixth Ave. Radio City, New York

band then plays *Clouds*, and the leader, Pat Watkins, sings it. Following is a novelty by the music section, featuring Helen Lewis at the drums. Pretty fair. Sock dance routine in the show is supplied by the Heintze Twins in a dummy Popeye number. Rates the show's best hand. *Moonlight* is next by the band and the gals come back for a stomach-wiggle to *Lennox Avenue*. Pat Watkins steps out front to offer *Bill*. It's weak. Mitchell Trio, a ball-balancing act, runs in ahead of the finale. One gal is a fine performer and is the backbone of the act. Finale is for the band and the Rockettes. Band section was spotted here by Frederick Brothers, of Kansas City, Mo., and the girl section of the show is handled by Bee Ruth, Omaha. All in all a sour concoction with not enough bright spots to carry it.

Picture. *Women Are Trouble* (MGM). B. OWE.

Fay's, Philadelphia

(Reviewed Friday Afternoon, Oct. 9) (First Show)

Current bill, *Paging All Stars Revue*, rounds out as a snappy hour's interlude. Nothing of the spectacular, but satisfies in the entertainment groove. Pic is *Second Wife* (RKO), with a generous sprinkling of shorts to boot. Downstairs more than half full on the overture.

Altho Harry Savoy is on tap to emcee, it's the choir of 16 gals, the Dancing Starlettes, that ties it all together as a presentable revue. Dolls flank the boards on shut, while an off-stage voice pages the stars for the last clack if an explanation for the title is necessary.

Lineup is mostly footwork. Gals do the opening honors, bringing on Allen Spear for some eccentric acros. Harry Savoy excuses himself as the m. c. but works for himself thruout, making everything count for the guffaws. A favorite at this house, all his ribbing tactics and Joe Millering is accepted in good faith and again it's the delivery that does the sock-selling job. For the follow-up Savoy brings out Countess Lita Santelli, who pipes a couple of Italian folk pips and makes 'em give a listen.

Starlettes back again for a ballet routine. Decked in white chiffon, line shows up best here as having everything for looks, flash and routine. Ballroomology next by Marie Bartell, Newell Hurst, Eddie Ash and Fred Larkin. One of the males was missing on this trick, but showed up on the finale. Al Gordon trots out his trained canines and it's a question whether Savoy's stooging or the dogs rate the meat bone. Tom, Dick and Harry, personable chaps, complete the talent roster. Stuff is all of the mayhemistic maniacism. Lads work hard, drawing everything but blood. However, they're sadly in need of material that spells clack.

Prancers further exploit their versatility with a neatly executed precision tap drill, beating it out in top hat, swallows and shorts. Allen Spear tags the routine with more rubber legmania. Harry Savoy has the last say, Louise Tobin coming on this time to straight. Line back for their fourth strut, this time in polo suits beating it out to the tune of *Orpheus Overture*. All out front for the windup and a well-deserved hand. No show-stoppers in the entire setup, but collectively it clicks. ORO.

Oriental, Chicago

(Reviewed Friday Afternoon, Oct. 9)

The Dorothy Hild Ballet, the house line, attired in attractive blue and red costumes, opened the show with a lively routine done before a crazy-guilt drop.

The Duffins, a boy and girl combination, followed with a neat ballroom routine, and the girl contributed back headlocks, cartwheels over her partner's shoulder and some very good contortion work. Matt Duffin did a tap with ballet turns and they closed with a clever rag-doll dance to two bows.

Dare-Devil Dault, assisted by Jim Mark, in tramp makeup, kept the audience on the edges of their seats with a swell balancing act. Some unusual balancing tricks are done by Dault and his partner atop four tables on a chair set on four bottles. Took a good hand.

The Hild Ballet returned for an interesting dance in which the girls wore long white gowns and men's dinner jackets and top hats. They were followed by Kirby and Duval with several minutes of comedy talk that was relished by this audience, closing with a song by the man. Very good hand.

Cappy Barra Harmonica Ensemble, eight men, proved once again that the

harmonica can be played to entertain when handled by those who know how. They did *Chinatown*, *These Foolish Things* and *Tiger Rag*, with Lee LaFall doing songs and a great rendition of *Flight of the Bumblebee*. Big hand.

Al Norman had the laughs coming thick and fast in the next-to-closing spot. Opening with his sleeping impressions, he went into his monolog and got his biggest laughs with the aid of his two stooges in the audience. Eccentric dancing by the three boys was the highlight of the act. Big hand.

The Hild Girls closed the show with a colorful balloon number.

F. LANGDON MOROAN.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Oct. 8)

Continuing with its sock flesh shows, the RKO Keith today began a week of *Cuban Follies*, a gay and colorful show that met with the approval of the customers. Costumes by Mme. Bertha and dances staged by Chester Halo have a dazzling effect and enhance the beauty of the South American gals.

Eddie Rosenwald and the house ork overture a Latin medley topped by *Lady of Spain*. Opening has Ciro Rimac's Rumbaland Muchachos banging out native music. Line of 12 shapely gals parade on stage to jell into a hot rumba to *Heat Wave*. Carito, a cute little trick and a neat delineator of Cuban terpsichore, does all right for herself in *Cuban Fiesta* via a rumba, with the ork boys rapping out lyrics. Charley Boy, sax, literally leaps out of the ork and teams with Carito for a fast rumba that received generous applause.

The Five Jansleys, socko Risley purveyors, did a fast and neat session of difficult executions deftly handled. They were smash all the way thru and took much intermittent mitt slapping.

Charley Boy gets the spot again for a *Hot Cuban Pete* routine that's more than okeh.

Tito Coral, handsome singing star of Ziegfeld's *Hot Cha*, began Siboney cresented by six gals, who finally disappear as the curtain behind him draws to obliterate Rimac's org, while Tito warbles nicely to finish. A white spot creates a picturesque play as he encores with *Play, Gypsy, Play*.

El Ritocarrio is a line production number and features Lolita, Sana Martina and the Sharp Twins in special spot routines aided with castanet clicking. The Sharp Twins do nice toe work as their specialty.

Don Zelaya, tagged the "Philosophical Pianist," is a jovial personage with stuff that is punch thruout. He demonstrates how certain music affects the body and runs the delineation of emotion. Inserts bits of burlesque that are click entertainment, with the house in stitches. Needless to say, the patrons gave him terrific applause.

Band does a specialty, with Rimac introducing the *Samba*, a catchy and intriguing clogging from Rio de Janeiro spotting Carito. Another is the *Conga*, newest Cuban rhythm filled with frenzied African Congo terp ritual, speeded with the rumba. It's fast and furious. Charley Boy and Carito, with Rimac on the native drum, do double sock with the shivers dance. Nice bump work. Applause great.

Frank Mitchel and Jack Durant shut the show after a couple of encores with slapstick stuff, including new approaches of pan slapping, orb poking, brow punches and other hoke comedy. The boys don't pull any of their punches and the crowd sort of wonders at their bruising methods. Duo go into okeh hoof and challenge work. Durant impersonates Clark Gable and Herbert Marshall and warbles baritone on *Until the Real Thing Comes Along*. Mitchel offers *When Irish Eyes Are Smiling* and *Solitude*, a la Morton Downey and a Harlem gal, respectively. But a piece of Durant biz reveals that a backstage voice ventriloquists the vocals. Do corking somersault-conversation routine as windup.

Finale has Tito warbling *LaCucaracha*, with Charley Boy and Carito on the hoof. *Hold That Tiger* has Charley Boy hoofing around with a dummy gal as an American dance-hall impression. Carito also mimics an American gal hooper.

Picture is *36 Hours To Kill* (20th Century-Fox). SID PAINE.

Virginia, Wheeling, W. Va.

(Reviewed Tuesday Evening, October 6)

Harry Krivit's first unit of the new season, which stopped at the Virginia for additional polish before reaching the big spots, is loaded with striking sets,

flashy costumes and a capable cast of some 30-odd performers. While not boasting of show-stopping turns, *Broadway Nights* furnishes an hour of pleasing entertainment and is strong enough for combo houses in the larger cities.

Typical of Krivit color and pace, the show gets under way with a novel *Manhattan Serenade* number, in which New York characters parade in front of staggering skyscrapers. Dinky Ozment, a talented lass who is of considerable assistance thruout the show, ushers in the affair with a few dramatic lines.

The streamlined chorus, numbering 14 gals, follows with an average kick number that features Pancho and Dolores in a smoothly performed waltz. The team makes an unusually striking appearance.

Buddy Rich, youthful drummer, hide-hos *Rhythm Is My Business* and drumsticks it on a chair. Follows with an intricate tap version of *Truckin'*. A personable kid who, while he has much to learn, displays promise.

Some comedy bits next, with one of the Fields Brothers and Dinky Ozment leading the proceedings from the stage. They are interrupted by two couples planted in the audience who repeat some time-worn gags. Dinky's follow-up act from the stage is much funnier, however.

Jeanne LeWisse's *Peacock Dance* is heralded with a promising announcement, but the number is not out of the ordinary. Performed against a fitting drop, her bronzed, almost nude figure is a perfect setting for a modern socko turn, but her routine is disappointing.

Harry Holmes, still doing his standard act, remains a minor riot. His work is clean and his bits funny. A hilarious bit of business is his plunking of *The Village Blacksmith* on the piano, with horseshoes flying his way from the wings to the rhythm of the music. He closes with some xylophone notes hammered out on the piano. His wife and Ponzi stooge for him.

The girls return for a feverish *Shoe Shine* Boy affair that is sold in high fashion. Dressed in teasy costumes, the shapely beauties go to town with this latest dance craze. Bobby Rounda, a bright tenor, follows in one to warble *Did I Remember?* and *These Foolish Things*. A fan number in full gowns brings the line back and features pretty Dinky Ozment in a graceful toe rendition.

Fields, Smith and Fields, knock-about trio outfitted in sailor suits, do the usual knockabout work that usually is good. A welcome twist in their act is a funny musical offering, in which one of the boys plays a toy piano, another an outlived trombone, with the third acting as the maestro. Gets laughs and serves as a good exit.

Pancho and Dolores return to do a novelty dance that is brief and effective. The finale, representing an elaborate circus scene, brings on the entire lineup and spots, among others, Jeanne LeWisse in a hip-shaking bit, Harry Holmes as the sharp-shooting Annie Oakley and the line in a beautiful pony ballet.

The screen had Warner's *Satan Met a Lady*. Business was only fair, a heavy rain hurting the box office.

SAM HONIGBERG.

Paramount, New York

(Reviewed Wednesday Evening, Oct. 7)

This show shapes up as a moderate diversissement, with one truly sock act, an acrobatic pair billed as the Aristocrats, and the supporting turns about average. Enric Madriguera's Band is on the stage, playing in the sweet style the orchestra generally follows and with one very good arrangement. Madriguera is carrying 16 men for his stage show, average dance crew at the house holding down to about 12 or 13. Band plays clean and soundly but could stand adding a heftier punch number or two for its stage work. As a straight dance combo, okeh. That one excellent number referred to is *What Is This Thing Called Love?*, using a series of popular counter melodies all thru. Good stuff.

Jerry Coc, eccentric hooper, is the first act. He does a sort of rubber-leg affair, with sliding as his main forte. Encore is a slow-motion routine. Got off okeh. Maxine Orey, known around because of her radio work, sings two numbers, but fails to hold attention. Voice is pleasant enough but nothing in particular to back it up or make it outstanding. Her reception, tho, was chopped by the band going into its next number, showing running 40 minutes late. Aristocrats have a strong muscle act,

mainly hand-to-hand stuff, by way of lifts and a bit of Risley thrown in for good measure. They open doing precision dancing and hoke around as another comedy act before they get serious. Drew the best hand of the performance.

John Steel, former legit tenor star, has done a comeback by way of the night clubs and was fairly well recognized here. He did two numbers, *When Did You Leave Heaven?* and a medley from the *Follies and Music Box* revues.

Valiant Is the Word for Carrie, the pix. Trade good. JERRY FRANKEN.

Errol's Eastward Bookings

NEW YORK, Oct. 10.—Fanchon & Marco's Leon Errol unit has lined up a string of dates eastward. The unit is current in Portland, Ore., and the week of October 16 will play Helena, Butte and Billings, Mont., and October 23 Sioux City and Cedar Rapids, to be followed by Davenport the week of October 30. The week of November 6 it will go into the Oriental, Chicago; November 13, Michigan, Detroit; November 20, Palace, Cleveland, and November 27, Shubert, Cincinnati.

JUST OUT!
McNALLY'S No. 20
BULLETIN
 PRICE ONE DOLLAR
 NEW, BRIGHT, ORIGINAL COMEDY
 For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Revues, Radio and Dance Band Entertainers. Contains:
 18 Screaming Monologues,
 7 Roaring Acts for Two Males,
 7 Original Acts for Male and Female,
 18 Sure-Fire Parodies,
 Great Ventriloquist Act,
 A Root-Lifting Female Act,
 Trio, Quartet and Dance Specialty,
 Musical Comedy, Tab and Burlesque,
 46 Corking Minstrel First-Paras,
 McNally Minstrel Overtures,
 A Grand Minstrel Finale,
 48 Monobits,
 Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.
 Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 13, 14, 17, 19 and 20 for \$1.50, with money-back guarantee.
W.M. McNALLY
 81 East 125th Street, New York

TAP DANCING BY MAIL
 Beg. or Adv. Tap, \$1.
 Sample Tap Lesson for Beg., including Standard Time-Step and Break, 25c.
 Her. Wals and Fox-Trot, \$1.
 Hal Leroy studied here. Send for List "B".
 KINSELLA ACADEMY, 2526 May St., Cin'ti, O.

WANTED
 Vaudeville Acts, Novelty, Dancing Acts and Singers. For Burlesque Theaters only.
DAVE COHN
 1564 Bdway., Room 805, New York City

Acts, Plays, Tabs, Minstrels
 Gamble's Big Minstrel Show contains complete MBS, Minstrel, Opening and Finale and Songs for show, \$8. Big Comedy Collection, \$1. Witmark complete Minstrel Show with Orchestration, \$10. Monologues, \$1. Skits, \$2. Tabs, \$3. Bits, \$1. E. L. GAMBLE, Playwright, East Liverpool, O.

STROBLITE
 Luminous Colors That Glow in the Dark, Sensational Costume and Scenic Effects. Write for information.
STROBLITE CO., Dept. B017, 35 W. 52d St., New York

The Lanquay Costume Co.
 189 North State Street, 404 Capitol Building, CHICAGO, ILL.

Everything For Theatrical Wardrobe
 RHINESTONES—SPANGLES—TIGHTS
WILL VAUDEVILLE COME BACK?
 If It Does, Mr. Manager, You Will Need a Variety of Acts.
LAMONT'S OCKATOOS AND MAGAWS Will Put Variety and Novelty to Your Show. If you want an Act of merit and quality that entertains, Address J. LAMONT, 701 Woods Theatre Bldg., Chicago, Ill.

SCENERY
 Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.
SHELL SCENIC STUDIO, Columbus, O.

\$40 Minimum Still in Air

**Equity and league num—
committee meets—to talk
to Equity soon**

NEW YORK, Oct. 10.—Both the League of New York Theaters and Actors' Equity are reticent about divulging progress on reaching an understanding on the \$40 single salary minimum for actors. Dr. Henry Moskowitz, executive adviser to the league, stated that a committee representing the managers and composed of Marcus Helman, Brock Pemberton, Warren Munsell and Lee Shubert met Thursday and discussed the proposition, but no further information was vouchsafed.

Frank Gillmore, Equity president, would not say that Equity regarded the question with favor or disfavor. He reiterated his announcement of last week that his organization would do nothing until an adequate investigation revealed a basis for action. Equity's committee looking into the matter includes Kenneth McKenna and Robert Haines, both of whom are to meet the managers in a brain session.

It is felt that the prolonged consideration given the matter is indicative that something more than wind is in the air, and nervous junior members are growing more nervous over the possibility of the increased salary minimum.

Road Show Fare Confab Oct. 22

NEW YORK, Oct. 10.—The campaign sponsored by Actors' Equity, the League of New York Theaters and other theatrical interests to reduce railroad fares for traveling legit shows comes to a head October 22, when Frank Gillmore, Equity president; Dr. Henry Moskowitz, executive adviser to the league, and representatives of theatrical labor will meet officials of the Associated Trunk Lines in an attempt to reach an understanding.

This is the second time a get-together effort has been made, the first one, some time ago, being stymied because the meeting was set for Chicago and Moskowitz and Gillmore could not make the date.

Should the legit theater people be successful in obtaining fare reductions, the move will mark the first step toward a united effort to revive the road.

Gillmore, when queried as to whether the fare reductions, if granted, would include vaudeville companies, said he was not sure.

Frisco Fails To Support Duffy's "Meet My Sister"

SAN FRANCISCO, Oct. 10.—*Meet My Sister*, musical comedy, which opened at the Alcazar Theater here under Henry Duffy's banner September 27 for a six weeks' run, folded tonight because of lack of patronage.

Duffy sank a lot of money in the production. Orchestra cost him a cold \$1,500 weekly. Walter Slezak and Nancy McCord, co-stars, got a top figure. So did the rest of the cast, which included Olive Olsen, Lois January, Harry Welch, Eduard Franz, Walter Siegfried and Claude Allister.

Miss McCord returns to New York tomorrow, but the rest of the cast will go to Hollywood. Meantime the Alcazar goes dark, same as the El Capitan, Duffy's Hollywood house.

Nazimova for Boston Oct. 20

BOSTON, Oct. 10.—Mme. Nazimova will begin her new season at the Colonial Theater here October 20, instead of October 19, as previously announced, in Ibsen's *Hedda Gabler*. Cast will also include Harry Elerbe, Eliot Cabot, Viola Frayne, Lethe Bingham and Grace Mills. Stewart Chaney has designed and executed the settings. *Hedda Gabler* will run five days, with matinee on Wednesday and Saturday.

Equity Coast Actors on Spot

NEW YORK, Oct. 10.—Equity, gunning for actors who break rules applicable to their employment in little theaters by changing their names, thereby causing Equity much trouble in checking up and enforcing rules, last week passed a resolution, applying specifically to Pacific Coast companies, that actors shall not assume a new name without first notifying the association, represented by I. B. Kornblum in Los Angeles.

Proof will have to be submitted that any change of name is not for the purpose of evading Equity rules. Infractions of the resolution will be punishable by disciplinary action, including fine and suspension or both, if the council sees fit.

Chicago Legit Looks Good

CHICAGO, Oct. 10.—Catering to the town's avowed liking for operetta, following the successful three-week engagement of the *Blossom Time* revival, which closes tonight at the Grand Opera House, the Shuberts will bring *Naughty Marietta* to the Grand for a limited run opening October 18. The incoming cast will feature Ilse Marveng, who will sing the title role, and Robert Shafer, last with *At Home Abroad*. Others in the cast will be Bartlett Simmons, Violet Carlson, Harry K. Morton, Zella Russell, Gus Howard, Lee Beggs, Walter Armin, Mobby Luchenia and Herbert Lyle.

Now that the *Romeo and Juliet* film has completed its engagement, the drama season at the Erlanger Theater will get under way October 26 when *The End of Summer*, the first Theater Guild production, opens with Ina Claire and Osmond Perkins.

Increased interest in the American Theater Society-Theater Guild subscription season has been shown by theatergoers here this year, and the local office reports the best subscription sale since 1929-'30, with a list of 12,000 subscribers.

Golden's Newark Tryout

NEWARK, Oct. 10.—*Pinehills and Judy*, starring Florence Reed and Carlyle Blackwell, will have its tryout at the Shubert Theater the week of October 26. The author of John Golden's first production of the season has not as yet been revealed, but it is generally understood that Frank Craver had a hand in its preparation. Other members of the cast include Erick Dresler, Broderick Crawford, Phyllis Welch, Robert Burton, William Foran, Lawrence O'Brien, Muriel Williams and Ivy Troutman.

"Scandals" in San Francisco

SAN FRANCISCO, Oct. 10.—With a sellout for the first three nights, George White presents his *Scandals* to San Francisco, opening at the Curran Theater tomorrow night for two weeks. Show, which is headed by Helen Morgan and Willie and Eugene Howard, is the 12th edition.

Fox-Locust May Go Legit

PHILADELPHIA, Oct. 10.—Instead of being converted into a cabaret-theater along the New York French Casino lines, it now appears more than likely that the Fox-Locust will join the town's depleted list of legit houses. While an official statement is yet to be forthcoming, it is known that the Mitten Bank Securities Corporation, operator of the property, is negotiating with Jules Leventhal, New York producer, for the use of the house.

Altho the Mask and Wig Club has booked its annual into the Fox-Locust, stage facilities are too small for legit musicals and Leventhal will offer straight dramatic fare. Season will be a warmer-upper for next year, when Lawrence Shubert Lawrence will take the house over to displace his Chestnut. Chestnut will definitely shutter up at the end of this season.

House policy will call for revivals of former hits at pop prices, same as provided by Leventhal for the Garden Pier Theater in Atlantic City during the summer. *Shanghai Gesture* or *Personal Appearance* mentioned as the curtain raiser for this former-plex palace.

OUT-OF-TOWN OPENINGS

"Red, Hot and Blue"

(Boston)

By Russel Crouse and Howard Lindsay. Music by Cole Porter. Directed by Howard Lindsay. Dances and ensembles by George Hale. Sets by Donald Oenslager. Presented by Vinton Freedley at the Colonial Theater for a 10-day run beginning October 7.

The cast includes Ethel Merman, Jimmy Durante, Bob Hope, Polly Walters, Paul and Grace Hartman, Kay Picture, Dorothy Vernon, Thurston Crane and others.

Vinton Freedley's latest musical centering around the dices of Jimmy Durante, a polo-playing convict, desirous of spending all his time in jail; Ethel Merman, a wealthy widow and former manicurist; Bob Hope, Ethel's lawyer, and Polly, a tough wench recently graduated from reform school, impressed a household of Bostonians during the opening night as too much of a good thing. Practically no fault is to be found with the performances of the principals, and Cole Porter's tunes, notably *A Little Skipper From Heaven Above*; *Red, Hot and Blue*; *Good-Bye, Little Dream*, *Good-Bye*, and *Ridin' High* are substantial hit material; but the Messrs. Crouse and Lindsay have simply gone overboard in providing a much too lengthy book, the first act of which lasts over two hours.

Durante, whom Merman manages to have paroled so that he can promote a lottery for her, comes thru in this nutty situation in topnotch form. Miss Merman, singing three solos as well as a duet with Hope, who is a target for Cupid in the play, also holds up her end very well; but the surprise of the show is Kay Picture, whose tap dancing scored a show-stop. The Hartmans, of course, hit one of the high marks of the evening with a burlesque adagio.

Production, as it stands now, possesses abundant material and talent, but must be expertly cut to click in New York. *Paine.*

No Action on WPA Jobs

NEW YORK, Oct. 10.—The suggestion emanating from Equity's last informal discussion meeting at the Astor Hotel that the association establish an employment bureau for the purpose of placing actors on WPA productions has gone no further than the talking stage.

Brown Back on WPA

LOS ANGELES, Oct. 10.—Quieting reports that he had been discharged, Gilmore Brown resumed his post this week as regional supervisor of the Federal Theater Projects in California and the Southwest. He returned this week from a 10-week leave of absence.

Shortly after his departure it was reported that he had been let out of the project.

Play Banned by Illinois WPA Head

CHICAGO, Oct. 10.—A few hours before it was to have been given its premiere performance by a Federal Theater group at the Princess Theater here last night the presentation of *Hymn to the Rising Sun*, a play about prison life in the Southern States by Paul Green, it was stopped by Robert J. Dunham, head of the WPA in Illinois.

Dunham, it is said, banned the play after he had read it and learned the way in which the play's subject was treated. He said that it was of such a moral character that he couldn't even discuss it with the press. George Kondolf, director of the WPA theater projects here, said that the play will open for sure next Wednesday. Dunham says it will not and he is powerful enough both locally and politically to add weight to his statement.

Those who have seen the play in rehearsal say that if it is allowed to open it won't be for long, as pressure will surely be brought on the mayor to close it as he did *Tobacco Road* for alleged obscenity and that the play in question would never pass the city's censorship board.

Fritz Blockl, who recently resigned as publicity director of the Federal Theater projects here, did so because he felt he could not publicize a play of this sort, which he says is vicious, unpatriotic and liable to cause race riots.

Clugston Case To Wash'ton

**Discharge of WPA play
bureau head raises issue—
subway shows for Pitt**

NEW YORK, Oct. 10.—Protest against the discharge of Katherine Clugston as play bureau director of the local Federal Theater project will be taken to Washington. Lieut. Col. B. P. Somervell declines to interfere with her dismissal, ordered by Haille Flanagan, director of the government theater project. Miss Clugston allegedly was found "unsuited."

A delegation from the Federal Theater Supervisors' Council appealed to Somervell after he refused to step into the case. Delegation claimed charges against the discharged supervisor had been unsubstantiated and requested an open hearing. Morris Watson, producer of *The Living Newspaper*, is taking the case to Harry Hopkins in Washington.

PITTSBURGH, Oct. 10.—Raymond M. Wolf, assistant to Lorin J. Howard, State director of the Theater Project, announces over 103,000 people have already witnessed the two WPA vaudeunits which have been playing in Allegheny County since March 10. Says 233 performances have been offered between the March date and September 6.

PHILADELPHIA, Oct. 10.—Something new in theatricals is being offered next week by local units of the Theater Project. All presentations will be given underground—in the center city subway concourse. In conjunction with an exhibition of the work of the 17 local WPA projects, the two vaude units, the marionette and puppet shows will give continuous afternoon and evening performances.

Form Negro Actors' Guild

NEW YORK, Oct. 10.—A new organization has been formed here, incorporated in this State, under the name of the Negro Actors' Guild of America. It is the outcome of a movement among Negro performers for some time and actually came into being September 27 at a meeting in the Harlem YMCA. An official meeting setting up the organization was held October 1 in the office of Simon S. Feinstein, attorney.

There are seven directors in the organization, comprising Leigh Whipper, Ham Tree Harrington, Rex Ingraham, Noble Sissie, Muriel Rahn, Ada Brown and William C. Handy. At the first Harlem meeting among those attending were Bill Robinson and J. Parker Read Jr.

The general purpose of the organization is to foster and promote the welfare of the Negro actors, look out for their needy and distressed and to protect their interests in the theatrical field.

The organization plans to establish offices in the midtown area and also plans to follow the same procedure as practiced by other theatrical guilds.

"Mulatto" Success Boosts Springfield

SPRINGFIELD, O., Oct. 10.—So successful was the presentation of James Kirkwood in *Mulatto* at the Fairbanks Theater, 90 per cent of the house being sold out, that George Bauer, manager, has booked the following road shows: *Tobacco Road*, a date to be set in October; November 2, *Boy Meets Girl*; Christmas day, *George White Scandals*, with Willie and Eugene Howard and Helen Morgan.

Bauer announces also that he is booking the bigger units such as *Foites d'Nuff* October 22, 23 and 24. Other units traveling westward will be booked by Bauer from the Morris Agency in New York and the Sun Booking Exchange of Springfield.

The New Plays on Broadway

By EUGENE BURR

EMPIRE

Beginning Thursday Evening, October 8, 1936

HAMLET

A play by William Shakespeare, starring John Gielgud and Judith Anderson. Staged by Guthrie McClintic. Setting and costumes designed by Jo Mielziner. Settings built by T. B. McDonald Construction Company and painted by Studio Alliance, Inc. Costumes executed by Eaves Costume Company and Helene Pons. Presented by Guthrie McClintic.

Francisco, a Soldier..... Murvyn Vye
Bernardo, an Officer..... Reed Herring
Horatio, Friend to Hamlet..... Harry Andrews
Marcellus, an Officer..... Barry Kelly
Ghost of Hamlet's Father.....
Claudius, King of Denmark..... Malcolm Keen
Cornelius, a Courtier..... Whitner Bissell
Voltemand, a Courtier..... James Dinan
Laertes, Son to Polonius..... John Emery
Polonius, Lord Chamberlain..... William Rothrick
Hamlet, Son to the Late, and Nephew to
the Present King..... John Gielgud
Gertrude, Queen of Denmark and Mother to
Hamlet..... Judith Anderson
Ophelia, Daughter to Polonius..... Lillian Gish
Reynaldo, Servant to Polonius..... Murvyn Vye
Rosencrantz, a Courtier..... John Cromwell
Guildenstern, a Courtier..... William Rothrick
The Player King..... Harry Mestayer
Polio..... Ivan Triesault
The Player Queen..... Ruth March
Lucianus, Another Player..... Whitner Bissell
Fortinbras..... Reed Herring
A Captain..... George Vincent
A Sailor..... William Stanley
First Grave Digger..... George Nash
Second Grave Digger..... Barry Kelly
Priest..... Ivan Triesault
Osric, a Courtier..... Morgan Farley
Lords, Ladies, Soldiers, Messengers and At-
tendants: Evelyn Abbott, Neil Bory, James
Dinan, John Galland, Stanley Gould, Peter
Gray, Henry Hull Jr., Mary Lee Logan, Don-
aldson Murphy, Sydney Scott, Kurt Steinbart,
Francis Wayne.

The Ghost's Lines Are Read by Malcolm Keen.
The Place Is Denmark.
ACT I—Scene 1: The Sentinel's Platform
Before the Royal Castle. Scene 2: The Council
Chamber in the Castle. Scene 3: Polonius's
House. Scene 4: The Sentinel's Platform Be-
fore the Royal Castle. Scene 5: Polonius'
House. Scene 6: The Council Chamber in the
Castle. Scene 7: The Great Hall in the Castle.
ACT II—Scene 8: The Great Hall in the Castle.
Scene 9: The King's Dressing Room. Scene 10:
The Queen's Private Apartment. Scene 11:
The King's Dressing Room. Scene 12: The Great
Hall in the Castle. Scene 13: A Plain in Den-
mark. Scene 14: The Great Hall in the Castle.
Scene 15: Horatio's House. Scene 16: The
Council Chamber in the Castle. Scene 17: A
Churchyard. Scene 18: A Corridor in the Cas-
tle. Scene 19: The Great Hall in the Castle.

When Mr. John Gielgud appeared in London in the title role of *Hamlet* the results on both sides of the footlights were, according to reports, sensational. Mr. Gielgud (again according to reports) gave one of the finest performances of, to coin a phrase, the Melancholy Dane within memory of man or dramatic critic. Dowagers shrieked approbation, maidens emulated the chorus of *Patience*, strong men wept and the critics themselves practically fainted away.

Now Mr. Gielgud and his Hamlet have arrived on these alien shores in a magnificent setting provided by Mr. Guthrie McClintic, the producer; Mr. Jo Mielziner, the designer, and the members of the splendid supporting cast. By some stretch of the imagination the effect of his appearance may again be termed sensational—but not sensational in precisely the same way as it was reported to have been in London.

When Hamlet, in the scene in the court, first rises to deliver the speech about his customary suit of solemn black there come the first reverberations of the fireworks. For three or four moments it seems as tho here we have a Hamlet at once different and brilliantly effective. Different it certainly is, as things turn out—but it is effective only in isolated scenes and speeches, most of them concerned with the comedy of the feigned madness.

At best Mr. Gielgud's Hamlet may be termed picturesque—at worst plain silly. It is a Hamlet that leaps like a startled fawn from the conventions that have muffled the role, and in that respect

it is to be commended. But the fawn was evidently so startled that it didn't know where it was leaping; it landed, like Ophelia, in the lake.

Mr. Gielgud's is, beyond the shadow of a doubt, a wildly mannered Hamlet. Frenzy seizes him at the slightest opportunity—and the opportunities are many. With his brilliance flashing meteorically in fine incidental flares, he, when confronted by the more important periods, tries to flash physically right along with it. Thus he starts the "Oh, what a rogue" speech with a burst of bellowing instead of bringing it forth in agony thru clenched teeth and constricted throat; and at the end of the play scene he bounces about the stage in an excess of frenzy that borders upon delirium tremens. About all he misses is a parachute jump from Mr. Mielziner's central balcony.

Also, probably as a part of his general interpretation, he indulges in a constant stream of badly accented lines. In general he is wildly mannered when he should give thought to the intellectual content, the poignancy or the character delineation inherent in the lines. Mr. Gielgud's Hamlet, it is to be feared, is completely mad during his moments of sanity and, thanks to the occasional brilliant flashes, sparkingly sane during the feigned madness.

As for the support, it is for the most part excellent, with Judith Anderson, co-starred, giving a moving, heart-rending, tremendously effective portrait of the Queen; with Lillian Gish accomplishing the practically impossible task of making Ophelia's mad scene both pathetic and effective; with John Emery making an acceptable and youthful Laertes, and with various others, including Barry Kelly, George Nash and Morgan Farley, doing good work in smaller parts. Harry Andrews' Horatio and Malcolm Keen's Claudius are somewhat less successful.

But the production is eminently worth seeing, if for no other reason, because of the outstanding work of Arthur Byron as Polonius; Mr. Byron literally walks off with the show. That he would be an excellent Polonius was a foregone conclusion, but no one could expect a Polonius as fine as this. It is an outstanding acting achievement.

Mr. Mielziner's unit set, with insets and curtains, is both effective and practical. His costumes are lovely, too, tho their period—which seems to be Restoration—appears to have no rhyme or reason, being reminiscent of the melange which featured Katharine Cornell's late but not lamented production of *Lucrece*.

At least Mr. Gielgud's interpretation will add a few more notes to the discordant symphony that centers around the question of whether Hamlet's madness was real or feigned. If we follow Mr. Gielgud we'll be startled to discover that the lad was quite sane during his periods of solitary, soliloquy-studded sanity.

MANSFIELD

Beginning Monday Evening, October 5, 1936

LEND ME YOUR EARS!

A comedy by Philip Wood and Stewart Beach. Staged by Leo Bulgakov. Setting designed by Cirkor & Robbins. Presented by Peters, Weenolsen & Field.

Junior Beam..... Robert Mayors
Wallace Tilcomb..... Cliff Heckinger
Willie Beam..... Jane Seymour
Marjoline Beam..... Lynn Mary Oldham
Jasper Beam..... Walter C. Kelly
Fred Carpenter..... John F. Kirk
Daphne Wayne..... Mary Holsman
Steve Delaney..... Bertram Thorn
Ed Flanagan..... Robert Williams
Clayton Sommers..... Melain Gates
Herman Pratt..... Frederick Kaufman
Clifford Pinc..... Jack Harwood
Mrs. Sterling Tuff..... Lida Kane
Ann Harmon..... Ann Winthrop
Polly Andrews..... Lucille Conrad
Mrs. Willoughby..... Sara Floyd
Mike McCartney..... Clyde Franklin

ACT I—Living Room of Jasper Beam's Home in Fair River, a Small Town Near New York. A Morning Late in February, 1936. ACT II—Scene 1: The Same. The Following May. Scene 2: Later That Evening. ACT III—The Same. One Week Later. Scene 2: A Few Minutes Later.

Bartlett's *Familiar Quotations* was scattered indiscriminately over the stage of the Mansfield Theater Monday night at the opening of a new comedy called *Lend Me Your Ears!*, presented by Peters,

BROADWAY RUNS

Performances to October 10, Inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Carl)	Nov. 27	370
Bright Honor (48th St.)	Sept. 27	18
Dead End (Belasco)	Oct. 28	402
Hamlet (Empire)	Oct. 8	4
Idiot's Delight (2d encauc.)		
(Shubert)	Aug. 31	48
Lend Me Your Ears (Mans- field)	Oct. 6	8
Love From a Stranger (Pul- ton)	Sept. 29	15
Minnie Scheller (Rita)	Sept. 30	14
Night Must Fall (Harr- man)	Sept. 28	10
Pre-Honeymoon (Little)	Apr. 30	182
Reflected Glory (Morosco)	Sept. 21	24
Seen But Not Heard (Mil- ler)	Sept. 17	28
St. Helena (Lyceum)	Oct. 6	7
Three Men on a Horse		
(Playsunc)	Jan. 60	712
Tobacco Road (Forsyth)	Dec. 4	1226
Victoria Regina (2d encauc.)		
(Broadhurst)	Aug. 31	48
Musical Comedy		
D'Onofrio Opera Co.:		
Iolanthe	Aug. 20	60
Mikado, The	Aug. 20	12
Pirates of Penzance and Trial by Jury	Aug. 31	8
Gondoliers, The	Sept. 7	8
Pinafore and Cox and Box	Sept. 28	8
Yeomen of the Guard	Sept. 14	8
Patience	Oct. 10	8
New Faces (Vanderbilt)	May 10	167
(On Your Toes (Imperial)	Apr. 11	200
White Horse Inn (Center)	Oct. 1	13
Ziegfeld Follies (2d encauc.)		
(revised) (Winter Gar- den)	Sept. 14	32

Weenolsen & Field. The Bartlett reference book seemed to account for at least half of the play's dialog, the other half—and the arrangement of the quotations—being contributed by Philip Wood and Stewart Beach. As Messrs. Wood and Beach arranged them, the quotes, laid end to end, reached from the Mansfield Theater to the warehouse.

There was evidently some vague notion of writing a satire on politics and political demagogues. Messrs. Wood and Beach introduce representatives of a metropolitan newspaper into the home of the speech-smitten and quotation-ridden suburban gentleman who, the night before, had spoken to his fellow townsmen about garbage removal or some kindred problem. It is their plan to fasten upon this fellow and build him up as a means of increasing suburban circulation. It seemed a rather fantastic idea at the time, and subsequent events did little or nothing to weaken the impression.

Speeches are written for the gentleman, he is nominated for the post of mayor on a sales-tax platform that has been put into his mouth, and thru various startlingly unconvincing examples of political chicanery he is engineered into a position of national importance. At the crucial moment he double-crosses his backers and makes a speech of his own, thereby finding himself, much to his own surprise, a candidate for the presidency.

Walter C. Kelly, as the gentleman in question, fills the theater with quotations and vaudeville technique, doing a much better job, really, than his material would warrant. Jane Seymour contributes a few amusing moments as his wife, and Clyde Franklin, that splendid actor, is inexplicably involved in the mess in a minor role. As for the rest (to take over the authors' technique) "What can I say better than silence is?"—Longfellow.

LYCEUM

Beginning Tuesday Evening, October 6, 1936

ST. HELENA

A play by R. C. Sherriff and Jeanne De Casalis, starring Maurice Evans. Staged by Robert B. Sinclair. Settings and costumes designed by Jo Mielziner. Scenery built by T. B. McDonald Construction Company and painted by Triangle Scenic Studios, Inc. Costumes executed by Eaves Costume Company. Presented by Max Gordon.

A Marine..... Lewis Dayton
A Ship's Carpenter..... Paul Porter
Cipriani..... Jules Epailly
A Sailor..... Charles F. O'Connor
General Count Bertrand..... Reginald Mason
General Baron Gourgaud..... Joseph Macaulay
General Count Montholon..... Stephen Ker Appleby
Novarez..... Robert Anstieff
St. Denis..... Barry Sullivan

(See NEW PLAYS on page 33)

Carroll Broke; Files Petition

Producer's liabilities more than double assets—latter mostly in back salaries, etc.

NEW YORK, Oct. 10.—Listing his assets at \$410,648 as against liabilities of \$683,892, Earl Carroll, formerly a leader among Broadway revue producers and now employed by 20th Century-Fox in a similar capacity, filed a bankruptcy plea in the United States District Court Thursday (8). Included in the assets are revenues owing Carroll from corporations organized by him, a few examples being \$22,300 from the Brevities Producing Corporation in the form of salaries and bonuses for the period between 1926 and 1932; \$41,604 lent by Carroll to the Brevities Corporation; \$130,000 from the Earl Carroll Realty Corporation for unpaid salaries, loans, etc., and \$5,000 from the estate of William R. Edrington, of Fort Worth, Tex.

The two largest debts are \$400,000 owing to the Chemical Bank and Trust Company, New York, involving the building of the Earl Carroll Theater, now one of Broadway's night spots, the French Casino, and \$366,632 to the 755 Seventh Avenue Corporation, to which Carroll is liable for the guarantee of a lease. Other creditors are Marcelle H. Carroll, the producer's wife, who, as a beneficiary under a life insurance policy of \$1,000, is exempted from bankruptcy claims; John Wanamaker, \$64,500, and an indefinite and disputed claim owing to the aforementioned Edrington estate in connection with the Edrington-Carroll Realty Company. An approximate total, part of which is also disputed, is owed the Collector of Internal Revenue and the State Tax Commissioner.

Carroll's tangible assets amount to \$646.

GYPSY ROSE
★ LEE ★
now appearing
ZIEGFELD FOLLIES
WINTER GARDEN, NEW YORK
Per. Mgt. IRVING SHERMAN,
Dunlop & Allen Office, RKO Bldg., N. Y.

MARVIN LAWLER
★ MARVIN ★
★ LAWLER ★
DANCING JUVENILE
ZIEGFELD FOLLIES
Getting one of the biggest hands of the show is still another newcomer, a lad named Marvin Lawler, whose display of terrific tap technique, offered during a number with the Finner Sisters, literally brings down the house. He's a top-notch young performer.—EUGENE BURR, *Billboard*
Direction—LOUIS SHURR.

Alviene SCHOOL OF THE Theatre
(Rock Theatre Appearances While Learning)
Graduates: Lee Tracy, Fred Astaire, Peggy Shannon, Uno Winkler, Zita Johann, Etc.
DRAMA, SPEECH, MUSICAL COMEDY,
REAL VOCAL AND DANCE.
Real professional training—the only School in the United States presenting its students a week in each play, plus Talking Pictures and Technical Training in Voice, Diction, Make-up, Pantomime, Dialects, Dancing, Acrobatics, Characterization, Fencing and twenty allied study subjects, special Courses for Teaching, Directing and General Culture.
EMINENT FACULTY.
Write for Bulletin to SECRETARY BELL,
68 West 85th St., New York.

FRENCH'S
1937 Catalogue of Plays
Our brand-new 1937 Complete Catalogue is now ready for distribution.
Please order your advance copy today.
SAMUEL FRENCH
25 West 45th Street, New York
814 West 7th Street, Los Angeles

AMERICAN ACADEMY of DRAMATIC ARTS
FOUNDED IN 1884 BY FRANKLIN H. SARGENT
THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.
WINTER TERM BEGINS JANUARY 15
For Catalog address the Secretary, Room 145 J, Carnegie Hall, N. Y.

New Acts - Bands Reviews

3 Capitol Boys

Reviewed at the Bronx Theater, New York. Style—Comedy. Setting—In one. Time—Twelve minutes.

Plenty of variety to this act in the way of assorted hoke, nutty patter, gags, knockabout and hoofing, but turn can be improved by tightening up and judicious pruning. Business includes a novelty, *We're Nuts to You*, a burlesqued ball-room routine by two of the boys and a phony instrumental bit.

Scored very well here, but will have to improve somewhat for the better spots. Encored with tapping, most of it in individual style, and begged off.

P. A.

Art Barnett

Reviewed at the Roxy Theater, New York. Style—Mimicry. Setting—In one. Time—Ten minutes.

Barnett's opening turn, a vocal imitation of a train pulling out of a railroad depot, delivered with all the different sound effects, including whistles, puffs, turning wheels, conductors' chatter, etc., immediately stamped him as an expert in this specialized field. Followed with a version of a man trying to start a Model T Ford on a winter morning, an amusing burlesque on "The Shadow" singing *I Only Have Eyes for You* and a difficult version of the old wooden street cars in use in St. Louis.

Barnett's work all thru is excellent.

P. A.

Charles Collins

Reviewed at the Roxy Theater, New York. Style—Dancing. Setting—Full stage (special). Time—Fifteen minutes.

Charles Collins, tap dancer, comes to the Roxy with a reputation enhanced by his work in the recent picture, *Dancing Pirate*. Does both tap and ballroom turns, clicking very well in both. Technique is clean and showy and includes plenty of top-notch material.

Partner for the ballroom routines was Nadine Gae, with whom he tripped the waltz seen in *Dancing Pirate*. Background for the couple was supplied by the Gae Foster Girls, one of their ensembles, a tasteful and lavish Spanish affair, being particularly fascinating. All in all a well-rounded first-rate offering.

P. A.

Paul Duke

Reviewed at the Hotel Commodore, New York. Style—Sleight-of-hand. Time—Ten minutes.

Duke has been around in vaude and night spots the last four or five years. Making his first appearance in a local hotel dining room, he shapes up as ace entertainment.

Out in full dress, with a blond assistant handling the props and admiring him properly, he opens with card manipulating. Picks loads of playing cards out of nowhere, seemingly. Follows with the palming of lighted cigars, cigarettes and finally pulls out three big lighted pipes in a row for his getaway applause. His most original trick is inserting silk handkerchiefs in his mouth and then pulling them out tied to other silks, along with a lighted cigar. He synchronizes his movements to the music, incidentally, giving the act an added distinction.

Does a swell routine, compelling attention. However, he would do well to develop a few more tricks so that he can play down the cigaret routine—which is still sock stuff, but which has been done around here too often.

P. D.

Mal Hallett and Orchestra

Reviewed at the Hotel Commodore, New York. Style—Dance Band.

Hallett and his band have been playing ballrooms in the East for years and are an established attraction on the road. However, a hotel engagement in New York is a new venture for Hallett and an event of moment.

Hallett has a good band. Altho primarily a hot outfit, it can dish out swing and even the more conservative styles if necessary. At the opening here he urged the customers to make requests, obviously to get an idea of the

type of music wanted. The jammed dance floor was a good tribute to the band's danceable rhythms.

In addition to providing good dance rhythms the boys can entertain. Stout Buddy Welcome (first sax) steps out for pleasing vocalizing. He sings a special number sketching the growth of jazz and providing a nice opener for the band's first band-stand appearance. Other bandmen are Frank Carle, piano; Charley Blake, drums; Joe Carbonaro, string bass; Clark Yocum, guitar; Pete Johns, second sax; Stuart Anderson, third sax; Frank Ryerson, first trumpet and arranger; Mickey McMickle, second trumpet; Bob Alexy, third trumpet; Jimmy Johnson and Jimmy Skiles, first and second trombones; Hallett, leader. Standouts are Carbonaro, Blake, Yocum and Ryerson.

The men have nice appearance and Hallett is an ingratiating leader. Not a slick-looking fellow, he nevertheless radiates friendliness. Rarely uses a baton, preferring to wave his hands.

Vocalists: Phyllis Usher, blond and pretty and a pleasant blues warbler; Jerry Perkins, a 16-year-old youth with an unusually effective tenor voice.

Hallett is already attracting a younger crowd to this spot after getting away to a capacity opening.

P. D.

Richard (Dick) Merrill

Reviewed at Metropolitan Theater, Boston. Style—Interview. Setting—In front of band. Time—Thirteen minutes.

This two-way transatlantic hero who piloted Harry Richman's *Lady Peace* does well for his first appearance on any stage. The usual shyness is present, the Merrill does particularly well to answer the queries spiced by Roland Winters, Boston free-lance mikeman. To the person who knows aviation Merrill is socko in his handling of the technical end. To the public his human-interest stuff is appealing. While hero-worship tactics were conspicuous by their absence, the small opening audience did give him an appreciable hand on enter and exit.

All spilling was straightforward. Harry Richman was spoken of as "a grand fellow, a good pilot and one who helped a lot on the flights." It wasn't overdone. A survey of Merrill's biography and the flights was interestingly related.

Merrill is the same timid person on the screen via the newsreels.

SID PAINE.

The Aristocrats

Reviewed at the Paramount, New York. Style—Acrobatic. Setting—In one. Time—Six minutes.

A first grade strong-man act, with two men going thru a series of difficult routines to contribute the outstanding portion of the bill when caught at the New York Paramount. Understander is a big husky chap, top man smaller, slight and light.

They open with a bit of precision hoofing and go into a couple of comedy falls, at first giving the impression it's another comedy muscle team. Then into the straight stuff. Most of it is hand-to-hand with some Risley thrown in, but all of it good and very well sold. Get-off is especially good, understander standing on a chair, lifting his mate above and behind him until the latter is prone and the understander is bent back against the chair. Then lifts the little guy up and around to regular position.

Act can work any place in vaude or night spots.

J. F.

Joan Marsh

Reviewed at RKO Keith Boston Theater, Boston. Style—Singing, gags. Setting—Full stage (special). Time—Fifteen minutes.

Joan Marsh, young, beautiful and ingratiating songstress, comes to the stage this season direct from her commercial CBS Red Horse Tavern series.

Her voice is powerful and sustains okeh. Impressed with special arrangement of *Isn't Love the Strangest Thing?*, *The Scene Changes* and a swell rendition of *Did I Remember?*, interpolating *More Than You Know*, which she talk-sings. If the gal can convey the meaning of a

song to the people beyond the footlights then her motive has been accomplished.

Evidence that her vocal apparatus is improving is concrete. For the last two months she's been taking instructions from New York's John Lester, via the recording method. In that duo of months she's developed her range four notes.

During her RKO Keith engagement she swapped some gags with Vic Oliver, comedian, and offered some herself which went over better. The gal is a good raconteur, she can sell a song and she has a radiant disposition.

Dick Finch, of New York, tickles the ivories for Miss Marsh. She would up her stint with *Every Time I Look at You* from her last flicker, *Dancing Feet*, to generous applause.

SID PAINE.

Lela Moore

Reviewed at the Paramount, New York. Style—Novelty dance. Setting—In one. Time—Four minutes.

Miss Moore, a Pittsburgh gal, has a fresh and unusual dance routine for vaude or the night clubs, and in the last-named group it appears to be an item especially welcome. Might also do for a bit in a revue type film musical.

Routine is called *The Dance of the Lovers*. Girl comes out dressed in one-half a man, the other half as a gal. She dances around, sits on a settee, hugs herself and appears thruout to be the man making love to the gal—and meeting with rebuffs when everything doesn't suit the lady.

Scored very well at the Paramount.

J. F.

Imogene Carpenter

Reviewed at the Ambassador Hotel, New York. Style—Pianist-singer.

Miss Carpenter is among the newer faces in the local spots. Came in from Chicago last year and her first engagement was at the Radio City Rainbow Room, where she stayed four months.

Now has a featured spot in the cocktail lounge, playing during the band intermissions and also doing vocals with the Ramon Ramos Orchestra. Miss Carpenter is an attractive brunet possessing a vivid personality and embellishing her piano playing with snatches of song. Her voice is an upper register contralto which comes over the mike pleasantly.

It's her piano playing, however, that makes her stand out. Is an excellent musician, achieving expressive tones and giving pops and semi-classic tunes a real quality.

P. D.

Nat Brandwynne & Orch.

Reviewed at the Essex House, New York. Style—Dance band.

Brandwynne has a good, sweet dance orchestra, perfect for this spot. Except on Saturday nights, when there's a young crowd around, the band finds it best to stick to the saccharine stuff.

Instrumentation of the orchestra is the tipoff to its style: Brandwynne, piano and leader; Ted Ricketts, Al Weinstein and Bob King, sax and clarinet; George Koch, violin; William Flenbloom, bass; Louis Garcia, trumpet; Abe Harris, guitar, and George Klein, drums. Ricketts does the arrangements.

Brandwynne dominates the music, the piano jutting out of the band stand and the arrangements permitting him to get in frequent passages of excellent ivory-tickling. Altho his playing is fine, however, there is a tendency for the piano stretches to occasionally upset the flow of dance rhythm. Two other instruments are given a big play, the trumpet of Lou (King) Garcia and the violin of George Koch. Garcia is among the best in the band business, achieving a fine tone both when the trumpet is muted and when wide open. Koch's violin is pleasingly sweet.

The band is also in fine form when snapping off tangos, the triple clarinet section, along with the guitar and violin, giving them that extra Continental touch.

As for appearance, the men are youthful and play with interest and verve, with Brandwynne basking in the spot-

light and radiating a pleasant personality.

Vocalists: Dick Stone, a pleasant enough young tenor, and Maxine Stone, a sweet-looking blonde with an ingratiating contralto voice.

P. D.

Mogul

Reviewed at the Paramount, New York. Style—Mentalist. Setting—Lobby.

Mogul is the young blond lad, apparently still in his teens, or certainly no more than the early '20s, who has been doing a mind-reading routine at the Paramount to exceptional success. Current engagement is his second, and, working in two two-hour shifts afternoon and evening, he fills the lounge of the house to capacity and has the customers waiting to see him. He's unquestionably serving as a draw at this house and would do likewise at others. Obviously good, too, for hotels, cabarets, etc.

The young man's routine—not original with him, it is said—consists of having the subject write out a question on a sheet of paper, fold it, place it on a tray between Mogul and the subject and burn it. Then he answers the question. It's said he has several methods of operation, just in case the subject might be hep or start getting hep. He works it with consummate ability and, as in the case of Kismet and other similar acts, his routine is as clean as possible. If there is a gimmick only those very definitely in the know will be able to get wise.

J. F.

Ramon Ramos and Orch.

Reviewed at the Ambassador Hotel, New York. Style—Dance band.

Ramos, who started in Carlos Molino's Band seven years ago and blossomed out as a band leader three years ago, is now heading a smart little seven-piece Continental orchestra in the cocktail lounge here.

He has arranged his music to fit the mood of the lounge, stressing melody and sweetness and making the music smooth enough to soothe without intruding on people's conversation. For those who dance the music is at the same time thoroughly danceable. Ramos leads, occasionally doing a number on the guitar and also offering his baritone voice in popular numbers. Men include Jack Russell, violin; Nate Paris, sax, clarinet and tenor vocalizing; James Rosita, piano and arranger; Dave Oslow, accordion; Alberto Krause, bass fiddle, and Ramon Fernandez, drums. Paris' vocalizing is pleasant, while the drums and violin are worth special mention.

When the Trianon Room, in the same hotel, opens next week Ramos goes in with an augmented orchestra. Building up to 13 men and will include two violins and three saxes. Nick Pisan (violin) is among the new men. The current Ramos Band has been playing here the past 24 weeks and has built up quite a reputation. Getting the Trianon Room spot will put it in a position to gain a "name" status.

P. D.

BROWN DERBY

(Continued from page 11)

rushes into a mean torso workout. Won a good hand.

Dave Lang, the ork's regular warbler, pipes *Did I Remember?*

Line of gals returns for a Viennese Romance routine, using embellished wands. Theodore and Denesha work a Tarzan adagio to *I Can't Escape From You*, assisted by the gals.

The Three Rays Sisters do a sock comedy knockabout, each of the trio getting plenty maulled up via floor slaps, falls, unpulled punches and such. To one of their several encores they soft-shoed to *Stomping at the Savoy*. Wound up with some fast somers and spotters.

Ben Fullo's Ork of 13 men offer the disruption at this no-cover-charge spot. Minimum is \$1.50 weekdays, \$2 Saturdays. Two shows nightly. Prices \$1.50 and \$2. Service okeh.

Foyer is decorated with autographed pics of cinema celebs. One-hundred-foot frontage is landscaped appealingly with shrubs, firs and flowers.

Sidney Paine.

Thru Sugar's Domino



MR. RICHARD WATTS JR., dramatic critic of *The New York Herald-Tribune*, recently devoted his Sunday column to a discussion of vaudeville and its contributions to other entertainment fields. Mr. Watts, among the most astute and intelligent of our dramatic commentators, deploras the passing of vaude. His comments should be of interest to everyone connected with show business.

Mr. Watts, in a note permitting *The Billboard* to reprint his remarks, said: "I have one great regret about the story, and that is that I forgot to include the name of the late Herb Williams in the group of superbly mellow clowns."

The column, in its entirety, follows:

"The quality chiefly lacked by the comedians of today is mellowness. The tendency among the popular clowns is toward brashness, toward the brittle sort of self-assurance that is the mark of the go-getter. Wheeler and Woolsey and Milton Berle on the lower level; Jack Oakie on a considerably higher scale—these are representative figures of the current trend in American comedy. It would be, of course, possible to develop a depressing moral about the national taste and psychology based upon such data, were it not for the fact that the brash fellow is really not the authentic popular hero among comics. It is Chaplin and W. C. Fields and Victor Moore, not George Jessel and Lou Holtz, who are really beloved by the amusement-seeking populace. The greatest favorite of them all, Mickey Mouse, has nothing of the go-getter about him. Why, then, is it that there is an increasing lack of rich and mellow humor among the players who are supposed to supply us with hilarity these days? I think that it is in great part due to the collapse of vaudeville.

"It is true, I know, that everyone who writes about the drama is bound by an ironclad rule of his trade to devise at least one article a year lamenting the death of the variety show. It seems to me, however, that there is every justification for this insistent lament. When vaudeville perished something both exciting and distinctive went out of the theater and, what is perhaps even more important, the finest source of humorous talent disappeared also. Vaudeville was not only a place for the discovery of valuable new clowns; it was likewise their finest developing school. Under the give and take of knowing, hard-boiled audiences comedians studied their art and learned their business, and it was thus that they had an opportunity to lose their rough edges and acquire a racy sort of smoothness. It is true that not all of them lost that metallic brittleness and professional freshness which are so easily acquired in any form of acting. After all, Wheeler and Woolsey and Jessel and Holtz and Richman had their vaudeville training. But Fields and Chaplin and Moore and Joe Jackson—about whom Brooks Atkinson wrote a charming and nostalgic article from London a couple of weeks ago—and Durante and Sarno are variety veterans also, and it is difficult to see how the radio and the screen can provide and train their like. The musical comedy stage is hardly in a position to do it either, now that most of those who write and produce for it have fled to Hollywood.

"In the enthusiasm of an elegy over vaudeville's bier it is quite easy to overlook some of the sins of the deceased. There were always some pretty trying stretches in even the best variety bills. Even my sentimental memories cannot blind me to the fact that those acrobats and trained-dog acts were just a trifle tiring and that some of the song-and-dance teams revealed a quality that was a trifle less than genius. As I recall it, there used to be a few adagio sets that were not altogether exciting. At least, tho, the men of the adagio teams in those days were men. One of them used to be enough to toss about the frail heroine of the number. Now it invariably requires three male members of the team to give the young woman her proper workout. Possibly, of course, it is that the girls have grown harder; not that the men are weaker. Anyway, when toying with our memories we shouldn't forget that there were bleak spots in even our dream shows of a less mechanical age. But there was excitement in those days, and excitement is still the life's blood of the theater.

"There is nothing, for example, that has yet taken the place in New York's amusement life of Monday afternoon at the Palace. For one thing, these first shows of the vaudeville week possessed a prestige that gave them a curiously stirring quality. Even when the variety world had begun to collapse under the blows administered to it by the screen and the elaborate stage presentations at the big film theaters, success at the Palace was the badge of triumph for your true vaudevillian. Altho those Monday afternoon audiences were the softest in the world and went out of their way to approve of almost everything, it was still a tradition that they were cold and emotionless ghoulis, who loved nothing better than to feast on the perished hopes of discredited performers. I imagine that the number of actors that flopped at the Palace was considerably less than that which receives the gong at one of Major Bowes' amateur scences, but the fiction was that here was the theater's graveyard of hopes, and the harmless belief injured no one and added immeasurably to the suspense and the success of the occasion. Those matinees were both social and artistic events in the Broadway theater.

"The only other source for mellow comedians that equaled vaudeville was, of course, burlesque, which was closely related to it in manner and method. Now burlesque, which has reached something equivalent to its dotage, does not furnish first-rate clowns, but such eminent strip teasers as Miss Gypsy Rose Lee, who has now moved into the *Follies*, and Miss Ann Corio. Despite all my admiration for these ambitious young women, I still think that the change is not an improvement. One of my great memories of the theater is the burlesque show of perhaps 15 years ago produced by Jenn Redini, who must have been a great man, and known, rather feebly, as *Puss Puss*. I do not, it might be added, remember it for any fascinating dancer or alluring soubret, but because it starred three comedians who were even then beginning to make names for themselves. They were Clark and McCullough and Joe Cook. It is my firm conviction that even in their later and more famous years they were never funnier.

"Great clowns never seem to emerge from the now somewhat too sex-ridden burlesque to stand in the great company of Sliding Billy Watson and Dave Marlon and Bozo Snyder, illustrious heroes of a great school. Arthur Hopkins, I suppose, presented the epitaph of that institution's great days with that delightful and rueful comedy drama, *Burlesque*, in which the late Hal Skelly was heart-breaking, and Miss Barbara Stanwyck gave a performance so infinitely superior to any she has revealed upon the screen. The Hopkins play celebrated the sentimental rather than the pleasantly rowdy side of this shady relation of the theater, but did it completely and, it seems, for all time. It was symbolic that the later attempt to dramatize the joys and sorrows of the burlesque troupers was a doleful thing called *Strip Girl*."

The Broadway Beat

By GEORGE SPELVIN

BROADWAY is getting a little color, what with the loud shirts and 10-gallon hats of Ye Cowpunchers from the rodeo. After the show, as they file out of the Garden, some are dressed to kill while others wear the conventional overalls and denim jacket or dark shirt. The difference is that the birds all dolled up have dates. And don't think the gals don't go for them. Even little dramatic actresses making the rounds of the agencies gaze in wistful awe—but the big boys don't always notice them. Johnny Berkes is at St. Elizabeth's Hospital suffering from a ruptured ulcer, having been rushed there last week from the Warner lot in Brooklyn. Eddie Smith, of Leddy & Smith, is back agenting after a nine-month absence caused by illness. The RKO booking office got a call last week from an aspirant to managerial heights who submitted a sneezer capable of doing 10 minutes of straight gesundheiting. Jesse Kaye covered a lot of ground last week-end: he got into St. Louis Thursday to cover the St. Louis Theater, caught the Ambassador twice on Friday, hopped into Chicago that night, covered four theaters and two clubs Saturday in Chicago and on Sunday played golf and planned in to New York, arriving Sunday night. The Wine Cellar, a new spot opposite Carnegie Hall on 57th street, opened last week, featuring wine on tap, no less. Sam Atkin is running it. Dick Merwin, who ran the Milford summer theater, has joined Alan Brock in the legit department of the M. S. Bentham office. Hurst Amyx is back in his original role in *Mulatto*, going out with the show on the subway circuit.

A funny story drifting up north from Fort Worth concerns the battle between Jack Teagarden, singing trombonist in Paul Whiteman's Band, and Joe Venuti, a Whiteman alumnus, who is now appearing at the Casa Manana with his own outfit. The versions differ, but it's possible that Joe didn't play an accompaniment for some girl singer in the manner that Teagarden thought okeh. In any case, swing artist Venuti, the hot violinist, got hot under the collar and swung a shiner on the drawing trombone player's eye. The battle was intermittent until Venuti went home, and then, so the story goes, Teagarden gathered a group of local pals and they all arrived in a body at the Venuti ranch. Teagarden called for action—and he got it. Venuti phoned the cops and Teagarden spent the rest of the night (or morning—it was 4 a.m. by then) in the hoosegow. Each side has already told manifold versions of the scrap.

Stem biz over the week-end of the World's Series was terrific, with night spots and legit cashing in most heavily. The clubs had a week-end that should carry some of them for the rest of the season. As for legit, the hits stood 'em up; there were even standees in the 3,000-seat Center Theater, where *White Horse Inn* is playing, on Saturday night. Inn, incidentally, got reviews that were something less than enthusiastic, but the customers are flocking just the same. The grosses are going well ahead of the phenomenal business done at the same house by *The Great Waltz*—at least according to reports. Everyone in legit is eagerly awaiting a few more smash hits (as, of course, is only natural). But, with the general run of early-season announcements, it had been expected that there'd be a few more by now. The ticket brokers in particular have been hard hit, with all of their customers having seen the current hits, or most of them, last season.

Chicago Chat

By NAT GREEN

GERTRUDE HOFFMAN, noted dancer and dance producer, and her husband-musical director, Max, here for the new College Inn fall show that features Roger Pryor's Band. Pryor, by the way, proved himself a sensible and very "regular" fellow at the reception given him and his lovely wife, Ann Sothern, Wednesday night in the Sherman House on the roof. Paul Lorenzo and his wife celebrated their 10th wedding anniversary October 2 at Birmingham, Ala., where they were playing the State Fair. It is a coincidence that they also played Birmingham 10 years ago on their honeymoon. Somebody should write a book about Ned Alford, one of the most colorful personalities in the publicity game. Ned, in his usual clerical garb, has been in Chi a couple of weeks preparing to go to the Orient with the A. B. Marcus show. "Tummy" Sadler, of the Morrison, out of the hospital after a siege of serious illness. Newspaper men had to dig their tuxes and tails out of the moth balls the last few days, several of the fall openings of night spots calling for formal wear. Glad to see that Eddie and Fannie Cavanaugh have had their radio contracts renewed for two years.

Remember Pete Mardo, of the white tops? Ed Shanks, a local CFA, and Gene (*American Business*) Whitmore, a circus enthusiast, ran across Pete and Flo Mardo last week at Stow, O. (Route 91), near Akron. They're running the Tally-Ho Tavern and Gene says it's a swell place to eat. We hear Madeline Woods is doing a great job of promoting hometown movies on the Butterfield Circuit in Michigan. Mabel McCane, of vaude fame, in Chi, and we wouldn't be surprised if someone grabbed her for radio. Lester, costumer, still sticking around Alaska with Lester Jr. and writes that both of them have bagged the limit of brown and black bear, caribou, moose, sheep, etc., and soon will be heading back to the States, bringing with them a live bear. When the roller derby opens at the Coliseum October 13 Dick Axman will be doing the publicity. Billingsly, of Hopi Indian show, has set his show with Sears-Roebuck and will come into the Chi stores for at least three weeks. College Inn patrons are welcoming back Jule Braun, who again took charge of the Inn personnel on the reopening Friday and is handling the crowds in his usual suave and efficient manner. Jule came back from Europe looking the picture of health and reporting an interesting summer abroad.

Egbert Van Alstyne's mother, aged 81, appears on WLS and on WROK, Rockford, as Aunt Em in a show titled *Life Begins at 65*. Burt Wilson, CFA traveling ambassador, is already sending bulletins from the Southwest, where he will be wangling business until the week before Christmas. Mary Lola Patterson, of Lester, Ltd., back from vacation trip to Fort Worth, Dallas and San Antonio. A Coast-to-Coast flight from California to New York and from New York to Chicago in two days is the record set by Xavier Cugat, who flew here to open at the Stevens. In a small Indiana town this week rehearsals are being held for the Pine Ridge Silver Cornet Band, directed by Ezra Buzzington and sponsored by two "old gentlemen" from Pine Ridge, Lum and Abner. Soon as the outfit gets in shape a series of theater and broadcast dates is in sight. Waiter (*This Week in Chicago*) and Rena West left Friday for a leisurely motor trip to New York and other Eastern points.

News of the Week

George Schaefer, vice-president and general manager in charge of distribution for United Artists, late last week announced the appointment of Andy Smith as general sales manager for the company. This action is in line with the expanded release schedule on the part of producers releasing thru UA.

Reorganization of RKO, according to reports late last week, is being speeded up. Now that United States District Judge Bondy has returned from abroad, efforts are being made to settle the Atlas-Rockefeller dispute hinging on the \$9,600,000 claim of the latter against RKO.

The Joseph M. Schenk reported last week that 20th Century-Fox would not sell any part of its interest in GB. Rumors have it that the three-cornered international deal is being stymied by the British government.

Carl Laemmle Jr., upon his arrival from England last week, said he would organize his own production company in Hollywood.

Irving Mack, president of the Filmack Trailer Company, Chicago, announces that the firm's business this year shows a substantial increase in sales over last year, attributed to the fact that exhibitors are becoming more exploitation-conscious and are doing more screen advertising.

About \$1,500,000 has so far been spent in renovating and redecorating motion picture theaters in the Chicago area this year. Among the theaters scheduled for rebuilding and redecoration are the Marshall Square, on which \$40,000 will be spent; the California, \$18,000; the Loomis, \$4,000, and the Savoy, \$4,000, from plans by Roy D. Blass, Chicago theater architect.

An order enjoining the Topkis-Ginns Theater Company, of Wilmington, Del., from making immediate payment on a \$10,000 note allegedly given Charles P. Thornley as part payment for Topkis Brothers Company stock, purchased, according to NEWS OF THE WEEK 4th col.)

"DIMPLES"

(20TH CENTURY-FOX)

TIME—74 minutes.

RELEASE DATE—October 18.

PLOT—Dimples, a little girl, lives with her grandfather, a broken-down actor and musician with taking ways. She gains the love of a rich old lady who wants to adopt her, paying grandpa \$5,000. But Dimples and grandpa love each other too well. The old lady's nephew is producing the original version of Uncle Tom's Cabin and hires Dimples to play Eva, with grandpa as general factotum. Grandpa loses the company's bank roll, swindles grandma to get the dough and is almost arrested on opening night. But everything ends with large doses of sweetness and light, as everybody was afraid that it would.

CAST—Shirley Temple, Frank Morgan, Helen Westley, Stepin Fetchit, Robert Kent, Delma Byron, Astrid Allwyn and others. Temple as self-consciously cute as tho she were doing an imitation of herself in her earlier pictures, tho the Tom show gag does give her a chance to do a reasonably effective death scene without offending the sensibilities of her followers. Westley seems out of place in the cast. She gives an excellent performance.

DIRECTOR—William A. Selter. Hearts and Flowers.

AUTHORS—Screen play by Arthur Sheekman and Nat Perrin. And as Dorothy Parker once said, "At vis point tonstant weader twowed up."

COMMENT—Enough stale gush to fill a city sewer, but the inveterate Temple fans won't mind.

APPEAL—Temple fans.

EXPLOITATION—Temple.

"VALIANT IS THE WORD FOR CARRIE"

(PARAMOUNT)

TIME—109 minutes.

RELEASE DATE—October 2.

PRODUCER—Wesley Ruggles.

PLOT—Carrie Snyder, street walker in a Southern town, adopts two orphans, one the son of a local family, the other a waif, when they have no place else to go. They settle in New York. Carrie goes into the cleaning business and becomes very successful. Paul is graduated from college, and when he accidentally pushes a man in the subway and the man is killed feels obligated to take care of the deceased's sister. Latter is a gold digger, trying to use Paul's money to get her lover out of jail. Carrie agrees to pay the bribe money, but plans go awry, the girl is killed and Carrie jailed. She refuses, however, to fight, preferring to keep her past quiet so the two kids won't be desmirched.

CAST—Orance George, Arline Judge, John Howard, Dudley Digges, Harry Carey, Isabel Jewell, Hattie McDaniel, William Collier Sr., John Wray, Jackie Moran, Charlene Wyatt, Maude Eburn, Lew Payton, Grady Sutton. George is excellent, keeping Carrie human and understandable always, without overdoses of sentimentality or mawkishness. Young Moran deserves all the adjectives he can get. Rest of the cast, barring none, are good, too.

DIRECTOR—Wesley Ruggles. An adult and generally expert job except that the picture, by becoming too long, tapers off.

AUTHORS—Novel by Barry Benefield; Claude Binyon on the screen play. Binyon's job fell down only on the length and overdose of plot, otherwise grand.

COMMENT—An adult, entertaining and heart-warming picture.

APPEAL—The gals for the tears. They'll bring in the men.

EXPLOITATION—Critical notices that will unquestionably be good; the novel and its story.

Exhibitors' Organizations

Toward the end of last week Ed Kuykendall, MPTOA president, expected to be notified by distributors as to what stand they would take regarding cooperation with the exhibitor organization in elimination of trade abuses. Kuykendall expressed himself as hopeful that the major companies would decide favorably, and it is understood that those in the know feel that the distributors are ready to give concessions on a few important points, notably increased cancellation, score charge elimination and setting up of local boards to hear local trade disputes. Kuykendall was reticent as to the men with whom he talked last Tuesday, but stated his plans did not call for any future confabs between MPTOA committees and sales chiefs.

Last week ITOA of Akron, O., thru its committee named to decide which of the 1936-'37 films should be given single billing, selected The Great Ziegfeld and Anthony Adverse as the only ones of sufficient merit thus far. Robert Menches, president, put an end to a suggestion that admissions be increased 5 cents, explaining that such a move would be very inadvisable because of present unsettled labor conditions in Akron and in view of the fact that first-run houses are going in for double features. The admission price is well established at 40 cents.

MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware decided recently that it would use every available resource to protect its members from any unfair acts by film companies, exhibitors or distributors in the territory covered by the United organization. In the list of abuses specified are excessive rentals, unjustifiable increase of clearance previously agreed upon and selling away in order to accept rentals or runs considered unfair.

The rumor that Abram F. Myers, general counsel for national Allied, was to be ousted was denied in Minneapolis last week by Northwest Allied. Cause of the report lay in the fact that certain elements opposed Myers because of his interests in other companies. W. A. Steffes, national Allied exec, took up the defense of Myers, claiming that his leadership of other companies had nothing to do with his activities in the exhibitor organization. Other Minnesota theater men, notably Bennie Berger, similarly denied any such movement in the area was under way.

About 40 exhibitors representing Allied of New Jersey were addressed by Edward Golden, general sales manager of Chesterfield-Invincible, at a luncheon last Tuesday at the Hotel Lincoln. A screening of Missing Girls was given, following a talk by Golden on the tieup whereby Allied will play Chesterfield-Invincible product.

A harmony dinner at the Bellevue-Stratford, Philadelphia, to celebrate the merging of exhibitor organizations into the United MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware will be held November 1.

Tri-States MPTO will hold its annual meeting at Memphis, Tenn., October 18 and 19. Presiding will be M. A. Lightman, and a speech by Ed Kuykendall, MPTOA president, will be one of the highlights of the affair.

NEWS OF THE WEEK

(Continued from 1st col.)

cording to the bill of complaint, to wrest control of the latter company from Abraham Topkis, was issued at Wilmington by Superior Court Judge Richard S. Rodney.

Officers and directors of the Topkis-Ginns Theater Company are ordered to appear in Chancery Court October 21 and show cause why they should not be restrained from paying on the note.

The action against the theater company and its officers and directors was brought by the Farmers' Bank of Wilmington, holder of stock in the Wilmington Amusement Company, parent of the Topkis-Ginns Company. The bill of complaint names as defendants the two companies, James N. Ginns, Oscar Ginns, Charles Topkis and Mrs. Vitella Topkis and Thornley.

Film Consensus

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

Name	Favorable	Unfavorable	No Opinion	Comment
Craig's Wife (Columbia)	15	0	2	"Skilled version of the play."—Times. "Earns new glory as a movie."—American.
Stage Struck (Warners)	12	4	3	"Swell musical."—Showmen's Trade Review. "Tedious show."—Herald Tribune.
Two in a Crowd (Universal)	6	5	3	"Pleasant program."—N. Y. Exhibitor. "Fair comedy."—Harrison's Reports.
Kelley the Second (MGM)	9	0	7	"Jolly little comedy."—Mirror. "Good slapstick."—Box Office.
King of the Royal Mounted (20th-Fox)	9	2	4	"Better than average."—Post. "Good action drama."—Film Daily.
Men of the Plains (Colony)	1	0	2	"Western with considerable action."—Film Daily. "Required amount of violent movement."—Motion Picture Daily.
The Devil on Horseback (Grand National)	1	2	2	"Has practically everything."—Film Daily. "A subsequent attraction."—Motion Picture Daily.
Three Married Men (Paramount)	3	3	5	"Gambols heavily."—Motion Picture Daily. "Family trade."—Showmen's Trade Review.
For 20 Rides Again (Paramount)	7	1	1	"Top class Western."—Film Daily. "Double bills."—Daily Variety.

THEATRE EQUIPMENT NEW & USED

MOVIE PICTURES, CAMELAS, SOUND EQUIPMENT, SCENERY, SEATERS, OVERHEADS, SPOUNING, STREPS, ORGANS, BILLS, COASTERS, POSTERS, PROJECTORS, ALL Kinds of CAMERAS, DISKETS, SETS, SCHEDULES, AND LAMPS, FURNISH, AND THEATRE, PAINT, CARPETS, etc. CHERRY, THEATRE, HAROLD LAMIN and SUPPLIES.

Everything for the Theatre. WRITE FOR FREE CATALOGUE. MOVIE SUPPLY COMPANY, 144 S. WABASH AVE., CHICAGO, ILL.

"THE GAY DESPERADO"

TIME—85 minutes. (UNITED ARTISTS) RELEASE DATE—October 2.

PLOT—Into the hands of gay Mexican banditos, who attempt to ape American gangster methods, falls a young picture-house tenor. He's forced into their ranks by the bandit leader, a lover of music. During their escapades they run into an American couple. Decide to hold the wealthy boy for ransom, affiliating with an American gang. The singer falls for the girl and she for him, he arranges their escape, but they're recaptured and the singer falls in the hands of the police. The banditos realize American gangster methods are not for them, and to free the singer give the cops the American gang, release the wealthy boy and turn the girl over to the singer for the fadeout.

CAST—Nino Martini, starred, and Ida Lupino and Leo Carrillo, featured. Others include Mischa Auer, Harold Huber, James Blakeley, Stanley Fields, Alan Garella and Paul Hurst. Martini excellent, both in voice and acting. Carrillo superb also. Auer, tho, comes near to stealing the pix.

DIRECTOR—Rouben Mamoulian. Handled it beautifully, giving the right treatment to the singing and to the farce. Silly, yes, but delightfully so.

AUTHORS—Original by Leo Birinski, screen play by Wallace Smith. Music and lyrics by Holt Marvell, George Posford and Miguel Sandoval. Okeh story for what it is, a hoke yarn as an excuse for Martini's singing. Done very amusingly. Lyrics and music excellent.

COMMENT—Voice lovers will glory in Martini's work. This and hokey story is plenty for popular appeal.

APPEAL—General, a two-way combo that takes in a wide field. EXPLOITATION—The buildup for Martini, marquee making his singing. Opportunity for Mexican ballyhoo. Get up a dictionary of gang slang.

"RAMONA"

(20TH CENTURY-FOX)

TIME—84 minutes. RELEASE DATE—September 25.

PLOT—Ramona falls in love with the Indian Alessandro, discovers that her aunt is not her aunt, that her mother was an Indian, and runs away with Alessandro. Life prospers until they are driven from their home by white men. They flee in a raging storm (incidental music), their baby takes fever, Alessandro is forced to steal a horse to get medicine quickly and is cold bloodedly shot by the owner of the horse. The child recovers and, so it seems, Ramona finds solace in the arms of Felipe, who always loved her.

CAST—Loretta Young, Don Ameche, Kent Taylor, Pauline Frederick, Jane Darwell, Katherine DeMille, Victor Killian, John Carradine, J. Carol Nash, Pedro de Cordoba, Charles Waldron. Young is exquisite and instills a certain sincerity into some of her lines, but Ameche, with nothing to do, gives no indication of being able to do anything else. Killian, in his few moments, does a swell job with a meaty bit, but the others on the whole were unconvincing.

DIRECTOR—Henry King did his best, but the atmosphere was so good the pix began to feel like a travelog.

AUTHORS—Helen Hunt Jackson wrote the original tear jerker and Lamar Trotti adapted, taking some of the ogony out of the 1928 production.

COMMENT—Excellent photography and almost perfect technicolor.

APPEAL—High-class family trade and matinee audiences.

EXPLOITATION—Story revival and technicolor.

"THE PRESIDENT'S MYSTERY"

(REPUBLIC)

TIME—81 minutes. RELEASE DATE—October 1.

PLOT—Based on President Roosevelt's conjecture as to whether a wealthy, well-known man can liquidate his assets and disappear from the public eye, the yarn is built around the central figure of Blake, attorney and lobbyist for big business interests. Blake, tired of his efforts to squeeze out the small competitors of National Canned, and agged on by an unpleasant home environment and a chance meeting with a girl who forcefully shows him the distressing condition of small industry in the town of Springvale, carefully pulls out of his former life, clears away his tracks and sets out to manage Springvale on a co-operative plan. Blake's wife, meanwhile, engrossed in a love affair with Sartos, head of National Canned, is accidentally killed. Suspicion attaches to Blake, who is also thought dead, but is finally apprehended thru Sartos' efforts to wipe out the Springvale co-operative. Unwinding of yarn shows Blake cleared, Sartos jailed, Springvale furnishing the nation a fine example, etc.

CAST—Henry Wilcoxon, Betty Furness, Sidney Blackmer, Evelyn Brent and others. Generally good, with Wilcoxon outstanding.

DIRECTOR—Phil Rosen. Excellent. Carefully worked out with elements of suspense, romance and detailed plot.

AUTHORS—Story conceived by Franklin D. Roosevelt and written by Rupert Hughes, Samuel Hopkins Adams, Anthony Abbott, Rita Weisman, S. S. Van Dine and John Erskine.

COMMENT—First-class production that can stand alone easily.

APPEAL—Wide. All audiences.

EXPLOITATION—Roosevelt authorship.

"THE BIG GAME"

(RADIO)

TIME—75 minutes. RELEASE DATE—October 9.

PLOT—Clark Jenkins and Cal Calhoun, erstwhile coal miners now in college because of their football talents, don't pull together well, the former being idealistic and the latter admitting only a material interest in the game, college, etc. Brad Anthony, a sports writer, spreads a juicy piece of scandal when he becomes suspicious of Clark's innocent powwows with George, a gambler, and future upsets in the team's scores, occasioned by Clark's sore knee, seemingly prove Anthony's contention that the great hero is working hand in hand with betters. Coach, however, sticks by his quarterback and all is glossed over. Comes the big game, and good old Atlantic University is on the spot because the crooks have kidnaped Clark. Latter is rescued just in time to jump in for the final quarter and win, aided by Calhoun, who has come to see the error of his ways. Anthony, now convinced the boy is straight, allows his marriage to his daughter.

CAST—Phillip Huston, June Travis, James Gleason, Bruce Cabot, Andy Devine and a host of football stars, some of whom do not do badly on the screen.

DIRECTOR—George Nichols Jr. Strictly a good old alma mater phony but well done.

AUTHORS—Screen play by Irwin Shaw from story by Francis Wallace.

COMMENT—Straightforward football and hero-gal romance, with plenty of good ball play.

APPEAL—Terrific thru its timeliness.

EXPLOITATION—Football names.

"MISSING GIRLS"

(CHESTERFIELD)

PRODUCER—George R. Batcheller.

TIME—66 minutes. RELEASE DATE—September 10.

PLOT—Jimmie Dugan, reporter, starts to write a series for his paper on girls who come to the big city and disappear. Racketeers don't like it and get a crooked D. A. to jail him. Meanwhile his fiancée, who works for the Travelers' Aid and tipped him on the yarn, sees her father, a senator, killed. Senator was pushing a bill taxing all gambling. Dan Collins, a gambler and racketeer, is accused because he would suffer if the bill passed, but proves he's not guilty. In jail meanwhile Dugan gets a tip from another convict and finally, with G men, the murderers are captured. Missing girls?

CAST—Roger Pryor, Muriel Evans, Sidney Blackmer, Noel Madison, Ann Doran, George Cooper, Dewey Robinson, Al Hill, Wallis Clark and others. Pryor is the usual picture style newsmen. All others, save Blackmer, type casting. Blackmer looks and acts as tho he's still waiting for a decent part.

DIRECTOR—Phil Rosen. Routine meller.

AUTHORS—Martin Mooney and John W. Kraft. Mooney was jailed for refusing to divulge a news source. He uses that episode to have Dugan jailed. Very noble stuff, it's true, but the story starts out about missing girls and winds up a trite murder affair. No doubt there's a swell story in the title, but this isn't it.

COMMENT—Moderately tense 10-20-30. Dual houses only.

APPEAL—Boom-boom lovers.

EXPLOITATION—Mooney's jail term for keeping quiet and the title, even tho selling the last won't be playing fair.

"LADY LUCK"

(CHESTERFIELD)

TIME—64 minutes. RELEASE DATE not given.

PLOT—Mamie Murphy, manicurist, holds a sweepstakes ticket on Lady Luck guaranteeing \$150,000 if the nag wins. Jack Conroy, a busted man-about-town, makes a play for Mamie and becomes engaged to her when he is sure Lady took the race. Another Mamie Murphy, however, really is slated for the big money, but she promises to keep mum so that Mamie the manicurist may get her supposedly wealthy man and possibly a stage contract. Enter Tony Morelli, a bad man from a night club. Tony tries to steal the ticket, murders Conroy when the latter threatens him and plants the gun on beautiful and innocent Mamie, whom he had previously drugged. With the help of Dave, the manicurist's true love, the tangle is solved.

CAST—William Bakewell, Patricia Farr, Lulu McConnell and Duncan Renaldo. All come thru with capable if not outstanding performances.

DIRECTOR—Charles Lamont. Within the confines of the type, good.

AUTHORS—Screen play by John Kraft from story by Dorrell and Stuart McGowan.

COMMENT—Fair blend of romance and murder yarn. One of Chesterfield's better pics.

APPEAL—General nonclass. Strong dual material.

EXPLOITATION—Routine.

"CAVALCADE OF THE WEST"

(FUTTER)

TIME—58 minutes. RELEASE DATE not given.

PLOT—Ace Carter, kidnaped by marauding bandits when a child, grows up a hard-boiled highwayman. He drifts into St. Joe, where he robs a stage and the pony express mail carried by Clint, his unrecognized brother. Latter gets on Ace's trail, corners him, but does not shoot when he becomes faintly aware of their mutual kinship. A rough-and-ready court tries Ace and a necktie party seems imminent, but a heart-rending plea by Clint and the mother of the two boys renders the strong men limp and sentimental. Family is reunited, Ace presumably becomes a good boy in the service of the pony express and Clint dons with halter with a nice-looking gal around the lot.

CAST—Hoot Gibson, Rex Lease, Marlon Shilling, Adam Goodman, Nina Guilbert and two Indians.

DIRECTOR—Harry Fraser. Shows nothing the horses couldn't do.

AUTHORS—Story and screen play by Norman Houston.

COMMENT—Windbroken and spavined.

APPEAL—Only the maddest alfalfa addicts.

EXPLOITATION—A tough one. Both angles, kidnaping and pony express, have been heavily overworked.

"DARE-DEVIL BUCK"

(UNIVERSAL)

TIME—60 minutes. RELEASE DATE not given.

PLOT—Buck, a simple cowboy, is run out of town for raising too much hell every pay day. He meets a chap, Chuck, delivering a racing automobile to Howard, a rancher, who has wagered his land on the result of forthcoming race with Sam Carter, a villain of the first water. Carter, too, in the event of winning, is to get Howard's daughter. Buck is persuaded by Chuck to drive the machine in order to save the gal, and after a few days' practice the erstwhile horseman is all set. Carter secretly damages Buck's car, but it is repaired just in time for the race. Buck comes thru handily and tops his success by beating up Carter.

CAST—Buck Jones, Luana Walters, Donald Kirke, George Cooper and J. P. McGowan. Okeh.

DIRECTOR—Leslie Selander. Simple and enthusiastic.

AUTHORS—Story by Buck Jones; screen play by Francis Guihan.

COMMENT—Certain angles of plot never properly explained, but yarn has plenty of action.

APPEAL—Box office for the alfalfa boys.

EXPLOITATION—Buck switches from horses to autos.

Hirst Accepts BAA Terms; EBMA Stalls on Signing Up

**Indie circuit grants chorus raise and midnight pay—
theater policies stand until study is made—New York
houses ask for change in hour schedule before signing**

NEW YORK, Oct. 10.—The long-awaited settlement of contract negotiations between the Burlesque Artists' Association and the Independent Burlesque Circuit came about this week and goes into effect tomorrow. The Indie Circuit has granted the terms of the contract, including a raise for chorus girls and universal pay for midnight shows. However, this week brought a controversy between the BAA and the members of the Eastern Burlesque Managers' Association, who have agreed to the terms of the contract but have been delaying the actual signing. It is expected that this matter will be settled at once.

On Tuesday Issy Hirst, head of the Indie Circuit, visited the BAA offices accompanied by Hon. Nichols, Al Somerby, Harry Brock and Sam Cohn. After much discussion they finally agreed to the terms of the contract and consented to start them tomorrow. They promised immediate signing of the contracts.

The chorus girls are to get a raise of \$1.50, boosting their salary to \$26.50. All midnight shows will be paid for except in the cases of theaters running six days a week and only two shows a day. They will be permitted one midnight show free. However, the cast must not be called on Sunday at all. As regards policies of the theaters, they are to remain the same for the term of the contract until a careful study of the situation is made.

While the members of the EBMA accepted the BAA agreement and currently have it in force, they have not responded with the signed contracts, which covers the blanket salary guarantee. The BAA queried Sam Scribner, head of the EBMA, on this, with the result that he came back with a request for a change in the schedule of hours now being observed in the theaters in this area. The officers of the BAA took the stand that this matter is not to be discussed now, but that the new contracts be signed, sealed and delivered. Also, that any suggestions or proposals are to be submitted in writing to the BAA for action before the membership.

Worcester Permit Refused Burlesque

WORCESTER, Mass., Oct. 10.—Worcester License Board on Thursday refused to grant a permit to the Worcester Theater to conduct burlesque shows for the season, after a vigorous protest by a Baptist minister and others. The ministers represented the local ministers' organization.

B. A. Levine, manager of the theater, thru his counsel, said there was no reason for the denial as burlesque shows have been licensed here in the past. He added that he intended to run burlesque a few weeks only and then follow with drama and musical comedies.

Chief of Police Thomas F. Foley, a member of the license board, said that the police are opposed to burlesque as the shows "damage the city" and the police are flooded with letters of protest. Speaking for the Worcester Ministers' Union, the Rev. Dr. Thomas S. Roy said that "burlesque is against all that is best for the city."

ANN ★ ★ ★ NORTON

THE AMERICAN BEAUTY
OF BURLESQUE

Playing NEW YORK CITY ENGAGEMENTS INDEFINITELY



Des Moines House To Open With Flesh Oct. 17

DES MOINES, Ia., Oct. 10.—Hal Bronson, of New York City, has leased the President Theater here and will run musical shows two days a week. Workmen are now redecorating and modernizing the theater, scheduled to open October 17. This is said to be a stop-off between engagements at the Minneapolis and Kansas City burlesque houses. Bronson was careful that the word burlesque was omitted from his announcement.

Bronson said he is making plans to show motion pictures on the five remaining days of each week. Mike Garrity, formerly house manager of the old Orpheum, will manage the President. Bronson is also negotiating for the Waterloo Theater, Waterloo, Ia., and for a house in Burlington, Ia.

DeKalb May Open Oct. 23

NEW YORK, Oct. 10.—DeKalb Theater, Brooklyn, leased by Dave Rudnick, is tentatively set to open October 23 with an elaborate burly policy. Theater's name is being changed to Casino and Moe Costello, manager of the Eltinge here, will be managing director of the Brooklyn house. Eddie Lambert is understood to be producing comic, while other possibilities mentioned for the cast are Joe Sully and Marty White.

Toledo Remains on Indie

TOLEDO, Oct. 10.—Capitol Theater here, operated by Vic Travers, is continuing with the road shows of the Independent Burlesque Circuit. It was reported recently that the house was to discontinue the road shows.

HARRY BRANZE posts from Miami that he met Jackie Wilson and Maurice Cain while in Atlanta recently.

Burlesque Reviews

Eltinge, New York

(Reviewed Tuesday Afternoon, Oct. 6)

Burlesque patrons are quite consistent, this 42d street house playing to another big matinee despite the wide interest in the World's Series baseball games. An entertaining show, tho there's apparent economy on the part of the operators, and it speaks well for the producing expertise of Beverly Carr. It's her last show here, George Pronath coming in, and she can exit with the knowledge that she's done a good job. Show ran an hour and 28 minutes.

Only two comics, Jack Rosen and Harry Levine. Both mustached and both funny, but that's the only way they're alike. They are different in style, Rosen

an eccentric sort, who's plenty aggressive and can bat out a healthy laugh score. Levine leans to Hebe comedy and is very amusing, and a brief singing job of his shows he has a swell pair of pipes.

Straights are the capable Lou Denny and Paul Ryan. They work earnestly and effectively at their duties, doing much to help build the laughs. Markie Wood is the show's talking woman and she keeps busy at her assignments, handling them skillfully. Sally Van doubles at talking as does Barbara Doane and Sonny Lovett.

The stripping contingent is headed by Zonia Duval, a charming lassie with much class. She's leaning a bit to the Gypsy Rose Lee style now, the hair-comb (See Burlesque Reviews opposite page)

Burly Briefs

BARBARA BOW opened at the Empress, Kansas City, Mo., October 9 as an added attraction.

Elnor Cook is closing as producer at the Palace, Buffalo, where she has been doing shows for the Metropolitan Circuit for the last nine weeks, and has been replaced by Lester Montgomery.

Milton Schuster booked Florine Manner into Herig's Village, Columbus, O., night club.

Roxanne opened at the Rialto, Chicago, October 9 for two weeks.

Billy Monroe opens at the Avenue, Detroit, October 17.

Jay McGee and wife have returned to Chicago after having operated a small show all season at the Great Lakes Exposition.

Noel, known in burlesque as Aunt Hattie, is mourning the loss of her sister, who passed away after being ill but a short time.

Lou Devine and Frank Penny made their headquarters in the Schuster office before they opened with the IBS show at the Rialto, Chicago, October 9.

Clyde Hodges and Bee Rogers are in their third week at the Casino Theater, Toronto, after 40 weeks in Los Angeles for Popkin & Ringer.

LESTER MONTGOMERY, producer, has been engaged by Dewey Michaels to stage the shows at the Palace, Buffalo.

Rags Ragland jammed with the Wilners last week, with the result that he exited from the Apollo, New York, contract and all. Argument started over as to what constitutes comedy clothes. . . . Paula Lynd, away from burly for a while to become a mother, opened at Minsky's Gotham, New York, Sunday. Her baby is 8 weeks old. . . . Floyd Hallicy slipped a week ago, sustaining a head injury which necessitated six stitches. . . . The Baron (Nat Golden) will manage the Forrest Hotel bar in New York when it is completed. . . . Rita Zane is now on her 23d week at the Mickey Mouse Paradise Gardens in Cleveland. She was married several months ago to G. Dennis Sayer, nonpro.

DAVE COHN'S recent bookings included Jean Bodine and Al Pharr, Oxford, Brooklyn; Patricia Paige, Star, Brooklyn; Bob Snyder, Apollo, New York; Paula Lynd, Gotham, New York; Roxanne, Howard, Boston, added attraction October 26; Ralph Brown, Eltinge, New York, this Friday; Phil Silvers, Irving Place, New York, and Bobby Leon. (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

VIRGINIA MYLIE has opened as a new stripper in the East at Minsky's Gotham, New York, under the name of LaVerne. Came from a long stay at the Avenue, Detroit.

JOE KOSTELL, assistant manager of the Gaiety, New York, and Mrs. Kostell (Dolores Hall) threw a party at their Brooklyn home Sunday of last week for daughter Joan Ruth's first birthday. Among the guests were Margie Hart, Sam Kutcher and Helen Lee.

JACK SUTTER and Mary Burns Sutter, former burlesquers, were visitors to New York last week from Hampton Bays, L. I., where Jack is chief of police, editor of a local weekly, real estate merchant, truant officer, Board of Trade executive, sign painter and beauty parade promoter, while Mary is boss of a beauty parlor and head of town's sewing circle and pie-baking industry.

J. A. BROWN, president of the Theatrical Concessions Managers' Association, announces the removal of association headquarters to the Claridge Hotel, New York. First meeting was held September 28 and was called "A Night in Texas" because of the presence of members from Billy Rose's Fort Worth show.

RUBY DeMILO, of the Irving's (New York) front-liners, and Patrick Poligno will celebrate a second marriage anniversary (See U-NOTES on opposite page)

★ **NADJA** ★

NOW APPEARING

On the Pacific Coast for Popkin & Ringers and enjoying California's sunshine.

PROFESSIONAL CARDS

WATCH FOR

Anne Mitchell

Something Entirely New, Odd and Rare in an Undress Routine.
A Feathered Fantasy.
A Real Box-Office Draw — A Decided Rar.

GLADYS FOX
FM TRUCKIN' ON DOWN AT
MINSKY'S GAIETY & GOTHAM, N. Y. CITY.

FAY TOBY
SOMETHING NEW IN STRIP-TEASE.
Season 1936-1937.

BOB—FAYE & VOGEELEE—ERMA
PLAYING HIRST CIRCUIT.

BONITA GERMAINE
NEW FACE—DIFFERENT DANCES,
Dir. STANLEY WOOLF, 1697 B'way, N. Y. O.

MARRY ROSE
MURRAY & FERGUSON
In Stock with the Wainstocks, N. Y. City.

DANNY MORTON JUVENILE
TENOR
Formerly Radio Connected. Now at the
42d ST. APOLLO, NEW YORK, INDEF.

PATRICIA PAIGE
THE BLACK ROSE
AT THE IRVING PLACE, N. Y., INDEF.

JOIE FAYE
A GENTLEMAN AND A SKULLER
APOLLO—GIZING WITH BEER-T GRANT.

JEAN CARTER
A TALKING-STRIPPING PERSONALITY

BABE CUMMINGS
PERT—PEPPY—PERSONALITY—POISE.
AT THE PEOPLES, New York City.

NADINE MARSHALL
THE SWEETHEART OF BURLESK

HELEN COLBY
SWINGIN' WITH THE SWING CRAZE.
At Minsky's GOTHAM, New York City.
Indefinitely.

Tab Tattles

MARIE PURL'S new unit, *Pardon the Glamour*, begins its new season with a two-day engagement at the La Porte Theater, La Porte, Ind., October 17 and 18. Show is booked a month in Ohio, with time in the West and South to follow. Featured with the new company are Marie Purl, Julian Stanley's Orchestra, Bobby Dyer, Burns, Baker and Burns; Betty Green from New Orleans, Danny and Marion and the Glamour Dancers. . . . Levy Burns and wife arrived in Cincy early last week to put their 9-year-old boy in school. Burns and the missus are planning to line up something to keep them busy in the Cincinnati area all winter. Levy is a brother of the popular Curley Burns. Their mother has been residing at the Oxford Hotel, Cincy, since last June. . . . Curley Burns and partner, Allyn Walker, passed thru Cincinnati early Monday with their gypsy caravan, headed for a Kentucky spot. They were featured last week at the Peacock Club, Columbus, O., for Ernie Creech of the Sun office. . . . Aside to Charles V. Turner—Sorry I missed you Thursday night. Didn't receive your special until Friday a.m. Next time wire, even if you have to make it collect.

WE ARE pleased to report that the recent rumor on Kate Siner's death which has been making the rounds of tab and burly haunts is just another case of "gross exaggeration." Our good friend, Cal West, of Billroy's Comedians, infos that Kate and her hubby, Virgil, are well and happy and are now operating a first-class ice cream parlor in Lufkin, Tex. They were visitors on the Billroy show during its recent engagement in that town. Al Tint, of minstrel, tab and vaude fame, was all set to leave Detroit the last week-end, but has been baited with more work and is now set in the Motor City until late in November. . . . Howard (Red) Barger is back from the West Coast, where he has been singing tenor with the w.-k. Vitaphone Four. Red is now visiting his sister in Hamilton, O. . . . Gilswag and Brown, Pittsburgh hand-balancing team, have joined the Frisco Follies. . . . Slim Livingston, b.-f. comic of the same city, left the show to work clubs in and around Philly. . . . Having settled with the musicians' union, George Otto, manager of the New Bradford Theater, Bradford, Pa., is returning to stage shows. Present plans are to use units on Mondays and Tuesdays.

LEO FRANCIS, whose last tab engagement was with Billy Purl's *Passing Parade* Company, is now working the night spots, featuring his drum dance. Leo is working on a comedy clown act for the next fair season. His first clowning experience was with Charles C. Blue, now on *The Billboard* staff in Cincinnati, back in 1901. Jack Schenck's colored revue, *Darktown Scandals*, featuring Ida Cox, is reported to be playing to good returns in the Hoosier State. . . . Charles Nielsen, veteran laborer, is now associated with the Federal Theater Project in New Orleans. He had a feature part in the project's recent presentation of *The First Legend* and the Crescent City dailies took up plenty of space in praising his work. . . . Etdia Mason, country store impresario, jumped onto the Original Showboat in the Chesapeake Bay region recently to visit with his old friend and drinking partner, Marshall Walker. Later is producing the concerts on the floating theater and, according to Mason, is doing a good job of it.

IBC Chicago Meet

CHICAGO, Oct. 10.—Issy Hirst, head of the Independent Burlesque Circuit, conferred with several Midwest burly managers in the offices of N. S. Barger, of the Rialto Theater, here this week to discuss shows, policies and other details pertaining to IBC shows. All present reported that their business was better than ever and that the weekly change of faces has had a beneficial effect on the box office.

Those present at the meeting were Warren B. Irone, Roxy, Cleveland; Harry Hirsch, Gayety, Minneapolis; and Empress, Kansas City; N. S. Barger, Rialto, Chicago; Bill Collins, Miles Royal, Akron, O.; Arthur Clamage, Gayety, Detroit; N. W. Pickens, Carleek, St. Louis; Milton Schuster and Issy Hirst.

BURLESQUE REVIEWS—

(Continued from opposite page)

and all, and has a nice singing voice and a quiet yet delightful disrobing routine. Miss Romaine is Egyptian-like in her strip, the bass-drum accompaniment being very effective. Miss Doane does very well in her strip as does blond Sonny Lovett.

More production specialties than usual this week. Sally Van enters into production quite a bit, doing a nude dance to very lovely results. Miss Doane does some nice dance routines, a tap and a high-kick. Carr and Mayo, mixed team of dancers, add a nice touch to the show with their tap dancing, one a straight bit of hooting and the other a drunk novelty. George Tuttle is one of the better burlesque singers, wielding a neat tenor voice. He makes a good appearance also. There are 13 girls in line, five of them doubling as showgirls. Their work is satisfactory. SIDNEY HARRIS.

Capitol, Toledo

(Reviewed Tuesday Afternoon, Oct. 6)

Despite a poor house, due to World Series interest, the IBA unit, *Vaniteasers*, dished up first-rate entertainment. Show features Dorothy Wahl in the *Dance of the Black Panther*, a nудle, and Joan Collette in an eminently satisfactory undress number. Jack Diamond, featured comic, is good and works hard, while his second, Harry Lalton, gives able assistance. Jack Richards, tenor with a surprisingly pleasant voice, made a distinct hit. Charles Schultz is straight man and Sally O'Day and Ethel DeVeaux are the soubrettes. Dance team of Gates and Clare, only outside act in the show, was well liked.

Chorus, second in since the Capitol opened a week ago Friday, is good looking, well-matched, peppy and nicely costumed. Girls do several excellent routines, notably that to the tune of *Edie Was a Lady*, very Mae Westian, and the satirical bridal chorus, scanty to an extreme and pretty, with a good comedy finale. Miss Wahl's dances deserved much better response than the house gave at this matinee. The panther affair is well staged. Soubretts O'Day and DeVeaux performed creditably. Vic Travers and Harry Winter rate a deserving hand for a performance well above par. R. C. F.

U-NOTES

(Continued from opposite page)

versary October 17 in Patricia Paige's suite in the Hotel Dixie, New York.

TOM SULLIVAN, former burlesque show operator, now manager of a coffee factory in Cincinnati.

IRVIN WOLF, formerly proprietor of the *Rendezvous Club*, Philly, with Obby Freedman, has bought the New Irving Hotel there from David Rosen and Morris Kushlin. He will change the name to the Hotel Senator and intends making many improvements.

GLADYS FOX, of Minsky's Gotham, New York, shipped a load of gifts to daughter Donna Marie, who celebrated her seventh birthday October 1 in Chicago.

JULIUS ROTH celebrated the opening of his new nightery, Club Variety, New York, last week.

DOROTHY DEE, principal with an Indie show, writes that she recalls a few years ago during World's Fair time in Chicago when she chorused alongside Mimi Lynne, Patricia Paige and other current burlesque acts.

ANN VALENTINE, of Minsky's Gotham, New York, and Lew Isaacs celebrated a first wedding anniversary Saturday with a party at the French Casino.

PAT BROADHURST, 18-year-old daughter of comic George, with *Hindu Belles*, Indie show, is doubling from the chorus to dance specialties and is ambitious to emerge as a 100 per cent principal. Dad is nursing an infected finger.

JOAN CARROLL missed three shows October 2 at the Gaiety, New York, due to a backstage fall. Sister June opened recently as a new stripping principal from out of a chorus in Baltimore. Jean, another sister, made a return to burlesque at the Bijou, Philly, after several months' retirement.

NADINE MARSHALL, who birthdayed with a party October 5 at the Hotel

Manhattan, New York, moved from the Oxford, Brooklyn, to the Palace, Buffalo, for a nine-week engagement over the Empire Circuit.

ART CANDLER, a new comic to burlesque in the East, replaced Charles LaFord at the Oxford, Brooklyn, last week. LaFord off to an Indie show.

BURLY BRIEFS

(Continued from opposite page)

ard, opening on the Coast Saturday for Popkin & Ringers. . . . Nat Mortan has spotted Joe White and Tanya Saunders to open October 28 in Buffalo on the Empire Circuit and Nadine Marsh to open October 22 in Detroit for the same circuit.

WORCESTER'S inability to get a permit to run burly canceled the Indie show which was to have gone in Monday. Show was to be tagged *Swing Girls* and cast lined up by Phil Rosenberg comprised Billy Ainsley, Mack Dennison, Harry Landers, Eddie Aiken, Eddie Innes, Al Darr, Claire Stone, Kay Johnson, Josie Carole, Lavodis and Harold, with Patsy Johnson as added attraction.

There have been three deaths in families of members of the Republic, New York. Mary Murray's brother died, Harry Clech lost his father, and Ida, the cashier, lost her mother. . . . The mother of Rose Wallace, chorine, is anxious to hear from her as her daughter is seriously ill in a hospital. . . . Ruth Donald replaced Alabaxi at the Star, Brooklyn, Friday. . . . Paul Ryan left the Etlinge, New York, and Al Golden Jr. went in Friday. . . . Shella Grant, Norma Niles and Lew Lewis replaced Buster Phillips, Mildred DeVoe and Jack Sobol last week at the People's, New York, with Betty Doss coming in as producer in place of Georgia St. George.

JUANITA BATES, daughter of the Bates Trio of Station WJAR, Cleveland, joined the chorus this week of *Too Hot for Paris*. Rudy Kahn is the newly appointed manager of the same show. . . . Rube Bernstein paid a visit to Baltimore last week, this time at Ford's Theater as manager of Max Gordon's *Pride and Prejudice*. Russell Carew has been appointed manager of the *Knee High* show on the Indie Circuit.

NIGHT CLUB (Continued from page 11) chestras merging to render torrid tunes for some 30 minutes. Spot is done in ultra-modern motif, in chrome and mirrors, with main portion of the floor inclosed in glass. No covert, but admission is 90 cents for men and 75 cents for ladies. Food is reasonable, as well as tasty. S. Peters.

Royale-Frolies, Chicago

A capacity crowd greeted the reopening of this theater-restaurant, one of the liveliest nighteries in town. Duke Yellman not only booked the show but did a good job of staging it, deftly weaving the acts and production numbers into a sparkling and fast-moving revue.

Henri Lishon's swell orchestra plays the production score proportion, besides furnishing the major portion of the dance tunes. A small combination, directed by Charlie Engels, alternates on the band stand.

After a musical comedy opening with 17 girls, beautifully costumed by Lester, Ltd., and Sid Tomack and the Reiss Brothers, who wowed them later on with their comedy antics, Tomack introduced Marley and Elsa, a comedy team, whose novelty acrobatic routines went over big.

Peggy Marlowe, red-headed soubret, furnished some spicy songs, and Byrnes and Farney, clever youngsters, almost stopped the show with their nifty stepping. Tomack and the Reiss Brothers went over with a bang with a swell take-off of the Clayton, Jackson and Durante act, leaving to Henry applause.

Adair and Richards, dance team of grace and ability, did a beautiful ballroom waltz to *The Old Refrain* with some very pretty lifts and then a colorful tango. Were one of the highlights of the show.

Dolly Kay, who headlines the bill, came on to an ovation. She is a big favorite, having played here for five months last season. In a manner resembling that of Harry Richman, but more vibrant and vigorous, she socked over six numbers and left the floor to resounding applause.

Peggy Marlowe returned to sing *Cute Little Nudies* as the chorus danced in gowns made of material that became

transparent under the spotlight. A bit of cuticle display during the number brought the show to its climax.

F. Langdon Morgan.

Continental Room, Chicago

Xavier Cugat brought back his rumba-tango orchestra after a sojourn in California to open the fall season in this swanky room in the Stevens Hotel. Room has been redecorated with a color scheme of pink beige walls, cinnamon brown drapes and Venetian blinds in rose. The circular canopy over the dance floor is of oyster white.

Acting as emcee Cugat introduced Helene Carol, an attractive miss, who offered a modernistic toe routine to *Manhattan Serenade* that drew nice applause and gave the show a good start. Serge Tekar, a Viennese tenor attired in a Hussar uniform, sang *Two Hearts in Three-Quarter Time, I'll See You Again and When Irish Eyes Are Smiling*. Held audience spellbound with his beautiful voice.

Nino Memendez, band pianist, brilliantly played Gershwin's *Rhapsody in Blue* and was rewarded with heavy applause. Dorothy Miller, Cugat's songstress, joined Memendez to render *Until the Real Thing Comes Along and When I'm With You* and was well liked.

Show was closed by Gary Leon and Marcia Mae. Opened with a beautifully done ballroom routine with some marvelous lifts by Leon, followed by another artistic line of smooth gliding steps. As an encore Marcia Mae did a Spanish hat dance. Nice applause.

Cugat's orchestra is in a class by itself when it comes to Latin rhythm, and it was difficult to find space on the dance floor when he was playing.

F. Langdon Morgan.

Stenben Vienna Room, Boston

A Night in Vienna is the appropriate floor show title of Joe and Max Schneider's renovated Vienna Room, a cellar spot in the heart of the Boylston-Tremont streets sector.

Show, booked and produced by Van Sheldon, manager of the Yankee Network Artists' Bureau, is an eye-filling and delightful session.

Buddy Blaisdell, band vocalist for the third year, emceed.

Five Radio Rockets (line) open with a nice tap. Swan and Lucille, dance team, do a corking good number to *Alexander's Rag-Time Band*. Cecile Parker, band's femme thrush, is an attractive gal with a sweet voice. The girls return with a waltz, winding up with slow splits. Blaisdell eats up the mike with an *Old Man River* solo that wound up for good applause.

Show's socko act is Cortello's MGM Hollywood canine stars. "Beautiful Hollywood stars, but naturally dumb." The four-leggers do "impersonations" of flicker celebs, including Mae West, Joe E. Brown and Stepin Fetchit. Good mitt slapping for the act.

Applause greeted Adrian O'Brien, Irish tenor, back after a summer at WLW, Cincinnati. Voice is better than ever. He does okeh in all branches, old-fashioned mother songs, sentimental, ould sod and pop.

Swan and Lucille come back with a sock jazz adagio that keeps the lad working his femme partner all over the place. Windup has him whirling the gal outstretched on one arm.

The girls work a military tap as a closing number.

Jack Fisher and nine men toe out the dansapation in addition to accompanying the floor show. Rhythms are okeh and vocalists Blaisdell and Miss Parker spice up matters. This is Fisher's fourth year here.

Open from 5 p.m. to 1:30 a.m., this spot has an unusually large dinner biz, probably the largest in the Hub. No cover or minimum. Two shows. Short-ly WNAC lines will carry Fisher's music. Sid Paine.

BARGAIN—15,000 COSTUMES

FIRST ORDERS—BEST SELECTION
8, 12 and 16 w. Sets
BIG ASSORTMENT, ALL IN GOOD CONDITION
JAZZ—TILLER—NOVELTY—PARADE
PRICE, 25c to \$1.00 per Costume.
F. I. V. THEATRES CO.
226 Superior Ave., W., Cleveland, O.

ATTENTION! SHOW MANAGERS

Have A-1 Chevrolet 1 1/2 Ton Panel Truck and 1936 Auburn Sedan. Owner is strong modern Transport man, young and neat appearance. Just closed Happy Bay's Fair season as Haggage Man and Orchestra Leader. Name your best proposition in first and panics save time.

ALLEN TIBBS
208 Brown St., Glasgow, Ky.

Schaffner Players Wind Up Canvas Season in Illinois

CHICAGO, Oct. 10.—Neil and Caroline Schaffner Players, who have been playing under canvas in Eastern Iowa, closed recently at Sterling, Ill.

Mickey Arthur, leading man, left for Yonkum, Tex., where he is forming a company of his own to be known as the Mickey Arthur Comedians. Monty Montrose, general business man, together with Marjorie Baker, leading lady, left to join the Morgan-Helvey Show in Texas.

Ned and Edna Allen, character team, have gone to New York in the interests of several plays they have written. Don Belville and his orchestra have signed with WGAZ, Carthage, Ill., while Mr. and Mrs. Schaffner are in Chicago considering a radio contract.

McNally Tent Show

HOPEWELL JUNCTION, N. C., Oct. 10.—This week is the usual closing date for the McNally Show and so the canvas is up for the last time this season. However, the show will continue in halls after the tent goes in winter quarters here.

Mr. McNally reports that business this season has been somewhat better than it has been for the last three years. Up until last week the show had not missed a performance this season. Two nights were lost last week on account of rain and cold weather.

Several weeks ago Mr. McNally purchased a 1936 Chevrolet panel truck in Bennington, Vt., and last week he purchased a used Chevrolet panel truck to carry the winter show.

DON D. KIMMEL.

Detroit "Drunkard" Folding

DETROIT, Oct. 10.—Announcement has been made that *The Drunkard* Company is now entering the last month of its 1936 run here. Last week is said to have been the most successful seven-day period in the company's history, due largely to its special anniversary observance, as the management celebrated the first presentation in Detroit of *The Drunkard* in September, 1844. The Players' Theater is now needed by the Players' Club to carry on its own activities for the winter season.

Morgan-Helvey Players Set for Texas Country

CINCINNATI, Oct. 10.—J. Doug Morgan and Neale Helvey have again combined to form the Morgan-Helvey Players. Company will play the Texas country under canvas this winter.

Following comprise the roster: Harry Goldie, heavies; Dick Darling, director; Jimmy Martin, comedian; Marjorie Baker, leads; Monty Montrose, general business; Benonia Stone, characters; King Rector, midget, specialties, and Neale and his Harmony Boys.

Artisan Guild Ends Season

CHARLEVOIX, Mich., Oct. 10.—Artisan Guild Players have just completed their first season of summer stock at the Artisan Colony on Lake Charlevoix, near here. Season opened June 30 with *Three-Cornered Moon* and closed with *The Ninth Guest*, which had also been produced earlier in the season. Carl Hardwick was director.

Rehearsals are now under way for the fall festival of plays which the Guild Players will present in Detroit, opening October 13. Six plays compose the first series, opening with *Post Road*, to be followed by *When Ladies Meet*, *The Shining Hour*, *Squaring the Circle*, *The Enemy* and *Biography*.

J. S. ANOELL, formerly owner and manager of stock companies in the Northwest territory, is now a playwright, with headquarters in Long Beach, Calif.

Rep Ripples

FREDDY AND LILLIAN POOLE, who closed with the Tilton & Guthrie Show at Des Moines September 26, have returned to Chicago.

MONROE HOPKINS PLAYERS, in their four consecutive year under canvas in Houston, are now doing *The Drunkard* after completing a run with *Death Takes a Holiday*.

E. C. BICKFORD and the misus are back with Chick Boyes, who will have out two circles this winter. Bickford has been checking territory for the Chick Boyes Players in Colorado, Nebraska and Wyoming.

JOLLY BERT STEVENS, who closed with the Williams Show at Mechanicsville, N. Y., October 3, infers that he's going out with Joe Hall on a small rep show this winter. Stevens was a recent visitor on the Van Arnam show at Potsdam, N. Y., and is loud in his praise of the treatment accorded him by the gang on that show.

F. D. WHETTEN, veteran agent, who now has out his own one-man show billed at Fred's Kiddie Circus, recently played three different theaters in three different Nebraska towns on the same day. Fred says it's the first time in

Van Arnam's Barn Dance

GREENSBORO, N. C., Oct. 10.—SRO sign was out early at Altavista, Va., starting off the week in great fashion.

At Rockymount, Va., the sheriff made an attempt to tack on an additional \$50 license. This he failed to do, as it was pointed out that we had complied with all the Virginia tax laws.

Bassett, Va., gave us good business, despite what might be called unfair competition on the part of one of the local theaters. The manager of the theater referred to distributed more than 800 free passes on our play date for his house that seats hardly more or as many as that. The other theater, the Stone, under the management of Mr. Webster, welcomed us to town and invited members of our show to visit his house as his guests. Result—without lowering our admission prices one cent we did a good business, the Stone Theater had a capacity house and it was reported that not a half house took advantage of the free show.

Rudy Hoff still can't see how the Giants lost the series.

For the past week we have been playing several of the towns that for years have been on the regular route of the Dick Lewis Show. In talking to some of the natives we found that Lewis holds a warm spot in the hearts of these people. This is easily explained by the fact that Lewis has kept abreast of the times, always giving a good show and treating the patrons in a friendly, honest manner, proving that a good show can always repeat. Lewis is held in high esteem in

Kansas City Jottings

KANSAS CITY, Mo., Oct. 10.—Glen and Donna McCord have closed with Hazel McOwen Players and are opening a circle in South Dakota, with Mitchell as the base. Cast includes Glen and Donna McCord, Eddie and Louise Shaw, Dwight Merriam and Bob Roberts.

Terry O'Sullivan left this week to join the J. G. O'Brien Players in Tennessee. He was identified with the McOwen Stock Company the past season.

California Players closed the season in Utah recently. A new outfit will replace the outfit destroyed by fire in August.

Tip Tyler and Sid Kingdom left Kansas City last week for Alina, Ark. Tyler will reopen his tent show for a run in the South.

Ben Wilkes Players closed their season at Carmel, Ill., last week.

Brad and Victoria Alexander have been re-signed for the Ralph Moody Circle in Nebraska. They are at present visiting relatives in Liberty, Mo.

Lucille Howell joined the Davis Brunk Show last week.

Pete Wight has joined the Crago Players in Wisconsin.

Joey and May La Palmer closed with the Davis Brunk Show and have joined the Princess Stock Company.

Ralph Nickols has an open-air talking picture show playing Texas. He and Monte Stuckey combined forces at Pultshear, Tex., last week and did a splendid business.

Aulger Brothers are closing a short house season in Minnesota tonight and are opening on a circle in Southern Minnesota, with Rochester as base.



HOUSE TRAILER OWNED BY ROE AND NELL NERO, of the Roe Nero Players. In the doorway are Neil and Mary Nero. After the close of the season their home on wheels will be parked at Miami Beach, Fla.

his 37 years on the road that he's ever done a trick like that. He is working morning and afternoon matinees for kiddies only.

MADGE SIMMONS, now with the Federal Theater in San Antonio, recently visited homefolks in Houston and friends in the Big State Shows in North Texas.

H. CHARLES ROBINSON, former stock and rep leading man, is a patient in Ward 10, the U. S. Veterans' Hospital, Dayton, O. He would appreciate hearing from his friends in the business.

LODEMA COREY, after closing the season with Jacobson Players Monday, left for Mason City, Ia., to spend a vacation with her mother, Mrs. J. B. Liesenberg. She has been with the Jacobson company 100 weeks and will rejoin at a later date. The Jacobson Players worked a season of 39 weeks on the same circle in Minnesota.

every town he plays and the coming of his show each season is an event looked forward to.

There is a lesson in Dick Lewis' record for those managers that seem to think the towners are all Hicks and suckers and believe the big idea is to get the money. NOW, the "public be damned." MACK D. FERGUSON.

Cannon Shots

BRISTOL, Va., Oct. 10.—At this writing Cannon's Comedians are in their 25th week of what has been the best season since 1930. In all we have played to only three "bloomers."

A public wedding was held on the stage Friday night when Dee Baxter and Helen Gano, non-pro of Rich Creek, Va., were married. Amy St. Cyr was matron of honor, Uncle Billy Boughton presented the bride, J. J. Baxter was best man and bridesmaids were Patsy and Elma Reed, Mabel McIntyre and Agnes Baxter.

Recent visitors were Eddie Gould and Clyde Norris, of Scott's *Modern Varieties*. Milly Wayne is on visiting Agnes Baxter.

Manager Cannon is sporting a new auto and trailer, while Jesse Baxter is dickering for a new V-8.

Patsy Reed is receiving gobs of mail from a G man she met recently. It looks as tho he may arrest her for heart-breaking.

H. B. Conaway and the misus left last week for Mannington, W. Va., where

Billroy Show Briefs

TERRELL, Tex., Oct. 10.—Weather continues to bombard us with barrages springing from the low side of the thermometer, but we're holding our own nicely insofar as business is concerned, which seems to prove that "Mr. Billroy" was right in the assumption that "prospects" in this territory warranted "laying it on the line" for tags and the privilege of finding out.

Fifteen hundred simoleons is no mean sum to plunk down so that a few trucks may cross a State's borders and remain within for a period of a few weeks only, especially when the chances of capitalizing upon such an investment are purely problematical. Without doubt, it is the courage to face such risks boldly that has made this opry one of the "more successful ones."

A recent card from King Cole, employed in the past as special reporter to *The Calliope News*, an enterprise of the writer's (and what an enterprise!), informs that he is now with the Jimmie Hull Company in stock at Port Arthur, Tex. His parents, Clyde and Mina Cole, and sister Vera are also with the Hull company.

Several of the gang motored to Dallas from Waxahatchie to have a look at the Centennial and also to visit among old friends and acquaintances backstage at the Joy Theater. A few of those seen and heard: Jimmie and Louise Jukes, Bob Greer, Virge Downard, Opal Putz and Possum Gill. Many others but names escape me. The writer formerly had the pleasure of working with the Jukes on the Cotton Blossom Showboat in 1930-'31. JOHN D. FINCH.

M. & M. Show in Barn

LINCOLN, Neb., Oct. 12.—According to word received here from Skip Dean, general agent for the M. & M. Motorized Show, which has been in South Dakota for the last month, the show went into the barn for the winter at South Sioux City, Neb., last Saturday. Skip reports the season as fairly successful. After a visit here Dean will scamper south for the winter.

RED FORD is still doing his emcee stint at the Pelican Club in Houston.

"Izzy" will work with his father-in-law in a pottery.

Manager Cannon purchased a new Chevrolet truck a few weeks ago.

There are rumors of an early closing and storing near Bristol. The manager will accompany the Reed Sisters home for a week. BUDDY CANNON.

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. 33, Shamokin, Pa. \$15.00

Cash With Order—No C. O. D. Stock Tickets Any Assortment, \$12.50 for 100,000

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HYANDI AND COMPANY, magicians, are at the Casino Municipal in Nice, France.

THE GREAT KARSTON is playing Wisconsin with a 12-people magic show. He carries a truck load of illusions and properties.

JOHN MATTHEWS, Detroit magician, is revamping his act under the new name of *Nothingism*. Matthews has a new personal card with a photo of himself pulling a rabbit out of a hat, with the caption beneath: "Above trick not in my program." Apropos of the title of his act, he is using the slogan: "Spreading the ambiguous propaganda of *Nothingism* under the pretense of a bag of tricks."

THOMAS NELSON DOWNS, the "King of Koinis," who has been seriously ill for many months at his home in Marshalltown, Ia., has taken a turn for the better, according to word received from Charles S. Weller, of Mitchell, S. D., a friend of Tommy's for the last 43 years. Downs' condition has shown a marked improvement, Weller says, and the continuous pain has ceased. He is able to leave his bed for limited periods and his hands again feebly answer to his will. This will be good news to Tommy's many friends in the magic field. "If any afflicted human can be nursed back to a full measure of health, Tommy's patient and faithful wife, Harriet, will accomplish that result," Weller writes.

GORDON THE GREAT, mentalist, has been on the Pacific Coast for the last eight weeks, his first trip back there since he left two years ago. He recently made a four-week cruise of the Pacific in his 65-foot yacht, after which he played a week at the Million-Dollar Theater, Los Angeles. He is now in his third week at the Colorado Theater, Pasadena, Calif.

MAGIC STILL RETAINS its popularity in Philadelphia, with several of the better night spots featuring the mystery entertainers. **Senor Pablo** is entertaining with his clever turn at the Palumbo Cafe. **Martinell the Great** has been held a second week at the Coconut Grove. **Laval** has just closed a week's stand at the Shubert Theater, Philadelphia, and is working this week in Harrisburg, Pa. **Ossie Wells** is playing **Philly's 20th Century Club**. **Bill Frazier**, of the *Sphinx* squawk fame, is kept busy with club dates in the Philadelphia area and Tom Osborne, Baltimore magish, is in the Quaker City for an indefinite stay. He has just closed a successful run at the Walton Roof. **Kil-Ban**, hypnotist, magician and vent. worker, is still holding forth at the Club Morocco, and **Lubrent** is playing his third week at the Chateau Club, Philly, after which he moves to Harrisburg, Pa.

AL DE LAGE and his new assistant, Miss Heaton, played Rochester, N. Y., recently and attended the annual clam-bake staged by the local magic boys. De Lage played Buffalo last week and is current on a fortnight's engagement at an Elmira, N. Y., nightery.

K. W. RALEIGH is still seriously ill and will be confined to his home for at least six more weeks. Friends are urged to drop him a cheery note. His address is 11 Brockway Place, Brockport, N. Y.

C. A. GEORGE NEWMANN (Newmann the Great), mentalist and magician, closed his tent season two weeks ago and has been busy since storing the equipment for the winter at his Minneapolis quarters. He is also rebuilding and enlarging his blues section. Newmann plans to purchase a complete new tent outfit for the 1937 season. The show's North Dakota appearances were financially successful, Newmann reports, while the Minnesota dates were only so-so, due to the excessive heat. The show was forced to close for three weeks, due to the extreme heat. Newmann recently took delivery on a new Super-Charged Auburn speedster.

HENRY (HANK) GORDIEN, popular Minneapolis magician, has just finished

a swing around the Minnesota and Iowa fairs with his "Television" illusion, which, he says, has been clicking handily.

THE NELLARS, who for the last 10 years have been a feature on the grounds of 10 of the largest Western States Fairs, enjoyed an excellent week at the Minnesota State Fair this year. Their silent code for horoscope pitches made them the talk of the midway.

PIERCE THE MAGICIAN had the honor of being the first performer to appear on the stage of the Little Theater in the gorgeous new Memorial Building at Hibbing, Minn.

MYHRE, Scandinavian magician, recently moved into houses after a successful season under canvas. He is now making his third swing thru Western North Dakota and Montana, playing the better spots. The Myhre show has lost only two days in the last year.

GREAT ZOGI AND COMPANY are playing East Texas, with business tops, according to the management. Troupe offers magic, mentalism and song and dance specialties. In the roster are **Prince Zogi**, **C. A. Frank**, **Gladys Frank**, **Harry** and **Eva LaReane**, **Joe (Toby) Purcell** and **Red Warren Jr.** **Helen** and **Lorene Frank** are attending school in Kansas.

AMEDEO has gone into the Chez Ami Club, Buffalo, for a run. Will play other up-State New York spots before returning to New York.

BLACKSTONE opened Loew's Theater, Toronto, October 9, going into Shea's Hippodrome, Montreal, week of October 16. Plays the Metropolitan Theater, Boston, week of October 30. Booked by **Al Grossman**, New York agent.

JARROW, "the lemon king," is coaching a big magic blackout sketch for **Bee Lillie** in her new show, *The Show's On*.

LUIS ZINGONE came into New York from the Stevens Hotel, Chicago, by plane last week. Recently signed with Music Corporation of America for two years. Plays Dayton, O., for the National Cash Register Company and other commercial shows.

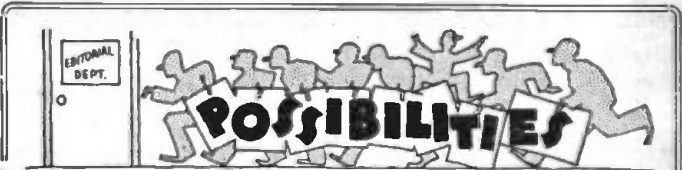
IBM RING 13, Pittsburgh, held its annual Halloween Party at the Walton Hall, that city, October 8. Usual entertainment features were staged and prizes for the best costumes awarded. Honored guests who participated in the show were the **LeRoys** from California, who are at present working in this territory, and the **Le Pauls**, a feature at the Chatterbox in the William Penn Hotel.

REGULAR MONTHLY meeting of the **Wizards' Club** of Chicago was held at the Morrison Hotel there last week. It was designated as ladies' night and a large crowd attended. **Joe Berg** presided as emcee and the following entertained: **Edward Cots**, **Welburn**, **William Myer**, **Henry Brower**, **Kim-Kee**, **South Bond**, **Ind.** and **Joe Berg**. Among those present were **Ji-Mae**, on the current bill at the Blackhawk Cafe, Chicago, and **Irring**, the "school magician."

JOHN O. GREEN, globe-trotting magician, assisted by **Alexina Rievuda**, French tap dancer, and **Chesley V. Habbs**, has just begun his second annual tour of **Prince Edward Island**, Can., with his two-hour presentation of **Davenport** and **Devant** mysteries. Green and his company have just completed five months in **New Brunswick** and **Nova Scotia** to good business. A two-ton truck carries the outfit.

JAY CLARKE reports that he is booked until Christmas in the Public houses thru **Nebraska**, **Colorado** and **Iowa** with his mental act and spook show.

MYSTIC COURTNEY writes from **Davis, W. Va.**, under date of October 7: "Caught **Jarvis** the Magician at **Gorminla, W. Va.**, today. He presents a full-evening performance which is on par with the best, a well-balanced program of magic, illusions and vent.



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For RADIO

JUNE PORREST—young soprano whose voice is of excellent production quality, which should rate her an opportunity on the networks. **Blond** and pretty, she has appeared in legit musicals and makes a fine appearance. Has a wide repertoire, including pops and classics, and hits and holds the high notes beautifully.

ULIS AND CLARKE—comedy dialog and singing duo, a standard vaude act. Had a commercial on the West Coast a couple of years ago. Would fit in nicely as a feature of a comedy program. Fine repertoire of gags. Gal has a terrific prop laugh, which for years has served to identify the act.

ART BARNETT—mimic caught recently at the **Boxy Theater**, New York. Standout in novelties such as his version of a train pulling out of a depot, in which he includes sounds of wheels, whistles, puffs, conductors'

chatter, etc. Also offers amusing parody of **The Shadow** singing *I Only Have Eyes for You*.

MARTHA VICTOR—vocalist caught recently at the **Bronx Theater**, New York. Personable straight singer, with beautiful tonal quality and delivery. Scored amazingly in simple standard lyrics, as well as in a few popular numbers. Should go over just as well on the air.

For FILMS

MCLAUGHLIN BROTHERS—Donald and Gene, 7-and-6-year-old Texas cowpunchers. Do a nifty little routine of riding, roping, rope spinning, etc. Have appeared in **Jumbo** at **Fort Worth** and were caught in **New York** at **Madison Square Garden** in the rodeo. **Junior Eskew**, 18-year-old marvel doing the same type of work, could also be used. Suggested for shorts.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

CLAYTON HUBBARD, harmonica player and tenor, visited the **J. R. Van Arman Barn Dance Frollics** at **Catskill** and **Saugerties**, N. Y. Says the show is doing good business. Hubbard plans to play **Binghamton**, N. Y., night spots this winter.

BYRON GOSH writes that his **Seldomed Minstrels** are enjoying good business and are playing many return en-

Jarvis carries three assistants and a four-piece band. We have crossed trails for the last three years, but this was our first meeting. He's a prince of a fellow and a real entertainer."

FRYE THE ILLUSIONIST, who opened his season in **Lorain, O.**, September 28, info that business is the best in four years. **C. F. Snyder** is in his fourth season ahead of the show.

LESTER LAKE (The Great Marvel) has been booked by the **Brown Novelty Shows**, with headquarters in **Cincinnati**, for five weeks of Georgia fairs with his burned-alive act. He opened Monday at **Butler, Ga.**, with **Dublin** and three other spots to follow.

T. BRADLEY MARTIN, clever American sleight-of-hand worker, is at the **Alhambra** in **Paris**.

RAY STYLES, magician and emcee, opened at **John Maganotti's Plaza Cafe**, **Pittsburgh**, October 5. He will remain for an indefinite stay.

FEDERAL GROUP

(Continued from page 4)

Hallam and **Stella Hallam**, respectively, **Titus Ringer** handled the difficult and sappy role of **Jerry Hallam** in good style. **Bob White**, **Robert Toepfert** and **Edward Maher** acquitted themselves admirably as the sons of **Mr. and Mrs. Hallam**, as did **Alma Merk**, **Colenna C. Camron** and **Ann Theders** as the daughters-in-law. **Charles W. Daniels** and **Zenobia Hackett** did okeh as the old folks. **Scott Herfurth** did a grand job with the sets and scenery.

The 16-piece pit orchestra, which plays for both groups, is under the direction of **Harry Willsey**. *Prince of Pilsen*, musical unit's next offering, will be presented the week of October 25. S.A.S.

agements in **Virginia**. He plans to work thru **Tennessee**, **Alabama** and **Georgia** with the holidays finding him in **Florida**.

"I NOTE **JOE SMITH'S** article in last week's issue about being honorary guest of the **Keith Circuit** at laying of a corner stone," writes **Al Tint**. "Wonder if **Smith** remembers when he laid #75 on the line with **Max Sambo Trout's Minstrels** to become a silent partner?"

THE DELANO BROTHERS have taken to the road again after 18 weeks at the **Sterling Hotel**, **North Adams, Mass.** They opened at the **Wagner Hotel**, **Bath, N. Y.**, October 3 and are being held over until October 18. **Binghamton** is their next jump with a scheduled engagement at **Hodges Grill**. Act booked by **Harry Stone**, formerly of **Stone & Beck**.

AMERICA'S SNAPPIEST Minstrel Shows

Unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
623 S. Wabash Ave. Dept. 150, Chicago, Ill.

MINSTRELS MAKE MONEY

COSTUMES KENIC and LIGHTING EFFECTS

SEND 10¢ IN STAMPS FOR NEW ILLUSTRATED CATALOG

HOOKER HOWE 602 1501 **HAVERMILL, MASS.**

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by **MARTIN C. BRENNAN**, 192 City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

Chorus Equity Notes

Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lela Gana, Gladys Harris, Eda Hedin, Marge Hyland, Marion Hyland, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Members are again reminded that they must come to the Chorus Equity headquarters and register on the day that they begin rehearsals. This has been a rule of the association for a great many years, and it is a rule that is most frequently disregarded.

Within the last few days several members called at the office and stated that they had been rehearsing eight days and wanted to know when their rehearsal pay started. So far as the office knew, the company for which they were engaged had not yet called rehearsals. It developed that they were a small group of dancers who had been rehearsed in a studio by a troupe manager who had a

contract with the producer of the company for which they were to work. The producer had called no rehearsal for them. The troupe manager had done so on his own responsibility, thinking he would be that much ahead when the real rehearsals started.

Naturally, the producer feels that he is not responsible. He had not called rehearsals, did not want the people to rehearse and knew nothing of the private rehearsals that were going on.

Had these members come to the office before wasting eight days of their time the office would either have put the producer on record that he wanted the rehearsals and was responsible for them or we would have refused to let the rehearsals continue until called by someone in authority.

There is no excuse for members disregarding this rule. Since rehearsals are all carried on within a few blocks of the Chorus Equity office, reporting at headquarters only means leaving for your first rehearsal 15 minutes earlier. It may mean the difference of receiving rehearsal pay or not, or of rehearsing with a non-bonded company from which you will eventually be called out.

The employment agency of the Chorus Equity has many calls for club and cabaret work which we have not been able to fill. Of course, at this time there are a number of legitimate shows in rehearsals, and a number more having calls. However, we are sure that there are still a great many of our members out of work who might wish to accept club or cabaret work but who, because there was so little work in the employment bureau during the summer, are out of the habit of calling at the office. Perhaps some of them don't wish to come in because they are in bad standing.

If you are out of work you should make it a practice to call at the office daily. And if you are in bad standing you should apply for an excused card. All members who kept themselves in good standing while working are entitled to this card. Holding it, you have the same right to the service of the employment bureau. Make Chorus Equity your headquarters and make it a habit to call here frequently.

DOROTHY BRYANT,
Executive Secretary.

MODERN AS TOMORROW

THESE NEW ROOMS

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

HOME OF THE COLLEGE INN

DRIVE YOUR CAR RIGHT IN



CHICAGO

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Mullins Walkie Biz Good

KNOXVILLE, Oct. 10.—The Moon Mullins Walkathon is showing a steady increase in its fifth week. King Brady, Eddie Leonard and Smitty Inman are playing to good crowds, with only nine couples and three solos remaining. Ken Herzen and his boys are furnishing the music.

VAN AND LOUISE MILLS would like to hear from Frankie Wagner, Goober Wilson, Harry Hamby, Bob Wilson, Cur-

Anti-Sundays in Pennsylvania

HARRISBURG, Pa., Oct. 10.—Fourteen civic and religious organizations in Pennsylvania have combined their forces to fight against Sunday movie vote which will come up in various communities throughout the State in November. Present Pennsylvania laws give each community the option of deciding the Sunday picture question for itself. In addition to campaigning for a closed Sunday the blue law group will endeavor to have the option law repealed at the next session of the Pennsylvania legislature.

TMA Will Hold Dance

CHICAGO, Oct. 10.—At the last regular meeting of Chicago Lodge No. 4 of the Theatrical Mutual Association it was decided to hold the annual dance December 2 at the Medinah Athletic Club. President Harvey William Schraut has appointed Financial Secretary Frank Galluzzo as chairman of the ball and Past President Nate Stein as treasurer. Schraut reports that the membership drive is in full swing and that five new candidates were initiated at the last meeting. These were W. E. Meyers, Samuel Darling, Louis Morris, John Ira Jackson and Charles Hall.

Council Investigates Licensing

CHICAGO, Oct. 10.—Members of the subcommittee of the City Council are thumbing tomes containing licensing ordinances in order to run down assertions that motion picture license fees have not been revised since the old nickel-odeon days. The committee is also going into the question of licensing midge auto races, picnics and other amusements which now operate without paying a fee to the city.

WPA Supervisor Out

LOS ANGELES, Oct. 10.—Charles W. Golde, Federal Theater Project field supervisor, was discharged here last week by J. Howard Miller, regional director, on mismanagement charges. Golde had charge of technical details.

tis Thatch and Jean Zalesky, also Maxie Capp and Johnny Lue, judges, thru *The Billboard* Letter List.

GENE MONTGOMERY, late of the endurance field, more recently manager of a Harrisburg, Ill., ice cream company, is returning to the walkies and would like to hear from Jim and Peggy Dawson, Cliff and Doris Porter, Bill Charpter, Lew Henderson, Zeke Youngblood, Red Long, Bob Cole, Alto Locke, Red Keith, Jack Freeman, King Brady, Jack Kennedy and other old friends via the Letter List.

PETE TRIMBLE would like to contact Zeke Youngblood and Marie Grand thru the Letter List.

WAYNE (SWEDE) NELSON would like to contact Beth Mercer, of Dallas, or anyone knowing her present whereabouts. Nelson can be reached thru *The Billboard* Letter List.

W. H. (SKIPPIE) KENNETT would like to hear from Al Gilbert via the Letter List.

CHARLES D. NIXON, of Carlisle, Pa., who is a regular visitor to the Ray C. Alvis show at Frederick, Md., has the following to report. "It's a good clean show and well deserving of the splendid attendance enjoyed thus far. To date it has gone 970 hours, with five couples and two solos remaining. Phil Murphy is chief m. c., with Georgie Dale doing the broadcast twice daily over WMFD. Muggsey Hurley and Cliff Real are the comics, turning in a good job. Others in the show are Mary O'Connors, Bobby Smith, Molly Horn, Helen Custer, Beamy Beam, May Enton, Mary Celoser, Jack Gilbert, Jack Davis, Bob Marsh and Bert Clifford, judge.

FRANK RAVESES Brooklyn-Jamaica Walkathon will open at the Walkathon Arena, Jamaica, N. Y., October 22.

Gangsters, Girls On Paris Fare

PARIS, Oct. 5.—While the vaude theaters and circuses of Paris have been enjoying an early-season boom, the legit houses have been a bit tardy in deciding to start the season, and up to the present time practically the only legit fare offered the Paris public is a medley of gangster and sex plays.

Que Personne ne Sorte (Stay Where You Are), at the Deux-Masques; *Club des Gangsters (Gangsters' Club)*, at the Etoile, and *Qui? (Who?)*, at the Renaissance, are all wild and woolly melos apparently enjoying a vogue.

About the only new play being offered is *Saint Aiphonse*, by Henri Falk, at the Pigalle. Light comedy with farcical love complications which deserves no high rating. Revivals are last year's success, *La Femme en Fleur (Women in Bloom)*, at the St. Germain; *Le Coeur (The Heart)*, at the Gymnase; *To Bouche (Your Mouth)*, at the Palais Royal; *Bichon*, at the Michodiere; *Les Innocents (The Innocents)*, at the Arts, and *L'Ecole des Femmes (School for Women)*, at the Athenes.

New revues and musicals are *Tout Va Trop Bien (Everything Is Going Too Well)*, at the Nouveautes, and *Un Coup de Rouge (A Dab of Red)*, at the Michel.

Present month will mark the real start of the season, with a score of plays, revues and musicals slated for early presentation.

Saenger's Dismissal Plan Brings Threatened Boycott

MERIDIAN, Miss., Oct. 10.—When Saenger, which recently took over two local showhouses thru outright purchase, sought to dismiss employees this week entire town, led by local daily, went up in arms and held mass meeting condemning action. A city-wide boycott of Saenger shows and legal action against "monopoly" of local amusement field were threats. An attorney of prominence, a labor leader, minister, railroad engineer and Masonic leader have been named as conciliation committee due to confer with Saenger interests.

Committee is also to see admission reduction from recent increased level that followed buying out of last indie, increased pay for employees hired to replace old ones and "a full explanation for the dismissal of the old workers." Saenger officials refused to attend the meeting.

Colonial, Norfolk, to Pix

NORFOLK, Va., Oct. 10.—This city's most historic theater, the Colonial, long a holdout against films, has finally undergone a transformation and been reopened as a second-run film house.

Plenty Chestnut Bookings

PHILADELPHIA, Oct. 10.—Bookings for the Chestnut assure the house of being kept lit until Christmas. George S. Kaufman-Moss Hart's new comedy, tentatively titled *You Can't Take It*, comes in on November 16, with Dr. S. I. Hsiung's Chinese drama, *Lady Precious Stream*, set for November 30 for a fortnight. Theater Guild's *Call It a Day*, house's first, closes Saturday, with *The Children's Hour* opening Monday (19) for three weeks.

Porrest fills the gap with another *Blossom Time* revival on a pop scale for a fortnight starting Monday (12). Nothing definite to follow. *Forbidden Melody* premieres the 12th at the Erlanger, staying indefinitely. Alex Yokel keeping *Bury the Dead* and *Babes in Arms* in readiness for the followup.

!! CONTESTANTS !! TAKE NOTICE

Brooklyn - Jamaica Walkathon
POSITIVE OPENING DATE, OCTOBER 22d
WALKATHON ARENA,
109-09 Jerome Ave., Jamaica, N. Y.
Frank Ravesce, Mgr.

Where to Stop for Comfort and Service



All Albert Pick Hotels offer the comfort of superior surroundings, service and food par excellent at moderate prices.

- MIAMI HOTEL DAYTON, OHIO
- CHITTENDEN HOTEL COLUMBUS, OHIO
- FORT HAYES HOTEL COLUMBUS, OHIO
- FORT MEIGS HOTEL TOLEDO, OHIO
- FOUNTAIN SQUARE HOTEL . CINCINNATI, OHIO
- BELDEN HOTEL . (Opens in Dec.) . CANTON, OHIO
- ANTLERS HOTEL INDIANAPOLIS, INDIANA
- ANDERSON HOTEL ANDERSON, INDIANA
- TERRE HAUTE HOUSE . TERRE HAUTE, INDIANA
- VENTURA HOTEL ASHLAND, KENTUCKY
- OWENSBORO HOTEL . OWENSBORO, KENTUCKY
- NEW SOUTHERN HOTEL . JACKSON, TENNESSEE
- MARK TWAIN HOTEL ST. LOUIS, MO.
- RALEIGH HOTEL WACO, TEXAS

ALBERT

PICK
HOTELS



WHENEVER YOU SEE THE WORD PICK THINK OF ALBERT PICK HOTELS

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Wherever I go I find booking agents giving traveling acts the run-around and booking over-night acts—acts that had a dream they were actors and actresses—or the product of some dancing schools that are grinding out entertainers like a sausage machine grinds out meat. Many of this class of entertainers are employed in the daytime as waitresses, maids, clerks, etc., and at night take a date more for experience than as a form of earning a living, working in beer gardens and night clubs for 75 cents to \$2. Most of them have no music, do not know what key they sing and haven't their own makeup. Some local agents favor this class of entertainers because they can chisel them more so than the regular traveling act. Night club managers everywhere are crying for regular acts and especially novelty acts, yet some agents hand out the song and dance acts. They then have the guts to ask the traveling acts not to book the spots independent. Since some agents have little or no knowledge of selling real acts, what right have they to boycott acts that book independent when these same agents refuse to sell the acts? Many agents, too, are never in when an actor calls or phones, yet there is a shortage of acts and many regular acts are never booked. I also find that some dancing schools are furnishing dancers free to lodges and picnics so that the students may gain experience. At whose expense? Why, the regular performer who has to stand in the bread line or work on a WPA job. Also, see performers visiting night clubs, buying their own drinks and food and then doing a turn as guest artist, free, just to show off. This, too, tends to keep the night club manager from booking a larger program. Why should he buy acts when there are people who pay for the privilege of making a fool out of themselves? No good act will work for nothing, regardless of who, where or what.

Pittsburgh.

to know whether their concoctions bear the slightest resemblance to anything in real life or not. That is what makes the reference in the story to the monkeys' car ally, because no show ever carried one. The monkeys the biggest circuses carried were in one cage, which obviated the necessity of such monkey business as transferring them back and forth to the cage they were exhibited in in the circus. Readers of *The Billboard* can learn something new about a circus train, as described in fiction, from this story; also learn what the author thought he knew about it when he assumed his imagination was sufficient to enable him to write a story the magazine's readers would enjoy without regard to its remote resemblance to probabilities. This should furnish some of the readers more amusement than the author probably expected them to receive from reading the story.

HARRY W. COLE.

There are few great old-time circus band leaders left, yet one of them who came to this town recently to see a truck show was turned down at the ticket wagon with this remark: "I'm sorry; I know you are the man you claim to be, but orders are to recognize no one." Is this the policy of truck shows? If so, how do we know it will not have the effect of a black eye? Will it make the circus unpopular? Possibly the circus in question had been imposed upon by people masquerading as showmen, but should that bring an order to recognize no one? If I were managing a circus I would certainly be glad and consider it an honor to have oldtimers visit the show. The public today does not show the old-time interest in circuses. As Mr. Bell said in a recent special edition of *The Billboard*, "A circus magazine would help, but that big parade is the greatest thing of all." From observations I find the public does not display the interest when no parade is given that it does otherwise. About 90 per cent don't know a circus is in town. They see some lites; but the day the circus is there they have forgotten about it. The old-time lure is missing and I often hear them say, "Well, it can't be much of a circus with no parade."

GEORGE CAMPBELL.

Dearborn, Mich. Referring to our letter in *The Forum* of October 3 regarding Leonard (Baby) Bliss, Harold T. Ramage, of the Kaiser-Van Leer Company, Bloomington, Ill., advised us that Bliss had been frozen to death and that full particulars could be had by writing to the information department of *The Daily Pantagraph* in Bloomington. A letter to them brought full particulars from the time of his birth on May 4, 1865, to his freezing to death on January 4, 1912. JAMES W. BISHOP. Edison Institute.

Detroit. In the current issue of a magazine devoted to railroad fact and fiction is a story, *The Circus Special*, which is strangely reminiscent of a story I read by the same author a long time ago. In that story monkeys escaped from what was described as the "monkeys' car," and that incident, as well as the author's name, recalled the story to mind. The magazine ran a reprint of another story by the same author some time ago, but there is no reference to such being the case with this tale. But what interested me in this reference to the circus train was the property car next to the engine, as well as the monkey car. It states in this story that there were so many monkeys that they were carried in a car. It's the first time I ever read of such a thing in all the material I have scanned relating to the circus. Fiction writers, of course, have a wide latitude in their range of the imaginative field, and some of them certainly do take advantage of it, presuming that their readers apparently will be too ignorant

Spencer, Ind. There are few great old-time circus band leaders left, yet one of them who came to this town recently to see a truck show was turned down at the ticket wagon with this remark: "I'm sorry; I know you are the man you claim to be, but orders are to recognize no one." Is this the policy of truck shows? If so, how do we know it will not have the effect of a black eye? Will it make the circus unpopular? Possibly the circus in question had been imposed upon by people masquerading as showmen, but should that bring an order to recognize no one? If I were managing a circus I would certainly be glad and consider it an honor to have oldtimers visit the show. The public today does not show the old-time interest in circuses. As Mr. Bell said in a recent special edition of *The Billboard*, "A circus magazine would help, but that big parade is the greatest thing of all." From observations I find the public does not display the interest when no parade is given that it does otherwise. About 90 per cent don't know a circus is in town. They see some lites; but the day the circus is there they have forgotten about it. The old-time lure is missing and I often hear them say, "Well, it can't be much of a circus with no parade."

GEORGE CAMPBELL.

Philadelphia. The public and all band men should be pleased at the prospect of a return of the good old days of band concerts at large fairs. I recently attended big fairs in Pennsylvania and New Jersey and heard a famous band led by a famous conductor. It brought thousands of people to the fairs afternoon and evening. The band certainly was worth going to hear and fair managers are surely doing a great thing when they present such bands. Let us all get together and boost the fairs and concert bands and show managers that bands are wanted.

MARTIN SNITZER.

Gowen City, Pa. Replying to J. Kane's letter in a recent issue, I beg space to thank him and to add that the only show he mentioned that I did not see was Murray's Circus in 1879. I was a little too young for that. But I presume it was the same Murray's Circus that I saw in the early '80s. I was at a performance (night show) with my parents when hoodlums ripped the tent, cut ropes and even cut tails from ponies. The show was wrecked. Mr. Murray's two sons were fellow club members of mine in the Priors, New York City, and we often talked over the incident.

I also wrote about it in *The Billboard's* Fall Special number about two years ago. In the middle and late '80s I was piano player in our local theater, the

orchestra consisting of piano, stool and myself. In that capacity I played for all the shows Mr. Kane mentions. Howarth's *Panorama of Ireland* and *Dublin Dan* were always money getters in the old town, and Pat O'Neil, of my home, a noted jug and reel dancer, joined the show to play one of the Dances. I well remember Joe Murphy in *Shaun Rau and Kerry Gow*. In the latter show Murphy made a horseshoe and shod a horse. It was considered quite a novelty, and his song, *A Handful of Earth From the Land of My Birth*, was a joy to every Irish heart. Thomas and Watson I knew well in Boston. Likewise James O'Neil, of *Monte Cristo*, as well as Powers of *The Ivy Leaf*. I still play the melody to the song on the piano; ditto *Peek-a-Boo* and all the old favorites. Circuses I was familiar with were Bob Hunting, B. & B., Hutcheson, W. W. Cole, Coupe's, Frank A., Robbins, Walter L. Main, Ben Wallace, etc. Speaking of the song *Ivy Leaf*, the majority of people think that *The Man on the Flying Trapeze* is a new song. I played for my mother to sing that song when I was a boy of nine. Answering some Forum readers who wrote me for more about stage thrillers of the glamorous '80s and '90s, I will bring to mind a few more SRO shows of that period. One of the funniest farce comedies of those days was *Fisher's A Cold Day*. Then there was *Agnes Wallace Villa in Woman Against Woman*; *Joseph Wallick in The Bandit King* was a great favorite, with the bow-knife duel on horseback. Dan Mason in *A Clean Shave* was great. Dan was an exceptionally good Dutch comedian. He died a few years ago while in the movies. Then there was Dan McCarthy in *Truc Irish Hearts* and Tony Farrell in *A Royal Pass*. Tony is survived by Jennie Leland, of the Leland Sisters. The late Frank McNish, originator of *Silence and Fun*, married the other sister, Kitty Rhodes. Lillian Kennedy, Ethel Tucker and Francesca Redding were great repertoire favorites. Who does not remember Alfred Kely, the uncouth comedian and brother of Lillian Kennedy? And was she sweet! Ask dad. To see her in *The Fencing Master* was a treat for eye and ear. Her husband and manager was Charles Hassen Forder, of the Hassen-Forder Safe Company, Philadelphia. I could write on and on about those beloved oldtimers.

TOM WATERS.

Woodstock, Ont. In observing operations around the last railroad circus that I saw I noticed to what a great extent elephants were used in hauling wagons, and I heard a number of people remark, "Why they have the elephants here needed!" Now what I would like to know, if any readers of *The Forum* are in possession of the facts, is the name of the first circus to use elephants in harness and the year in which this was done. J. L. (TIP) STONE.

Use of Bulls In Harness Is Queried by Fan

Madisonville, Tex. So much error has appeared as to the closing of the Norris & Rowe Circus. H. H. Tammen and Fred Bonfils, both gone on, could if in the flesh tell the truth and the whole of it about Norris & Rowe folding. At the time Tammen-Bonfils owned the Sells-Floto show and this then "Circus Beautiful" was the deadly prong in the vital parts of the classy Norris-Rowe outfit. As to how the "Sells title" became the property of Tammen-Bonfils, the whole truth would be spoken if a certain room in a certain hotel in Los Angeles could and would talk. The only occupants of that room at the time were the "Little Napoleon of the Circus World," Harry Tammen, and William Sells. A letter to *The Forum* some time ago stated the amount correctly, a little more than \$400 for the title. As was stated, Sells may have hidden behind a tree or a pole and he may have had constables armed with attachment papers, but he was surely in that hotel room and there signed the paper and received the money for the "Sells title" without a murmur of opposition. Tammen himself told the story when I was his publicity purveyor. I did not start my show career yesterday but 64 years ago and yet it seems like yesterday. I think I am right when I say that many give information about shows, show-folk and show world happenings and

experiences who haven't been in the game very long. Dope that is erroneous spoils the broth and hurts computation. A number of present-day celebrities doing "exposés" of this and that and "historians" popping up with rehash of book knowledge and emptying their ears of "strung evidence," poured into them by wags and jokers of the big top world, have done shows, show people and showdom incalculable injury. When I want a real fact about anything in show life, I go to the one best equipped, the one fitted by actual experience in show life, Charles Bernard, of Savannah, Ga. DOC WADELL.

The Billboard

Founded by W. H. OONALDSON
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFORD, President and General Manager.
E. W. EVANS, Secretary-Treasurer,
A. G. HARTMANN, Editor,
Outdoor Dept., 28 Ovese Place, Cincinnati, O.
E. E. SUARMAN, Editor
Indoor Dept., 1584 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 23-27 West Place, Cincinnati, O.
Phone, Main 3306, Cable Address, "Billbybo," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway, Phone, ME 6410; 3-1617, 3-1618. CHICAGO—9th Floor Woods Bldg., Randolph and Dearborn Streets, Phone, CENTRAL 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets, Phone, CHAS. 0449. PHILADELPHIA—B. H. Patrick, 7222 Lampson Road, Upper Darby, Pa. Phone, MAJISON 6935. LONDON—Best House, care "The Performer," 18 Chancery Cross Road, London, W. C. 2. HYPHEN, AUSTRALIA—Martin C. Brennan, City Hotel Bldg., 108 Pitt Street, PAIRIE—Theodore Wolfram, Hotel Sierens, Rue Alfred-Streuen.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada and Countries in Pan-American Postal Union. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address. DISPLAY ADVERTISING—Fifty Cents per Agent Line, Whole Page, \$35.00; Half Page, \$17.50; Quarter Page, \$8.75. No display advertisement measuring less than 10 lines accepted. Last advertising from post to press noon Monday. No telegraphic advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. OCTOBER 17, 1936. No. 42

experiences who haven't been in the game very long. Dope that is erroneous spoils the broth and hurts computation. A number of present-day celebrities doing "exposés" of this and that and "historians" popping up with rehash of book knowledge and emptying their ears of "strung evidence," poured into them by wags and jokers of the big top world, have done shows, show people and showdom incalculable injury. When I want a real fact about anything in show life, I go to the one best equipped, the one fitted by actual experience in show life, Charles Bernard, of Savannah, Ga. DOC WADELL.

Saranac Lake

By JOHN C. LOUDEN

Betty Huntington left the lodge last week for her home in New York with her oker papers. John De Giovanni, who left the lodge about a year ago in A-1 condition, is back again with a slight setback. John is a sound technician and has helped a lot in making it possible for the patients to enjoy moving pictures every Tuesday night. Corn O'Connell, formerly a member of the John Tiller Dancing Girls, enjoyed the company of her husband, Joseph O'Connell, over the week-end. Corn is looking and feeling well and says "hello" to all her friends. Dr. George E. Wilson, medical director of the NVA lodge, has returned after a brief business trip to New York and Pittsburgh. Garry Sitgreaves has returned to the lodge from the general hospital, where he underwent a second rib operation. He came thru with flying colors and expects to be up and around very soon. Dorothy Kruse also enjoyed the company of her husband, Harry Kruse, over the week-end. Sal Ragone has left Saranac for a few days to visit relatives and friends in New York. It is hoped that he will bring back first-hand information as to the merits and demerits of the World Series contestants. Camille Carpenter was pleasantly surprised last week with a visit from her father, James Carpenter, of Boston, and Mr. Zinn, assistant manager and treasurer of Keith's RKO Theater, Boston. They were pleased with Camille's progress. She has put on more weight and is improving every day.

Write to those you know in Saranac Lake.

The Final Curtain

ADELSTEIN—Rebecca, 62, mother of Rose Zindra, well known in the amusement world, was killed recently when struck by a motor truck in Benton Harbor, Mich. Survived by her daughter, Rose, wife of Harry Lewiston, of the Ringling-Barnum Circus, and another daughter and son. Interment at Waldheim Cemetery, Chicago.

ARTHOS—James, operator of the Savoy Theater, Wilmington, Del., recently in Greece, his native land.

CARLYLE—Ethel, wife of "Hank" Carlyle, October 3 in Fort Dodge, Ia. Mrs. Angela Dixon, acting director of relief, Welfare Association of Webster County, Fort Dodge, Ia., is anxious to have Carlyle get in touch with her.

CASEY—Harry, 38, musicians' contractor and violinist for Paramount Pictures since 1929, in Los Angeles October 7 after a lingering illness.

In loving memory of our dear husband and father.

JIMMIE CHASE

who died one year ago October 12, 1935.

You are ever in our hearts

IGA AND BRUCE CHASE

CORNELIUS—Edward, 53, Detroit musician and ballroom operator, in that city September 19. Cornelius had been in poor health for several years.

COVINGTON—Jone, well-known trouper, killed in an auto accident near Corydon, Ia., September 10. Survived by her brother, C. S. Green.

DANIEL—Garland, 68, president of the Central Carolina Fair Association, October 1 at his home in Greensboro, N. C., following a prolonged illness. His widow and two children survive.

DARBY—Thomas, head of construction at Warner Brothers' Eastern studios, October 6 in Mary Immaculate Hospital, Jamaica, Queens, N. Y. Surviving are his widow, a son, four sisters and three brothers. He started in pictures in 1909 with Vitagraph.

DE VERGNIES—Eugene, 78, former stage magician, October 3 at his home in Gloucester, N. J. He was on the stage a number of years, later becoming an optician. His widow, Alice, and a son, Kenneth, survive.

FINNELL—Mrs. Cassie, 65, mother of Clinton Booth, part owner of the Coogler & Booth Jungleland with Big State Shows, suddenly at Dallas recently. Another son, Walker Booth, and a daughter, Mrs. Gladys Boland, also survive. Interment in Dallas.

FITZGERALD—Harry J., 55, New York theatrical agent, in Los Angeles October 4. He was an agent in New York for 20 years and had been connected with the United Booking Offices. He retired shortly after going to California three years ago.

FOSTER—Walter, 69, father of Preston Foster, film actor, October 5 in Pitman, N. J. Surviving are his widow, Anne Foster; a sister, two daughters and a son, Preston.

FRENCH—Hornace, 43, operator of the Fulton Theater, Lancaster, Pa., September 26 in Camden, N. J., following a heart attack. He had just purchased the Clementon Theater, Clementon, N. J.

GENT—William, of the Gent Vending Machine Company, Cleveland, last week in Cleveland.

GOODBREAD—Mrs. Donna May, 57, prominent in music circles in Cleveland and Columbus, O., at her home in Columbus October 5 after a lingering illness. She was a professional accompanist for many years and a former State chairman of the Atwater-Kent radio program for five years. Her husband, a daughter, mother and a sister survive. Funeral services at the Fisher Broad Street Mortuary, Columbus, and burial at Nevada, O.

GRANVILLE—Bernard, 50, film comedian and former New York stage player, in his Hollywood apartment October 5 from natural causes. His first stage appearance at 18 was with Al G. Field Minstrels, with which he remained five years. A turn as a clown with Ringling Bros.' Circus and another go with the Doney & Hatfield Minstrels were followed by vaudeville engagements, during which he appeared with the late Will Rogers. He appeared in *Marriage à la Carte*, *A Winsome Widow*, *The Follies of 1912*, *The Passing Show of 1914*, *Dancing Around*, *The Whirl of the World*, *The Follies of 1915* and *The Follies of 1916*. After serving as Lieutenant of aviation, he returned from France and appeared in *The Little Blue Devil*, *The Midnight Whirl*, *Follies of 1920* and *Mary*. Other musicals in which he appeared were *Frank Fay's Fables*, *Go-Go*, *The Vanities*

of 1923; *No, No, Nanette*; *Castles in the Air*; *Yes, Yes, Yvette*, and *The Desert Song*. Surviving are his widow, Eleanor Christie Granville, and a daughter, Bonita.

GUTENBERG—Mrs. Sophie, 68, mother of A. C. Gutenberg, owner of the Grand Theater, Milwaukee, October 2 at her home in that city. Other survivors include three daughters.

HASKELL—William H., 56, drama and music critic of *The Knickerbocker Press* and *The Albany Evening News*, at his home in Albany October 7. He was formerly correspondent for *The Billboard* in that city.

HOWARD—Booth, 47, stage and screen actor, in Hollywood October 3 as result of an automobile accident. He last appeared on the screen in *Charis Chan at the Circus* and *Small Town Girl*. He leaves a sister, the wife of Tom Lennon, RKO writer.

JOHNSTON—George, 66, suddenly in Clarkston, Mo., while at work for the MB Amusement Company, September 30. Survived by his widow, Dealin Johnston, of Nashville. Burial at Lyons, O.

JONES—Wallace, 53, stage and screen actor, in Los Angeles October 7. He had been a professional for 27 years.

KLINE—Charles S., 63, Broadway character for more than 30 years, October 5 at his home in New York of toxic poisoning. In his early days he was a betting commissioner. He operated a number of Times Square restaurants, including an association with the late Captain James Churchill. In 1920 Kline started the Strand Billiard Academy. Surviving are his widow, Mary E. Kline; four sons, a brother and three sisters.

LEVY—Jose G., 52, theatrical manager and author, October 7 in London. Levy was the owner of the Strand Theater and lessee and manager of the Little Theater in London.

LOWENSTEIN—Bertha, 79, retired legit actress, whose stage name was Bertha Livingstone, October 6 at Fordham Hospital, New York. A sister survives.

LYNCH—John, 66, motion picture writer, of pneumonia in Hollywood October 3. Lynch began his career as a theater owner, operating houses in Syracuse, Albany, Rochester and Utica, N. Y. At time of his death he was editorial supervisor for Metro-Goldwyn-Mayer. Survived by his widow.

MACK—Howard Allen, 9 months, son of Mr and Mrs. Eddie Mack, of Crystal Exposition Shows, at Knoxville Hospital, Knoxville, recently.

MACKENZIE—George, 34, a film worker attached to Monarch Film Laboratory, in Los Angeles October 7.

MARION—Cecile O'Dowd, former wife of Joe Marion, well known in the tab and repertoire field, where he has had his own attractions, in a hospital in Omaha September 28.

MEYER-RADON—Mrs. Anna, 78, mother of Hans Meyer-Radon, Paramount Pictures art director, in Los Angeles September 24.

MORDOFF—James M., 81, executive of Southern Poster Company, in Los Angeles October 10. He was the father-in-law of Glenn Harper, theater operator in Corona, Calif.

MOXON—William H., 70, former associate of the old Detroit Opera House and later a theatrical manager, in New York, Cleveland and on the road, recently in Detroit. Survived by his widow, Pauline (nee Eberhard); three sisters, Mrs. Lillian Fowler, Mrs. Margaret Tireman, of Detroit, and Mrs. Martin Collins, of Toronto. Burial in Grand Lawn Cemetery, Detroit.

NICHOLS—Thomas J., 78, retired performer of Ringling Bros.' Circus, October 2 at the home of his niece in North Fond du Lac, Wis. Old age forced his retirement as a performer. He was ticket agent for the show until about three years ago.

ODELL—John Ripley, 57, well known in the theater business in Detroit, October 2 at his home, Grosse Pointe Farms, Detroit. Odell at one time had a small circuit of theaters in Detroit and was owner of the Frontenac Theater there at time of death. Survivors are his widow, one son and three daughters.

POOLE—Dr. Frederick, 73, ex-executive secretary of the Philadelphia Board of Theater Control, at his home in Ardmore, Pa., October 7. Dr. Poole was appointed to the censorship board in 1925 and served until 1931. He had

been ill the last two years. Survived by his widow and a sister.

PRATT—W. Stanley, 80, retired journalist, October 7 at his home in Brockton, Mass., after a lingering illness. He had been a writer for *The Billboard* and served at various times as a newspaper correspondent. Pratt was a member of the Brockton Press Club and had been its treasurer for many years.

ROBERTI—Lee, of the Ringling-Barnum Circus, was crushed to death at Beaumont, Tex., October 8 by the elephant Trilby. Witnesses said the bull, startled when Roberti approached to put a collar over its head, grabbed him, threw him against the wall of the elephant car and tramped on his head. Roberti's home was in Springfield, Mass.

ROURKE—James T., 73, former owner and manager of the old Empire Theater, Bridgeport, Conn., and father of Marshall Vincent Rourke, former member of the repertory company playing at the Lincoln Theater, New Haven, Conn., in Bridgeport recently after a short illness.

STADTMULLER—Catherine, 68, wife of Joseph Stadtmuller, known in vaudeville as Rosani the Juggler, October 3 at her home in Rockaway Beach, N. Y.

STOWE—Owen Franks, 55, motion picture projectionist, in Hollywood October 2. He was employed by 20th Century-Fox studios.

In Memory of W. E. (DAD) SULLIVAN

Inventor of the BIG ELI WHEEL



July 3d, 1861,
October 15th, 1931.

When a good man dies,
For years beyond our ken
The good he leaves behind him, lites,
Along the paths of men.

ELI BRIDGE COMPANY

THOMAS—Mrs. Catherine, Craddock, 25, wife of William J. Thomas, in charge of publicity for commercial accounts of NBC, October 4 at New York Hospital, New York. A child born to Mrs. Thomas October 3 survives.

WEAVER—Otto Dale, 59, for many years a circus man and one of the best equilibrists of his day, in St. Mary's Hospital, Decatur, Ill., October 4 after an illness of nine months. Some of the shows he was with were La Pearle Circus, Hall & Long Show, Campbell Bros.' Circus, Mighty Hang Show, Gollmar Bros.' Circus and M. L. Clark Show. Weaver is said to have been one of the first to make a handstand on billiard cues, using three for each hand.

WHELAN—Edward J., 57, organist, well known in California music circles, in Los Angeles October 7.

WYNNE—Robert Francis, 67, formerly connected with Atlanta branches of several motion picture companies, October 4 of a heart attack at his home in that city. Surviving are his widow, two daughters and a son.

Marriages

ALEXANDER-LADA—Charles H. Alexander, manager of Penn Roller Skating Rink, Pittsburgh, and Bunny Lada, Pittsburgh night-club singer, in Pittsburgh October 7.

BEL-MAR-WILKINSON—John J. Belmar, of Seattle Waaling Company, and Etta Mae Wilkinson, nonprofessional of Kokomo, Ind., at La Fayette, Ind., August 1, it has just been learned.

CARLSTROM-HANSON—Carl Sigfrid Carlstrom, nonprofessional, of Water-

town, Mass., and Ruth Hanson, Boston radio pianist and singer, at Everett, Mass., October 3.

FLETCHER-BARR—Reo Fletcher, on Chicago NBC staff as accompanist for the Cadets Quartet, to Delphi Barr October 7 at Princeton, Ill.

FOSSORIER MORGAN—Robert Fossorier, mayor of Deauville, France, and Mary Morgan, member of the Comedie Francaise Company of Paris, recently in Paris.

HARRIS-FOWLER—Ben B. Harris, nonprofessional, and Katherine Fowler, NBC chief bookkeeper, at San Francisco.

HARVEY-SASS—Private Walter L. Harvey, of U. S. Army detachment at Frontier Centennial, and Genevieve Sass, square-dancer in *The Last Frontier*, at Fort Worth September 30.

HUTCHINS-KNIGHT—Paul A. Hutchins, Boston nonprofessional, and Florence A. Knight, singer from Portland, Me., in Portland October 5.

SCHARBO-RICE—Whitely Scharbo, trumpet player at Murray Casino, Pittsburgh, and Lillian Rice, of Philadelphia, in Pittsburgh October 7.

SCHMIDT - BARNHART—Ernie Schmidt, vice-president in charge of advertising for Comerford Theaters, Inc., Scranton, Pa., and Della Barnhart, of Hazleton, Pa., September 29 in Duryea, Pa.

SMALLBACK - LANGSTON—W. C. Smallback, Republic Pictures set dresser, and Beth Langston, MGM hairdresser, in Hollywood recently.

SMITH-GARDNER—Carl H. (Shorty) Smith, of the A. W. Gooding Shows, and Helen L. Gardner, of Flint, Mich., girl show dancer and entertainer with the Happyland Shows, at Hillsdale, Mich., October 3.

SMITH-NARATH—J. R. Smith, formerly in Our Gang Comedies, and Gloria Narath, original Minnie Mouse talker for Walt Disney cartoons, in Hollywood October 3.

SMITH - WETTENGEL—Arthur J. Smith, chief announcer of Station KRNT and Iowa Broadcasting System, and Loretta Wettengel, nonprofessional, October 3 in Appleton, Wis.

TURNER-SCHROEDER—Virgil Turner, concessioner, of Hearick, Okla., and Louise Schroeder, ticket seller, of Glidings, Tex., recently at Crockett, Tex. Both are members of the Big State Shows.

TWYMAN-KRANTZ—Harvey L. Twyman, owner-manager of the Twyman Players, repertoire organization, and Arlene Krantz, leading woman with the company, recently.

WEBER-BAZELL—Joe Weber, nonprofessional, and Wilma Bazell, Los Angeles Warner film exchange head, in Las Vegas, Nev., October 3.

WEINSTEIN-KANE—Sam Weinstein, nonprofessional, and Frances Kane, night club entertainer, September 21.

Coming Marriages

Vincent Mahoney, motion picture publicity man, and Virginia Nissen, Paramount Pictures casting employee, in Los Angeles soon.

Bert Van Deusen, vaudeville and burlesque juvenile, and Marjorie Lang, movie actress, in San Francisco December 1.

Jack Engel, with Philadelphia office of United Artists Pictures, and Bernice Bornstein, in Philadelphia December 25.

Births

A seven-pound daughter, Patricia Ann, in Providence September 28 to Mr. and Mrs. Lou Costello. Father is burlesque comic with Wilners in New York and Philadelphia and mother a chorus girl known as Ann Battler.

To Mr. and Mrs. Pedro de Cordoba a 9½-pound daughter in Los Angeles. Father is film actor.

An eight-pound four-ounce son to Mr. and Mrs. W. Hagglin Perry in Los Angeles October 1. Mother is Pat Wing, screen actress.

A seven-pound one-ounce son to Mr. and Mrs. William (Doc) Bishop in Los Angeles October 5. Father is active in film industry.

To Mr. and Mrs. Carl E. Ratliff, of Dennett & Knepp Exposition Shows, a girl September 15 at Rex Hospital, Raleigh, N. C.

A 6½-pound son, Fred Jr., to Mr. and Mrs. Fred Mitchell at Chester Avenue Hospital, Philadelphia, September 30. Mother was formerly featured in Marx Bros.' musicals and vaudeville.

A daughter to Mr. and Mrs. Ben Steer-

man at Allegheny General Hospital, Pittsburgh, October 7. Father is manager of Warner Bros. contact department in that city.

A 7 1/2-pound son, Bruce King, to Mr. and Mrs. Bruce Kamman at Columbus Memorial Hospital, Chicago, October 5. Father is on Chicago NBC staff and known professionally as Professor Kalmeyer.

An eight-pound son, Robert Joel, to Mr. and Mrs. George Pinks at Hennrich Hospital, Chicago, October 5. Father is manager of Chicago office of Shaprow, Bernstein & Company.

Divorces

Elda Vokel Keighley from William J. Keighley, film director, in Los Angeles October 2.

Marie Astaire, screen actress, was granted an annulment in Los Angeles October 7 from Thomas Newbauer.

Vivian Mann from George Mann, president of Redwood Theaters, Inc., in San Francisco October 7.

Betty Hickman Healy from Ted Healy. (See DIVORCES on page 85)

NEW PLAYS

(Continued from page 19)

Napoleon ... Maurice Evans ... Admiral Sir George Cockburn ... Edward Fielding ... Count Las Cases ... Alan Wheatley ... Marchand, Napoleon's Valet ... Marc Loebell ... Countess Montholon ... Kay Struzzi ... Dr. O'Meara ... Whitford Kane ... Sir Hudson Lowe ... Percy Waram ... Captain Nicholas ... Stephen Courtleigh ... Tristan Montholon ... Edward J. Ryan Jr. ... Hortense Bertrand ... Jovca Walsh ... Countess Bertrand ... Rosamond Pinchot ... Orderly Officer ... Paul Adams ... A Sentry ... Samuel Danzig ... The Abbe Buonovita ... Francis Pierlot ... The Abbe Vignall ... Harry Bellows ... Dr. Antommarchi ... Joseph De Santis ... Sailors, Troopers, Staff Officers, Chinese Gardeners ... The Action Takes Place at Longwood House, St. Helena.

ACT I—Scene 1: The Dining Room. De/ cember 1815; Scene 2: The Bedroom. Early Next Morning. Scene 3: The Dining Room. Four Months Later. Scene 4: The Dining Room. Four Months Later.

ACT II—Scene 1: The Dining Room. Three Months Later. Scene 2: The Study and Court- yard. A Few Weeks Later. Scene 3: The Veranda. New Year's Day, 1817.

ACT III—Scene 1: The Veranda. July, 1818. Scene 2: Napoleon's Bedroom. September, 1819. Scene 3: The Garden. Four Months Later. Scene 4: Napoleon's Bedroom. May, 1821.

Napoleon during his days of exile is the subject of a sympathetic and occasional penetrating character study in *St. Helena*, a play by R. C. Sherriff and Jeanne De Casalis which Max Gordon brought to the renovated Lyceum Theater Tuesday night. An episodic chronicle, the drama achieves excellent effect in certain of its scenes, aided mightily by outstanding acting and direction. It is an explanation, a justification and at times a dissection of its leading character.

But, altho many if not all of its scenes may be individually effective, it dissipates its own strength by touching upon too many points in a leisurely journey toward an expected goal. The gradual breakdown of Napoleon's few loyal followers is shown, as they are driven almost mad by their long sojourn on the Island; the breakdown of Napoleon himself is vividly portrayed, with all of its many facets and angles. As a character study—even if we insist that it doesn't happen to be a character study of the real Napoleon—*St. Helena* is an absorbing piece of work. As a play it is something else again.

What unity it does possess is given it by the splendid acting of Maurice Evans in the leading role. Mr. Evans, who showed his versatility last season by playing Romeo and the Dauphin in successive engagements, gives further proof of his great ability in his present vehicle. In the early scenes it may be that he is a bit too eager to grasp the easy chance, to indulge in rhetoric rather than performing, to ride roughshod over possible nuances in the script—but even here it may be argued that Napoleon was certainly a theatrical gentleman, and that the interpretation is justified by the character. However that may be, Mr. Evans' portrayal of the gradual breakdown, of the varying moods of the captive, is a pre-eminent theatrical achievement, a magnificent acting job.

Mr. Gordon has not stinted in providing a supporting cast; the company at the Lyceum is filled with first-line players who do brilliant work. Reginald Mason, Joseph Macaulay and Stephen Ker Appleby are outstanding as the three generals who share their leader's exile,

with Macaulay standing out particularly in the showiest of the three parts, that of the childlike, faithful problem-child of the colony, General Gourgaud. Alan Wheatley creates an excellent effect as Las Cases, and Marc Loebell, Whitford Kane, Jules Epally and others are uniformly excellent as other members of the emperor's suite. So fine an actor as Percy Waram is relegated to the comparatively small part of the English governor, while Rosamond Pinchot plays little more than a bit as the wife of one of the faithful generals. As a matter of fact, practically everyone in the cast deserves hearty plaudits, with the possible exception of the perpetrators of three vastly overplayed bits in the last act.

Robert B. Sinclair's direction emphasizes all of the many chances for theatrical effect offered by the script. It is an out-and-out theatrical job—and therefore, to this hidebound reporter, an out-and-out fine one.

The general effect of the play, as may have been indicated, is somewhat weakened by its long journey toward its expected end. But the effect of individual scenes remains excellent (some of them, in method rather than in any surface similarity, remind one of the effects in Mr. Sherriff's magnificent *Journey's End*)—and the acting of Mr. Evans and his supporting cast is something to be seen.

MARTIN BECK

Beginning Monday Evening, October 5, 1936

PATIENCE

(Repertory Revival)

A comic opera written by W. S. Gilbert and composed by Arthur Sullivan. Ladies' dresses designed by George Sheringham. Musical director, Isidore Godfrey. Presented by the D'Oyly Carte Opera Company. Officers of Dragon Guards: Colonel Calverley ... Darrell Fancourt Major Murgatroyd ... Frank Steward Lieut. the Duke of Dunstable ... John Dean Reginald Bunthorne (a Fishly Poet) ... Martyn Green Archibald Grosvenor (an Idyllic Poet) ... Leslie Rands Mr. Bunthorne's Solicitor ... Wynn Dyson Rapturous Maidens: The Lady Angela ... Marjorie Eyre The Lady Saphir ... Elizabeth Nickell-Lean The Lady Ella ... Brenda Bennett The Lady Jane ... Evelyn Gardiner Patience (a Dairy Maid) ... Sylvia Cecil Chorus of Rapturous Maidens and Officers of the Dragon Guards.

ACT I—Exterior of Castle Bunthorne. ACT II—A Glade.

In the annual series of Gilbert and Sullivan revivals done on Broadway, which are always welcome, and more so when the D'Oyly Carte Company performs them, *Patience* is somewhat of a rarity. But just as welcome and just as enjoyable and just as warming and delightful as the other G. and S. immortals. It is a generally accepted practice for reviewers to open wide their arms when this company, or any other even a quarter as capable, sings the ageless lyrics to the ageless scores. This must be acknowledged as a signal honor, since reviewers—especially among themselves—are known to detest anything remotely bovine in character.

In *Patience* Gilbert and Sullivan let their harpoons fly at the Oscar Wilde aesthetes and didn't spare the horses. The burlesque of the posturing poets is merciless, capped by the transformation of Archibald Grosvenor from a caroling charlatan into an atch-dropping, "I y" cockney. Leslie Rands does the job to perfection.

The voices of this group and the staging are unsurpassable. So much so that the frequent encores during the show still left a desire for more. Martyn Green is superb as Bunthorne, not only in his acting, posing and pretending but in singing. Sylvia Cecil is a lovely voiced Patience, and that, too, is something of a rarity. Evelyn Gardiner, contralto, who sang *Lady Jane*, gives the audience a treat in her voice and her comedy playing, too. Her enunciation, tho, lacked clarity.

The choral work, of course, is excellent. JERRY FRANKEN.

CLUB CHATTER

(Continued from page 12)

States. Leonard Downes will do m. e. and Charles Weyland one of the acts. . . HENRY HATTS, who just closed at the Penthouse, Bradford Hotel, Boston, is set for dates in Cincinnati, Chicago and Milwaukee. . . EDDIE CHESTER, dancer, stays at the Penthouse for another three weeks. . . LESLIE SISTERS are playing night clubs again, after a vaude tour. Currently in Detroit. . . JOHNNY WAGES, doing a one-man band act, and Donna Wamby, singer, are at the new Subway Gardens, Canton, O.

THELMA WHITE is playing at the Clover Club, Sharon, Pa., booked by Al Norton. . . FELICIA AND DELROY, dance team, are at the Plaza Cafe, Pittsburgh. . . EVE SYMINGTON will be at the Waldorf-Astoria, New York, for the winter, starting October 27.

JAYSNOFF SISTERS (Iris and June) and Raymond Pugh's Ork started the Brunswick Casino (Boston) season last week with a broadcast thru WMEX.

There's no doubt the average night-spot audience wants spicier material than the average vaude audience. Most comedy or singing turns, switching from vaude to night spots, have found it necessary to use spicier material. And, in almost every instance, the problem has been how to be naughty without being offensive. Carefully written material will often do the trick, altho a clever performer usually knows just how to put over off-color stuff without offending anybody.

YVETTE AND TEX MORRISSEY's act, *Bank the Muls*, are being featured at Harry's New York Cabaret, Chicago. . . BERNARD AND HENRY have played the Paddock Club, the Colony Club and Club Alabam, Chicago, for a total run of 36 weeks. . . DOROTHY JOHNSON and Jack Irving are beginning their 43d week at Harry's New York Cabaret, Chicago. . . EDITH MURRAY and her girl orchestra, Stan Carter, Sally Keith, and June, Joan and Jeri are working the Vanity Fair, Chicago. . . DOLORES MARCELLI and the Three Jacks are in the current show at the L'Alga Restaurant, Chicago.

CHICAGO AREA: Alvira Morton opened at the Dwan Hotel, Morton Harbor, Mich., October 5. . . ETHELYN WOOD is playing the Rendezvous Cafe, Racine, Wis. . . TOM PRITCHARD, of the Alma Clausen Booking Agency, Chicago, has returned to his office after an operation at the Deaconess Hospital, Chicago. . . DON AND DONNA, Virginia Charletta, Carlissa Jofee, Phil Bernard, Gene Emerald and Ethyl opened at the Casino, Chicago, October 9. . . KAY BROWN and Eleanor Dawn opened at the Pow Wow Gardens, Chicago, on the same date.

LETTER LIST

(Continued from page 31)

- Cameleta Koehler, Mrs. Harry E. Lamont, June Layne, Doris Lamb, Marie W. R. Clark, Mrs. W. R. Clayton, Mrs. Sue Colner, Mrs. Frances Couryer, Mrs. Myrtle Crawford, Mandie Lillian Clark, Mrs. Stella Dawson, Miss Nana Dempsey, Charlotte Dellwita, Mrs. Anna Ernst, Fern Ellis, Mrs. H. F. Fuller, Beacie Garza, Mrs. Billie Gattrell, Mrs. D. G. Goldstein, Mrs. J. Harwell, Marie Hellman, Mrs. Maurice Hester, Miss Lela Hester, Mae Hiller, Mrs. Les Hogg, Helen Kaul, Mrs. Dick Kennedy, Estelle Klingbiel, Larela Abbott, Ray C. Amos, George Alfred, Jack Allen, Sonny Boy Amos, G. H. Anderson, F. E. Armstrong, Clinton Arthur, John Racer, John Ballou, Jack Barnes, Robert Bartlett, Wire Baughman, E. J. Bel-Mar, John J. Berkshire, H. L. Rinda, F. L. Ruzick, Emmett T. Braash, Mechanical Man Breakaway, Joe Chang, George L. Bryer, Bill Buley, Jimmy Burns, Frank Burroughs, John R. Burroughs, W. J. Calkins, Fred Carter, Wray Chaney, Charlie Clock, Al Cole, R. R. Connors, John Corick, George Corez, Ted D'Arriani, John Daniel, Ge

Women's List

- Darling, Happy Davis, James (Pat) Dean, L. H. Delmar, The Dickerson, Ralph Dolan, Ralph Eades, Melvina Eastland, Lewis W. Ell, George Ergan, George Ferguson, Fred Fisher, Harry Fred Stanley Proer, Albert Gardner, Jack Gordon, Harry Garza, R. E. Genious, K. M. George, Frank Gillispie, Horace Gillman, Tex Glickden, Blanche Harrison, Ray Grauer, Jonas Haberman, Rennie Halbe, R. S. Hall, Edward L. Hamilton, Eldon Handing, Steve F. Harris, Harry Hart, R. R. Hendricks, Joe Hillmore, Louis Hochsberry, Louis Holgrini, Ted Hollers, John Hopkins, Dan Roberts, Dr. B. Hunter, Harry Jake, Karl Johnson, Howard Johnson, Jesse Johnson, Leland M. Jones, R. Miles Kelly, James B. McClanay, Jack McCoy, Jack McCreary, E. D. McGregor, Donald McGarry, Charles Maloy, Lee Manley, Lee Martin, Fay Mason, Jay G. Meads, E. A. Meeks, E. A. Mellon, A. J. O'Neil, Mike Miller, N. A. Minor, Tommie Minner, G. A. Monroe & Adams Moore, Claire E. Nation, Al O'Dear, All Ogden, Ray W. Owens, J. H. Pacho, Johnny Pardon, Frank Perita, Phillip, Jack Pirand, Dave Pitzer, Daily Pratt, Al Hays, Al Rice, G. L. Roberts, Dr. B. Roberts, H. J. Rowe, Jack Saunders, O. B. Selzer, Lottie & Lizzie Sewell, C. M. Sewell, F. A. Soap, William E. Sparks, R. J. Spoor, Paul Stanley, Clipper Stark, Mitchell Stegeman, Earl Stevens, Johnnie F. Stevenson, C. G. Stewart, Dick Swanner, R. L. Tatum, Lloyd Thompson, Lee Thurber, B. P. Trubshaw, Chel Wallace, Beverly Wats, Joe (Trip) Wilson, Gandy Wilson, K. E. Wood, Paul Johnson, Perry Wilton, Cash Wilton, Corley Kirby, L. R. Kratz, George Kulikowski, Joseph Lamore, Jack LeRoy, Fred W. H. LeRoy, Prof. W. H. LeRoy, (Bill) Levitt, Teddy Lewis, Bobby Long, Harry R. Loomas Players Manley, Dick Mars, Walter J. Martin, Fred McClanay, Jack McCoy, Jack Everett

booked by Hal Lawrence. . . BARNEY GRANT, Edythe Brown, Chiny, Eve Evan, Vera Reynolds and Haley and Willette opened at Von Thencen's, Chicago, October 8. . . JOEL AND ANETTE, Lula and Lucille Gray opened at Ben's Chateau, Chicago, October 9. . . BERT BARTELL and Pete and Peggy Matthews opened at the Vine Gardens, Chicago, October 9. . . Ruth Kamp and Wilson and Grossa opened at Bruns' Palm Gardens, Chicago, on same date, booked by Tommy Sacco.

JANE VALMAR is mistress of ceremonies and Earle and Landis are featured at the Governor Tavern, Harrisburg, Pa., which opened October 3. . . GAPE MAONELLI, Harrisburg, Pa., opened October 3 with a show featuring Jimmy Dale, Fay Moss and Marco and Marie. . . SALLY HINTON, recent winner of the title of Miss York, is joining Alex Bartha's Swing Band in York, Pa. . . RUTH LOVE, Rita Morgan, Dorothy West and Bobby and Hart opened at Wicker Park Inn, Chicago, October 9. . . JIMMY AMES, Evelyn Lee, Sally Hyde, Margie Lenore, Lee Roberts and Helen Buford moved into the Broad-Mont, Chicago, October 8. . . JOE AND BUDDY KIRBY, the Shower Sisters and Hazel Lee are playing the Silver Cave, Chicago.

The AFA is attacking fake contracts issued by night club bookers, and rightly so. Most bookers hand out slips of paper that are really nothing more than memos, listing name of club, location and when to report for rehearsal. Many of these alleged contracts don't even include the salary. These "contracts" would never be upheld in court as they violate every principle of contract law.

LONG ISLAND: Cornaga Grill, Far Rockaway, will use an ork and a little entertainment thru winter. . . QUEEN'S TERRACE, Woodside, featuring a big floor show thru the winter. . . BROAD CHANNEL numbers no less than 30 night spots, one-third of which use entertainment. . . ATLANTIC BEACH is lifting its strict ban against night spots and as the result many are expected to be there next summer. . . SMILING JERRY BAKER setting attendance records at La Casina, Jamaica.

MAIL ON HAND AT DALLAS OFFICE

401 Southside Life Bldg. 1416 Commerce St.

Ladies' List

- Adams, Mrs. Curley James, Mrs. Marge Anthony, Mrs. Canthy, Mrs. Dick Layne, Dora Luther, Mrs. Laverne McElvain, Mrs. Novie Ritzmark, Marguerite Rimgle, Helen Sheeks, Mrs. Tinnie White, Mrs. Fred Wright, Loreta Zachery, Jontina Acosta, George Rinda, F. L. Rindraz, Joe Rossano, George A. Harris, Bill Harwood, John R. Caspell, H. W. Cooper, Lin Coker, Al

Men's List

- Acosta, George Allen, Benny Boy Barnes, Robert Barnett, T. C. Barrett, The Wire Berthel, H. L. Bonarrie, Emmet T. Coker, Al

ACTS, UNITS AND ATTRACTIONS

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

ABC Trio (El Chico) NYC, ne. Abbott, Joan (Hi-Hat) Chi, ne. Abbott, Snoony (Rainbow Inn) NYC, ne. Abbott & Tanner (Michigan) Detroit 12-15, t. Adair & Richards (Royale Follies) Chi, ne. Adams, Brook (Green Gables) Hazleton, Pa., ro. Adama, Crawford & Paulette (Park Central) NYC, h. Adrian, Iris (Hollywood) NYC, cb. Allen, Jean (Swanee Club) NYC, ne. Allen's, Fred, Town Hall Winners (State-Lake) Chi, t. Alexander, Peggy (Wife's) NYC, re. Alma & Roland (Walton) Phila, h. Alvarez, Gloria (Gaucho) NYC, ne. Ambrose, Ruth & Billy (Blackhawk) Chi, re. Amedeo (Ches Am) Buffalo, N. Y., ne. Amsterdam, Morey (Ambassador) St. Louis 12-15, t. Andre, Janice (Paradise) NYC, re. Andrews, Avis (Cotton Club) NYC, cb. Andrews, Ted & Catherine (Barbizon-Plaza) New York, h. Annelise, Miltz (French Casino) NYC, ne. Apollon, Dave, Show (Met.) Boston 12-15, t. Arden, Elaine (Loew) Montreal 12-15, t. Archer, Gene (Weber's Summit) Baltimore, ne. Ardely, Ely (French Casino) NYC, ne. Armida (Rosevelt) New Orleans, h. Armstrong, Maxine (Black Cat) NYC, ne. Arnold, Betty (Broadway Room) NYC, ne. Ash, Paul (Ambassador) St. Louis 12-15, t. Ashley & Ware (Wife's) NYC, re. Austin, Gene (Wife's) NYC, re. Avalons, Six (Indoor Circus) Norwich, Conn.; Pittsfield, Mass., 10-24.

Bacon, Virginia, Co. (Pal.) Cleveland 12-15, t. Baldwin & Bristol (Como Tavern) Buffalo, ne. Ballard & Rac (Stuben's Vienna Room) Boston. Banana Dancers (Cotton Club) NYC, h. Barnes, Pearl (Kit Kat) NYC, h. Barker, Babe (Hedy Club) NYC, ne. Banabanow Troupe (Met. Opera House) Phila, t. Bappte & Lamb (New Yorker) NYC, h. Barrette (State) NYC 12-15, t. Barbieri & Carlini (Met.) NYC, cb. Barr's, Cappy, Harmonica Ensemble (Chicago) Chi, t. Barrett, Sheila (Rainbow Room) NYC, ne. Barri, Sam (830 Club) Chi, ne. Barry & Beatrice (French Casino) NYC, ne. Bartholemey, Leo (Columbus) G.; (Shubert) Cincinnati 10-22. Barto & Mann (Riviera) Ft. Lee, N. J., ro. Basso, Mario (Place Elegante) NYC, ne. Baune, Martin (Place Elegante) NYC, ne. Baxter, Marilyn (Wife's) NYC, re. Beasley, Irene (Riviera) Ft. Lee, N. J., ro. Beatrice & Barry (French Casino) NYC, cb. Beaudraux, Melba (1214) Phila, ne. Behm, Arthur (Gay Nineties) NYC, ne. Bell & Grey (Holloway Inn) Camden, N. J., ne. Bell, Jim & Nora (Paradise) NYC, re. Bell, Vera (Garrick) St. Louis, t. Bellows, Jean (Normandie) NYC, h. Bell's Hawaiian Follies (State) Ocala, Fla., Pa., 15; (State) Shippenburg, Pa., 15; (State) Greencastle 18-19; (State) Bellwood 20, t. Belostosky, Belos (St. Regis) NYC, h. Bennett, Eddie (Place Elegante) NYC, ne. Bennett, Jean (La Casina) Jamaica, N. Y., ne. Bernhard, Marion (Embassy) Phila, ne. Bernard, Ed (Met. Opera) NYC, re. Bernhardt & Orraham (Pennsylvania) NYC, h. Berry Brothers (Cotton Club) NYC, ne. Bert & Jay (Colonial Village) Peoria, Ill., ne. Bessinger, Frank (New Yorker) NYC, h. Bill & Lei (Club Rendezvous) Rockford, Ill., ne. Birs, Daria (Russian Kretchma) NYC, re. Blackstone (Hipp.) Toronto 12-15, t. Blaisdell, Buddy (Steuben) Boston, re. Blake, Larry (Chicago) Chi, t. Blanchard, Elliott (Club Regent) NYC, ne. Blanche & Elliott (Ringside) Fort Worth, ne. Blanchard, Jerry (4 Horsemen) Phila, ro. Biene, Barbara (Arcadia) Phila, re. Blenders, Four (Embassy Club) San Francisco, ne. Bo Brummels, The (State-Lake) Chi, t. Bodenweiser Ballet (French Casino) NYC, ne. Bones, John (Minnesota) Minneapolis 17-15, t. Bonners, The (Arrowhead Inn) Cincinnati, ne. Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, ne. Boswell, Connie (Congress) Chi, h. Bower, Morton (Michigan) Detroit 12-15, t. Bower Sisters (Trocaero) Phila, t. Bowers, Cookie (Roxxy) NYC 12-15, t. Bowers Major, Amateurs (State) Norfolk, Va., 12-15, t. Bowles, Major, Amateurs (Buffalo) Buffalo 12-15, t. Bradley, Tommy (Savoy) London, h. Briscoe, Grace (1523) Phila, ne. Brito, Phil (Met. Opera) Montreal, h. Brooks Twins (Club Vogue) NYC, ne. Brookfield & Greeley (Ubangi) NYC, ne. Brown & Ames (Grand) Bronx, N. Y., 12-15, t. Brown, Evans (Old Vienna) Indianapolis, c. Brown, Ralph (Ubangi) NYC, ne. Brownie, Bethwell, Revue (Queens Terrace) Woodside, L. I., ne. Bruke, Irene (La Casina) Jamaica, N. Y., ne. Bryant, Betty (Larue's) NYC, re. Bryants, The (French Casino) NYC, ne. Bryson, Clay (Met.) NYC, h. Bud & His Buddies (Tower) Kansas City, t. Bulzar, Prof. (New Yorker) NYC, h. Burke, Peggy (Half Moon) Coney Island, N. Y., h. Burnett Sisters (Ivan Frank's) NYC, ne. Burns Twins (Arrowhead Inn) Cincinnati, ne. Burns & White (Bon Air) Chi, ne. Byrnes & Parney (Royale Follies) Chi, ne. Byron, George (Ambassador) St. Louis 12-15, t.

Calgary Bros. (College Inn) Chi, re. Call, Audrey (Hollywood) NYC, cb. Call & Stuart (Club Laurier) Lowell, Mass., ne. Cameron & Van (Riverview Driving Club) Reading, Pa. Campbell's Royalists (Drake) Chi, h. Caperton & Columbus (Adelphi) Phila, h.

Cardona, Kay (Dizzy Club) NYC, ne. Carlisle, Sally (Blondie's) Chi, ne. Carlson & Juliet (Essex House) Newark, N. J. Carpenter, Imogene (Ambassador) NYC, h. Carr, June, & Rolo (Riverside) Chi, t. Carrigano Bros. (Terrace Gardens) Rochester, N. Y., ne. Carroll, Della (Leon & Eddie's) NYC, re. Carroll & Gorman (855 Club) Chi, ne. Carroll, June (Club Mayfair) Boston, ne. Carroll, Nita (Snelton Hotel) NYC, h. Carter & Schaub (Jimmy Kelly's) NYC, ne. Cartier, Joan (Pavillon Royal) Valley Stream, L. I., ne. Casino, Del (Hollywood) NYC, cb. Castillo, Carmo (Stevens) Chi, t. Charles & Barbara (Steubens Vienna Room) Boston. Charles, Ernest (Normandie) New York, ne. Chester, Eddie (Bradford) Boston, h. Chivy, Frances (Ritz) London, h. Cirillo Bros. (Chicago) Chi, t. Clark, Keith (Dizzy) NYC, ne. Clark, Keith (Leon & Eddie's) NYC, ne. Clarke, Jay (Princess) Sioux City, Ia., 12-15; (Sterling) Greeley, Colo., 17-24, t. Clare, Toulon (French Casino) NYC, ne. Claudet, Marguerite (McCurdy) Evansville, Ind., h. Chauson, Charles (Cafe Ball) NYC, ne. Clayton, Pat (Barrel of Fun) NYC, ne. Clifford, George (Colony) Phila, ne. Clifford, Patricia (Essex House) Newark, N. J. Coe, Jerry (Paramount) NYC 12-15, t. Cole, Lester, & His Midshipmen (Palmer House) Chi, h. Coley, Curtis (Club Diamond) Wheeling, W. Va., ne. Comets, Four (Grand) Bronx, N. Y., 12-15, t. Compton, Dorothy (Hollywood) NYC, re. Connors Jr., Chuck (Tin Pan Alley) New York, ne. Conroy & Melba (Meadowbrook) St. Louis, ce. Coogan, Frances (Butler's) NYC, re. Cooke & Cooke (Star) Charlotte, N. C. Cooley, Marion (Stork Club) NYC, ne.

Cordona, Kay (Dizzy Club) NYC, ne. Cort, Nita, singer (Club Mayfair) Boston, ne. Costello, Jimmy (Jimmy Kelly's) NYC, ne. Costello's Canines (Steuben) Boston, re. Cowhey, Perry (Tower) Kansas City, t. Cossacks, Three (Savoy) London, h. Courtney, Ann (Montclair) NYC, h. Crane, Gladys (1523) Phila, ne. Crono, Roberta (Backstage Club) Cleveland. Crosby, June (Victoria) NYC, h. Cross & Dunn (Casanova) Hollywood, ne. Cuban Follies (Boston) Boston 12-15, t. Cunningham, Fairy (Cocoanut Grove) Minneapolis, ne. Cuzto, Marguerite (Gaucho) NYC, ne. Cummings, Don (Rainbow Room) NYC, ne. Cutler, Gloria Jane (Variety) NYC, ne.

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.

Donahue, Ralph, emcee (Gloria) Columbus, ne. Dorn, Dorothea (Palumbo's) Phila, c. Dot & Dash (Follies) Toledo, O., ne. Doster, Jane (Edison) NYC, h. Downey, Morton, Show (Loew) Montreal 12-15, t. Drake, Connis (Deauville) New York, ne. Drew, Cholly (Number One Bar) NYC, ne. Drew, Corryce & Freddy (Village Bar) NYC, ne. Drum, Dotty (Ector's Club New Yorker) New York, ne. Duffy, James (Montclair) NYC, h. Duffins, The (Oriental) Chi, t. Duke, Paul (Commodore) NYC, h. Dunn, Frances (Bartel of Fun) NYC, ne. Dunn, Paula (Dizzy) NYC, ne. Dupont, Bob (Ambassador) St. Louis 12-15, t. Duskaj, Joyce (Paradise) NYC, re. Duval, Sheila (New Town Bar) New York, ne.

Earl & Fortune (Savoy) London, h. Earlon, Vey (Half Moon) Brooklyn, N. Y., h. Easter & Hazelton (Westminster) Boston, h. Easton, Patty (Spanish Gardens) Du Bois, Pa., ne. Ebony Rasels, Four (Club Caliente) NYC, ne. Elaine & Barry (Philadelphia) Phila, h. Elida, Ballet (Capitol) Washington, D. C., 12-15, t. Elissa, Senorita (Nina's French Cabaret) New York, c. Ellis, Mary (Broadway Room) NYC, ne. Enrico & Novella (Congress Hotel) Chi, h. Escelle Sisters (Bon Air) Chi, ce. Errant, Charles "Happy" (Place Elegante) NYC, ne. Errico, Edna (Leon & Eddie's) NYC, ne. Esquires, Four (Rosevelt) NYC, h. Estelle & Leroy (Paradise) NYC, re. Eulene, Gladys (Versailles) NYC, h. Evans, Bobby (Lucky Eleven Club) Baltimore. Everett & Conway (Shrine Circus) Spokane; Walla Walla 10-24.

Farrall, Bill (Place Elegante) NYC, ne. Farrar, Jean & Jane (Jermyn) Scranton, Pa., h. Farrell, Bunny (Place Elegante) NYC, ce. Fashions of 1936 (Met. Opera House) NYC, t. Fay, Gladys (Jimmy Kelly's) NYC, ne. Payne, Jerry (New Earl) Baltimore, ne. Felicia & DelRay (Plaza) Pittsburgh, ce. Ferguson, Bobby (New Casino) Toledo, ce. Fields, Betty (Versailles) NYC, ne. Fields, Happy (Place Elegante) NYC, ne. Fields, Irving (Buckingham) NYC, h. Fields, Leon (Butler's) NYC, re. Fisher, Jack (Steuben) Boston, re. Fiske, Dwight (Savoy-Plaza) NYC, h. Fish, Serge (Hollywood) NYC, cb. Flournoy, Yule (Wife's) NYC, re. Fogarty, Alec (Waylin) NYC, h. Folie Parisienne (Pal.) Columbus, G., 12-15, t. Fontaine, Evan Burrows (Adelphi) Phila, h. Forbes, Mrs. Alexander (St. Regis) NYC, h. Ford, Gene (Gaiety Club) Columbus, G. Fordham, Louise (Number One Bar) NYC, ne. Four Dandies (LaRue's) NYC, re. Fowler, LaMae (Dixon's Cafe) Omaha, c. Francesco, Tony (La Casina) Jamaica, L. I., ne. Francis, Leo; Danville, Ind. Franz & Fuller (Front Street Gardens) Toledo, ne. Frazee Sisters (Chez Paree) Chi, ne. Frey, Ethel (Dickie Wells) NYC, cb. Friebe Sisters (Terrace Gardens) Rochester, N. Y., ne. Froba, Frank (Onyx Club) NYC, ne. Frohman, Bert (Paradise) NYC, re. Fry, Bob & Virginia (Man About Town) New York, h. Fuchs, Leo (Russian Arts) NYC, re. Funnyboners (State) NYC 12-15, t.

Gable, Carol (Lookout House) Covington, Ky., ne. Gainsworth, Marjorie (St. Moritz) NYC, h. Gall-Gall (Versailles) NYC, ne. Gamba, Richard E. (Navarro) Wis., h. Gardner Co-Eds (Ritz) Superior, Wis., ne. Gardner, Lots (Dizzy Club) NYC, ne. Gardner Soloists (Plaza Villa) Pittsburgh, ne. Gardner Sweethearts (The Follies) Youngstown, G., ne. Garrett & Wray (Variety) NYC, ne. Gaska Troupe (Shrine Circus) Helena, Mont.; Gaska, Vera (El Chico) NYC, ce. Gaye Sisters (Silver Lake Inn) Clevington, N. J., cb. Gawtite, Rex (Place Elegante) NYC, ne. Gay Nineties Quartet (Gay Nineties) NYC, ce. Gay, Chory & Roberts (National) Richmond, Va. Gerrits, Paul (St. Regis) NYC, h. Gertrity, Julia (Walton) Phila, h. Gibson, Virginia (Cocoanut Grove) Boston, ne.

Gilbert, Eddie (Cat & Fiddle) Cincinnati, ne. Gilbert, Gloria (Chicago) Chi, t. Glenn, Cinda (French Casino) NYC, ne. Glory, Camille (18 Club) NYC, ne. Glover, Alice (Netherland Plaza) Cincinnati, h. Gobs, Three (Ubangi) NYC, cb. Goff, Jerry (Riviera) Fort Lee, N. J., ne. Gomez & Winona (Rainbow Room) NYC, ne. Gonzales & Rangel (McAlpin) NYC, h. Gordon, Paul (Commodore) NYC, h. Gould, Blanche (Half Moon) Coney Island, N. Y., h. Glancez, Sander (Palmer House) Chi, h. Gould, Blanche (Half Moon) Coney Island, N. Y., h. Gower & Jeanne (Drake) Chi, h. Grandoff, Bert (Blumarine) Chi, h. Grant, Jack, & Family (Garrick) St. Louis, t. Gray & Berger (Casanova) Hollywood, ne. Gray, Maxine (Paramount) NYC 12-15, t. Gray Sisters (Four Four Club) Cincinnati, ne. Greene, Jackie (Terrace Gardens) Chi, re. Greene, Margie (Cocoanut Grove) Boston, ce. Greenwood, Dawn (Paradise) NYC, re. Grinha, Dancer (Cocoanut Grove) Boston, ne. Groat, Mitzel (Palumbo's) NYC, cb. Groat, Man, The (Gay Plank) NYC, ne. Guldencrone, Baron (Wife's) NYC, re. Gypsy Albert Trio (Beverly Bar) NYC, ne.

Haddett, Charlie (Roxxy) NYC 12-15, t. Hagen, Beatrice (Riviera) Milwaukee, t. Hall, Frank (Club Lido) Montreal, Can., ne. Harker, Ken (Savoy) London, Eng., h. Hall, Wilbur (Savoy) London, Eng., h. Hatman, Florence (1523) Phila, ne. Handie & Mills (Gloria) Columbus, ne. Hanley, Eddie (Chez Maurice) Montreal, ne. Hardy, Moore (Gables) NYC, ne. Harlow, Ruth (Mount Royal) Montreal, Que., h. Harrington, Pat (18 Club) NYC, ne. Harris, Sylvia (Cocoanut Grove) Boston, ne. Hart, Carl (Number One Bar) NYC, ne. Hartley, Ken (Savoy) London, Eng., h. Hatts, Harry (Bradford) Boston, h. Hayden, Tommy (Wife's) NYC, re. Hayes, Pat, & Jim Ashley (Bossert) Brooklyn, N. Y., h. Hazlet, Gene (Loew) Montreal 12-15, t. Hebert, Frenchie (Roxxy) NYC 12-15, t. Henri, Harri (Maple Diner) Hartford, Conn., re. Henry, Flo (Club Alabama) Chi, ne. Herman, Irving (Man About Town Club) NYC, ne. Heywood & Allen (Normandie) NYC, h. Higgins, Peter (Post Lodge) Larchmont, N. Y. Hinton, Hot-Cha (Club Piccadilly) Baltimore, ne.

Hillard, Jack (Jimmy Kelly's) NYC, ne. Hollis, Marie (Paradise) NYC, re. Holly, Edna Mae (Ubangi Club) New York, ne. Hollywood Hotel Revue (Pal.) Chi 12-15, t. Hooker, Dynamite (Cotton Club) NYC, cb. Hooton, Don (Park Garden) NYC, h. Howard, Helen (18 Club) NYC, ne. Howard, Jay (Village Barn) NYC, ne. Howard, Joseph E. (Gay '80s) NYC, ne. Howard, Kathleen (Green Gables) Hazleton, Pa., re. Howard & Shelton (Michigan) Detroit 12-15, t. Hudgins, Johnny (Rafter's) Phila, ne. Hurok, Jemmas (Sherry-Netherland) NYC, h. Hysentrut, Danny (Roxxy) NYC 12-15, t. Hyers, Frank (18 Club) NYC, ne.

Ice Carnival (Roxxy) NYC 12-15, t. Illinois (Blumarine) NYC, h. Indefatigable Charles (St. Regis) NYC, h. Jack & Jill (LaRue) NYC, re. Jackson, Irving & Reeve (Clover) NYC, ne. Jackson, Joe (Savoy) London, Eng., h. Jackson, Lawrence (Springfield) New York, h. Jacobs, Peggy (Torque) Jamestown, N. Y., h. Jal-Leta (Leon & Eddie's) NYC, ne. Janisley (Boston) Boston 12-15, t. Jarvis, Betty (Le Mirage) NYC, ne. Jeanne & Earle (Silver Dome) Neillville, Wis., h. Jenkins, Polly, & Ploewboys: (Capitol) Truro, N. S., Can., 15-17; (Capitol) Kentville 19-20; (Astor) Liverpool 21-22; (Capitol) Lunenburg 23-24, t. Jenner, Jay (Paradise) NYC, re. Jerry & Turk (Green Gables) Hazleton, Pa., ro. Jimo (Blackhawk) Chi, c. Johnny & George (Yacht Club) NYC, ne. Johnson, The (Navarro) NYC, h. Jones, Bobby (Go-Home) Springfield, Ill., ne. Jones, Broadway (Cotton Club) NYC, cb. Jones, Jonah (Onyx Club) NYC, ne. Jordan Sisters (Avon) La Fayette, Ind., ne. Joy, Adelaide (Philadelphia) Phila, h. Julian, Lewis (Billmore) NYC, h.

Kaima, Willie (The Rendezvous) Rockford, Ill., ce. Kaiser & McKenna (Follies) Niagara Falls, N. Y., c. Kalosh (Cotton Club) NYC, ne. Kamik, Ernest (Club Rendezvous) Rockford, Ill., ne. Kane, Patsy (Rosevelt) NYC, h. Kann, Alex (Versailles) NYC, ne. Karavaff, Simon (Russian Kretchma) NYC, re. Kaufman, Sam Jack (Book-Cadillac) Detroit, h. Kay, Beatrice (Tony's) NYC, ne. Kay, Carol (La Casina) Jamaica, N. Y., ne. Kay, Dolly (Royale Follies) Chi, ne. Kaye, Johnny (Washington) East Liverpool, G. O., ne. Keenan, Allen (Cerutti's) NYC, re. Keller, Sisters & Lynch (Yacht Club) Chi, ne. Kelly, Jeanne (Embassy) Phila, ne. Kelly, Nell (Capitol) Washington, D. C., 12-15, t. Kelso, Joe (Garrick) St. Louis, t. Kendall, Terry & Doris (Savoy) London, Eng., h. Kennedy, Buddy (Murray's) Tuckahoe, N. Y., ne. Kenneth & Leroy (Kit Kat) NYC, ne. Kene, Florence (Cocoanut Palms) Eastwood Park, Detroit. Kessler, Fwim (Claremont Inn) NYC, ne. King, Florence (Washington Club) East Liverpool, G. O., ne. King, Kenn (Washington Club) East Liverpool, G. O., ne. Kirby & Duval (Oriental) Chi, t.

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

Cardona, Kay (Dizzy Club) NYC, ne. Cort, Nita, singer (Club Mayfair) Boston, ne. Costello, Jimmy (Jimmy Kelly's) NYC, ne. Costello's Canines (Steuben) Boston, re. Cowhey, Perry (Tower) Kansas City, t. Cossacks, Three (Savoy) London, h. Courtney, Ann (Montclair) NYC, h. Crane, Gladys (1523) Phila, ne. Crono, Roberta (Backstage Club) Cleveland. Crosby, June (Victoria) NYC, h. Cross & Dunn (Casanova) Hollywood, ne. Cuban Follies (Boston) Boston 12-15, t. Cunningham, Fairy (Cocoanut Grove) Minneapolis, ne. Cuzto, Marguerite (Gaucho) NYC, ne. Cummings, Don (Rainbow Room) NYC, ne. Cutler, Gloria Jane (Variety) NYC, ne.

Kob, Harold (Claremont Inn) NYC, nc.
 Koubek, Zdenek (French Casino) NYC, nc.
 Krasik (Village) Lynchburg, Va., nc.
 Kramer, Ida (Swanee) NYC, nc.

L

LaMonterito, Spanish Dancer (El Toreador) NYC, nc.
 Lambert, Helen (Man About Town) NYC, nc.
 Lambert, Nellie (Man About Town Club) NYC, nc.
 Lane, Leola (Number One Bar) NYC, nc.
 Lane, Ted (Rickey House) New York, nc.
 Lane & Carroll (Kenmore) Albany, N. Y., nc.
 Lang & Lee (Center) Denver 15-21, t.
 La Mac, Walter (Netherlands Plaza) Cincinnati, h.
 Laroche, Cecile (Port Arthur) Providence, R. I., re.
 LaRue, Bobby (Washington Club) East Liverpool, O.
 Lawrence, Lucille (Swanee) NYC, nc.
 Lawson Twins (Butler's) NYC, re.
 Lawton, Judith (Ambassador) St. Louis, t.
 Lazaro, Leo (Place Elegante) NYC, nc.
 LaZella, Aerial (Peony Park Nite Club) Omaha; (Center) Denver 12-17.
 LaZella, Aerial (Center) Denver 12-17, t.
 Lazier, Freda (Club Diamond) Wheeling, W. Va., re.
 Leach, Earl & Josephine (Green Gables) Hazleton, Pa., re.
 Lee, Annabelle (Olcn Island Casino) New Rochelle, re.
 Lee, Bob (Wivel's) NYC, re.
 Lee, Dixie (New Earl) Baltimore, nc.
 Lee, Don, & Louise Revue (State) NYC 12-18, t.
 Lee, Oyster, Quartet (Edison) NYC, h.
 Lee, Linda (Billmore) NYC, h.
 LeLah, Princess (The Rendezvous) Rockford, Ill., nc.
 Lentz, Steve (Place Elegante) New York, nc.
 Leon, Gary, & Marcia Mason (Stevens) Chi, h.
 Leslie, Gaby (Waldorf) Phila., h.
 Leslie Sisters (Front St. Gardens) Toledo, nc.
 LeVess & Margie (Ray-Old) Niagara Falls, N. Y., nc.
 Lewis, Ann (Clor Club) NYC, nc.
 Lewis, Henry (Fior D'Italia) Modesto, Calif., re.
 Libby, George, Revue (Park Central) NYC, h.
 Libuse, Frank (Capitol) Washington, D. C., 12-15, t.
 Liebling, Tod (Bon Air) Chi, nc.
 Linden & Brydon (Cafe Maria) NYC, nc.
 Link, Edmund (New Earl) Baltimore, nc.
 Lipstora, Sehora (St. Regis) NYC, h.
 Little, Little Jack (Palmer House) Chi, h.
 Little Words, Three (Small's) NYC, ch.
 Lloy, Shirley (Eden) NYC, h.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lord, Velma (Paradise) NYC, re.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lorraine & Manners (Cocoonant Grove) Boston, nc.
 Love, Violet (Adelphia) Phila., h.
 Lowe, Hite & Stanley (Riverside) Milwaukee 9-15, t.
 Lowery, Fred (Astor) NYC, h.
 Lucky Boys (Pal.) Cleveland 12-15, t.
 Lucy Alice (Yumbo's) Phila., ch.
 Ludwick, Sunny (Dookey's) Charleston, Pa., nc.
 Lynn, Bert (Savaria) Chi, nc.

M

Mackay's Rhythm Debs (Broadway Room) NYC, nc.
 Maddux, Frances (Le Mirage) NYC, nc.
 Madrigrera, Enrie, Co. (Paramount) NYC 12-15, t.
 Mae, Edna (Paradise) NYC, re.
 Mahon, Art (St. Francis) San Francisco, h.
 Mandell, Kitty (New Tenny Bar) New York, nc.
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.
 Manners, Grace (1523) Phila., nc.
 Manya & Drigo (New Yorker) NYC, h.
 Marco & Marsha (Grand Cafe) Phoenix, Ariz., nc.
 Marianne (St. Merits) NYC, h.
 Marietta (Bal Tabarin) San Francisco, nc.
 Markoff, Mischa (Russian Yar) Milton-n-Hudson, N. Y.
 Marley & Elsie (Royal Follies) Chi, h.
 Marlowe, Bopple (Dizzy) NYC, nc.
 Marlowe, Jerry, & Irma Lyon (Congress) Chi, h.
 Marsh, Howard (Mayfair Club) West Orange, N. J., re.
 Marks, Joan (Club Diamond) Wheeling, W. Va., re.
 Martel, Lee (Dixie) NYC, nc.
 Martin, Marian (Hollywood) NYC, re.
 Martin, Rubber Legs (Do-Lo) Kalamazoo, nc.
 Mich., nc.
 Mich., Tommy Bradley (Savoy) London, h.
 Martin, Vera (French Casino) NYC, nc.
 Marvel Trio (State-Lake) Chi, t.
 Massey & Miller (American Music Hall) NYC, re.
 Mathews, Babe (Ubangi Club) NYC, nc.
 Mathys, Nicholas (Russian Kretchma) NYC, nc.
 Maurice & Cordova (Riviera) Ft. Lee, N. J., re.
 Maurice & Nerva (Commodore) NYC, h.
 Maxwell, The (Loew) Montreal 12-15, t.
 Mayers, Dick (Dixie Club) NYC, nc.
 McCabe, Sarah Ann (Pierre) NYC, h.
 McConnel & Moore (Pioneer Palace) Ft. Worth, Tex., re.
 McCormick, Ruth & Ruth Kild (Cocoonant Grove) Washington, D. C., nc.
 McCoy, Elena (Jimmy Kelly's) NYC, nc.
 McCoy, Frances (18 Club) NYC, nc.
 McCoy, Lillian (Mayfair Casino) Cleveland, re.
 McCullay, Jean (Adelphia) Phila., h.
 McGill, Billie (Wonder Bar) Owasso, Mich., nc.
 McKeon, Genevieve (Commodore) NYC, h.
 McCowan, Pat (Cat & Fiddle) Cincinnati, nc.
 McKay, Doreen (Edison) NYC, nc.
 McLean, Ross (Adelphia) Phila., h.
 McMahon, Larry (Village Barn) NYC, nc.
 McNamee Sisters (Bismarck Hotel) Chi, h.
 McNeely & Chapman (William Penn) Pittsburgh, h.
 Melster, Dick & Irene (Roy) NYC 12-15, t.
 Mehen, George (McAlpin) NYC, h.
 Menocass, Seven (French Casino) NYC, nc.
 Mercer, Mary (Nassau) Long Beach, L. I., h.
 Merer, Elsie (La Casina) Jamaica, N. Y., nc.
 Merrill, Joan (Hollywood) NYC, ch.
 Mero (Billmore) NYC, h.
 Michon, Michel (Russian Kretchma) NYC, re.
 Mildred & Maurice (Cocoonant Grove) Boston, nc.
 Miles & Kover (Adelphia) Phila., h.
 Miller, Helen (1523) Phila., nc.

Miller & Lamare (Lexington) NYC, nc.
 Miller, Marty (Turk Club) Pittsburgh, nc.
 Miller, Mary (Village Barn) NYC, nc.
 Miller, Tapp (Small's) NYC, ch.
 Mills, Kirk & Howard (Yacht Club) Chi, nc.
 Mischa (Russian Kretchma) NYC, re.
 Mitchell, Charlie (Man About Town Club) NYC, re.
 Mitchell & Durant (Boston) Boston 12-15, t.
 Mitchell, Virano (Cocoonant Palms) East Detroit, nc.
 Mogul (Paramount) NYC, t.
 Moore & Adams Sisters (Riverside) Milwaukee, t.
 Monson, Mildred (Radio City Rainbow Room) NYC, nc.
 Montes, Mona (El Chico) NYC, nc.
 Montgomery, Annie (Hills) Newark, N. Y., re.
 Monty, Paul (Man About Town Club) NYC, nc.
 Moody, Gertrude (Variety) NYC, nc.
 Moody, Linda (Cocoonant Grove) Boston, nc.
 Moreno, Conchita (Chesapeake House) NYC, re.
 Morris, Dwight (Gabriel's) NYC, nc.
 Morris, Joe, & Co. (Colonial) Dayton, O., t.
 Morrirey, Tex (Harry's N. Y. Bar) Chi, nc.
 Moss, Jane (1214) Phila., nc.
 Muriel, Mimi (Maurice) NYC, re.
 Murray & King (Hollywood) NYC, ch.
 Murray, May (Black Cat) NYC, nc.
 Myra (Tillie's Chicken Grid) New York, nc.
 Mystics, Two (Leon & Eddie's) NYC, nc.

N

Nadia (Russian Kretchma) NYC, re.
 Nash, Myra (Grand) Bronx, N. Y., 12-15 t.
 Natalie & Howard (Lookout House) Covington, Ky., nc.
 Nazarenka, Taaha (St. Regis) NYC, h.
 Nazarro Jr., Nat (Lido) Montreal, nc.
 NBC Radio Show (Michigan) Detroit 12-15, t.
 New Yorkies (Turk Club) NYC, nc.
 Newdahl, Clifford (St. Regis) NYC, h.
 Newman, Harry (Gabriel's) NYC, re.
 Nichols, Red, & Orch. (Earle) Washington, D. C., 12-15, t.
 Nils & Nadyne (New Earl) Baltimore, nc.
 Nils & Nadyne (Kenmore) Albany, N. Y., h.
 Nilsson, Walter (Met. Opera House) Phila., t.
 Niles, Noma (Swanee) NYC, nc.
 Niva, Vera (Green Gables) Hazleton, Pa., re.

THE NONCHALANTS

Now Playing
 "GENERAL THEATER'S CIRCUIT,"
 Exclusive Management M. D. A.
 HARRY FOSTER AGENCY INC. U.S.A.

Noah, Tera (Old Rumanian) NYC, nc.
 Nolan, Mary (Cocoonant Grove) Washington, D. C., re.
 Nolan, Paul, & Co. (State-Lake) Chi, t.
 Noland, Nancy (Navarro) NYC, h.
 Norman, Al (Oriental) Chi, t.
 Norman, Nita (18) NYC, nc.
 Norworth, Ned (Club Minut) Chi, nc.
 New Yorkies (Turk Club) NYC, re.
 Novak & Fay (St. Louis) St. Louis 12-15, t.

O

Oarks, Bernice (Edison) NYC, h.
 Octaves, Three (Benny the Bum's) Phila., nc.
 O'Brien, Adrian (Steuben) Boston, re.
 O'Doherty, Molly (Chateau Moderne) NYC, nc.
 O'Malley, Pat (Drake) Chi, h.
 O'Neil, Cecile (Hollywood) NYC, re.
 Ogden, Patsy (Paradise) NYC, re.
 Ojedaa, Los (El Toreador) NYC, nc.
 Olive, Dorothy (Leon & Eddie's) NYC, nc.
 Olivette, Nina (Hollywood) NYC, ch.
 Olmstead, "Minto" (Number One Bar) NYC, re.

P

O'Neil, Peggy (Broadway Room) NYC, nc.
 Orda, George (St. Regis) NYC, h.
 Orlins, Toddy (Nut Club) NYC, nc.

Page, Marion (Hollywood) NYC, re.
 Paige, Ann (18 Club) NYC, nc.
 Paige & Parker (Hillsflore) Warwick, R. I., nc.
 Palm, Dorothy (La Casina) Jamaica, L. I., nc.
 Palm, Margie (Astor) Reading, Pa. 12-15, t.
 Palmer & Dolson (Tall-Ho) Dayton, O., nc.
 Pante & Conchita (Shrine Circus) Helena, Mont., Spokane, Wash., 12-17.
 Pappy, Zeb, Ezra & Elton (Colonial) Dayton, O., t.
 Parker, Cecile (Steuben) Boston, re.
 Parker, Ray (Walton) Phila., h.
 Parrish, Jimmie (Marcus) Denver, t.
 Patterson's Personettes (New Yorker) NYC, h.
 Patterson's, Russell, Living Models (Majestic) Bridgeport, Conn., 12-15, t.
 Paul, Charles (Montclair) NYC, h.
 Peabody, Eddie (Club) Chi, t.
 Peacock, McIvin (Linger Bar) Sheboygan, Wis., re.
 Peccoraro, Dick (Monte Rosa) NYC, re.
 Pedro & Luis (Princesa) Nashville, Tenn., 12-22, t.
 Pegulla, Hugo (LaRue's) NYC, re.
 Pegue, Paul (Gloria Palast) NYC, nc.
 Peppers, Three (Yacht Club) NYC, nc.
 Perkins, Jerry (Commodore) NYC, h.
 Perkins, Johnny (Pal.) Cleveland 12-15, t.
 Peterson, Anthony (Gabriel's) NYC, re.
 Ferry, Katherine, & Her Girls (Cotton Club) NYC, nc.
 Peterson, Ivor (McAlpin) NYC, h.
 Pickford, Merry (Washington) East Liverpool, O., nc.
 Pierce, Burton (Drake) Chi, h.
 Pierce & Harris (Mayfair Casino) Kansas City, nc.
 Pincus, Bobby (State) NYC 12-15, t.
 Flaut, Jerry (Dixie Club) NYC, nc.
 Plybon, Allen Girls (Greywolf Tavern) Sharon, N. Y., re.
 Pontee, Joe (Claremont Inn) NYC, nc.
 Pope Sisters, Three (Kit Kat) NYC, nc.
 Pope & Thompson (American Music Hall) NYC, mh.
 Pop, Virginia (Savoy) London, Eng., h.
 Powers, Happy (Montclair) NYC, h.
 Prime, Patricia (Broadway Room) NYC, nc.
 Pritchard & Lord (Capitol) Washington, D. C., 12-15, t.

Q

Quadrie & La Vern (Bon Air) Chi, cc.
 Queens of Rhythm (Cocoonant Grove) Phila., nc.

R

Racket-Cheers, Three (1214) Phila., nc.
 Radio Ramblers (Adelphia) Phila., h.

Rafferty, Tom (Cocoonant Grove) Boston, nc.
 Randall Sisters (New Yorker) NYC, h.
 Randolph, Amanda (Black Cat) NYC, nc.
 Raoul, Eva Revue (Palmer House) Chi, h.
 Raphael (Waldorf-Astoria) NYC, h.
 Ray & Trent (Paramount) NYC 12-15, t.
 Ray & Naldi (Pierre) NYC, h.
 Raye, Gilbert (Village Club) Akron, O.
 Raymond, Three (Jimmy Kelly's) NYC, nc.
 Read, Dianne (Post Lodge) Larchmont, N. Y.
 Reed, Billy (Dixie Club) NYC, nc.
 Reed & Blane (Wellington) NYC, h.
 Reed, George (Palumbo's) Phila., ch.
 Reed, Harold (Claremont Inn) NYC, h.
 Reed, Jeanne (18 Club) NYC, nc.
 Reese, Oall (Park Central) NYC, h.
 Resnick, Marian (Park Central) NYC, h.
 Reynolds, Helen, Skaters (Met. O. H.) Phila 12-17.
 Rhythm Boys (Waylin Hotel) NYC, h.
 Ricardo, O. Lara (El Toreador) NYC, nc.
 Riccardo, Rona (French Casino) NYC, nc.
 Richmond, Harry (Hollywood) NYC, ch.
 Richards, Harold (Claremont Inn) NYC, nc.
 Richards, Jimmy (Paradise) NYC, re.
 Rimcus, The (Boston) Boston 12-14; (Fox) Detroit 16-22, t.
 Ringet, Jimmy (Vogue Club) NYC, re.
 Ringo, Ramon (Chateau Moderne) NYC, nc.
 Rio, Rosita (El Chico) NYC, nc.
 Roberts, Myrna (Chez Maurice) Montreal, nc.
 Robins, Doris (Lookout House) Covington, Ky., nc.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Robinson, Paul (Club Rio) Allentown, Pa., nc.
 Roccos, Three (Kit Kat) NYC, nc.
 Rockraast, Marianne (Westminster) Boston, h.
 Roe & Tucker (Brightview Club) Rochester, N. Y., re.
 Rogers, Dick & Dorothy (New Yorker) NYC, h.
 Rogers, Harley (Como Tavern) Buffalo, nc.
 Rogers, Muriel (Chateau Moderne) NYC, nc.
 Rolph, Wynne (Wivel's) NYC, re.
 Rome, Doris (Chez Maurice) Montreal, nc.
 Rook, Isabelle (Benny the Bum's) Phila., nc.
 Roselle, Mildred (Butler's) NYC, re.
 Rosini, Paul (Palmer House) Chi, h.
 Ross, Benny (St. Louis) St. Louis 12-15, t.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Roth, Lillian (Chez Paree) Chi, nc.
 Roth, Ray & Robins (Bonita's) NYC, re.
 Roth & Shay (Alameda) Mexico City, t.
 Rowe, Dorothy (Bossett), Brooklyn, h.
 Royal Duo (Bolton) Harrisburg, Pa., h.
 Royal Hawaiians (Dixy Club) NYC, nc.
 Rozelle, Mildred (Ye Olde Tap Room) NYC, nc.

S

Sacker, Virginia (St. Francis) San Francisco, h.
 Rush, Ann (1523) Phila., nc.
 Russell, Frank (Gay Nineties) NYC, nc.
 Russo, Connie & Jimmie (Como Tavern) Buffalo, nc.
 Ryan, Jerry (Queens Terrace) Woodside, L. I., re.

S

Sabile, Micky (Man About Town) NYC, re.
 Salica Puppey (Pal.) Boston 12-15, t.
 Saltzer, Dorothy (Kit Kat) NYC, nc.
 Sandra & Winters (St. Louis) St. Louis 12-15, t.
 Sanford, Teddy, & Jack Twain (Village Pike's) Sheepshead Bay, Brooklyn, re.
 Santell, George (Hotel St. Regis) NYC, h.
 Santos & Elvira (Jimmy Kelly's) N. Y. O., nc.
 Saunders, Sylvia (Ism of Capri) Arlington, N. J., nc.
 Savage, Jean (Southern) Baltimore, h.
 Save, Tommy (Chez Paree) Chi, nc.
 Savoy, Jack (Village Pike's) Sheepshead Bay, N. Y., re.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Sedwick, Edna (Hollywood) NYC, ch.
 Seiler, Ray (Drake) Chi, h.
 Scudder, Bl (Dixie) NYC, nc.
 Sevens, Maida (Roy) NYC 12-15, t.
 Shander (Michigan) Detroit 12-15, t.
 Shaw & Mead (Gloria) Columbus, nc.
 Shaw, Jack (Club Royal McAllen, Tex., nc.
 Shelton, James (Club Normandy) NYC, nc.
 Sheridan, Eleanor (Stork Club) NYC, re.
 Sherman, Shavo (Hollywood) NYC, nc.
 Shooting High (Minnesota) Minneapolis 12-15, t.
 Shore, Willie (El-Hat) Chi, nc.
 Sigman & Fields (Paradise) NYC, re.
 Simmons, Lee (Ubangi) NYC, nc.
 Simon, Kitty (Capitol) Washington, D. C., 12-15, t.
 Simpson, Carl (Beacon) Vancouver, Can., 16-22, t.
 Skellon, Red (Loew) Montreal 12-15, t.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Small, Ed (Village Pike's) Sheepshead Bay, N. Y., re.
 Smith, Alma (Ubangi) NYC, nc.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith, Don, & Raynor Twins (Grand) Bronx, N. Y., 12-15, t.
 Smith & Sully (Dixie Club) NYC, nc.
 Snyder, Marguerite (Hotel Shelton) N.Y.C., nc.
 Solar, Willie (Le Mirage) NYC, nc.
 Sorronos (Village Barn) NYC, nc.
 Spee & Spot (Sherman) Chi, h.
 Spencer, Amy, & Roger Sinclair (Black Cat) NYC, nc.
 St. Claire, Putnam (Ubangi) NYC, nc.
 St. Claire & O'Day (Casino) Toronto, t.
 Steel, John (Paramount) NYC 12-15, t.
 Steele, Bill (New Yorker) NYC, h.
 Steele, Don (Club Deauville) San Francisco, re.

**Stenards, The (Garrick) St. Louis, t.
 Stephens, Ann (Embassy) Phila., nc.
 Stephens, Three (Ubangi) NYC, nc.
 Stevens, Francis (Claremont Inn) NYC, re.
 Stewart, Vera (Show Bar) Forest Hills, N. Y., re.
 Stone, Charles & Helen (Bal Tabarin) San Francisco, nc.
 Stone, Dick (Essex House) NYC, h.
 Stone, Helen (Chateau Moderne) NYC, nc.
 Stone, Maxine (St. Louis) St. Louis 12-15, t.
 Stoyanovsky, Arkad (Russian Kretchma) NYC, nc.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Sultan (St. Regis) NYC, h.
 Swan & Lilly (Steuben) Boston, re.
 Swann, Russell (May Fair) London, t.
 Sweeney, Bud (Merri-Go-Round Club) Akron, re.
 Swor, Joan & Billy (Broadway Room) NYC, re.**

**Sydl, Paul (Paradise) NYC, ch.
 Sylvester, Hannah (Dickie Wells) NYC, ch.
 Symington, Eve (Waldorf-Astoria) NYC, h.**

T

Taft, Ted & Mary (Bismarck Hotel) Chi, h.
 Talbert, Wen, Choir (Cotton Club) NYC, ch.
 Tamara, Maria (French Casino) NYC, nc.
 Taniel & Flaccio (French Casino) NYC, nc.
 Tappen, Maxine (Essex House) NYC, h.
 Taylor, Irene (Casanova) Hollywood, nc.
 Taylor, Jack (Neal's Barnyard) Gary, a.
 Taylor, Lou (Rainbow Inn) NYC, re.
 Taylor, Nita (4 Horacome Club) Phila., re.
 Teague, Tommy (Marine Park)
 Tekar, Serge (Stevens) Chi, h.
 Tennill, Frank (New Yorker) NYC, h.
 Tennis, Eleanor (Pierre) NYC, h.
 Terry & Mengel (Gaucho) NYC, re.
 Theodoros, The (Casanova) Hollywood, nc.
 Thomas, Orville (Place Elegante) NYC, nc.
 Thompson, Jack (18 Club) NYC, h.
 Thompson Twins (Club Roxie) Washington, Pa., re.
 Thrift, Bea (Navarro) NYC, h.
 Thury, Iona de (Tokay) NYC, re.
 Tic Toe Girls (Park Central) NYC, h.
 Tiffany's, The (Empress) Cincinnati; (Atlant) Atlanta, Ga., 16-22.
 Tito, John (Arrowhead Inn) Cincinnati, t.
 Titan Trio (Terrace Gardens) Chi, re.
 Todd, Mabel (Ambassador) St. Louis 12-15, t.
 Tomack, Sid, & Reiss Bros. (Royale Follies) Chi, nc.
 Tomaso, Oria (Place Elegante) NYC, nc.
 Tobin, Joe (Benny the Bum's) Phila., nc.
 Toby, Frances (Dixie) NYC, nc.
 Tomack, Sid (Club Mayfair) Boston, nc.
 Tompitt, Jarabe (El Toreador) NYC, nc.
 Tolence, John & Edna (Terrace Gardens) Chi, re.
 Torres, Ralph (Edison) NYC, h.
 Tracy, Gale & Leonard (Yacht Club) NYC, nc.
 Trico, Frank & Pcte (Astor) Reading, Pa., 12-15, t.
 Tranger, Don (Fair) Jackson, Miss.
 Trask, Billie (Riviera) Ft. Lee, N. J., nc.
 Travers, Jean (Bon Air) Chi, cc.
 Tren, Virginia (Grand Cafe) Phoenix, Ariz., nc.
 Trint, Tommy (St. Louis) St. Louis 12-15, t.
 Tuscher, Sid (LaRue's) NYC, re.
 Tyber, Ben (French Casino) NYC, nc.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

U

Usher, Phyllis (Commodore) NYC, h.

V

Vadina, Olga (St. Regis) NYC, h.
 Val-Dez, Peggy (Cocoonant Grove) Phila., nc.
 Valdez, Vern (Washington) East Liverpool, O., re.
 Valenzuela & Ramon (Club Gauchos) NYC, nc.
 Valera, Lou (Edison) NYC, h.
 Valeris, Dorothy, May & DeLuca (New Yorker) NYC, h.
 Valley, Vivian (Club Normandy) NYC, nc.
 Vallon, Nannette (Gaucho) NYC, nc.
 Van Allen, Patricia (Le Mirage) NYC, nc.
 Van Losen, Emily (Commodore) NYC, h.
 Velas, Ester (Roosevelt) NYC, h.
 Venezia, Chiquita (Jimmy Kelly's) NYC, nc.
 Verrill, Virginia (Paradise) NYC, re.
 Versatile Trio (Mon Paris) NYC, re.
 Vesper, Four (Arrowhead Inn) NYC, re.
 Vestoff, Florida (Yacht Club) NYC, nc.
 Vigil, Victoria (Ubangi) NYC, nc.
 Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.

W

Wacker, Bob (Lexington) NYC, h.
 Waldron, Jack (Hollywood) NYC, re.
 Walker, Bea (Paradise) NYC, re.
 Wallace Sisters (Number One Bar) NYC, nc.
 Walsh, Sammy (Lookout House) Covington, Ky., nc.
 Ward, Helen (Pennsylvania) NYC, nc.
 Ward & Milford (Tower) East City, t.
 Warwick Sisters (Embassy) Phila., nc.
 Watson, Betty (Caliente) NYC, nc.
 Wayne, Iris (Montclair) NYC, h.
 Wayne & Lorraine (Bal Tabarin) Cleveland, Ky., re.
 Webb, Lucille (La Casina) Jamaica, N. Y., re.
 Weidner, Helena (Maple Diner) Hartford, Conn., re.
 Wellington, Fay & Dolly (Lookout House) Covington, Ky., nc.
 Wessella, Henri (Cotton Club) NYC, nc.
 Weylin Knightcaps (Weylin) New York, h.
 Whalen, Jackie, Stream-Line Steppers (Pat & Don's) Harrison, N. J., re.
 Whitebonds, The (Trevor) London, t.
 White, Hal (330 Club) NYC, nc.
 White, Jack (18 Club) NYC, nc.
 White's Maniacs (Cotton Club) NYC, nc.
 White, Olive (Pennsylvania) Phila., h.
 White, Pierre (Club) San Diego, nc.
 White, Teddy (Normandie) New York, nc.
 White, Thelma (Clover) Sharon, Pa., nc.
 White & Manning (Arrowhead Inn) Cincinnati, re.
 White, Oua (Gay Nineties) NYC, nc.
 Wilbert, Ray (Lookout House) Covington, Ky., re.
 Wilder, Three (Riviera) Fort Lee, N. J., nc.
 Williams, Jack (Casanova) Hollywood, nc.
 Williams, Jerry (Man About Town Club) New York, nc.
 Williams, Robert (London Casino) London, nc.
 Williams, Chic (Big Hollow) Fortia, Ill., nc.
 Williams, Corky (Caliente) NYC, nc.
 Williams, Janky (Terrace Gardens) Chi, re.
 Williams, Joyce & Freddie (Leon & Eddie's) NYC, nc.
 Williams, Rosetta (Kit Kat) NYC, nc.
 Williams, Rubberlegs (Leon & Eddie's) NYC, nc.
 Wilson, Beth (McAlpin) NYC, h.
 Wirehill, Chiff (Arrowhead Inn) Cincinnati, re.
 Winston, Doris (18 Club) NYC, nc.
 Winthrop, Dale (Palmer House) Chi, h.
 Wolman, Harold (Port Arthur) Providence, R. I., re.
 Wolf, Curtis, Five (Edgewater Beach) Chi, h.
 Wolf, Paul (Roxy) NYC 12-15, t.
 Woods, Ann (Paradise) NYC, re.
 Woodley & Wanda (Flor D'Italia) Modesto, Calif., re.
 Wood & Bray (Arrowhead Inn) Cincinnati, re.
 Wright, Charlie (St. Moritz) NYC, h.
 Wyman & Schuh (Lookout House) Covington, Ky., nc.
 Wynn, Natalie (Club Deauville) NYC, nc.
 Wynn, Rosalie (Westminster) Boston, h.

X

X Sisters, Three (Michigan) Detroit 12-15, t.
 (See Column on page 58)

Framing Sadler Society Circus

Will play auditoriums in Texas—tour starts Nov. 9—London Hipp later

LAMESA, Tex., Oct. 10.—Harley Sadler and E. M. Harvey are framing an early winter circus, known as the Sadler Society Circus, to play 10 Texas city auditoriums already contracted. The tour starts November 9. Later on the show will be greatly enlarged and operated as the London Hippodrome Circus for metropolitan cities now being booked.

BROWNFIELD, Tex., Oct. 10.—The Harley Sadler Circus has lost one complete day and also two matinee performances on account of muddy lots and road detours. However, it has escaped the floods in Texas and at this writing is enjoying summer weather and ideal business.

Zaza Tharpe has taken charge of wardrobe, succeeding Mrs. Harrison. The baby elephant, Chin-Chin, and Vera, giant elephant, attract crowds daily in the Side Show, where they divide honors with the Maus Kutus, giant ape, said to be the only specimen in America.

Harley Sadler is personally directing the performance and R. M. Harvey is in charge of the front door.

Ralph Noble is again back with this circus as boss canvasman and lot superintendent and, needless to say, the front doors are opened on time.

Rarely a day passes that the show does not entertain visitors from carnivals and other circuses and all are liberal in their praise of the beautiful appearance of the physical properties of the show and agree that the performance is a bargain for the prices charged.

Drukenbrod Back in Canton

CANTON, O., Oct. 10.—Sterling (Duke) Drukenbrod, Side-Show manager of the Al O. Barnes Circus, has returned to his home here to spend the winter with his parents. He reports a good season for the kid show, the territory giving him a better take than he anticipated.

Buck's Opening In Boston Is Good

BOSTON, Oct. 10.—An unexpected gate of more than 1,500 people at matinee opening Monday greeted Frank Buck's Bring 'Em Back Alive Jungle Show at the Boston Garden for seven days. The evening performance had over 6,000 people. Of the 10 acts in the 90-minute animal show Capt. Roman Froese's Royal Bengal Tigers and Capt. Bob Mathews with King Tuffy, motion picture wire-walking lion, were tops in their thrilling bits.

Edna Blanche performed with a snake act. Picard's trained seal, Mickey, was the high note in comedy. Capt. Vernon Walker with a puma and tiger, a black bear and a sumatran tiger, a black bear and a puma had his hands full with the mongrel trio. Harry Dockham's domestic animal opening act under Captain Anderson delighted the crowd. Dockham also had a 10-cent pony ride concession when the ponies weren't acting in the ring for Captain Anderson. Joe Gangler's bears, the baboon and the baby tiger were okeh in their work. Frank Buck spied for six minutes on his expeditions.

The show closed with Buck's elephant act—Maud, Cutie and Trixie, under direction of Capt. William Spain.

A 90-minute walk around the rink area followed the show. Replens of Buck's animal traps and monkey menages, in addition to the show animals, were enjoyed by all.

Buck's show, sponsored by The Boston Evening American (Hearst) Milk Fund, was promoted and directed by Charles Gordon, Hub boxing and wrestling promoter, and Morris Perlstein, Brockton, Mass., showman and owner of the Modern vaudeville theater and the Brockton Arena (boxing and wrestling). Bob Robison was ringmaster. The 372d Infantry Band of Boston, under direction of Sergt. Raymond Sheldon, furnished the music.

Performances were twice daily, 2:30 and 8:30 p.m. The "Jungle" was open continuous from 1-11 p.m.; 55 cents for adults and 35 cents for children.



MAXINE WOECKENER, feature rider on the Al G. Barnes the past season, riding astride over the hurdle.

Calif. Tour Big For Cole-Beatty

SAN DIEGO, Calif., Oct. 10.—But two more days remain of the California tour of Cole Bros.-Clyde Beatty Circus. San Diego and El Centro. Over five weeks ago the circus entered the Mission State at Weed. Never before has a circus arrived on the West Coast with a new title and left such a distinct impression on circus enthusiasts, who turned out by the thousands to witness the exhibitions.

Total days in California number 39, with two shows being staged each day with the exception of Weed and El Centro, afternoons only. All in all, 29 different cities were played, five days being spent in Los Angeles, four in San Francisco, three in Hollywood and two in Oakland and Long Beach. Twenty-seven parades were made and the off-days have put the horses and stock in prime condition for Arizona, Texas and other Mid-South dates.

The past week has resulted in great business. Santa Monica turned out a straw house at night, while Riverside and Pasadena produced big houses, straw being in evidence on the ends at Pasadena. Oxnard and Santa Barbara came thru with two beautiful days, and Long Beach Saturday and Sunday lived up to its reputation as one of the best circus towns in America.

Practically every member of the Al G. Barnes executive staff and also a number of performers came to Pasadena to see Cole-Beatty. Mr. and Mrs. S. L. Cronin, Arthur Hopper, Frank Mahery, John Brazzil, Jack Grimes, Judge Moore, Leonard Karsh, Elmer Meyers, Chester Pelke, Homer Cantor, Harry Levy, Theo Forstall and Harry Yuden were in the center seats. The Cristiani Family, Peggy Marshall, Bob and Ova Thornton, Mr. and Mrs. Walter McClain, Charley Morgan, Mabel Stark, Bert Nelson, Terrell Jacobs and a host of others spent much time in the backyard visiting the Cole performers.

Hugh Daniel, of the RKO pictures, and Joe Penner, Betty Grable and Jane Hamilton joined the circus at Pasadena and spent the day on the lot. Joe Penner made 2,000 feet of screen snapshots, while excellent stills were taken of the Misses Grable and Hamilton with Clyde Margo, star of *Winterset*, and John Beal, Phil Houston, star of *The Big Game*, was also at hand, and he and Hugh Daniel visited Long Beach Sunday to say good-by to the Cole boys and girls.

MGM had Mary Milburn present Clyde Beatty with a lion cub, "Leo," which Beatty has enrolled in his school. When finished with his training "Leo" will be returned to the Metro-Goldwyn-Maver studios for a moving picture career.

Visit Cole-Beatty Show

LOS ANGELES, Oct. 10.—Among visitors to Cole-Beatty Circus in this section were Mr. and Mrs. S. L. Cronin, Theo Forstall, George Tipton, Harry Levy, Frank Chicarelli, Captain Terrell and Dolly Jacobs, Bert Nelson, Mabel Stark, the Woeckeners, Bob and Ova Thornton, Louis Borinstein, Al and Hazel Moss, Peggy Marshall, Jack Grimes, Ralph Noble, Mike Tschudy, Yelow Burnett, Bill Beresford, Forest Van Vleck, Herman Walther, Eddie Trees, Walter and LaVerne McClain, the Matlocks, Hal Silver, Cristiani Troupe, Bill Kolp, Bill Moore, Dr. George W. T. Boyd, Blossom Robinson, Mr. and Mrs. John T. Backman, Bert Dennis, Mr. and Mrs. Jake Posey, Jersey Schenck, Joe Belovockey, Mr. and Mrs. Kirkendall, Murdock Cook, Mr. and Mrs. Jack Youden, Mr. and Mrs. Ole Olsen, Governor Morris, Mr. and Mrs. Grant Garrett, Lila Lee Norris, Mrs. Herman Bing.

Olsen told *The Billboard* representative that he came especially to watch the clowns Otto Griebeling and Emmett Kelly, and that he intended to contract them if suitable arrangements could be made for the new Olsen and Johnson unit.

Ken Maynard, who had closed his tour account of illness, flew from Minneapolis and was guest of Messrs. Adkins and Terrell at Long Beach. It would not be surprising to hear of a hookup of this trio.

Pickups From France

PARIS, Oct. 5.—The Cirque Pannil, small but good tent circus; Jouviano's "Big Cage" Menagerie and two open-air circuses are at the Lion de Belfort Street Fair in Paris. The big Cirque Medrano frame-construction circus arena opened its winter season at Havre on Friday. Lambert's Menagerie is at the street fair in Combe, and Arnos's Miniature Circus is at the street fair in Angouleme.

The Cirque Pourtier has ended a two weeks' run at Valenciennes and opens at Bordeaux next week for a month's run. Among the acts on the bill at Valenciennes were the Lugasos, trapeze; Hellas, wire walker; Four Misleys, perch; Two Wilkes, jockeys; Williams Trio, equilibrist; Rosello, aerial; Seven Ida May Midship Girls, aerial; Lea, tame lion, and the clowns Iles and Loyal, and Baby, Lole and Mauri-Totti.

The Leotard Trio, trapeze, and Raoul's dogs are at the Casino Municipal in Nice. Tainy Duo, aerial, are at the Casino Municipal in Aix-en-Provence.

Swedish Circus Ends Season

STOCKHOLM, Oct. 5.—The Circus Altenburg, one of the biggest of the Swedish tent circuses, is making its final stand of the season at Malmo. Besides the large group of liberty and high-school horses of Altenburg and the bears of Guldon, the circus roster includes the Four Leotards, flying trapeze; Three Reinsch, jockeys; Ferroni, juggler on horseback; Four Bronettes, clowns; Leo, unsupported ladders; Four Hytteroffs, Russian dancers; Three Romas, acrobats, and Merry and Jeff, bumps and tumbling.

Downie Bros. in Rain At Chattanooga, Tenn.

CHATTANOOGA, Tenn., Oct. 10.—Downie Bros.' Circus exhibited here October 6 at Fifth and O'Neil streets, near Engel Stadium. Due to rain falling during both performances the crowds were only fair. The acts were well applauded. Ernie White, whose home is in this city, was given a big hand. Show came from Rome, Ga., where rain also was encountered.

Warner Bros., Columbia and the New Universal studios also had their stars and cameramen busy shooting circus pictures the last two weeks.

Managers Jess Adkins and Zack Terrell purchased a pair of Chinese water buffaloes from Metro-Goldwyn-Mayer. These animals were brought to this country from China and appear in *The Good Earth*, which will be released with Paul Muni as star in November. The water buffaloes are now on exhibition in the menagerie.

Long jumps are in store for the circus after the San Diego exhibitions. The show will cover 1,160 miles in six jumps, from San Diego to Midland, Tex.

Haag Launching Indoor Circus

Will open in Indiana early in November with 18 acts—Admire general agent

CINCINNATI, Oct. 10.—Harry Haag, of Royal Center, Ind., will launch an indoor circus to open in Indiana on or about November 8. At present he has a unit playing fairs as a grand-stand attraction.

The show will be under the personal direction of Haag and will carry around 18 circus acts. Domestic animal acts will also be carried, with a general line of concessions. Special billing will be used and the show will play week stands all winter and probably go under canvas next summer.

Haag just engaged J. C. Admire as general agent, Admire having just finished his season's work as general agent for the Robert Atterbury Circus.

People already engaged are Miss Ruby, Spanish web, trapeze, loop walking; Famous Browning, comedy rope spinning; Silver Lake Trio, novelty rings; Melvin Duo, high double trapeze; Raymond Duke, clown cop; Gregory boys, horizontal bars and fast tumbling; Harry Haag's trained animals, dogs, ponies, monkeys, pigs and goats; Art Fisher, "The Boy Dare-Devil of the Air"; the Josephings, iron jaw; Fisher troupe of acrobats; Haag Trio, triple bars.

Booth Bros.' Show Opens

CROCKETT, Tex., Oct. 10.—Booth Bros.' Circus opened near here October 7 and is scheduled to play thru the farm district of this section remainder of season and a possibility of remaining out all winter. Jim Coogler and Clint Booth, of Livingston, own the show and Harry Howard is agent. Show is motorized, carries a menagerie. 15 acts in big show and a small midway.

Prosperous Season For Al G. Barnes

LOS ANGELES, Oct. 10.—The Al G. Barnes Circus closed the season at Phoenix, Ariz., September 28 and returned to Baldwin Park. According to Manager S. L. Cronin, the show had a prosperous season despite a five-week route in the heat belt. It was stated that the last three weeks of the tour was very profitable. At Phoenix bust—(See PROSPEROUS SEASON on page 46)

Downie Bros.' Advance

ASHEVILLE, N. C., Oct. 10.—The Downie advance crew consists of practically the same personnel that left Macon, Ga., in the spring. Roster includes Irish Horan, bar manager and general press representative; Walter Skelton, boss billposter; J. B. Schellier, boss lithographer; Mike Covitch, brigade agent; Jim Crews, E. Carr, bannermen, with the following billers and lithographers: Howard Mitchell, Eddie Jackson, Harry Patterson, Steve Kuzmic, Vance Kinter and William Feigley.

A new line of paper is being used extensively. There are four trucks in the department. The press is contracted off the car by Horan and Will L. Wilken follows one week ahead of the show as story man. The show is reported to have been doing splendid business on its Southern tour.

Jerome T. Harriman, general agent, recently visited the cars at Montgomery, en route to Nashville.

The cars arrived very late in Asheville, but before they departed at night the town was pretty well covered. A long run, mingled with unforeseen delays, caused the late arrival.

HOUSTON PICKUPS—Flying Valentines exchanged visits with Ringling-Barnum backyard residents during the show's engagement here. Valentines have their flying act on the midway of Big State Shows. . . . T. F. (Red) Everett is expected in any day and will be seen back in cafe business during winter months. . . . Slim and Evelyn Cantrell came in to visit R-B during the local engagement. They are with Big State Shows.



With the Circus Fans

By THE RINGMASTER

CFA.

President, FRANK H. HARTLESS, W. M. HICKS, CHAM. 2800 West Lake Street, Chicago, Ill. Secretary, Thomas Rank, Norwich, Conn.

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

ROCHELLE, Ill., Oct. 10.—National President Frank H. Hartless left Chicago October 5 for the Southwest. Expects to make Cole Bros.-Clyde Beatty Circus when it shows San Antonio on the 19th. Burt L. Wilson, Chicago, left on the 7th for the same territory and has hopes of catching some shows on the way down.

On October 1 Karl Kaa Knecht, one of the founders of the Circus Fans' Association, rounded out 30 years of cartooning on The Courier-Journal at Evansville, Ind. When Karl started with this publication chalk plates were in use by a large number of papers in making plates of this kind. Karl estimates that his original drawings stacked would be 25 or 30 feet high, and allowing him to miss 10 issues a year the number would be well over 10,000.

Both Mrs. E. Hertzberg and her son, Harry, of San Antonio, Tex., who have been ill, are much better.

Phyllis M. Werling and Joseph E. Minchin, who were married at a nuptial mass at St. Nicholas Roman Catholic Church, Passaic, N. J., August 29, have returned from a honeymoon spent in the West Indies, visiting San Juan, Puerto Rico; Kingston, Jamaica; Haiti and a few days at Havana, Cuba. Mr. and Mrs. Minchin are now at home to their many friends at 534 Broadway, Apt. 7-B, Paterson, N. J. Circus Fans and circus people join with us in wishing this couple the best of luck.

Don S. Howland, CFA, of South Bend, Ind., while passing thru Peru recently, called on Mrs. Jerry Mugivan and spent some time in her circus room, where he had the pleasure of seeing a very fine collection of circus pictures.

Bill Montague, of West Hartford, Conn., writes that on September 30 he attended a meeting in Hartford and Representative Maury Maverick, of San Antonio, Tex., was the principal speaker. He gave a very interesting talk on peace.

Montague spent a few minutes fanning with him before the meeting.

A beautiful day greeted the Ringling-Barnum Circus when it showed San Antonio October 2 and two very large audiences enjoyed the program. The usual Mexican party given by the Alfredo Codona Tent of the Fans at the runs following the night show had the largest attendance that event has ever had. Manager S. W. Gumpertz, Frank Cook, Dexter and Mrs. Fellows, Fred and Mrs. Bradna, Merle Evans and several hundred performers, members of the staff and others were present. Pompey Coppini, famous sculptor and Circus Fan of New York City, accompanied by his wife, also were welcome guests. Floyd King, general agent of the Cole-Beatty Circus, was a recent visitor in San Antonio. The Fans plan to visit the circus and give its people a party evening of October 19.

Circus Room in Binghamton Is Tribute to Pat Valdo

BINGHAMTON, N. Y., Oct. 10.—The Pat Valdo Tent, CFA, has opened its new Circus Room, which is a veritable tribute to Pat Valdo, of the Ringling-Barnum Circus.

The room, built like a theater, with a stage at one end, is probably the most unique of its kind in the country. The stage is complete in detail with footlights, border lights and scenery. The proscenium is 15 feet wide and eight feet high, providing ample room for small shows which will be staged there during the winter months. The upper portions of the walls are paneled in circus lithographs, which are mounted on gold-mottled bases and depict great stars of the arena, such as Lillian Letzel, May Wilth, Tom Mix, Tim McCoy, Con Colleano, Rudy Rudynoff, the Concellos, the Bradnas, Clyde Beatty and others. On the lower portions or wainscoting is the G. H. Barlow III collection of more than 200 circus pictures, mostly from the Kelly Studios, and represent 10 years' accumulation of all modern American circuses.

The room proper is 62 feet by 20 feet, with a green painted floor and a three-ring circus design thru the center. Red mats with yellow stars grace the greater portion of each of the 15-foot rings. All windows and door openings are draped in green and gold valances and curtains. The main stage valance and curtain are also done in green and gold. On the stage are a number of sets, including several circus scenes, which will be used in coming attractions. When the room is arranged for an entertainment seating accommodations can be arranged for 190 persons. The chairs, painted cream and lined up along the walls or in rows against the brown and yellow walls, together with the display of lithographs and pictures, make a beautiful picture, and it is hoped the room may be enjoyed by both circus people and fans for many years to come.

There will be a large gathering of circus fans thruout this section, meeting to first of the latter part of this month or first of next. The Circus Room is located in the Barlow Building and is part of the Binghamton recreation layout. Room was designed and built by G. H. Barlow III.

Letter From Stanley Dawson

DALLAS, Oct. 10.—Leaving my home in New York City in July, have traveled in many States and met many showmen and shows. The last person I saw in the East was Bert Cole at his Staten Island estate. Bert recently landscaped his place.

Around New York City I observed an unusual number of showmen for the busy season of the year. Met "Red" Block, Davey Meek, Frank Morris, Joe Allen, Frank Walsh, Burns O'Sullivan, Charley Lawrence, Charley Braggs, George Degnon, the Levitt Brothers, Leon Victor, Charley Baron, Fred Meek, Everett Foreman, Gus Hill, Ethel Kennedy, Mrs. Letha Bartlett and daughter, Jimmy Powers, Hon. Tom Muir and others.

At Sandusky, O., caught up with the tin can tourists convention, an idea carried forward from the mother colony at Sarasota, Fla. At Detroit, saw Billy Downing and George Graham, formerly with the Ringling shows. Heard from Lester Berger, Chicago. He is too busy to even take a vacation this year. At Ottawa, Ill., and Muncie, Ind., visited Johnny J. Jones Shows and found Cliff Bammel, George Davis, Tommy Allen, Lawrence Phillips, Jimmy Simpson, Tommy Thomas, Starr DeBelle, Charley Siegrist, as well as many former circus men. Crossing the Mississippi River at Dav-

WANTED

CIRCUS AND HIGH ACTS

Strong enough to feature. ALSO OTHER STANDARD CIRCUS ACTS FOR 1937 FAIR SEASON AND SPRING INDOOR DATES.

For Personal Interview See

SIDNEY BELMONT

OCTOBER 14, 15, 16, AT 701 WOODS BLDG. CHICAGO.
Mail Replies to 304 FULLERTON BLDG., ST. LOUIS, MO.

enport, ran across Al G. Barnes Circus at Keokuk. Met Virginia Arcaris, Bill Colp, Mark Kirkendall, Harry Bert, Yellow Burnett, Howard Barry, Capt. Bill Curtis, Homer Cantor, Duke Drukenbrod, Doc Campbell, Theo Forstall, Turner Thompson, Jack Youden and Harry, Al Moss, Frank Chicarella, Leonard Karsh, Chester Pelke, Mabel Stark, Captain Terrell Jacobs, Leo Lyons, Claude McClain, Eddie Tree, Winnie Wakeland and Bernie Head.

Leaving Keokuk, made it to Kansas City and there visited the Big Show for a few hours, meeting Gene Graves, Ralph Clawson, Jim Whalen, Sam Clark, Cy Cleveland, Ray Milton, Frenchy Healey, Walter Wappenstein, Frank Miller and others.

Leaving Kansas City, made it to Dallas. Found the show full of interest and attractions worth while and many ex-circus men employed, including Eddie Brown, Happy Brannon, Buck Saunders, Bob Ellis, Cuckoo Dolan, Gunny-sack, Russell Bradshaw (now an escape artist), Russell Miller, Eddie Delavin, Tommy Morris, Danny Odum, Doc Callahan, Roy Bowen, Tex Carter, Frank Andrews, Tex Cooper. Met Felix Bley en route from San Diego to New York and Charley Paige en route to Paris, France, for the winter. Ray Blankenship was a visitor September 27, but I missed him.

Mr. Vollmer, assisted by Happy Brannon, has performed a good job when final touches were put to *Cavalcade*. Every act, scene, tableau, dialog and narration shows wonderful showmanship and the answer has been an unprecedented attendance. Along with *Cavalcade* and dozens of other attractions worth while, *Cavalcade* and the Globe Theater and its plays are outstanding.

Every one of the 9,000 employees of the Centennial was in a state of nervous expectancy awaiting the arrival of the Ringling-Barnum Circus. Many parties were planned, but a four-day rain prevented the Big Show from giving any performances. However, it was an old-time showmen's convention around the trains and runs that day and hundreds of showmen from this region who have friends, relatives and connections with the Big Show visited until the trains pulled out for Tyler. Noticed were Harrison Waite, Doc Stuart, Tommy Morris, Russell Miller, Cuckoo Dolan, Eddie Delavin and wife, and while many of the personnel of the show remained at the hotels in Dallas, I noticed around the runs Ralph Clawson, Sam Gumpertz, Fred Bradna, Pat Valdo, John Brice, Eddie Vaughn, Joe Boynton, Lew Woodruff, Ike Robinson, Mr. Skelly, Mr. Kelley, Joe Dan Miller, Cy Cleveland, Carl Krapf, Jack Hausner, Cap Carroll, Frank Myers, Chick Bell, Tommy Haynes, Red Finn, Billy Carr, J. D. Newman, Al Butler, Frank Braden, Allen Lester, John Maxwell, Margery Wilson, Wazie, Sam Clark, Candy Shelton, Harry Lewiston, Frank Cooke and Evelyn, Harriet Shives, Dr. Bergen, Eddie Gallagher, Paul Miller, Johnny Salvatore, Gabe Detterer, Johnny Carson, Bobby Worth, Polidor, Billy Moshier, Everett Hart and many others.

The show pulled out at 8 p.m. for Tyler, Tex., and with a shock like an earthquake, the news appeared in the Dallas papers the next day of the death of "Cow" O'Connell. In his passing I lose one of my best friends and the circus world a very capable showman.

Tommy Morris entertained Curly Stewart during his brief stay at Dallas and took him to hear Cuckoo Dolan make one of his famous talks on the slave girls and then to hear Peggy Paris make her opening on the Streets of Paris. Nat Rodgers is to be found daily at the Streets of All Nations, Barry Gray at Life and Russell Bradshaw and Frank Andrews at the English Village.

Visiting Ft. Worth, spent a pleasant hour in the company of Captain I. P. (See STANLEY DAWSON on page 36)

A Good Time To Look Over YOUR BANNERS

And Plan for Next Season. Can the old ones be repaired and repainted, or just touched up—or WHY They Have To BE NEW?

Whatever it is,
Write—Wire—Phone

BAKER-LOCKWOOD

17th and Central, KANSAS CITY, MO.
America's Big Tent House
EASTERN REPRESENTATIVE—A. E. CAMPFIELD, 200 W. 54th St., N. Y. C.

NEW, UNUSUAL AND EXCEPTIONALLY ATTRACTIVE DESIGNS IN PICTORIAL PAPER AND CARDS FOR

CIRCUS CARNIVAL RODEO AUTO RACES

THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INK.

The
Donaldson Litho. Co.
NEWPORT, KY.
Opposite Cincinnati, Ohio

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

October— 13—Montgomery, Ala. 14—Belma. 15—Birmingham. 16—Ossiden. 17—Tuscaloosa.	18—Memphis, Tenn. 20—Jackson. 21—Nashville. 22—Chattanooga. 23—Knoxville. 24—Bristol, Va.—Tenn.
---	--

THE GREATEST SHOW ON EARTH

TENTS NOW FOR SALE

A good stock of Tents, used Labor Day week for Concessions, Carnival, Shows, Real values. Write us what YOU want. Also Sidewalk bar galina.

KERR MFG. CO.
1954 Grand Avenue, Chicago, Ill.

MELL A. GRISSOM

SELLING CHEVROLET EQUIPMENT.
Special Showman's Finance Plan.
KENSINGER CHEVROLET CO.
MEMPHIS, TENN.

WANTED FOR WALTER L. MAIN CIRCUS

Aerial and Ground Acts to feature. Must do two or more. Ollie Polky, Kentucky Legs, and Mooney, others wire at once. West Point, October 14; Starkville, 15; Eupora, 16; Winona, 17; Grenada, 19; all Mississippi.

Photo Post Cards 8x10

REPRODUCTIONS OF YOUR PHOTOS

POST CARDS	"MIRROR" FINISH	B = 10
100 — 1.95	— instant color —	12 — 2.75
250 — 4.00	ONE SUBJECT PER LOT	25 — 4.25
500 — 6.75	Specialty Displays, Designs	50 — 6.75
1000 — 11.75	ORCAJO Photo Art Service	100 — 9.75
	301 Knowles St., Dayton, O.	

"DRIVER - TENTS - BANNERS"

28x50 Canopy Style SIDE SHOW TENT.
20x30 Store Gamo Top.
Osterpillar Tunnel Cover, Good Condition.
CHARLIE DRIVER, Manager.
O. HENRY TENT & AWNING CO.
4811-13 N. Clark St., Chicago, Ill.

WANTED

Showmen Who Are Interested In
MOTORIZING
Write for Our Special Finance Plan.
CHARLES T. GOSS
With Standard Chevrolet Co.,
East St. Louis, Ill.

Under the Marquee

By CIRCUS SOLLY

ROBERT G. WING postcards that he is opening indoor show October 26, using title Seal & Lee Circus.

HARRY LAMON left Great Superior Shows and joined Rice Bros.' Circus as legal adjuster.

DOC FRED FRANKLIN, trap drummer, closed with Dan Rice Circus at Ft. Payne, Ala., September 30.

DON TAYLOR, following close of Lewis Bros.' Circus, went to Chicago and is staying at his uncle's home.

A little bird whispers that Dan C. Odum is seriously considering re-entering the circus field—with a show of his own. How about it, Danny?

SHORTY SEYDELL, midget clown, has joined Hart's Happy Family act and after a season in Atlantic City is now playing fairs. The act will also play the Toronto Shrine Circus.

WALTER HEROD, somersaulting tight-wire performer, who finished 12 weeks of work with the unit *Musio Hall Varieties*, is back home in Toledo, O., for a few days perfecting a new trick before joining another unit.

SEILS-STERLING had two packed houses at Cape Girardeau, Mo. Show is now in the cotton country. This circus on its itinerary cards gives the highway routes. Solly has not seen this on any other cards of motorized shows.

JOE BAKER, former circus agent, postcards from the West Coast that Cole-Beatty has wonderful billing and a dandy show. He adds that Harry Gordon, Ted Levitt and Harry Goodwin are at Seattle after closing their season of carnival dates.

GEORGE K. JOHNSON, manager of St. George Hotel, Lancaster, Pa., is a real circus fan and any trouper going thru there will find a hearty welcome. Mr. and Mrs. Rex M. Ingham and Mr. and Mrs. Jack X. Van Buren recently visited Johnson.

NEAL McCREA, hand balancer, acrobat and clown, has joined Harry LaPearl and his clowns and will play indoor circuses in Toronto and the East. Neil recently closed with the Walter L. Main Circus, where he presented his cloud swing and novel hand-balancing acts.

HARRY HOWARD and wife sold their home in Bloomington, Ind., purchased a new Packard and are heading for Hollywood, Calif., where they expect to make their new home, perhaps permanently. Howard's ponies and dogs was one of the most beautiful animal acts in vaudeville.

LABELLE RAY TROUPE, acrobats and comedy acrobats, closed a pleasant season with Eddy Bros.' Circus. After painting and building some new rigging at winter quarters in Trenton, N. J., the act will return to its home at Reading, Pa., where Yvonne will be enrolled in public school.

WALTER C. DEAN, known in circus musical world as "Dixie Dean," the Southern Gentleman From Georgia," is headed south for the winter. He has been at Lewistown, Mont., five months as director of the Elks' band. The high altitude

has affected his breathing, so he is headed for Atlanta, Ga. Will be with the white tops next year.

FLYING VALENTINOS are having a successful fair season. Just closed 10 weeks of fairs for Barnes & Carruthers and will play some fairs in Alabama and North Carolina before going on indoor dates. Members of troupe are George and Lorraine Valentine; Oscar Jordan, principal flyer; Jerry Pelto, girl flyer. They recently bought an up-to-date trailer housecar.

MINNIE FISHER, of Ladies' Auxiliary of PCSA, Los Angeles, was among those present when the PCSA and the Auxiliary attended the Cole-Beatty Circus in that city and speaks highly of the management and the performance. States that program is spotted with sensational acts, well done and beautifully dressed. Miss Fisher renewed friendships of many years' standing.

THE KLINES, Emer and Elvira, closed their fairs at Oklahoma City and opened October 7 at the Kansas Jubilee, Wichita, Kan., for 10 days. Then they go to Omaha, Neb., for the showing of the 1937 Chevrolet for a week, with four more weeks to follow in Nebraska. They had a nice fair season, playing all the State fairs in the West, and met a lot of old circus people playing fairs.

ARTHUR BORELLA recently entertained members of the Men's Club of Sacred Heart Church, Galveston, Tex., and was warmly applauded. He appeared in a business suit. When he was at the Shriners' party several weeks ago he was in costume. Arthur has done quite a bit of entertaining in the States, Canada and Hawaiian Islands for the last several years.

HARRY LaPEARL and wife recently closed with the Walter L. Main Circus after a very pleasant season. They have returned to their home at Indianapolis, where they are getting ready for their school shows and indoor dates in the East. LaPearl has contracted for himself and his group of clowns to produce numbers for the Bob Morton Shrine Circus in Toronto and indoor dates for Frank Wirth in the East.

The following, in part, appeared in the Daily Town Talk, Alexandria, La., October 3: "Keen disappointment will be felt by all children and many grownups in Central Louisiana when they learn the sad news—none of the big railroad circuses are coming to Alexandria this season. For the first time in years this city does not appear on the itineraries of the big shows that travel by train. This will be regretted by many people, especially those in the community who have money to spend for amusement. Possibly one of the larger motorized circuses will come along later on."



Circus Saints and Sinners Club

For the Troupers—and a Home

RICHMOND, Va., Oct. 10.—The members of the Circus Saints and Sinners Club of America, Inc., from out of town began arriving here October 1 for the annual convention. One of the best initiations we have had since the club has been in existence took place Thursday night. We had a number of new

members from Petersburg, Norfolk and Richmond. It would be giving away some of the secrets of the club to say just what did happen at the initiation. However, "Doc" Rowe was there with the goat and dog as usual.

The banquet Friday night on roof garden of John Marshall Hotel was one of the best we have ever had. The principal speaker was Senator Gordon B. Ambler, of Richmond. His subject was *The Making of Saints*. The Honorable J. Fulmer Bright made a short address. The banquet hall was filled.

Thru the courtesy of Saint Charles Somma, general manager of the Virginia State Fair Association, we witnessed one of the best shows we have ever seen. Last week was the Virginia State Fair week and because of the excellent talent Saint Somma had engaged it was possible for him to bring some of the finest numbers to us Friday night. The troupe included at least 75 persons, and the costumes were wonderful. The new members from Petersburg and Norfolk, not having witnessed such shows or ever attended one of our banquets, were very



THIS MEMORIAL was recently erected in Ada, Okla., for Daddy Whitlark by members of Russell Bros.' Circus. Whitlark, aged contortionist and aerialist, who had been with this show, died in Ada last winter.

STANLEY DAWSON

(Continued from page 37)

O'Hay. Missed seeing Vic Leighton. Learned from Captain O'Hay that Major Gordon W. Lillie is on the road to recovery and expects to visit Dallas and Ft. Worth before the close of the season. Mrs. O'Hay is expected to visit Ft. Worth shortly, motoring down from Taos, N. M., where the Captain operates one of the finest Dude Ranches in the West.

With the Barnes show closing, many of the Eastern people with that aggregation are expected to visit the fair. Just received a wire from Yellow Burnett and he may be in any minute, and Nathan Alpert is expected in from Los Angeles. Mrs. Ruth Delavin (formerly Ruth Florence) is spending her time at the fair, while her husband, Eddie, is general auditor for Danny Odum. Tommy Morris, formerly of Hagenbeck-Wallace Circus, is operating many concessions owned by him at the fair.

Lafe Levine, concession man, told me a humorous story about himself, when he was still "green" in the game. A certain showman wired him for a "grand." Lafe wired back, "How much is a grand?" The answer came back \$1,400. Lafe sent it and the happy climax is that the party who received it paid it back promptly, but not before Lafe found out that he had been pressured for \$400. However, they are good friends today. Another good story told to me was by Tommy Morris about the concert performance given with a show he owned. Admission was five cents. There were 300 customers and the show was a banana-eating contest. No bananas were on hand. Someone asked if there were any one in the audience who had a banana. The answer came back, no, and then the manager of concert said, "All over."

Dressing Room Gossip

COLE BROS.-CLYDE BEATTY—Coast trip over now. Heading east. It has been quite a trip and everyone seemed to get a kick out of it. Los Angeles tops everything for visitors for this season and everybody seemed to have a good time.

Many movie stars showed up in Hollywood. Herman Bing spent quite a bit of time with the Gretonas. Joe Penner made a short in the back yard and Joe Short got in it. Horace Laird crashed it with the quintuplet gag, also several others. They wound up in the dressing room for some shots. Walter Good-enough furnished Joe Penner with the outfit to clown in.

The Barnes show coming in brought forth many visitors. Saw Mamie Ward shaking hands, Milt Taylor and his camera, Terrell Jacobs and wife, Arthur Burson, Peggy Marshall, Mr. and Mrs. Thomson and many others. Bob and Ova Thornton had quite a visit at Long Beach. Kinko saw his folks at Santa Ana, where his brother spent quite a bit of time in the dressing room.

Quite a few took in the Boardwalk at Long Beach. Saw Tommie Poplin riding a Merry-Go-Round, Harold and Ellen Voice in a picture gallery, Harold Nicholson looking for sea food. Billie Hoffman was around making some fine pictures with his camera. Andrea Gallagher had her daughter on in Los Angeles—nice-looking kid. Charlie Smith and Sam Bennett were visiting.

Closing date seems to be the talk—everyone trying to guess when. Billy Ward jumped up and challenged the dressing room to beat him jumping. Five volunteered and beat him and that ended that. Joe Lewis is still going big as the concert comic.

There has been some talk of a big blowout party for closing. There's no Nut Club this year, so I guess it's up to someone to pass the hat. Small stew cooking. I guess we'll have some for supper. No. 1's Chester Barnett cooking for his dogs. Hitting the dust trail now thru Arizona. Will let you know how we make out. EMMETT KELLY.

Whitlark Memorial Erected By Members of Russell Show

LAMPASAS, Tex., Oct. 10.—While showing in Ada, Okla., last month the performers, technicians, workmen and staff members of Russell Bros.' Circus showed their appreciation for an old comrade by raising money and erecting a memorial over the grave of their former fellow performer, Daddy Whitlark.

Showmen will remember Daddy Whitlark as the aged contortionist and aerialist who for many years was with the Honest Bill Shows and spent his winters in Ada. After joining the Russell show he continued his work in the big top until the fall of 1935, retiring at the age of 80, due to poor health. He died in Ada last winter and was buried with little ceremony due to the fact that there were not many people there who knew him.

When the Russell show arrived in Ada, everyone recalled Daddy's burial place and felt that his grave should be so marked that future generations would know where lies one of the stout-hearted troupers of the big tent family. So practically every performer and workman, regardless of the salary he or she receives, donated to the fund to show their respect for the beloved comrade.

Mr. and Mrs. Pete Callendar are operating the Pit Show on the Russell show this year and report a very satisfactory business. They joined at Emporia, Kan.

Despite the flood conditions in Southwest Texas, the show has been attracting good-sized crowds. The Georgia minstrel unit in the Side Show has proved especially popular.

The program remains practically intact from the opening spectacle to the aerial exhibition of Bob Fisher's Five Fearless Flyers.

The cookhouse is now in charge of Billy Walsh, who joined at Hillsboro, Tex.

much pleased that their membership permitted them to take part in such an entertainment.

The Tent in Petersburg has been named the Will Rogers Tent because no Saints reside in Petersburg. The W. W. Workman Tent is arranging to go to Petersburg and initiate the members who did not come to the convention in Richmond. CHES GOLDSTON.

HARLEY SADLER'S SOCIETY CIRCUS

WANTS

For indoor dates. Feature Circus Acts of all kinds, prefer those doing two or more turns. Want acts that can work on auditorium stages. Good Comedy Acrobatic, Aunt Jemima and her Pancake Boys, wire, young Circus Musicians write. Will buy Band Uniforms, set of ten, must be flash. All acts must have nice wardrobe. In answering state everything and lowest winter salary. Show opens indoors November 9th. Long season and money sure. Pay your wires. Write or wire HARLEY SADLER or R. M. HARVEY, Owners, McCamey, October 16th; Groom, 17th; Ozone, 19th; Sonora, 20th; Junction, 21st; Kerrville, 22d; Fredericksburg, 23d; all Texas.

The Corral

By ROWDY WADDY

TEXAS PRISON SYSTEM'S sixth annual rodeo opened at Huntsville, Tex., October 4 to a record attendance of about 10,000 persons. Thirteen events were on the program.

THE TED MERCHANT Rodeo Unit, after playing the Hickory, N. C., Fair as a free act, is now in Hagerstown, Md. Organization carries five head of horses and nine people. Featured with the show is the high-school horse, Black Fox.

ED AND TILLIE BOWMAN, trick riders and ropers, after playing the Susanville, Calif., Fallon, Nev.; Pendleton and Barnes, Ore., and Bakersfield, Calif., rodeos, have returned to their ranch at Placerville, Calif. They report that their season, which started early in the spring, was a successful one. They also info that while at Pendleton, Ore., they had a pleasant visit with Tex Sherman.

ROSTER of the Harry Huff Rodeo, which, according to Thelma Beasley, trick rider, continues to play West Virginia territory to good attendance, is as follows: Burt Northrup, Tom and Lola Hunt, Frank Beasley, Silver City Slim, Bob King, Bill Dietz, Elmer Sutterley, Gloria Northrup, Babe Moonan, Buck Wyatt, Leona Merrell, Slim Treklar, Roy Merrell, Blackie Collins, Flo Northrup, Lew Rudolph, Camilla Rudolph, Happy Dwyer and Joe Kolva.

ACCORDING to latest reports, Guy Wendick is at present engaged in the organization of a string of rodeos for 1937. Plans call for all of the events to be of a competitive nature. It is said they will present the cream of cowboy and cowgirl talent of North America and include a picked string of top bucking horses. A new setup on exploitation and presentation, all of a typical Western nature, has been announced. Wendick is reported to have a group of financial men as well as experienced showmen associated with him in the venture.

INCLEMENT weather the first two days, which left the arena a sea of mud, failed to dampen enthusiasm for the Oklahoma State Fair and Rodeo, held September 26 to October 1 at Oklahoma City. Large crowds were in attendance the last four days, according to Fog-Horn Clancy, program director. Unfavorable track conditions necessitated the canceling of Auto Racing Day, and Charlie Tompkins, director and manager, and Fog Horn Clancy substituted a paid rodeo exhibition in its stead. All events were contest, with John Lindsay, cowboy clown, being the only contracted performer. More than 100 contestants participated. Gold and bronze plaques were presented winners of first places in the finals by the State Fair Association. Eddie Curtis was arena director, while Ace Soward, Lon Blanchett and Shorty Ricker acted as judges. Results: calf roping—Joe Welch, Henry Snively, H. T. Burns. Bronk Riding—Eddie Curtis, Milt Moe, Frank Martz. Steer Wrestling—Dave Campbell, Bill Van Vector, Herschel Ross. Steer Riding—Hughie Long and Frank Marlon split first and second; Hoyt Hefner.

RESULTS of the Pendleton Roundup at Pendleton, Ore., September 10-12. Bronk Riding—First day, Harry Knight (39 RAA points), Pete Knight (29), Herman Linder (20); Guy Cash and Doff Aber (8 each). Second day, Buck Tiffin (30), Doff Aber (29), Pete Knight (20), Harry Knight (10). Finals, Pete Knight (675), Harry Knight (450), Buck Tiffin (225). Calf Roping—First day, King Merritt (181), Jake McClure (91), Bill McFarlane (54), Carl Shepard (36). Second day, Charles Jones (181), Bob Crosby (91), I. W. Young (54), John McIntyre (36). Finals, King Merritt (300), Everett Shaw (200); Bill McFarlane and Carl Shepard (50 each). Steer Wrestling—First day, Jim Massey (32), Dick Truitt (23), Everett Bowman (19), John McIntyre (16). Second day, Dick Truitt (32), Herbert Dahl (23), Shaniko Red (19), John McIntyre (16). Third day, Frank Van Meter (32), Dec Hinton (23), Jim Massey (19), John McIntyre (16). Finals, Dick Truitt (375), John McIntyre (250), Frank Van Meter (125). Single Steer Roping—First steer, Everett Shaw (195), Ike Rude (143), Carl Arnold (117), Allen Holder (98). Second steer, Carl

Arnold (195), Bill McFarlane (143), Everett Bowman (117), Ike Rude (98). Finals, Carl Arnold and Ike Rude (500 each), Everett Bowman (200).

THE TWIN FALLS County Fair and Rodeo, which was held September 8 to 12, inclusive, at the County Fair grounds, Filer, Ida., was a huge success, according to Thomas Parks, secretary and manager. Leo J. Cremer furnished the stock. Trick riding and roping attractions were furnished by Mr. and Mrs. Montie Montana, Sam J. Garrett, Nick Nichol, Hank Darnell, George Pittman, Gene Creed, Hank (Tin Horn) Keenan and Little Tin Horn. Hardy Murphy and his wonder horse, "Lad," were an added feature. Results: Bronk Riding—First day, Stub Bartlemay (132 RAA points), Floyd Stillings (99), Alvin Gordon and Fritz Truan (49½ each). Second day, Ray Mavity (132), Floyd Stillings (99), Alvin Gordon and Stub Bartlemay (49½ each). Third day, Pete Grubb (132), Cliff Gardner (99), Stub Bartlemay (66), Bill Sievers and Floyd Stillings (16 each). Fourth day, Ray Mavity (132), Stub Bartlemay and Pete Grubb (82½ each), Bill Sievers (33). Finals, Stub Bartlemay (60), Pete Grubb (36), Bill Sievers (24). Calf Roping—First day, Oral Zumwalt (62½), Lawrence Conley (37½), Less Jenkins (25). Second day, Harry Hart (62½), Vic Rogers (37½), Irby Mundy (25). Third day, Tex Doyle (62½), Asbury Schell (37½), Lawrence Conley (25). Fourth day, Harry Hart (62½), Bill Eaton (37½), Lee Simons (25). Finals, Harry Hart (142), Irby Mundy (85½), Oral Zumwalt (57). Steer Wrestling—First day, Jack Coates (62½), Oral Zumwalt (37½), Mickey McCrorey (25). Second day, Jack Coates (62½), Harry Hart (37½), Steve Hancock (26). Third day, Frank Smith (62½), Ray Mavity and Mickey McCrorey (31 each). Fourth day, Hugh Ridley (62½), Jack Case (37½), Mickey McCrorey (25). Finals, Mickey McCrorey (187½), Jack Case (112½), Harry Hart (75). Bareback Riding—First day, Jonas DeArman (56½), Andy Gibson (33½). Second day, Jonas DeArman (48), John Elic (25½), Andy Gibson (180). Third day, Forest Hunt (56½), John Elic (33½). Fourth day, Jonas DeArman (56½), Virgil Earp (33½). Finals, Jonas DeArman (37½), Andy Gibson (22½), John Elic (18).

Notes From Paris

PARIS, Oct. 5.—New program at the Cirque d'Hiver presents a varied bill, including Ravana the Roman ring performer; Fouq Georgys, double perch; Faludys, teeterboard tumblers; Wolsons, flying trapeze; Two Marcolis, tumblers; Elida Sisters, contortionists; Maths, bike act; South China Troupe, Chinese acrobats; Zaccchini Trio; Milos and Angelo, clowns; Dollinda de la Plata and her horses and a herd of elephants.

The Three Marcollos, acrobats; Freidel Jobsen, trapeze; Four Smiths, bounding trampoline; Boulicot and Recorder, clowns, and the horses of Andre Rancy are at the Empire. Joan Tanya, trapeze; Joe Crockett, comedy juggler, and the Two Omnis, acrobats, are at the Trianon. Goleman's animals; Two Harrises, acrobats, and Freidel Jobsen, trapeze, are at the Bobino. Lassiter Bros., American comedy acrobats, and Gibson Palmer, juggler, are at the ABC. Felix, contortionist, and the Two Boscas, bar act, are at the Petit Casino.

Chevalier Bros., acrobats, are at the Gaumont Palace. The Seven Ida May Midship Girls, aerial flash, and Three Bonos, acro clowns, are at the Rex. Three Gazettis' acrobats, are at the Paramount. Bounding Martins, trampoline, are at the Cigale. Jackie Ballant, kid cyclist, is at the Excelsior Pathe.

Chi Stadium Joins Rodeo Assn.

CHICAGO, Oct. 10.—The Chicago Stadium Corporation, thru the efforts of Arthur Wirtz, vice-president, has become member of the Rodeo Association of America, it was learned this week. The Stadium will hold its first championship rodeo this month and intends to make the affair an annual event.

WALTER LANKFORD, band leader, of Fairfield, Ill., pens that he is planning taking to the road again next season after being off since 1933. He will have a small show called Lankford's Family Band. Will travel in his own Dodge sedan and 18-foot berth and stateroom trailer. Lankford has had bands on many circuses and carnivals.

Dexter Fellows Tent Tattles

(CSCCA)

By FRED PITZER

NEW YORK, Oct. 10.—The following is a continuation from last week of the first meeting of the Circus Saints and Sinners' Club at Hotel Commodore September 29 at which Gene Buck was made a Fall Guy.

The Tent ritual was very impressive and the crowd stood in profound silence during its recital. Here it is:

"We rise to do honor and to pay homage to the absent guest.

"He is the beloved circus trouper of yesterday . . . the genius under the big top who, with devotion to his profession, served his public and spent his energies and years in order that we might be entertained.

"He needs us now, whereupon we hasten to his side to steady his faltering step and so return in some measure the happiness he has always given us. We set for ourselves the task of providing for him a home and days of peace as the sunset of life steals over him.

"We who dine well, who enjoy good health and a fair share of the world's goods, stand to admit our loyalty to the faithful circus trouper of yesterday, and as members of the Dexter Fellows Tent we shall see the old trouper thru.

"If that is your sincere determination, please bind yourself by declaring 'We shall.'"

Added to this was another solemn gesture, that of making all of the new members come forward and with a red, white and blue hammer pound a golden nail into a log of wood while the following was being read:

"You have been accepted as members of the Dexter Fellows Tent of the Circus Saints and Sinners' Club.

"As an evidence that you will remain steadfast and loyal to our objective, we will ask each one of you, as a symbol of your pledge and determination, to hammer a golden nail into this block of wood. It is a symbol of building . . . building a home for the old and indigent trouper . . . and your determination to help."

New members taken up at the meeting were Frank White, James E. Knox, W. W. Schwab, Ed Bodin and James P. Guinane. Warren Wood, who had just come off the Big Show, where he had been selling tickets for Clyde Ingalls' Kid Show, was introduced to the crowd. Others who took a bow were Leo Margulies, Nick Kenny, Jerry Sweenhart, George Hammond, Donald Flamm, Jack Campbell, Earl Leonard, Harold Miner, Don Morton, Mike Raynes, Bob Scott, Ben Winchell, Joe Zell and Jake Curren. Short talks were given by Sinner Jack Dempsey, Sinner Bob Bartlett and Regis Toomey, of picture and stage fame.

During the festivities Tony Sarg, former president of the club, was presented with a beautiful traveling bag by the members of the club.

The new photograph gallery was a fine piece of work, very decorative and added color to the scene. It could have had a floodlight trained onto it during the ceremony, but Tex O'Rourke was working on the show until midnight the night before so we couldn't ask him to do any more. He lettered the circus artist handsomely, he hung banners that were high out of reach of the average man, he blew his whistle as equestrian director with gusto and—well, what didn't he do?

The band of musicians provided by Carlton Hub, a band in which brass predominated, did a swell job. As the members trailed in the band blared *Entry of the Gladiators*. They also handled the new Tent song well, likewise the selections of Gene Buck's, all of which were quite a surprise to him and moved him greatly, the sentimentalist that he is. The hotel permitted the Tent to have a huge sign in the lobby (Yes, it was painted by our maestro, Tex O'Rourke). It was a huge donkey being ridden by a laughing clown. The lettering read CIRCUS SAINTS AND SINNERS. Over the picture was the destination sign "East Ballroom." After the luncheon, while the writer was getting his hat out of check, the girl remarked to him: "We've never seen anything like that luncheon before; how lovely."

Tony Sarg, in his introduction of the Fall Guy, told how Gene Buck had wandered from home following a Ringling Bros.' parade, how he had held theatricals in his father's barn at 10 pins a throw, how he had worked in a band,

was stricken with blindness, took up the drawing of covers for sheet music and then came to New York to climb. How he had teamed up with Dave Stamper and then pounded away at the job of writing words and music. Some of his great successes were *Some Boy, Daddy Has a Sweetheart* and *Mother is Her Name*. Then Tony told how Gene had tied up with Ziegfeld and remained with him for years doing a splendid job. How he had scouted for the Glorifier of Girls and discovered such talent as Will Rogers, Eddie Cantor, W. C. Fields, Fannie Brice, Ray Dooley and others. Gene Buck is now president of the American Society of Composers, Authors and Publishers. Halfway thru this biographical recital Tony stopped to allow Bart Simons, one of the Shubert stars, to sing one of Gene Buck's favorite songs, *Tulip Time in Holland*.

We were glad to see Dorsey Newsom in the crowd. He had brought with him Earl Newsom, public relations counselor and former partner of Norman Bel Geddes.

Around Ringling-Barnum Lot

HOUSTON, Oct. 10.—With good weather since leaving Dallas, the Ringling-Barnum Circus has played to very good houses. The show played on a new lot in Austin this year. The attendance there was good. However, the next day in San Antonio was even larger; good houses in Corpus Christi and straw houses in Houston. There was a turn-away in Houston Monday night. The Southeastern States are all that are left on this season's route and business is expected to be very good as the weather will be a little cooler.

Ted Healy, comedian, was a guest at the show Monday night in Houston. Also present was Irene Castle McLaughlin.

Johnnie and Frankie Farthing have joined the Tim McCoy Wild West lineup and are going over big.

Earl (Tex) Phares is again with the show after several weeks' illness.

Frank Mayer has been busy lately compiling data and information of the season's tour to be used in a route book. This is the first time in quite a number of years that a route book has been attempted and everyone is looking forward to its publication.

With but four or five weeks left in this season the artists of the show seem to be putting over their acts with an additional quota of pep and energy.

HUGH HART, SMILEY CARLTON.

NEW ORLEANS, Oct. 10.—At Beaumont, Tex., the Ringling-Barnum Circus had originally planned to play at the old airport outside city limits to avoid big city license costs, but officials found out in time that land of airport was tick-infested and so two shows were held at South Texas State Fair grounds with good results.

Edward Johnson, handling advance publicity, in an interview, said that it has been the best season in five.

Model Builders' Officers

CINCINNATI, Oct. 10.—The Circus Model Builders' Association of America was recently organized and the following officers were elected: President, C. H. Graff, Peru, Ind.; vice-president and general manager, C. E. Bennett, Berwyn, Ill.; superintendent in charge of construction, Bert Backstein, Decatur, Ill.; director of publicity, John R. Shepard, 438 N. Parkside avenue, Chicago; secretary-treasurer, Ralph H. Miller, 798 North McLean, Memphis, Tenn. It was decided to make the annual dues \$2, and later on a booklet will be published naming all officers and members. All constructors and owners of miniature circus models are eligible for membership.

COWBOY Hats

Shirts, Chaps, Saddles, etc. Boots

Top Quality at Saving Prices!

EVERYTHING for ranch wear shown in big NEW catalog. Popular makes. World's largest stock. Shipments today. Satisfaction guaranteed. Complete line of Successors. Write for FREE catalog in colors.

"WE PAY THE POSTAGE!"

STOCKMAN-FARMER Co. FREE Catalog

1831 LAWRENCE ST. DENVER, COLO.

Wanted Immediately

Circus Acts, Dogs, Poodles, Wild Animals, Legitimate Concessions all over. General Agent, handling Roper Man with car, Seal and Leo Circus.

ROBERT G. WING, Mgr.

General Delivery, La Salle, Ill.

POMONA OVER 600,000 GOAL

Soars 100,000 Above '35 Gate

Crack coast fair registers success in all departments—attractions' range wide

POMONA, Calif., Oct. 10.—Los Angeles County Fair here on September 18-October 4 overreached the 600,000 attendance goal set by the management, total gate being given as 601,697. Attendance last year was about 500,000. Final Sunday attendance was 59,000. Much satisfaction is expressed by Manager C. B. (Jack) Afterbaugh and Assistant Manager E. C. Middleton.

The fair was called an unqualified success, measured by any standard, and attracted exhibitors, horse and cattle owners and visitors from all parts of the country. Harness racing was of a high order, track records being broken in four classes, and special treatment given the track by systematic harrowing provided a much softer cushion for runners than last year. And the \$1,455,800 handled in pari-mutuels was much larger than last year.

Special Days Pullers

Diversification in entertainment offered patrons, in the opinion of visitors from other States, was most outstanding. Night programs with horse show, vaudeville, radio broadcasts and pyrotechnical displays drew large crowds. Special days drew from all parts of California, there being assigned in groups the counties of the State. Of great interest and drawing largely were the days given over to war veterans, agricultural commission, Citrus Exchange and All Clubs' Day. Among featured exhibits were those of Future Farmers of America, poultry show and Society Dog Show. The pageants, new features, were colorful and of great entertainment value. Crowning feature, "the Million-Dollar Live-Stock Parade," was apparently no misnomer, stock coming in larger numbers than in (See POMONA OVER on page 45)

N. Y. State Gets \$270,000 Fed Plum

SYRACUSE, Oct. 10.—President Roosevelt's visit to Syracuse last week was followed this week-end by a \$270,000 plum for New York State Fair in form of a PWA grant, signed by the President. It insures erection of three buildings for the fair at total cost of \$600,000, other \$330,000 to be loaned by the State on 20-year bonds.

Dr. Albert Brown, State fair director, declared the new buildings will make it possible to expand the fair into an industrial as well as agricultural expo. The structures will be of brick and steel and designated as horticultural, pure food and farm implement buildings.

The PWA grant is actually made to the Industrial Exhibit Authority, a side organization to promote industrial activity at the fair, and 25 per cent of all State Fair gate money will go to this authority each year to pay off the State bonds. The \$600,000 program, now actually set, spurred further action for development when the county board of supervisors voted money for a survey of all land between the fair entrance and Onondaga Lake and drawing up of plans to transform the hundreds of acres into landscaping and parking spaces, with the lake front to be prepared for all sorts of water sports.

Lubbock, Tex., Into Black

LUBBOCK, Tex., Oct. 10.—Attendance of 128,674 was registered at Panhandle-South Plains Fair here on September 28-October 3 as compared with 144,273 last year. Manager A. B. Davis and President Don L. Jones said they believed final audit would show the fair association in the black. Last day crowd was 22,375, ranking second to Children's Day on Wednesday with 42,993. Weather was good.

Fire Didn't Faze 'Em

CHATHAM, N. B., Oct. 10.—Four days prior to opening of Chatham Fair on September 28 fire almost completely destroyed the plant, with damage estimated at between \$50,000 and \$75,000, partly covered by insurance. Despite this handicap, the fair was held as usual, closing on October 1. A temporary building was erected in four days, but the fair was chiefly held under the sky and some tents. The fair association decided to hold the fair rather than cancel it for a year. Ben Williams Shows were on the midway. A. C. Dickson and S. D. Heckbert, Chatham, were co-managers of the fair.

Williamston Weather Bad; Midway Lauded by Chambliss

WILLIAMSTON, N. C., Oct. 10.—Annual Williamston Fair on September 28-October 3 was second under Chambliss-Hamid management and, while handicapped by bad weather, Friday was somewhat of a lifesaver. Agricultural exhibits were an improvement over 1935; harness horse racing was staged on Wednesday, Thursday and Friday, and automobile races, under management of C. O. Gray, were staged to a tremendous (See WILLIAMSTON WEATHER page 45)

Alabama Makes New Midway, Gate and Grand-Stand Marks

Birmingham fair goes over top in many departments, new displays proving big draws—advance sale hits a record total—showmen interested taking bows

BIRMINGHAM, Oct. 10.—The midway at Alabama State Fair here on September 26-October 3 broke the all-time record for a six-day fair in the United States, declare officials, its receipts being \$55,103.60. This was the record mark of a fair which also broke all of its own records as to total attendance, grandstand patronage and approbation of the visitors. P. T. Strieder, secretary-manager of the fair, is matching the grin of Carl J. Sedlmayr, of the Royal American Shows, because 431,263 filed thru the turnstiles, smashing all previous attendance records of this institution. Not only did the gate join the midway in shattering all previous marks, but the grandstand, 10,000 capacity, also went over the top when compared to past performances and registered sellouts and overflows for four of the nights and one of the afternoons, Saturday, when J. Alex Sloan's auto racers jammed the stands.

Badgers Pay Up Old Bills

CEDARSBURO, Wis., Oct. 10.—As result of a successful 1936 fair Ozaukee County Fair Association has been able to liquidate all past due indebtedness except a bond issue on the grandstand. Since 1932 the fair has been paying all its current bills, and balance from this year's event was sufficient to liquidate bills 10 and 11 years old.

Main inspiration for night overflows was Barnes-Carruthers' *The Show of a Century*, which went in for a full week of encore epidemics. Entire cast drew the palm-storm and Lottie Mayer's finale with her disappearing diving ballet wowed 'em.

W. C. (Bill) Martin is also sporting a grin-acreage over the step-up in season book sales. He had charge of commercial exhibits and advance sale of season books, commercial exhibit reaching the flood stage and then going out of its banks, while the season-book campaign hit a total of \$12,000, an increase of 1,502 books over last year.

1936 Outlay Larger

Manager Strieder said one of the reasons for a larger outlay of cash this year was a live-stock show of Alabama-bred cattle, first in five years, and a flower show as a complete unit housed in a building constructed during summer.

The two shows were called largely responsible for drawing such a large element from rural Alabama. The biggest waterfowl show in the United States was presented in the open air; 3,500 chickens (See ALABAMA MAKES on page 45)



SMILES OF SATISFACTION registered by Ernie A. Young, revue producer; W. J. Wallace, Judge Linton Hickman and James A. Gayce, Tennessee State Fair board, and Carl J. Sedlmayr, Royal American Shows, after they had checked up gate, grand-stand and midway receipts that established new high marks at the 1936 fair in Nashville.

Western Washington Tops Record Figures Made in '35 in Puyallup

PUYALLUP, Wash., Oct. 10.—Marks topping the record ones of 1935 were scored by Western Washington Fair here on September 21-27. Manager W. A. Linklater said attendance was 291,619, an increase of 36,000 over last year; advance sale of tickets went up by \$10,000; fairway, carnival area, paying an average of 30 per cent on gross, netted the fair \$21,000, an increase of \$4,300.

Total fair income, said Manager Linklater, is estimated at \$178,000, which, with operating costs of \$120,000, will leave a net profit of \$55,000 or about \$5,000 over that of 1935. Weather was good.

Improvements for the 1936 fair cost \$40,000, including installation of 2,500 grandstand seats, widening of the aisles in the Merchants' Building and installation of more ground and grandstand exits. Even with the extra seating stands were not large enough to accommodate reserved-seat customers. For the first time two stages were used for grandstand performances, necessitated by addition of the extra seats. The fairway, six-acre amusement zone, is owned and operated by the fair association.

Holding the spotlight of the \$25,000 day and night grandstand performance was the United States 11th Cavalry exhibition platoon from the Presidio, Monterey, Calif., which made its first appearance in the Northwest. Capt. Joe Rausch's exposition band played the performances. Escalante Troupe appeared in slack and tight-wire and comedy aerial bar acts; Esther Escalante, heel and toe trapeze; Pina Family, slack wire and seven-people teeterboard and acrobatic stunts; Phillip Crouch, tight wire; parade and driving exhibition by seven six-horse teams; Shetland pony chariot race by Harold and Richard Smith, Kellogg Ranch Pomona, Calif.; R. Enos, aerial Tarzan act and comedy contortion with Laura Enos; Tiny Enos, flying trapeze; Arab Horse Liberty drill, Kellogg Ranch Troupe, participated in by Stella and Mark Smith, Fred Grey and Charles Smith; sheep dog exhibition by R. C. Sibbald, Matsqui, B. C.; trick riding by the five Don Cossacks; tumbling by Six Rivas; six-people flying act by the Escalantes; stunt motorcycle riding by Fordyce Brothers' Death Dodgers, bal- (See WESTERN WASHINGTON page 45)

Daily Records Made For Hillsdale, Mich.

HILLSDALE, Mich., Oct. 10.—Hillsdale County Fair on September 27-October 3 had attendance of about 150,000, according to H. B. Kelley, secretary for the eighth year. Thursday, Friday and Saturday, with about 30,000 each day, set records for these days.

Rain at the opening canceled a Biblical pageant scheduled for the grandstand, which was to have been the first Sunday night grandstand show at this fair. Racing occupied the usual prominent spot here, with 139 horses starting. Live-stock exhibits overflowed capacity, requiring six additional tents.

A. W. Gooding's Rides were on the midway, with all shows and concessions booked independently. Henry H. Lueders' United Booking Office had the grandstand show, splitting the week with *Manhattan Vanities* and *Parisian Revellers*, revues, each carrying 75 people and 11 acts. Grandstand shows opened a day earlier than ever before on Tuesday, with spectators sitting out on the race track both matinee and evening. Some packed condition was observed the remainder of the week, except on Wednesday when rain kept down crowds. Grandstand attendance was estimated at 55,000.

At annual election of Hillsdale County Agricultural Society, during the week, Doctor J. C. Whitney, Hillsdale, former board member, was elected president; J. R. Post, re-elected treasurer, and H. B. Kelley, re-elected secretary. George Condis is the only new member of the board, elected to fill the vacancy created by election of Dr. Whitney.



Texas Centennial Exposition

DALLAS

By HERBERT DE SHONG, THE TIMES HERALD, DALLAS

Better Gates Help Outlook

Blizzards cause of record low — bigger week-ends brighten midday prospect

DALLAS, Oct. 10.—An improved week-end and a slightly better week-day record following brought a brighter outlook to the exposition by last Tuesday. Today is expected to be biggest day of the show's history, as all hotels had closed reservations last May 15. Main one of a dozen special events was to be the annual Texas U-Oklahoma U football game in the Cotton Bowl. National Dairy Show was to open for its 10-day run.

Attendance hit a new low of 16,419 on Wednesday, September 30, and did only a little better on Thursday. The first of two consecutive unseasonal blizzards lasted until Thursday. School children coming in organized tours from all regions of Texas and rural folk whose work was stopped by rains made up the gate, with local people furnishing only a fair percentage of the week-end.

Games Aid to Gate

A wave of historical societies' meetings lasted on the grounds most of the week but were no help to the gate. It was brought on by opening of the new Hall of State.

Oppy Smith, evangelist, taught the midway something when he preached outdoors as a special event and drew more than 2,000 Saturday night. He competed with a football game and other special events. Entire student body of Louisiana State Normal College made an excursion to the fair on Saturday, and collegiate atmosphere was accentuated by students from Austin College (Sherman) and McMurry College (Abilene), whose tennis met in the Cotton Bowl. High school football games Friday and Saturday nights were a big help to the gate, too. Annual Texas State Saengerfest was held in the Amphitheater for afternoon and night performances on Monday. It had the best draw of any special event of last few weeks.

Coast artillery from Fort Crockett, Galveston, and field artillery and army observation planes from San Antonio were brought in for war games over the exposition twice on Tuesday and once on Wednesday. Texas Press Association's second special day was attended by more than 500. George W. Stimpson, National Press Club president, was main guest.

Exhibitors Satisfied

Only the prospect of a row of big week-ends could allay gloom along the midway, but most exhibitors were well satisfied with attendance in ratio to their investments. Jimmy Joy's Orchestra follows Tommy Tucker in General Motors Auditorium next week. Falstaff Tavern virtually doubled its indoor seating capacity by buying Negro restaurant on adjoining property. Stanley Graham returned to his midway headquarters after six weeks at Great Lakes Exposition, Cleveland. Hollywood Animal Show folded completely and was involved in litigation. Neal Fletcher was placed as temporary troupe head at Show Boat.

Mona Leslie, until a few weeks ago diving Venus of Streets of Paris, has started a booking agency. Frozen custard stands have folded due to weather and a few novelty booths have been eliminated or shifted. Exposition took ready cash to take a few novelty and souvenir shops off percentage and on flat rentals. Charlie Maxwell opened his Blue Moon luncheonette in Live Stock

Attendances	
Previously reported (amended)	4,316,693
Sept. 30, Wednesday ..	16,419
Oct. 1, Thursday	17,567
Oct. 2, Friday	24,002
Oct. 3, Saturday	51,248
Oct. 4, Sunday	43,435
Oct. 5, Monday	20,304
Oct. 6, Tuesday	19,345
	192,320
Total	4,509,013

Building. Asiatic Palaces stocks went up on sell-out sale preparatory to closing. Maudie Jamison came in from San Antonio. Doc Almond and Harry McCleskey passed thru en route to Athens East Texas Fair. Stanley Dawson left for the West Coast. Larry Hogan was in town on Wednesday ready for three consecutive weeks at Muskogee, Beaumont and Waco.

Attendance Off For Salt Lake

Exhibits pronounced better at Utah State—rodeo suggested for next year

SALT LAKE CITY, Oct. 10.—While attendance was slightly less than in 1935, Utah State Fair here on September 26-October 3 had better exhibits and a space sellout, said Manager Ernest S. Holmes. Weather for opening was adverse.

Exact figures show attendance of 99,077, about 4,000 less than last year. Receipts were increased by payment of more entry fees. Much credit for success is given Manager Holmes, who moved his office and staff to the grounds long before opening date.

Fourteen boys' and girls' bands from high schools of various counties were brought as special attractions in school buses. A large American Legion union band did most of the continuous duty, with loud-speakers making the notes audible everywhere. Fred C. Graham assisted Mr. Holmes in this. William C. Windsor, president of the fair since 1918, also proclaimed this as the finest in point of exhibits. Boys and girls shared honors again this year with 4-H Clubs and Future Farmers, 2,200 taking part, and 25 out of 29 counties being represented.

Reduction in admission price to 25 cents, with no passes to anyone except employees, and advertising the fact that even Gov. Henry H. Blood paid helped swell attendance; 10 cents for children was charged.

Monte Young, who had the concessions and attractions, subleased eats concession to Art R. Gardiner. Both reported bigger averages than last year. Mr. Young assembled his three-unit show in Salt Lake City, coming direct from Blackfoot, Ida. He had four Ferris Wheels. Otto, high diver, was again a free attraction on the midway. Mr. Young also had 8 shows and 14 rides.

Grand-stand attendance was disappointing and Mr. Young has suggested that next year a rodeo be put on. On Saturday, opening day, chilly winds prevented an outdoor show and fireworks. Afternoon and evening shows featured Tumbling Toms, Captain Curtis and his Black Horse Troupe, Madame Edna's Pets; Curtis Taximeter, clown act and mule; Florescu, high pole, and Francis Potters, aerial bars, booked thru Barnes-Carruthers. Live-stock parade on Governor's Day, Tuesday, drew the largest grand-stand attendance. Displays by Thearle-Duffield Fireworks Company created unusual interest.

Erection of five new horse barns gave better facilities. Annual Horse Show of Salt Lake Horse Show Association in the Coliseum drew well, with Fort Douglas army officers assisting.

Surplus Made For Knoxville

Estimated \$10,000 goes to reserve fund—rain blamed for 3% paid gate slump

KNOXVILLE, Oct. 10.—Rain, which cleared grounds Tuesday afternoon and night and continued to threaten thruout the week, was blamed for a 3 per cent decrease in paid admissions at 21st annual Tennessee Valley Agricultural and Industrial Fair, on September 28-October 3, by H. D. Faust, secretary-manager. Gate receipts and attendance figures will not be given out until a board meeting at end of the month, but 160,000 tickets are estimated to have been sold.

By moving city school Children's Day from middle of the week to Monday and by completing much judging in advance, officials were able to double usual opening-day attendance and bring out one of the largest Monday crowds on record.

The carnival midway was open for business at 10 a.m. and all exhibits were set up when the first rush of pupils began.

Biggest Single Day

Another innovation, requiring all displays to remain in place until Saturday afternoon, was partially responsible for a good record on the last day. Friday, with several drawing attractions on its schedule, was called the biggest single day's gate since the Appalachian Exposition in 1912. Attendance figures: Monday, 20,000; Tuesday, 10,000; Wednesday, 25,000; Thursday, 30,000; Friday, 50,000; Saturday, 25,000. Estimated receipts of \$50,000 will leave a surplus of \$10,000, which will be added to the reserve fund begun last year.

Despite drought during the planting season, practically every inch of exhibit space in agricultural and industrial building was taken and almost all stalls in cattle barn were filled. Exhibits in all classes were larger than those of previous years. Secretary Faust said. Ribbon money totaled \$35,000. Fourteen herds of Jersey cattle helped to make the class the largest ever shown at the fair.

Rained out on debut night, the Horse Show drew 5,000 when it opened Wednesday evening, one day behind schedule. Spirited entries from several States competed for \$3,500 prize money under direction of Chairman Charlie Brown, who termed the contests most successful in years. Rabbit display,

sponsored by Knox-Blount Rabbit Breeders' Association, and a new feature, a Dog Show, with no breeds or hazy pedigrees barred, rounded out the in-conjunction list, Dog Show being staged by Tennessee Valley Kennel Club.

Extra Shows Necessary

Enthusiastic paying and non-paying customers estimated at 10,000 jammed the acts' presentation Wednesday night and forced Ernie Young to add a third daily performance for remainder of the week. Young, who this year replaced A. F. Thaviu, presented his Passing Parade of 1936.

Other grand-stand acts were Duncan's Colliers; International Five, balancing; Foy Large and Frank Morgner, one-legged acrobats; Four Robeys, juggling; Lowe, Hite and Standing, comedians; Libonati Trio, xylophonists; Seven English Macks, acrobats, and Al Sweet and his band. It was the first time in a decade here that a troupe has been obliged by popular demand to increase number of performances.

Chilhowee Park was placed in top-notch condition for the fair. With cooperation of WPA forces and the city, fair officials installed five new drinking fountains and constructed additional restrooms. Women's building was repaired, given a new roof and furnished with a new lighting system. Main exhibit building was remodeled and new and larger eating accommodations provided. In 1937 President M. Jacob hopes to obtain a greatly enlarged open-air arena with covered grand stands for horse shows and cattle and other judgings.

Shows were given every night, except Tuesday, when it rained, under direction of Ohio Display Fireworks Company.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.
Finishing With 500 Ft. Slide for Life.
Available for Fairs, Parks and Celebrations.
Address care of The Billboard, Cincinnati, O.

AT LIBERTY BURNS ATTRACTIONS

Consisting of three high-class Acts. Dogs, Poles, Monkeys and troupe of trained Raccoon Pigs. High class in every respect. Prices reasonable. Write or wire
F. W. BURNS
1645 N. Center, Terre Haute, Ind.

CARNIVAL WANTED For COAHOMA COUNTY NEGRO FAIR

OCTOBER 26-31
Communicate immediately, stating full particulars.
MARION M. REID, Secy.-Mgr.,
Coahoma County Negro Fair Assn., Clarksdale, Miss.

G
A
H

ELECTION LANDSLIDE

SUPPORTERS of Roosevelt claim an overwhelming vote for their leader on November 3. Landonites can't see anything but a C. O. P. Victory. New Deal or Old Deal, the House of Hamid reigns supreme. Its campaign is based on a simple formula—a unique type of product and performance, at a price that challenges comparison. Buyers of outdoor attractions always vote a straight Hamid ticket. It's their way of keeping faith with their constituents.

GEORGE A. HAMID, Inc.

1560 B'WAY
NEW YORK,
N. Y.

PUBLICITY-ATTRACTIONS OR FAIR MANAGER

38, now employed; nationally known Fair Publicity-Attractions man; former editor, writer, public relations director; knows how to get crowds; well versed and experienced in major fair operation—wants management of well-situated district Fair, or to direct publicity and attractions for major Fair—might consider several smaller fairs on contract basis. Best of references furnished. Only high-class project considered. Salary no object. **THE BILLBOARD** says: "Among the ace publicity men for major State fairs." Can be available when you say. What have you? Address **BOX D-50, care The Billboard, Cincinnati, O.**

WANTED PITT COUNTY FAIR

OCT. 26 to 31, GREENVILLE, N. C.
Just another Blackstone, Demonstrators, Ground Acts, Guthrie and Al Smith, wire. Space and Banner Salesman come on. Billed like a circus with 200,000 to draw from. Apploton, the Decorator, wire. Wire or write A. J. GREY, Manager-Director.

End Pending In Ft. Worth

Frontier closing date is indefinite — new White-man contract reported

FORT WORTH, Tex., Oct. 10.—While announcement has been made that the Fort Worth Frontier Centennial will close on October 31, it is said that Paul White-man has signed another 30-day contract to run thru November 9. In that event the show will stay open until that time and possibly until November 29, original closing date, if weather is okay. However, it is possible the show will close October 31, the day Billy Rose is to leave for New York to direct rehearsals of a new show.

Altho crowds at the Centennial Horse Show, near Frontier showgrounds, and the Live-Stock Show on the north side have been light, these succeeded in bringing many people to the Frontier Show during their engagements. Admission tickets to either Horse or Live-Stock Show were good as general admission to Frontier showgrounds, and this was an aid to the show, as crowds first week-end of the two extra attractions were comparable to before Labor Day crowds. Races, which begin at Arlington Downs, between Fort Worth and Dallas, on October 22, are expected to help business at the Frontier Show. Crowds, however, were not spending much money except for Casa Manana.

Start Audition Nights

International Circus, after a dozen disappointing performances as to crowds, folding on the night of October 3. The Kimris, aerial performers, and Moss Jackson Troupe, whipcrackers, are on their way to London to join the Mills Olympia Circus; Dr. Herman Ostermair is en route to Germany; Josie DeMotte Robinson, bareback rider, returns as instructor for Traphagan School of Fashion, New York; Captain Rudy and the elephant, Rosie, and France and LaPell, perch act, return to New York for engagements. Foodies Hanneferd and family returned to their winter home in Glens Falls, N. Y. Captain Irving O'Hay, ringmaster, after a speaking engagement in Chicago on October 13, returns to home in Taos, N. M. He has been signed as announcer for Southwestern Exposition and Fat Stock Show Rodeo here next year.

In place of the circus in the Jumbo building go amateur audition nights; they started on October 5. Auditions are to find talent for a musical show to be produced after this show closes.

With the closing of International Circus and The Last Frontier, the Casa Manana Revue and Honky Tonk Revue are two of four original big shows left. These two have always been most popular.

Cardini, magician, who went into Casa Manana Revue in Eddie Garr's place last week, and Joe Frisco, who took Tom Patricola's place in Pioneer Palace Honky Tonk Revue, are the two latest names to be brought here. Cardini has been moved 40 feet closer to audiences because of his type of act. Joe Frisco is helping Will Morrissey handle the auditions, as well as holding down his place at Pioneer Palace. Eddie Garr left on October 3 for a night-club engagement in Hollywood.

Return to New York

Tom Patricola, who for two weeks had been doubling between Pioneer Palace Revue and Casa Manana Revue, where he was teamed with Ann Pennington, left on October 2 for New York, where he is to make 12 comedies for pictures. Ann Pennington left on October 3 to fill New York engagements.

Morris Kahntruff, who had an auction store here with Joe Marx, has gone to Dallas show. Personnel now is: Marx, who formerly had charge of the Tango Palace; Salem Bodini, who came from Little Rock; Harry Lavan, Bill Sherrick and Joe Colby, who came from Oklahoma City.

Margaret and Virginia Donohue, formerly Jumbo dancers, are now in Pioneer Palace chorus. Lela and Lila Manor and Betty DeElmo, Jumbo dancers, and Nancy Ross, Elizabeth Wilds and Dorothy Miller, Jumbo showgirls, have joined Casa Manana cast. Dale Priest has taken the place in the Casa Manana chorus of Gene

In the Barn

DETROIT, Oct. 10.—Old days of Sand Hill were revived last Friday afternoon and evening when a group of oldtimers gathered at Redford Fair, a revival of the annual fair of Redford Agricultural Society, which started in 1883 and continued until 1912. Present fair was held in a barn in rear of Henry Ford's Botford Tavern, on Grand River avenue and Eight-Mile road. To William Hart, old-time resident of Redford, is given much credit for the revival. In the barn were farm exhibits, vegetables, fruits, canned goods and quilts. A long table was loaded down with old pictures, albums, maps and catalogs of old Redford Fair of 1893-1902. Dinner was served to about 40 oldtimers, followed by old-fashioned dances.

Ashley, who left on the Jumbo special train last week for New York.

Eddie Gelberg, Harry Sherman and Leo Stern were in charge of O'Reilly-Beresin commissions at the Frontier Centennial Live-Stock Show, while Artie Von Wegand and Solly Magdoff were in charge at the Horse Show.

Take Turns on Bally

C. C. (Chick) Ayres, formerly with Streets of Paris, Dallas, and before that in Riverview Park, Chicago, is in charge of the Tango Palace for the new owners, Joe Rogers, Dick Hood and Danny Odum. Queen Tanya Cuhitt, of Zoro Gardens, San Diego, with her three sisters, Diane, Bobette and Ruth, has joined the Nude Ranch. Talkers at Nude Ranch are Happy Myers, chief; Jack Parnell, Dallas, grinder; new grinders at blowoff, Jerry Scott, Dallas, and Arnold Jacobson. Annex features dances by Mitzl Fitz and Mickey Adams.

Ziegfeld Milk Bath closed on September 29 because of cool weather. Milk Bath was succeeded by the Oriental Theater, exploiting "Little Egypt" and Mata Hari this time. Show offers two dancers, Ann Myers and Nikki Allen, both from Nude Ranch, in a harem setting, giving Oriental dances. Noel Rosen and Red Hutchison, Dallas, are on the front. Vera Barton returned to Dallas.

Bob Marshall, Dallas, was grinder in front of the Jumbo building for International Circus during the week's engagement and later for addition programs. Because of the number of loud speakers on the west side of the grounds, each of the four shows takes turns with the loud-speaking systems.

Belcher Is a Visitor

Frank Hughes, who left management of Double Blower for Olin Thornton to go to Albuquerque, N. M., for an operation, has returned and is recuperating. Pig Races, Miller-Salerno contribution to the midway, is last attraction to be moved onto the midway walk in line with the Thornton attractions.

George L. Ames, who was in Miller-Salerno grind store for several weeks, returned to Oklahoma City. Sammy Lasky, also in this place, who was formerly with Western States Shows, is quitting show business temporarily to manage Higge's Novel Nook on Lake Worth-White Settlement road, near Fort Worth.

Richard R. Bruckner, who was in charge of constructing the revolving stage at Casa Manana, returned from New York en route to Mexico, D. F., to install a movable orchestra platform. Durelle Alexander, singer with Paul Whiteman's orchestra, is in New York for tryout in a Broadway musical production.

Mr. and Mrs. Frank Belcher spent several days here. Belcher, executive director of San Diego Exposition, with Mrs. Belcher, is en route to Mexico after a visit to the Dallas Exposition.

A group of coin-operated amusement machine manufacturers from Chicago visited Casa Manana last week. In the group were Walter Tratsch, Leo Kelly, Dave Gottlieb, Jack Keeney, Richard Hood, George Mploney, Lew Ginsberg and Jimmy Johnson.

CHICAGO, Oct. 10.—Rapid advances in sound engineering have led Webster-Chicago Company to publish The Sound Engineering Manual for the benefit of those using sound equipment. It is expected to be off the press in a few days. John Erwood, vice-president of the company, said the manual had been delayed because of the demand for full particulars on the subject of sound equipment and rapid changes that made revision of the subject matter imperative.

Weather Cuts Into Va. State Fair Grounds

Profit in Richmond also held down by greater expense—revue is praised

RICHMOND, Va., Oct. 10.—Despite rain on Tuesday and Wednesday, the latter Richmond Day, attendance at 31st annual Virginia State Fair on September 28-October 3 reached 140,000, within about 10,000 of the all-time record of last year. But for weather, officials believe attendance would have smashed the 1935 record by many thousands. Profit will be considerably less than in 1935, officials said, because of a \$5,000 increase in premiums and greater expense of horse and automobile racing and grand-stand attractions.

School children, as usual, were admitted free on opening day. But Max Linderman's World of Mirth Shows were tied up behind a railroad wreck near Fredericksburg, Va., and there was a late arrival. Opening was also marred by an accident in the grand-stand thriller, Bobby Jean, the Rocket Girl, falling to the ground and breaking her nose and sustaining an injury to her collar bone. Taken to Memorial Hospital, where she remained until the latter half of the week, a substitute working in her place, she was able to work again before the week ended.

Big Days Combined

Horse racing was called off on Tuesday and Wednesday due to a muddy track and almost continuous rainfall on those days. Wednesday, Richmond Day, schools closed and city employees had a holiday, as did many employees of business houses. Governor Peery called off the holiday of State employees, when on Tuesday the prediction was for a second day of rain, and granted a holiday on Thursday instead. Last year there was an attendance of \$3,000 on Richmond Day, hanging up a record. Richmond Day this year just about made the reverse record there being not more than 7,000 in attendance. Perhaps for the first time in its history, Richmond Day saw the midway practically deserted at night, all but three shows "calling it a day" late in the afternoon. Grand-stand attractions also had to be called off.

Nobody could complain of lack of business on Thursday, with good weather. Midway was jammed and there was a turnaway at the grand stand. Management considered giving a second show at night, but decided not to do so on account of the late hour. What happened was that Thursday, Farmers' Day, was also turned into Richmond Day. Attendance of more than 40,000 was almost double that of 1935 on Thursday, last season's gate being 24,601. And last season set an all-time record, there having been 149,199 paid admissions and total attendance estimated at 200,000.

Friday had a gate of more than 51,000, as against 14,104 last year, and so came within 2,000 of equaling the crowd on Richmond Day last year. Auto races on Saturday brought out about 40,000. Frank Beeder, St. Louis, dashed in first in every race he entered.

Best Midway in Years

Grand-stand attractions, furnished by George Hamid, were of a high order and the latter half of the week an extra show was given each night. Review of Revues was the equal of any of the excellent shows of this type given during the past few seasons. The thriller was Jack Eddy and Company's Rocket Girl. Other grand-stand numbers were by the Billett Troupe, Six Candrea Brothers, Palenberg's Wonder Bears, Four Queens, Kenneth Waite and Company, Five Juggling Jewels, Royal Doberman Pinschers, Ray and Sunshine, Slide for Life, Demant Arabes and Four Flying Flemings. Frank Cervone's Band furnished music. Nightly displays were given by International Fireworks Company, under direction of Sam Serpico.

World of Mirth Shows, whose winter home is in Richmond, provided one of the best midways seen here in years. Exhibits were considered the best within the fair's history and it had been necessary to get out a second edition of the premium list. There was an unusually

WOODSTOCK, N. E.—At annual Woodstock Fair a band contest was a feature, each band bringing hundreds of supporters, creating intercommunity rivalry. Competition was so successful as a gate stimulant that it will be a yearly fixture.

IMBODEN, Ark.—Reorganized Tri-County Fair closed last week with best attendance in years. Drought dwarfed the agricultural display but exhibit of live stock was excellent. About 25,000 attended. Fair is for Lawrence, Randolph and Sharp counties.

JACKSON, Miss.—Among 25 new corporations filing State charters during September were Summit Cotton Carnival Association, Summit; Tate County Fair Association, Senatobia; Covington County Fair Association, Collins, and Wild West Rodeo Corporation, Jackson.

BATON ROUGE, La.—More than 30 parish and sectional fairs, with exhibits of what agricultural officials report to be unusually good farm crops and live stock, will be held before winter, about the same number as in past two years. W. R. Hirsch, secretary-manager of the State Fair, Shreveport, announced opening of ticket offices for sales of five tickets for \$1. Business houses are buying blocks for distribution among customers.

MILLERSBURG, O.—The 1936 fair declared a success, Holmes County Agricultural Society will meet on November 24 to elect officers. Receipts from the fair last month were \$2,700 in addition to \$1,500 voted by county commissioners. Expenditures amounted to about \$3,200.

NEW YORK.—Auto races will return to Norfolk (Va.) fairgrounds for the first time in 10 years when Ralph Hankinson conducts a still date there on October 25. According to current plans, Sam Nunis will make the date for the Hankinson office.

COLLINS, Miss.—Covington County Fair Association has been chartered as a non-stock corporation.

SENATOBIA, Miss.—Tate County Fair Association has been granted a charter of incorporation by the secretary of state.

PRAGUE, Czechoslovakia.—Prague's 33d Autumn Fair, comprising 2,795 exhibitors on an area of 350,000 square feet, was visited by 500,000 people, with an important number of buyers coming from 49 countries. Overseas countries were represented by buyers from 23 States. Next session will be on March 5-14, 1937.

LINCOLN, Neb.—Viewing the past successful race season at Nebraska State Fair, move is under way with the WPA to round up labor money enough to lengthen the track from its present half-mile to a mile, including a lagoon with a three-quarter-mile stretch for out-board motorboat racing. Secretary Perry Reed said that since the races gave the fair 250 per cent more money than last year, the board is ready to use a portion of profits for materials.

MONTEZUMA, Ga.—Macon County Fair here last week proved successful, it also being a home-coming celebration. Altho drought restricted crops to some extent, there was a creditable display. U. S. Resettlement Administration had a department with Tom A. Tarrer, farm supervisor, and Miss Nell Robinson, home supervisor. Live stock, under supervision of Charles Dover, was a major department. W. T. Christopher was chairman of the home-coming committee.

CONROE, Tex.—Montgomery County Fair here closed on October 3 after one of the most successful runs in its history, said C. A. Clayburn, secretary. Big State Shows were on the midway. Fair's revenue from pay gate, popularity contest and grand ball was called satisfactory.

fine exhibition of live stock and officials said the display of farm machinery was largest in the history of the association. The usual 25-cent gate admission prevailed.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

100-Day Show Is Set for '37

Board will extend expo if underwriting is forthcoming—storm hits midway

CLEVELAND, Oct. 10.—Cleveland will continue its Great Lakes Exposition for another year. This was decided on Thursday after a week or more of consultation among trustees, who have been considering advisability of making the event "bigger, better and greater."

Eben G. Crawford, president, transmitted a resolution to the board of executives approving a 100-day showing in 1937, providing the sum of \$500,000 underwriting could be obtained. Meeting at noon in Hotel Statler, report of the year's operation was approved and it was agreed that the exposition had brought vast sums and many visitors to the city. Since the \$1,900,000 plant is completed executives are convinced that next year will prove greater.

There were 80 working days in which the present plant was constructed. Expanding needs of construction sent costs away above estimates. All of this will be eliminated next year, tho, of course, there will be many changes and much rebuilding before the end is attained. But with a year to plan, instead of a brief period, a larger and better Streets of the World is assured, as well as a midway far beyond possibilities this year.

Many Changes Planned

There will be many changes and alterations in the midway. Sherwin-Williams band shell, located on the entrance outskirts, will be moved down into the midway sector somewhere near the Marine Theater. It is probable that Radioland will be eliminated, and that Cleveland Public Hall, adjoining the grounds, will be used only for such exhibits, country and municipal, as are now housed in the lower portion of the building. It is possible that some plan may be evolved whereby the auditorium itself may be used to advantage.

Location of band shell and auditorium have been drawbacks this year. Both stand at the entrance. Once thru the underground pass visitors come into the midway. Streets of the World and amusement sector, and few if any return to the front until the day is ended. For this reason Radioland features, in the majority of instances, proved a flop, and only dyed-in-the-wool music lovers found time to loiter about the band shell. This was not true during the World's Series, however, when baseball fans packed the place to listen to returns. Location was not the fault of planners, as this land was the only spot available for the feature when the expo was designed, much of it having been constructed on filled-in land.

Figures show that income from the expo is \$500,000 short of estimates. Paid attendance figured at 3,600,000, paying about \$1,440,000 in admissions. Real figure is \$1,600,000 in admissions from 2,700,000 persons. Total turnstile count stands at 3,787,983 at this writing. Of this 1,000,000 represents passes, 80 per cent of which were issued to employees, concessioners and exhibitors. This accounts for the fact that attendance was 900,000 fewer than calculated, with \$60,000 less.

Items of Construction

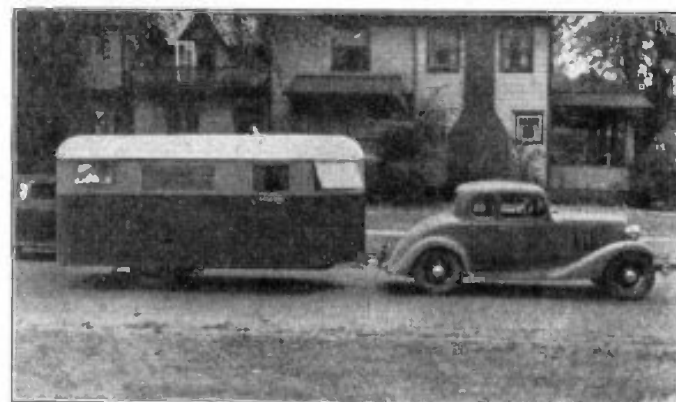
Biggest item of construction was Streets of the World at \$300,000. Light and power facilities are listed at \$205,000, Automotive Building at \$160,000 and Hall of Progress at \$135,000. Other items were: Sewers and water lines, \$105,000; landscaping, \$105,000; grading, \$112,000; Bridge of Presidents, \$74,000; roadways

Attendances	
Previously reported	3,578,042
Thursday, October 1	18,724
Friday, October 2	26,942
Saturday, October 3	41,175
Sunday, October 4	69,158
Monday, October 5	18,331
Tuesday, October 6	17,250
Wednesday, October 7	18,291
total for 103 days	3,787,983

and walks, \$70,000; horticultural, \$90,000; Show Boat, \$56,000; Marine Theater, \$25,000.

Improvements proposed are relocation of main entrance to north side of Lakeside avenue; installation of escalator to lower level; another exhibit building; enlargement of Marine Theater; making Show Boat into theater; relocation of band shell; enlargement of amusement area to take in army camp; building picnic and concert ground on point at end of Streets of the World.

The extended week to present writing has not met up to the estimated attendance with the result that daily attendance of about 42,000 is required to meet that number. Tuesday proved a particularly disastrous day. Noon brought a



THIS LIVING TRAILER is now in use by J. C. Roberts and Company, who for 32 years have presented free acts to seven Middle West States and vaudeville all over the nation except in the New England States.

storm of wind and rain that flooded Streets of the World and midway and caused damage. Hollywood Lion Motor-drome was weakened to such a degree that it is probable it will be incapacitated for remainder of the time. Front of Flying Scooters was blown away and ticket box of the Ferris Wheel was demolished. Equipment of the pony track and its canopy were badly damaged. So was the Iroquois Indian Village.

Sunday, October 4, proved exceptionally pleasing, with attendance of 69,158. All attractions played to exceptional business. Cliff Wilson established a record with his Monster Show. Old Globe Theater played to standing room only, with attendance topping 5,200. The Players have proved a strong attraction and Wednesday matinee 367 school children attended in a body. School play, naturally, has been a big asset.

Attractions Hold On

Altho extension of time came with only a short announcement, all attractions, with one or two exceptions, are holding on. Romance of Iron and Steel, housed in the underground, was dismantled on Monday, because the appropriation was for this time only and that preparations must be made for the auto show, which follows there. Archery stand and deep-sea diving shows are gone. Otherwise the lineup remains until Monday closing.

Final week promised many attractions to bring in sightseers. Monday saw open-

ing of the Festival of Lights. Twelve gigantic spots, ranging from purple and mauve to red and green, illuminated the skies during the fireworks display, while an aeroplane, driven by William Mackey, of Findlay, O., flying low, spread a smoke screen against which the lights displayed their variegated shades. The feature met with tremendous approval and promised to draw, since the display was visible thruout Greater Cleveland. On Tuesday the number of lights was augmented by four, making 16 in all.

Thursday night saw a mardi gras that packed the place from end to end. Main gate was remitted to those appearing in costume. So was that of Streets of the World. Result was that Cleveland turned out in costume and color and many visitors, once imbued with the enthusiasm of mardi gras, remained for the finish, ending at the benefit for the Showmen's League, held in the Midget Circus tent after 11:30 o'clock.

Grand-Stand Shows

BELLY RITCHEY and his Water Circus are headed west after a season of Eastern fairs for George Hamid. Altho he has had his act out many seasons, current trip marks Ritchey's first Western invasion. Personnel of the act consists of Helen V. Osborne, Ray Richards, J. F. Dignan and George C. Craig, all veteran high divers.

BEST season since 1929 is reported by Cooke and Cooke, "Hollywood Clowns," who were at Lexington (Va.) Fair with Bessie Hollis and Company, Darwood Circus Troupe, Doss Animal Circus and El Rey Sisters, roller skaters.

CLOSING their outdoor season at Cottonwood Falls (Kan.) Fair last week, Chappell and Drumb, aerial contortion act and educated dogs, report losing

Bloomsburg Gates Better

Pennsy fair has close to 100,000—two days of rain cut heavily into program

BLOOMSBURG, Pa., Oct. 10.—Bloomsburg Fair on September 28-October 3 was not favored by weather. Monday was threatening, but rain held off long enough to allow night grand-stand show. Tuesday and Wednesday were lost by continuous rain; Thursday was threatening, but by evening the grounds had a large crowd and the grand stand was well filled. Friday and Saturday were clear. Notwithstanding handicap of two days' rain, for the first time in seven years, attendance was close to 100,000, according to Secretary Harry B. Correll.

In the new office building, of fine appointments, first floor has offices of secretary, treasurer, concession department and police rooms; second floor, president's office, board room and a large assembly hall for meetings of delegations attending the fair. Another striking improvement is uniforming of all employees in blue- and-gold-trimmed suits and caps.

All exhibits were reported unusually good, especially in agricultural and horticultural departments. All exhibit space in all buildings was sold and cattle, horse, swine and poultry exhibits were above average. A feature was a Dog Show.

Original Children's Day, Tuesday, was postponed until Friday and attendance ran nearly 15,000. This fair has never reduced its admission price below 50 cents, which has been held for many years, but advance tickets were sold at three for \$1. Trotting, pacing and one running race were given on Thursday and Friday, cards being large because of postponed races on Tuesday and Wednesday. Friday's program also included Lucky Teter's Hell Drivers. Saturday auto races, under Hankinson management, drew 25,000.

Grand-stand attractions, furnished by George Hamid, consisted of Hoagland's Hippodrome, high-jumping and trick horse numbers; Christensen's Dogs, burlesque wild-animal act and dog drill; Aerial Races, high pole; Helen Reynolds' Roller-Skating Girls; Will Morris and Bobby, comedy bicycle. Revue, Fascinations of 1936, was fully described in a previous review. Attendance at grand stand Friday and Saturday afternoon and night was capacity. Stetson's Band, Boston, George Ventre conducting, furnished music for concerts, acts and revue.

Fair management, especially Carl H. Flikenstine, manager of concessions, is being given credit for bettering game concessions. He brought J. F. Murphy as censor and all wheels were examined before being allowed to operate; as a consequence wheels were not nearly so numerous as in previous years. Some types of concessions that had operated in previous years were barred.

Dodson's World's Fair Shows on the midway had 27 shows and 15 rides and all fronts were well lighted and painted. The shows' free attractions on the midway were Zaccini, shot from a cannon over two Ferris Wheels; Will Funnser, globe spiral, and Mills and Mills, high wire. While rain first of the week hurt business on the midway considerably, it was partially made up by good attendance later.

Grey Is Pilot in Greenville

GREENVILLE, N. C., Oct. 10.—Pitt County Fair management here has taken on a new endeavor and is devoting its entire effort in the direction of promotion of agricultural exhibits as well as manufacturing and merchandising of every commodity grown and used by consumers of the community. Kaus United Shows will be on the midway. Workmen are remodeling the grounds under Managing Director A. J. Grey. Exhibits in halls and tents will be situated so that it will be necessary for patrons to pass thru them to enter the midway. Tinsy Dunn is in charge of sale of advertising space.

TORRINGTON, Conn.—Harwinton Fair on October 3 went over big, breaking all records, officials reported.

BOARDWALK GOES BIG

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Santa Cruz Biz Most Successful

City celebration bows out a record season—operators planning much for 1937

SANTA CRUZ, Calif., Oct. 10.—A birthday party on October 2-4 commemorating founding of the city of Santa Cruz 167 years ago practically closed the most successful season in many years on the Boardwalk here. Concessioners and ride operators all report excellent business, and from information received all are making plans for even better returns next season. As winter finds everything somewhat at a standstill until about February, operators planning accordingly.

D. E. Cipperly, owner and operator of the Midcot Speedway, has probably the finest equipped ride of its kind this side of the Rockies and has had 15 cars running at capacity business. Mr. Cipperly recently made an extended trip to beaches, parks and fairs in search for new ideas to further bring his ride up to the minute in operation. After overhauling and repainting he expects to do some more traveling and return here for another very successful year.

Okuno Will Rebuild

Harry Okuno, who has operated a wheel concession for the past five seasons, is to have a new store. He is vacating his present location so that building operations may start and will devote winter months to his wholesale business. Jimmie Domenic, of the cats and cane game, will return to his florist business after an excellent season. "Happy Gus" Paturel still enjoys the tune of "Five shots for a dime" and "You win every time" at his doll rack. He intends to make a short pleasure trip soon and then hibernates in Santa Cruz. Gus was formerly at Playland-at-the-Beach, San Francisco.

Don Sankinson, successful operator of Drive-a-Boat, is back at his old trade of cabinet maker for the winter. He had a wonderful season and deservedly so, it is said, for he built and operates one of the finest and most attractive rides to be found on any midway.

Expect New Locations

Al Traylen expects the bay bridges to open new locations around the bay. He has successfully operated the auto push for the past few seasons, having formerly been at Playland-at-the-Beach.

Charlie Fitzsimmons, operator of balloon game, cat rack and Hoopla, will leave soon for a trip to the Middle West. He has been very successful, having operated on the Southern beaches before coming here a few years ago.

Mrs. J. F. Johnston, who operated the Hoopla game for Charlie Fitzsimmons, probably will make some trips to other parts.

Dick Lane, operating with his father, Joe Lane, of frozen custard fame, is still dishing them out. The two stores are things of beauty, and with still further improvement which is being worked out now they cannot be surpassed for some time to come. Friends of Grace Cumberland, who operates the shooting galleries for Jim O'Connor, will regret to learn that she has been in a hospital for the past few weeks. From information received she is well on the road to recovery.

BRIDGEPORT, Conn. — Refreshment concession in Seaside Park, operated by the municipal department, will continue to operate, the city comptroller said, as long as it remains in the black. Thus far the city has realized a profit of \$3,400 from operation of the concession this season. In 1935 it went into the red for about \$2,000.



JOHN J. CARLIN, Baltimore park man, who is preparing for winter activities, that city's amusement seekers being snatched rooters for his ice hockey team, the Ottoles. He is one of the pioneers in seeking ways and means of keeping an amusement park plant active during months outside of the summer season.

Vaude, Circus For Steel Pier

A. C. spot holds to only flesh in resort—M.-D. is keeping up net hauls

ATLANTIC CITY, Oct. 10.—The resort has been anticipating one of its big fall week-ends for the Columbus Day period with special programs, both for visitors of the day and convention delegates who have been swarming in for the past three weeks. Flesh entertainment is at a standstill, with Steel Pier holding onto the only vaudeville in town and week-end outdoor circus.

Garden Pier has been dark since Labor Day, with no hope of winter activity. Million-Dollar Pier is holding onto net hauls, with Capt. John L. Young presiding until after first of the month, when it goes dark. Basket ball at the pier and other sports of former years are definitely out. Steeplechase rides are also boarded up. Ford exhibit went dark this week. American Radiator pulled stakes for the winter, as did Studebaker. Central Pier still holding on with year-round Texaco.

Auditorium is the scene of most activity, with convention exhibits in the main hall. Meyer Saul will bring wrestling back for the winter in the Auditorium, while Manager Phil Thompson is dickering for an early start of hockey. Hollywood vaudeville possibilities are unsettled. Chlo Segel is going to book series of stage and radio star appearances at Community Center throughout the winter.

Jim Rocke, who holds down the front at Steel Pier, took a vacation, going to Trenton Fair. Tito Gulzar headed the Sunday vaudeville bill at Steel Pier. Alex Bartha is again installed in the winter ballroom of Steel Pier. Ray Morgan is back from vacationing in the South, again announcing for WPG. Jack Cruthers, well-known carnival man, took in a string of the fairs on his vacation from a local newspaper. Ben Tousey, Hotel Traymore, has been appointed to the official welcoming committee of the New York World's Fair.

Summit Beach Ends Extra Long Season

AKRON, Oct. 10.—Summit Beach Park here, under management of H. W. Perry, ended its longest season in more than 10 years on October 5. Resort operated most of the attractions thru September with exception of the pool. Dance pavilion, managed by Mr. Perry, maintained a three-night-a-week schedule thru September. Dick Snyder and his orchestra were the season's farewell band attraction.

Mr. Perry said extensive improvements are to be made before opening next spring, to include several new rides and attractions.

Better Season in Wheeling

WHEELING, W. Va., Oct. 10.—Wheeling Park closed its 1936 program in the black. Largest crowds since 1929 visited the park. Art Kassel's Orchestra was the last band to play in the pavilion. Manager Chris Hartman reports a large improvement program will be completed before spring opening.

MILWAUKEE — A pair of Brazilian ant eaters were presented to Washington Park Zoo by Washington Park Zoological Society, presentation being made by George Waetjen, president, to Ernst Untermyer, zoo director.

Philly Free Zoo Move Is Making Headway; Eight-Day Period Start

PHILADELPHIA, Oct. 10.—Free admission to Philadelphia Zoo, originally planned for today only, was extended to include the following eight days and established in a campaign of the citizens' committee for a free and modern zoo that was started at a meeting at the zoo on the first free day. Thousands of letters approving the campaign and urging a run of free days were received by the committee and the eight-day extension was in response, said zoo officials.

About 52,000 turned out on the first free day since 1933. The rally, at which Mayor S. Davis Wilson and R. Sturgis Ingersoll, executive chairman of the citizens' committee, spoke, was held near the birdhouse. Girard College Band presenting a program. The mayor, who

Ownership Changes Near East Liverpool

EAST LIVERPOOL, O., Oct. 10.—Charles E. Lore and others who operated Peace Valley Park near here have acquired title to the property, consisting of 4188 acres, it was announced this week.

Consideration was not announced by officials of Peace Valley Park Company, owner.

It is announced that Mr. Lore and his associates will make extensive improvements before opening of the 1937 season.

earlier had told committee that the zoo was not put to its full advantage and that the city should, in this line, do as much as other cities, said that the zoo is handicapped by old and inadequate buildings and by the fact that it must depend, in large part, on admission charges for its maintenance. The mayor promised that he would do all in his power to see that the zoo is made free and modern. It is expected that city council will be asked to appropriate \$150,000 a year.

Mr. Ingersoll outlined plans for modernization of the zoo into a carefree natural spot, where animals are separated from people only by invisible moats and appropriation of city funds to keep the park open free to the public for five days each week.

Factory Tanks

Each year more and more big companies are building swim pools for the use of their employees. One of the most popular natatoriums of this kind is Hershey (Pa.) Pool. Operators of large firms in insurance as well as manufacturing lines of all sorts have found it very beneficial to run aquadromes for workers who can avail themselves of fine relaxation and thus give their companies better results during working hours.

Utility companies, having thousands of employees, also conduct bathing establishments wherever possible, some even going so far as to build big stadiums and athletic fields adjacent to the tanks. And these so-called employees' swimming pools can be found in the indoor as well as open-air variety throughout the country. All of which is probably not news to a great many.

The reason I bring all this up at this time is that I'm wondering how many in the swimming-pool field realize the important part these factory tanks play. First of all, as can be readily seen, they give actual employment to hundreds of pool managers and life guards and swim teachers. And, secondly, they make swimmers out of thousands of men, women and children who ordinarily might never even be interested in the art were they not given the opportunity.

However, while such swim tanks help those in the aquatic fraternity by giving jobs and creating prospective pool patrons, oftentimes the pools operated by big organizations offer much competition to the commercial ones in their territory. Not that the employees of the companies are taken away from privately owned plunges, the many are, but the opposition lies in the fact that many big companies, after operating a pool for the exclusive use of their workers for a while, actually go into the pool business themselves. And it's when they operate the tanks as public ones in addition to a recreational feature for their help that they cut in on the commercial fellows.

Still, all in all, it is the contention of this writer that the factory tanks do more good than the harm they may cause the commercial pools, and so more power to them. Their existence suggests a very good idea to pool men operating in towns where there are no factory pools, and that is for commercial pool men to sell big concerns in your territory on the idea of using your own pool for similar purposes.

In other words, instead of big companies or semi-big organizations going to the expense of constructing pools, why can't they in certain territories be shown how to rent out commercial pools on certain evenings for the exclusive facilities of their employees? I'm not referring to cut-rate tickets for organization workers, mind you, but flat rentals of pools to companies desirous of offering something to their help. In this case the company would stand the expense and it certainly could be worked into additional revenue for pool men. Indoor pool owners especially should be interested in this plan, for if different nights of the week could be sold out to various companies every week on such a basis nine-tenths of their troubles would be over.

It's something entirely new, as far as this department knows, and something worthy of serious thought, so be sure. While the plan wouldn't work in every town, in the communities where there are a number of real big organizations and where there are no factory pools I think it can go over with proper salesmanship. What do you think?

Late But Sincere

In the majority of cases this column is often first with its pool news and, of course, I always try to get things exclusive. But no one is infallible and so I'm a little bit late in hearing about the misfortune that recently befell good ol' Ralph Beecher, of the Capitol swim pool, Lincoln, Neb. As a matter of fact, you may have read about it yourself in a small news item in last week's issue of *Billyboy* of how Ralph injured his left eye last summer while working (See POOL WHIRL on page 46)

American Recreational Equipment Association

By R. S. UZZELL

BALTIMORE—Attention is now turning toward Chicago and convention conversation is heard when amusement park men, concessioners and manufacturers of amusement devices and equipment meet. Those who dropped out for a time are renewing their interest. We are to see the familiar faces of some who have been long absent from our annual conclave. The trek to Chicago does not cost what it did when some last made it. This is a decided help to balancing the budget for a convention confab.

Executive committee of the American Recreational Equipment Association, with chairmen of its standing committees, meets on October 13 at 2 p.m. in the office of R. S. Uzzell, secretary, 180 West 42d street, New York. We will go into details of our annual meeting in Chicago and the program for that meeting. Wallace St. C. Jones is our program chairman and you may be sure he is producing a program and will not renege at the eleventh hour and throw the work back on the secretary. President George H. Cramer is coming to the meeting with a determination to make the annual meeting of his administration a good one.

Courage of Shillan

J. W. Shillan, the plucky little Scotchman from London, is in America on a trip which carries him as far as Dallas, where he had the Rocket Speedway on the exposition grounds. He had the courage to put it in the Olympia in London following the flop in Belgium. He is fed up on the Olympia, where they charged him 50 per cent of his gross. He says no more Olympia for him, where all rides are subordinated to the circus. It's a long way from London to Dallas, where his ride is not doing satisfactory business. While in New York he spent most of his time at the office of the R. S. Uzzell Corporation, where satisfactory and closer business relations were concluded. He will be in the States for about three weeks and will call on the Spillman Engineering Corporation at North Tonawanda, N. Y., and Riverview Park management, Chicago.

Our friend Harry E. Tudor writes from England that he expects to return to the States with Mrs. Tudor. He lived so long here that England seems not to have charm enough to hold him there. You see the Tudors are no longer kings, so Harry prefers a republic. We missed a good bet when Harry did not write up the Belgium Exposition for us. Welcome to America, Tudor, whenever you want to land.

Support for Carlin

Baltimore, a semi-Southern city, gives fine support to winter games here. No city roots harder for its hockey team than does this city. They support the games of the Orioles to the capacity of Carlin's arena. Often he has to turn them away for want of space. This backing enables him to go to Canada and bid for players. It is all so simple as to be easily understood. Support your local enterprises loyally if you would have them produce the best. It has required courage to build the arena and build a team during the depression all have experienced. Let us hope now that Carlin can enjoy an adequate return for his investment and hard work. It is better for a city to turn some away than to have two arenas and two teams inadequately supported and neither strong enough financially to go into open competitive bidding for first-rate players.

The political upheaval in France will, if not settled satisfactorily, prevent many of our fraternity from contracting at the Paris Exposition of 1937. Unless an early start is made on construction there is certain to be a delayed opening, and a late opening is always a handicap. Those who have never operated on the Continent of Europe should consult with those of our in-

dustry who have had the experience. The taxes alone are enough to stagger the bravest. About one-third of the gross will go for some form of tax or regulation. Then if a device is not patented in France it will have plenty of competition. Better talk to some who tried the Belgium Exposition in 1935.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Some pretty nourishable and thoroly digestible food for thought for the '36 World's Fair sponsors rests in figures regarding attendances at Long Island beaches this past summer.

Rockaway's Chamber of Commerce, issuing what it calls a conservative figure, states that in excess of 22,000,000 persons gambled on the Rockaway Peninsula this summer gone. Long Island State parks had 5,750,000 visitors by actual count, with Jones Beach gathering 3,800,000, the largest number of folks gathered by any unit of the system.

Long Beach, which, geographically, lies between the Rockaways and Jones Beach, on Long Island's South Shore, had, if the Chamber of Commerce figures there are to be taken as authentic, about 10,000,000 visitors.

The three aforementioned beaches bunching all their figures together bring the mark well into the vicinity of 40,000,000. Too, one must understand that there are numerous other beaches on Long Island.

When the World's Fair sets up shop at Flushing in '39, it can count dependably on many of these millions who visit the beaches to supply patronage. Then, too, most folks who come to Long Island beaches are local, more or less, since the shore derives its clientele chiefly from New York City, with possibly a handful from New Jersey and Westchester.

Stacking upon the "locals" the thousands who will come in from every State in the Union, it seems well to presume that Flushing will be a pretty busy town in 1939.

ROCKAWAY BEACH: Lestra La Mont, emcee at the Grassy Point Hotel in Broad Channel, is doing right well by himself. He is in his fourth year at the spot.—Jack Moorhead's, Edgemere, had to shut down for the winter, following a fall-off in biz.—Rand's Restaurant goes from the Boardwalk to the boulevard for the winter.—Arverne Boardwalk Theater and Edgemere Boardwalk Theater have put up the shutters for the winter, after doing a pretty wholesome trade the summer past.

Crew is slated to work on the Boardwalk thru the winter under supervision of the WPA. Will repair and smear painting in the right places.—Doc Caine placing a wax show in New York for the winter.—Graysons, the mentalists, departed after making their regular late summer stopoff.—Banjo Eddie Noto made the Mineola Fair with his sidekick, George Curtis.

Stan Ross' Ork playing at Dan Ferris' Long Island Casino.—Frank Schragar in town with a swanky mustache.—Safe to say that at least 400 Rockaway persons are already Florida bound.—Leon Kramer, roadside ork leader, now Lee Crane. Playing the Commodore Hotel, Rockaway Park.—Rockaway Arena has cut out wrestling and boxing and is prepping for roller skating.—Nick Lapurua votes one way on his *Literary Digest* ballot and another when he goes to the polls in November.

LONG BEACH: Rus Wagner disappeared from here late last month and turned up doing a walk-on (or something like it) in *White Horse Inn* on Broadway.—Everyone whereabouts is either on the way to Florida or planning to go.—Nassau Hotel, largest local hostelry, reported to have had the best season in years.—Milty Manners was discovered at the World's Fair grounds in Flushing, reading blue prints.

CINCINNATI—Susie, internationally known trained gorilla, is further distinguished by being probably the only animal in the world with an estate. On books of Cincinnati Zoological Society Susie is credited as being owner of a growing fund now somewhat more than \$500. The money was made by selling postcard photographs of Susie and the fund will be used exclusively to improve her living quarters. Now 10 years old and weighing 200 pounds, she will mature in three or four more years when, it is expected, she will weigh about 300 pounds.

WESTERN WASHINGTON

(Continued from page 40)

loon ascension by Lucky Fordyce and entertainment by Clowns George and Eddie Sisto. Night displays were by Washington Fireworks Company.

Displays in the 40 exhibit buildings were far superior in quality and number this year. The fair conducts a \$10,000 poultry show that is considered largest of its kind in the Northwest. More than 150 leading merchants of the Northwest were represented by elaborate booths. Facing Secretary L. J. Giles lined up 150 fastest animals on the Coast, Canada and Montana.

Parking Space Enlarged

An extensive farm machinery display, dairy products show, State Resources Building emphasizing State development and in which was represented State, county and national agencies; field hospital with trained attendants and an ambulance; a General Electric House of Magic, with Dr. H. T. Plumb, Schenectady, N. Y., in charge; a 4-H department, Educational Building, a new Camp Fire Girls' tent and exhibit and a fire truck maintained by volunteer firemen, under charge of Fire Chief A. J. McCarthy, Puyallup, were other features.

Parking space, official, holds 10,000 cars and police protection is provided day and night. This year it was necessary to open an additional 21 acres to accommodate all patrons. The association's plant has a one-third mile dirt track for horse racing and grandstands have a seating capacity of 12,000. Monday was Children's and Educational Day and school children from all over Pierce County were admitted free; Tuesday was Governor's, Capital and Southwest Washington Day and Governor Martin addressed a record crowd of 35,000; Wednesday was Tacoma, Army and Dairy Day; Thursday, Seattle, Navy, Egg and Northwest Washington Day; Friday, Valley, Grange and Townsend Day; Saturday, State Press and Derby Day, and Sunday, Labor and Fraternal Day.

WILLIAMSTON WEATHER

(Continued from page 40)

crowd on Saturday; fireworks were presented by Ohio Fireworks Company.

Grand stand attractions included Honey Family, Jackson Troupe, Looping Nixes, Jean Goldie and Fred Sporhase. *Winter Garden Revue* played to capacity grandstand crowds when rain did not interfere at night. Clayton Lamphen appeared with the revue in several specialties, and band for the fair was furnished by Hugh M. Smith. Cetlin & Wilson Shows were on the midway.

Manager Norman Y. Chambliss, who has fought for years for clean concessions, said: "During my experience of 16 years operating fairs, this has been the happiest week of all for the reason that I had no grief from the concessions operated by the Cetlin & Wilson Shows. Their rides and shows were 100 per cent up to standard and it has pleased me so much to hear patrons speak so well of this midway attraction."

POMONA OVER

(Continued from page 40)

former years and being high in quality, according to judges, who came from different sections of the country.

Following the usual custom, the free acts, vaudeville and broadcast programs had several changes. For the last part, aside from several feature acts held over, there were bands from several schools of Southern California, very creditable organizations; Hal Silvers, excellent wire artist, who had just closed with the Al G. Barnes Circus; Metzger Girls, in entire change of programs; Ruth Petty; Sam Garrett and Company, champion cowboy, splendid act of trick riding and roping; Darby and Rudel; Vera Van; Avalon Four; Tennessee Singers; E. G. Stinson, with 16 and 30-horse hitchers, a decided novelty; broadcasts from the grand stand; musical chairs; Leo Sullivan; Pasquale; Dick and Dot Ramie; Buster Shafer Midgets; Five Hot Shots; Larry Atler; Lee Murray and Company; Tommy and Betty Wonder; Radio Rogues, the Colleagues; Bob Burns and Bazooka, second

appearance; midget auto races, night features, and immense set pieces in fireworks featuring each of the last nights.

More Improvements Set

Movie folks were out in great numbers and introduced from the grand stand. Bob Cannon was emcee on the last eight days, succeeding Abe Lefton, who was contracted for the Portland (Ore.) show. Next year further improvements will be made, Manager Afferbaugh said. There will be an increase in purses in some events to attract an even higher class of horses, additional stables and buildings for housing an anticipated increase in exhibits and an addition to the parimutuel setup. Largest attendance for any one day was 63,673 on Sunday, September 27. Crafts 20 Big Shows, furnishing the midway attractions, reported business greatly increased over last year and concessioners, other than those on the midway, all reported very satisfactory business.

ALABAMA MAKES

(Continued from page 40)

went on display in the poultry show; 4-H Club boys came to town 100 strong with prize calves; agricultural exhibits almost doubled in number and quadrupled in excellence those of 1935, when a record was hung up.

United States Department of Agriculture display was far more pretentious than in previous years, under direction of George B. Duval. Tennessee Coal, Iron and Railway Company sponsored an exhibit that drew praise from visitors and directorate. G. T. Wofford, president of the fair, succeeding the late R. A. Brown; Warren Leach, vice-president; Frank P. Duffield and J. Alex Sloan were in accord in declaring the T. C. I. exhibit was one display that would have done credit and loaned color to a Century of Progress or Texas Centennial. Florida Exhibit was under supervision of J. E. Wallace, made possible by Earl W. Brown. It proved one of the hits of the show.

Biggest Racing Crowd

Governor Bibb Graves attended on Thursday, Legion Day, addressed Legionnaires in the grand stand and made a tour of inspection. Sloan's auto races closed the afternoon program with the biggest crowd in history of auto racing in Birmingham. On Monday more than 100,000 school children from all over Alabama were guests of the association. Tuesday was Auto Race Day before the grand stand and the midway had one of its biggest days. On Wednesday Lucky Teter and His Hell Drivers came, making the jump from Pennsylvania in 28 hours overland, but they made it well worth their while and worth the while of the thousands in the grand stand.

Among the showmen taking bows for putting over the 1936 fair, exclusive of Manager Strieder and Mr. Sedlmayr, are Frank P. Duffield, Thearle-Duffield Fireworks Company, furnishing nightly pyrotechnic displays; Sharp Carruthers, Barnes-Carruthers, who had personal charge of staging *The Show of a Century*; J. Alex Sloan, of the auto racers, and Jack Klein, who did a great job of emceeing. Tarzan, the Human Ape, was here with his trainer; Flying Lorenzo gave the record crowds aerial thrills and Willie McGinty and West Company harvested laughs on the week's show.

RACINE, Wis.—An additional appropriation of \$1200 has been made by city council to complete the zoo administration building being constructed here under a WPA project at total cost of \$77,035.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MAKERS OF MECHANICAL SHOOTING GALLERIES
W. F. MANGELS CO. CONEY ISLAND, N. Y.

Auto - SKOOTER - Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC. 2889 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD. Central House, 45 Kingsway, London W. G. E. England.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

GREATER CINCINNATI'S new Norwood Roller Rink opened on the night of October 7 with about 1,700 attending, including spectators, despite inclement weather, reports Armand J. Schaub. Among oldtimers present were Miller Barger Trio, who dropped in on their way to Lexington, Ky., to play an engagement; McKinley and Hunter, fancy skating team; Bill Cochran, waltz and skating teacher; Frank Hess, ex-champion racer; Jack Davis, Jimmie West; Bill Stewart, racer and trick skater; Clifford Flint, Bill Story, Mr. and Mrs. Alvin Pugh and Mayor Allen C. Roubush, Norwood. Arrangements are being made for ample auto-parking accommodations. Rink has a 100 by 200-foot inlaid, resilient, noiseproof circular hardwood floor, including promenade encircling skating surface capable of holding 1,500 skaters. Modern restrooms, including lounges, are in care of attendants. Skating is held daily except Mondays, which are reserved for private parties. Staff: Edward J. Von Hagen, general manager; floor captain, Ora Marrs; guards, Frank Rosendahl, Ray Schwartz, Albert Schneider; door, George Hemsath; cashier, Jane Bicknell; checkroom, Sallie Coras; skate attendants, Joe Bitzer, Earl Wehrman, Wilbur Schlenker, Clay Von Hagen; concessions, Myrtle Ready, R. English, Erma English; music, Loretta Heidrick, organ, accompanied by her orchestra; Gus Flaig, official greeter and host.

AN OLDTIMERS' CLUB was organized recently during Oldtimers' Night in Revere Skating Arena, Ocean avenue, Revere Beach, Mass., advises Elmer E. Ayers, Lynn, Mass., secretary of the new organization. Among the 50 oldtimers present were Leo Doherty, one time New England champion; Charles Duffy, fancy roller skater; Jolly Flo, long-distance outdoor roller skater, who skated from Lynn to Revere under police escort for the event, and others from all over New England. Other officers of the club, elected for one year, are Leo Doherty, president; George Bergeron, vice-president, and Charles Duffy, treasurer. The two oldest reported at the affair were David H. Ross, Revere, and Charles M. Anderson, Everett, Mass., both having skated since 1898. Next event of the club will be a Halloween party.

EUCLID Roller Gardens, Cleveland, opened for the season on September 15 to a large crowd and is having good business, considering weather, reports Assistant Manager Al Rau. A public wedding will be held on October 17, parties being Miss Louise Mehner and Phillip Grumbach. Bridal party will all be on roller skates. This will be the second wedding performed in this rink. Mr. and Mrs. George Moriarity, married on the little wheels on March 21, 1935, are now parents of a boy. Mr. and Mrs. W. H. (Billy) Carpenter visited Euclid Roller Gardens for two weeks recently.

ARCADIA GARDENS, Chicago, under management of Joe Laurey, pro endurance and speed skater 28 years, is having success with special nights. Monday is Ladies' Night and all ladies are admitted free and furnished skates and wardrobe, if accompanied by a paid admission. Thursday is given over to beginners, with special instruction in waltzing and fox-trotting. Friday is High-School Night. Bill Henning, well-known skater and also in rink business 28 years, is maintenance man and chief mechanic.

"HAD a pleasant visit with Dick and Dotty Remy, skaters and acrobats, who were playing at the Roxy Theater, Salt Lake City," writes Frank Vernon, exhibition roller skater, who is en tour. "Their fine act is faultlessly presented and goes over big. The new rink near Provo, Utah, opened on October 3, nicely

equipped and managed by Boyd and Jack Smuin and a staff of five. White City Park Rink, Boise, Ida., doing good business, will be operated all winter under management of George W. Hull, who also is president of White City Park Company. Warren Williams reports excellent business in the rink he is operating in Pocatello, Ida."

SILVER CYCLONES, Pittsburgh roller-skating trio, joined Jack G. Van's unit, playing Southern time.

JOSEPH FUCHS JR. is new manager of Diamond Square Roller Skating Rink, Pittsburgh. Rink is active every day except Sunday, including matinee sessions.

Those Records

By FRED MARTIN

General Manager, Arena Gardens Rink, Detroit

I got quite a kick out of *Rinking*, by W. H. C. in *The Billboard* of October 3. I must truthfully say that he hit the nail on the head in a great many instances. Comment of that type is quite amusing and I think quite educational to anyone who may want to take it as such. In all the entire page was very new and I am elated over the fact that I see from time to time many rink managers and operators taking more seriously the situation of patrons' dress.

In the past a great many rinks have given this no thought at all and as a consequence I believe it has had a tendency to reduce their business; moreover it detracts from any atmosphere of refinement which might prevail. I feel that this is a very important point and a mighty helpful one to impress on everyone in the business. I have been enforcing dress regulations during practically all of my years in the business and I find it very successful.

Cyril Beastall's reference from Derby, Eng., was interesting—the unscrupulous speed records which appear in print at various times from some prominent rink operators or managers. Really, it is shameful that something is not done regarding these records. I think one very effective method would be not to print any records from any rink unless the track had been properly and carefully measured. This, to my way of thinking, may sound okay on the part of the rink man who gives that record to the press, but I feel it is a most injurious practice to give confidence to a new speedster who may in the future feel that he has made a record on a certain track and then appear in some other city against a second or third-rater and meet defeat at a much slower pace and time. That alone will take the heart entirely out of the youngster and make him or her lose all confidence in roller skating. So in all fairness to them and future roller skaters measure your tracks properly; don't cut short on either track or clock. Give them the proper information and encouragement needed to bring a better and cleaner element in the skating sports.

With the backing of the entire Arena Skating Club and the support of our owner, Adam Weissmuller, I am going ahead along these plans very seriously and soon I will have some information with reference to future championships which I think will be beneficial to all rink operators and speed men. I wish to thank *The Billboard* for its kind cooperation and helping hand in these matters. I am sure we are going to do something with skating that will bring it to the fore, the same as other major sports of today.

POOL WHIRL

(Continued from page 44)

in the pool and of how it necessitated his having the eyeball removed two weeks ago. But tho' I'm a little belated in reporting the incident, I didn't want to let it pass by without letting Ralph know that we're all behind him. And that to many of us in the swim pool whirl he, with only one eye, is and

always will be a better pool manager than a great many around with two.

Male Versus Female

A note that has just come to my desk about a Miss Constantine who is now in charge of swimming instruction at the London Terrace Indoor pool, New York, brings up the old controversy of man versus woman. That is, it made me wonder why of recent date so many indoor tanks in New York, as well as thruout the country, are employing femme swim instructors, or instructresses if you want to get technical. Is there any special reason for the change other than perhaps pool men realize that sex appeal is as important in their biz as in any other line? I mean to say, is a woman swim teacher more capable, more talented than a man or vice versa? C'mon, you fellas and gals, we haven't had a good old-fashioned debate and verbal warfare since the high divers turo at one another thru the medium of this pillar. Who are better swim teachers—men or women—and why?

PROSPEROUS SEASON—

(Continued from page 36)

ness was straw matinee and a turnaway at night.

The usual closing day ceremonies were held. Girls of the dressing room had a drawing, all names being placed in box. Each name drawn was entitled to a dollar present. Then there was a booby-prize drawing, the award not to exceed 10 cents.

Scattering of Troupers

The folks scattered as follows: Mr. and Mrs. S. L. Cronin to their home in San Marino; Theo Forstall to an apartment in Hollywood section and then usual winter jaunt to Jersey; Bob and Ova Thornton, Venice, Calif.; Turner Thomassen, Baldwin Park, then to Magazine, Ark.; Marion Darling to Hollywood, on extra girl contract in films; Pauline Howell to Georgia; Margaret Graham, Henlee; Mabel Stark, El Monte, Calif., until January 1, then an Eastern trip, with European trip in the offing; Helen Wight in Los Angeles for short visit; Myrtle Stanley to the Sally Rand show at Fort Worth; Dale and Myrtle Williams, Hollywood for screen test; June Serge, east; Golda Higdon, Medford, Ore.; Mel Smith and wife, Mayme, will have an apartment in Los Angeles; Bert Nelson to visit his mother in Glendale, Calif.; Terrell Jacobs, short stop in Los Angeles before another trouping trip; John White, wife and daughter, El Monte; Nick Machedon and Bill Lennet, Venice, and then a 10-week vaude tour; Jacob Wolfe, Los Angeles; Eddie Rees, Fort Worth, Tex.; Arthur Burson, Hollywood; Fay Avalon, Los Angeles; Homer Goddard, playing dates in Southern California.

Harry Ross will be on West Coast; Tommy Ross, Chicago; Milt Taylor, Los Angeles, where he will fill his usual fall and winter dates; Little Burgundy to Honolulu with the Cristianis; Augustine Ralfox, Los Angeles; Charles Dale, Santa Barbara, Calif., engaged at night club; Frank Cherry, Eugene Ore.; Pearson family, returning to England; Kenneth Feathers, Wenatchee, Wash.; Ellis Goe and Harry Fairbanks, Lexington, Ky.; Leon Darrow, Benton Harbor, Mich.; Tony Balsom, Reading, Pa.; Harry Shell, St. Louis; Frank Tonnar, Leavenworth, Kan.; Anton Tonnar, Paragould, Ark.; Fred Bowman, Pueblo, Colo.; Joe Fiore, Rochester, N. Y.; Albert Yoder, back to mine clerk job at Kulpmont, Pa.; Ray Brownell, Providence, R. I.; Dallas Davis, Honolulu; Andy Grainger, Kokomo, Ind.; Donald Laferty, Eddyville, Ia.; Lew Friebe, Bay City, Mich.; Smith Karr, Los Angeles, then east; Eddie and Maxine Woeckener, Peru, Ind.

Fred Shaw and his Hawaiians to night clubs on West Coast; Lorraine Wells, Studio Club, Hollywood; Chatita Escalante, to join her father's show in Fresno; Margaret Gormer and Peggy Marshall, Los Angeles; Dianne White, studio work; Jack White and wife, Baldwin Park; Marguerite Garner, Ontario, Calif.; Cookie Hamilton, east with the Canestrellis; Canastrelli family, Chicago vaude dates, then east; Pauline Howell, Long Beach, Calif.; Elizabeth Lawhorn, Los Angeles; Charlotte Hoffman, Baldwin Park, Calif.; Maryon Darling, Republic Pictures, Hollywood; Mario Bendixon, character parts in flickers; Florence Darling, Arcadia, Calif.; Sylvia Weis, Panama; Thelma and Doris Patent, Los Angeles; H. Allen Brown and side-show band, Nashville, Tenn.; Barbara Wagoner, Los Angeles; Johnnie and Marie Winters, Hollywood, and picture

work; Van Stavern family, picture engagements; Adelphine, night club dates; Duke Drukenbrod, Canton, O.; Jack Elkins, Cromanton, Fla.; Chester Gregory, Punta Gorda, Fla.; Doc Campbell, Crawfordsville, Ark.; Irish Deady, Louisville; Virginia Butterfield, Chicago, then to Columbus, O.; Johnny Myers, Jersey Schenck, Los Angeles; Whitey Versteeg, El Monte, Calif.

Leonard Wakeling, Enid, Okla.; Arthur Burslem, character work in films; Ray Harris, Pasadena, Calif.; Leonard Karsh, Lima, O.; Harry Bert, Hotel Raleigh, Chicago; Mark Kirkendall, to San Fernando Valley home, then Eastern trip; Elmer Myers, Sparta, Ky.; J. A. Jones, Valparaiso, Ind.; Eddie Grady, Murdock Cook, Edwin Callahan, George Hunt, Harry Corsack, Jimmy Thomassen, Silvers Urtzell, L. Brodow, Bob Bennett, Charles Woods, Jack Robinson, to winter in Los Angeles; Homer Cantor, Santa Monica, Al and Hazel Moss, Hollywood; Arthur Stahlman, with his uncle in films; Bertha and Skinny Matlock, picture engagements in Hollywood; Curley Miller, Shawano, Wis.; Jimmy Johnson opens restaurant in Los Angeles; Frank Chickarelli, Walter McClain, to winter quarters, Baldwin Park; La Verne McClain, El Monte, Calif.; Bill Moore, Los Angeles, then east; W. H. Colp and Bernie Head, Hot Springs; Jack Grimes, with Doc How Agency, Hollywood; C. E. Owen, Steele, Ark.; Dr. G. W. Boyd, trip to North Coast, then has promotions scheduled; Ed Miller, Hot Springs; Eddie Trees, Gabe Costello, Luke Mead, Joe Belovockey, Mike Tschudy, Baldwin Park; Dixie Whitaker, Los Angeles; Captain W. H. Curtis, Pass Christian, Miss.; Bill Bush, Chicago.

Carl Knudsen, to Hollywood; J. W. Peterson, Venice; Dusty Rhoads, Los Angeles; Jimmie O'Connor, Logansport, Ind.; Eddie Reece, Fort Worth, Tex.; Louis Foster, MGM studios, as electrician; Myrtle and Dale Williams, Wilmington, Calif.; Charley Johnson, Los Angeles; Sherman Cowen, Minneapolis; Roger Moore, indoor dates; Percy Merrill, Greenville, Tex.; Al Wier, Alhambra; Charley Morgan, George Morris, Cecil McCormick, James Ellis and Bill Williams, Baldwin Park; Norris Ethridge, New Orleans; Johnny Murray, Portland, Ore.; Dewey Morris, Fayetteville, Ark.; Cristianis family, Honolulu, with Eddie Fernandez; George Tipton, Culver City, Forest Van Vleck, Harvey System; Frankie Richards, Compton, to open restaurant; Pat Parent, San Francisco; Bill Bersford, Los Angeles; Herman Walther, chef in Beach night club; P. Hartnett, to Dollar Line; A. Lopez, J. Wells, Los Angeles; George Monroe, Pomona; Ralph Ritchie, Paul Riddle, Frenchy De Long, Russell Terry, Tony Norris, Charlie Chan, Jack Grodon, Los Angeles; Walter Bailey, Bill Barry, Bill Green, Robert Stevens, Elza Cozart, Bud Atkins, Harry Slaton, Baldwin Park; Chester Pelke, Santa Monica; L. Bprinstein, Chicago.



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

ROLL-AWAY SKATES

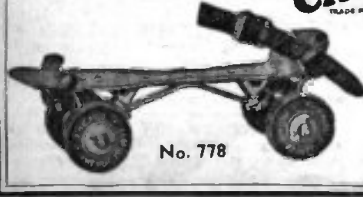
ARE THE LIGHTEST — FASTEST — SMOOTHEST ACTION SKATES THAT HAVE EVER BEEN BUILT. THEY'RE THE "ARISTOCRAT" OF ROLLER SKATES.

ROLL-AWAY SKATE COMPANY
12435 Euclid Avenue, Cleveland, O.

SKATES WANTED

WANTED—10,000 Pairs used Rink Skates, Chicago or Richardson. Pay cash. **WEI'S CURIOSITY SHOP,** 20 South 2nd Street, Philadelphia, Pa.

The USERS of "CHICAGO" SKATES



ARE SUCCESSFUL

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO.
4121 W. Lake St. CHICAGO, ILL.

CARNIVALS STAND STEADY

Two Shows Necessary To Handle Cleveland SLA Benefit Crowds

CLEVELAND, Oct. 10.—Great Lakes Exposition staged its big show for the benefit of the Showmen's League of America on Thursday night. At present returns promise a \$1,000 net. Final accountings have not been made, but a conservative guess is that figure will be reached is the opinion of the officials.

The show started at 11:30 p.m. in Stanley Graham's Midget Circus tent. Long before that hour the entrance was packed with the merry-makers who had come to the Mardi Gras, and when the doors were opened the tent was filled to capacity.

Lincoln O. Dickey, general manager of the exposition, opened the program with a brief address. Almon R. Shaffer, associate director, followed with telegrams from J. W. Conklin, president of the League; Ben Bernie, playing the Mayfair Casino but unable to attend; John R. Castle, president of the Heart of America Showman's Club, and others. Mrs. John R. Castle, who raffled a bottle of perfume for the cause, and Mrs. Frank D. Shean, who officiated at the ticket booth, were the two auxiliary members in attendance.

Guests of honor were Vice-President Jack Nelson and Secretary Joe Streibich. Lew Keller, treasurer, in Cleveland on business, appeared with greetings from Mrs. Streibich, president of the auxiliary. Joe Glacey, representative of the Pacific Coast Showmen's Association, occupied a section with a large banner and offered the club's best wishes.

The program introduced Nick Lucas, who not only played the first show but offered to remain for the second. Two shows were necessary to accommodate the crowds. Jimmy Ague, popular Cleveland radio baritone, scored in the second performance. Others on the bill were Dolly Kramer and Wee Wee, of the Midget Circus; Beverly Graves, child singer; Claire Strong, songs; Irma Marsh, rumba; Ted Foster, escapes; Leon Le Verdi, impersonations; the Three Madcaps; Stuart Cramer, magician; Gordon and Hammerhoff, Greek Ambassadors; the Florida Quartet; Marsh Military Tap Dancers; Sara Valore, acro-

batic dancer; Patty Babota, radio star; Mrs. Borris and her Belgian Wooden Shoe Dancers and others, continuing from 11:30 until 4 o'clock in the morning.

No little credit is due Frank D. Shean, assistant to Mr. Shaffer, for the work expended in framing the event and to Cliff Wilson, Monster Show, who handled the cash. Earl Brown, of the Florida exhibit, deserves thanks for his contributions, as does Marty Laigle, superintendent of maintenance, who saw to it that his crew brought stands, chairs and instruments for the show. Harry Adams, chief of police of the Great Lakes

(See TWO SHOWS on page 54)

Mr. and Mrs. Travis En Route To Visit Relatives in Penn.

CINCINNATI, Oct. 10.—Phil C. Travis, publicity and amusement director and concession manager Tennessee State Fair, accompanied by Mrs. Travis, passed thru here en route to Johnstown, Pa. They will visit the home folks of Mrs. Travis and then will go to Crooked Creek, Pa., for a stay with "Sister Sue" (Mrs. Grant Smith), beloved sister of the late Johnny J. Jones.

Woman Struck Her Husband and "Bingo!"

A leading society lady of our city stirred up a deal of excitement in front of the Post Office one evening this week. The husband is one of the prominent citizens of Athens and has always been considered a good citizen by everyone. About 5:30 p.m. his wife, accompanied by some lady friends, approached him and immediately struck him for \$1 to play on the Bingo game at Hughey Bros.' Shows, showing all this week in Athens.—Athens (Ill.) Free Press.

World of Mirth Business Steady

• Holds close to its own high record at Virginia State Fair despite rainouts

RICHMOND, Va., Oct. 10.—Despite two rainouts, one of them on Richmond Day, which last year drew 63,000 paid admissions, total grosses at the Virginia State Fair for the World of Mirth Shows fell

(See WORLD OF MIRTH on page 54)

Season 1936 Record One

• Winter quarters activities to outrival all former preparation periods

CINCINNATI, Oct. 10.—Carnivals are now nearing the post of the last quarter in the race which will end the season of 1936 before or during Thanksgiving week. The latter generally accepted as the official ending of the outdoor activities in the carnival amusement line and will in all probability go down in the history of carnivals as the most successful of record.

This prediction is justified in face of past performances in gross business done since the opening of the season down to date, according to many prominent in the business.

From this sector looking eastward and westward is a straight line, north of which most of the organizations have gone into winter quarters, meaning those who do not make the so-called Southern tour.

Those who have crossed this line are numerous and active and include the largest of the railroad organizations, which will end their seasons as their big fair and celebration dates are finished as per regular routed schedules. There is nothing exceptional in this observation. (See CARNIVALS STAND on page 54)

Sam E. Spencer Shows End Season in Black

BROOKVILLE, Pa., Oct. 10.—Ben Chappel, representing the Sam E. Spencer Shows, reports the closing of a most successful season and that accounts are now balanced on the right side of the ledger. In spite of a bad startoff and other encumbering circumstances the shows went into winter quarters after the best tour in five years. Much of the success enjoyed was due to the loyalty of the staff, show managers, ride operators, concessioners and working people during the trying times, states Mr. Chappel. The Spencer Shows will again take the road in 1937 with a staff of men experienced in their respective lines, some having been in the business for a score of years.

Chappel states that his experience as concessioner and with carnivals covers a period of 20 years. That he always gave out plenty of stock when in the concession end and has always been for clean shows and merchandise concessions which can really make money by giving out good clean items. The Spencer Shows plan the purchase of new rides, canvas and general equipment for season 1937 and will not, as heretofore, tolerate girl shows nor roving bands of gypsies, concludes Chappel.

Edythe Siegrist Troupe Rounding Up to Success

LAURINBURG, N. C., Oct. 10.—The Edythe Siegrist Company of "daring young men on the flying trapeze" have just completed a season of 25 consecutive weeks and no layoffs whatever. Twenty-one weeks were with the Endy Bros.' Shows, managed by Dave and Ralph Endy. The four weeks they were not with these shows the act was loaned to the Miner Shows for a special engagement at Phillipsburg, N. J., then two weeks with the Herman Bantly Shows and then another show and back to Endy Brothers for eight weeks more until the close of the season.

The Siegrist act opened the season April 11 and will close November 14 and will then go into winter quarters in Miami, Fla. Miss Siegrist states she is highly pleased at this somewhat of a record for an organized act.

MOULTRIE, Ga., Oct. 10.—Robert R. Kline announced today that he booked the Royal Palm Shows for the Colquitt County Armistice Celebration here.



PROMINENTS RIDE THE BECKMANN & GERETY SHOWS' MERRY-GO-ROUND. This photo taken at the recent annual Kansas Free Fair reveals in a manner the perennial popularity of the "Flying Jinney" as the basic carnival ride. From left to right Maurice W. Jencks, secretary-manager of the fair; Hon. Alfred M. Landon, governor of Kansas, son, daughter and Mrs. Landon. Each appears smiling or serious in anticipation of their ride to music from the big organ.

Biggest Banquet And Ball Assured

CHICAGO, Oct. 10.—With only about seven weeks remaining until the annual Showmen's League Banquet and Ball, Chairman Frank Duffield is busy arranging a program that he expects to surpass anything the League has done in the past. Date of the affair has been set for Wednesday, December 2.

Chairman Duffield and his aids report that there is no question that the 1936 Banquet and Ball will have probably the largest attendance of any affair the League has ever sponsored. Practically all of the shows have had an exceptionally good season and all are planning to send large delegations to the December doings. In addition, the National Association of Amusement Parks, Pools and Beaches, which will be holding its annual convention at the same time the IAFE meets, has decided to forego its banquet and ball and attend the League affair. Many reservations have already been received and there is little doubt that the affair will be a complete sellout.

It is too early, the chairman states, to reveal just what the outstanding features will be, but assurance is given that some pleasant surprises are in store for those who attend. The chairman also suggests that reservations for rooms at the Hotel Sherman be made at once, as the combined fair, park and Showmen's League meetings are going to draw tremendous attendance.

Manager Frank Bering of the hotel is making preparations to take care of a record number of guests and states that everything possible will be done for their comfort and convenience.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Red Lens, Tex. Week ended October 10, 1936. Dear Charlie: At the time that our agent booked this spot he must have been looking thru rose-colored glasses. The only thing red about it was the clay. That was hub deep before the week was over.

The show arrived early Sunday. When the bosses arrived on the lot they found General Agent Lem Trucklow entertaining the committee in his living top while doing his washing. The management immediately called him aside and fined him by removing a feather from his hat. In a private interview with Mr. Trucklow he

stated that he could afford the feather as he still had a hat full left on his season's salary.

Our committee was elated with the size of the show long before its arrival. The ragged living tops, housecars, trailers and the gypsy camps that cluttered up the lot long before the show arrived were merely human-interest stories in the flesh to show how the other half of the world or a fraction thereof survived.

The show and the bosses arrived in-ognito. We had so many different titles on our cars that were bought at sales last winter no one knew just who or what it (See BALLYHOO on page 54)

Mrs. Mamie Krause Shows With Barber and Murray

DETROIT, Oct. 10.—Mrs. Mamie Krause, operating the Krause Shows, has closed both her units and merged with the Barber & Murray Shows for the balance of the season. She has been keeping both units playing dates for Catholic churches around this city all summer but closed this season with the opening of schools. Mrs. Krause was confined to bed for several weeks but is now out and on the legs again.

Arthur Barber, co-manager of the B. & M. Shows, bought a new Aladdin house trailer and took his parents to Pensacola, Fla., where they will spend the winter.

Houston Pickups

HOUSTON, Tex., Oct. 10.—Among out-of-town showfolk to visit Ringling-Barnum Circus included the delegation from Big State Shows among whom were Roy and Beas Gray, Louis Bright, Jess and Wanda Wrigley, Roy and Ruth Young, Mr. and Mrs. Bill Dearmond. The Poole-Brewer attractions occupied the midway opposite Buffalo Stadium during the show's engagement. Ray Brewer visited Montgomery County Fair last week.

Bloomsburg Fair Midway

BLOOMSBURG, Pa., Oct. 10.—The "lucky boys" were out of luck this year, many old faces were missing. The visitors, however, got a square deal along concession row.

J. F. Murphy, official censor, looked things over carefully and no complaints were heard. Wheels gave out merchandise only, no money prizes.

Elmer Rhodes was on the job of looking after the rides for Dodson's.

W. H. (Bill) Davis has still got the blower running for Vampire Show. He is not in the best of health, but reports profitable season.

Jules Bagary and E. F. Williams are in the office wagon for Dodson's Shows, formerly with the S. W. Brundage Shows.

C. Guy Dodson is back with the show and Mel G. Dodson ahead.

Gilbert Reichert, giant, rejoined the show here.

S. L. Hogan, manager side show, has a frameup that is attractive.

FORT WORTH, Tex.—Sammy Lasky, formerly with Western States Shows and more recently at Fort Worth Frontier Centennial, is leaving show business temporarily to try his hand at managing Higgs' Novel Nook, located near Fort Worth.

On the Midway at the Los Angeles County Fair

LOS ANGELES, Oct. 10.—Crafts Shows at the Los Angeles County Fair, according to Orville Crafts, Roy Ludington and Tommy Myers, did approximately 25 per cent better than last year and that 1935 was highly profitable.

The regular show did usual good business, and the extra rides set up were also heavily patronized.

The midway was thronged with crowds that were in a spending mood and many of the concessioners reported excellent business. The shows all got a very good play, according to statements from men on the fronts of the shows. R. E. Olsen, with two ham and bacon and one eating concession, did very much better than any previous year.

Shirley Temple and party gave the midway a great play. She rode the rides and Orville Crafts had several photos of her and party taken on the midway and on the rides.

Joe Krug says he did much better this year than last with an eating concession, and Hap Young, with two eating concessions, reported the best business since making the fair. Pat Treanor had 42 concessions and reported very satisfactory business. Mrs. Elmer Hanscom, with photos, reported that she did the best business done by her at the fair at any time. Harry Bernard, with four concessions, did well and said he will put out a carnival next year. It was also announced that Orville Crafts would launch a new unit next year, making three under the Crafts banner. Roy Ludington, manager the Crafts Shows, did 30 minutes over Station KPWB October 1 on a Pacific Coast hookup. The subject, *Carnivals and Midways Are Essential to Fairs*.

R. E. Olsen, of Venice, Calif., is the owner of the ham and bacon concession. Stand No. 1, Harry Phillips, manager; George Wiler, Plain Dave Morris, Don Morris and Webb Parrish, agents. Stand No. 2, Glenn Whittekind, manager; Ralph Christensen and Walter McNutt, agents. The cats concession, R. C. Tomlinson, manager; Charles Duggan, Bruce Puckett, Mrs. Ectte Lampe, Helen Fay Trompson, Virginia Walters, May Shanklin and Lillian Burke, agents.

Pay Asin (Mrs. Charles Curran), with Sunshine Fountain, assistant, had the exclusive on mentalist setup. She reports as having done a very satisfactory business.

Merry-Go-Round Foreman Feted on West Coast

COLUSA, Calif., Oct. 10.—Angelo Terella, foreman of the Merry-Go-Round on the West Coast Amusement Company, was given a party in celebration of his birthday. Beer, wine and sandwiches were served, after which Nick Krikos called upon members of the show for entertainment.

Participants were Blackie Ford, tap dance; Evelyn Bird, song; George Weeks, song; Bill Marfield, tap dance; Red Deering, recital; Edith Walput, song; Shorty Cocos, banjo and song; Danny Hanson, banjo and song.

Short talks were given by Mr. and Mrs. Eddie Young, Mr. and Mrs. Larry Ferris, Mr. and Mrs. Brady Sheridan, Ralph Deering, Charlie Walpert, Bill Smith, Roy Sullivan and Mr. and Mrs. Larry Dunlap, "Baseball" Sam and Al Bird.

The party closed with the entire group, headed by Mr. Krikos, singing *Let Me Call You Sweetheart*.

Dixie Bell Attractions Home for the Winter

OWENSBORO, Ky.—James Settles, of Dixie Belle Attractions, now in winter quarters, reports good business latter part of season. P. M. Rumble, of Petersburg, Ind., joined the show in Tell City, Ind., with three rides, making a total of five; E. G. Smith, of Detroit, with corn game and three other stock concessions; E. N. Martin, also of Detroit, with freak show and big snake, and both did good business. Business in Cannelton, Ind., week of September 14 was only fair. Three days of rain and the cold nights cut the crowds.

Week of September 21 was the best of the season, being the Breckenridge County Fair at Hardinsburg, Ky. Five rides, four shows and 23 concessions did good business the last days of the fair. Louis T. Riley put the outfit in a storage house in Owensboro until opening next spring. Riley went to Chicago to purchase a house trailer for a trip south, where he and Mrs. Riley will spend the winter.

Richmond Midway Notes

RICHMOND, Va., Oct. 10.—World of Mirth Shows was practically rained out on two days following opening of Virginia State Fair, one of these, Wednesday, being the big day, Richmond Day, when schools and city employees had a holiday. All but three shows closed their fronts late in the afternoon. Only about 7,000 were on the grounds, as against the 53,000 on this day last year.

Wednesday night Max Linderman said the carnival had lost \$5,000 on Tuesday and \$10,000 on Wednesday. However, the week ended Saturday night with total attendance only about 10,000 under the all-time record last year, so that the last three days offset much of the loss of Richmond Day and day preceding. Linderman said total for the week would compare very favorably with that of last year.

Everyone on the midway expressed sympathy for Bobby Jean (Mrs. Elizabeth M. Woolcott, of Springfield, Mass.), who on opening day had her nose broken and collar bone injured when she was "fired" from the cannon in front of the grand stand, her catchers failing to make the proper contact, tho they broke her fall and thus no doubt saved her life.

Norman Shelby, *The Billboard* agent, was all smiles as attendance shot up to the 40,000 and 50,000 mark last half of the week following those two bad days after the opening. It was a smile shared in by the entire midway.

Midway Cross Up at Knoxville; Nealand Lands Snake Story

KNOXVILLE, Tenn., Oct. 10.—Midway receipts at the Knoxville Fair were over those of 1935, it was stated by a carnival official last Saturday night after closing time.

Crowds on the Friday evening record-attendance day jammed the grounds until it was almost impossible for side-show seekers to get within the entrances, it is asserted. No disturbance was reported, altho the usual number of pins were aimed at Jean Sandlin, bubble dancer in the show *Flaming Youth*.

Drawing the largest crowds and attracting the most attention on the midway was the Havana Rumba Show, with a cast of dancers and singers from Cuba. Close contenders were the Godino Siamese Twins, Julien Bros.' Monkey Circus and Simian Speedway; Diamond Kitty, fat girl; the Royal Russian Midget City; Miss America, posing girl revue, and Dare-Devil Zeke Shumway and drivers.

Four Ferris wheels were on the midway. Others of the 17 rides were the Twin Loop-o-Planes, Heyday, Lindy Loop, the Dangler, Waltzer and Sky Rocket.

A total of 24 tented shows were set up. An unlisted attraction which received considerable publicity in the Knoxville press was the snake-tale offering of Walter D. Nealand, publicity agent.

A. W. Gooding Ride Unit To Close Season in Ohio

DETROIT, Oct. 10.—A. W. Gooding had the rides at the Hillsdale County Fair, making 20 consecutive years for this date. He left there to open at Bradford, O., for a community celebration on the streets. Business at Hillsdale was consistently good despite rain. All shows and concessions were booked independently.

After playing a week at Bradford tho Gooding rides go to Lancaster, O., his own home town, for the local fair and will close.

Midway at Paris Street Fair Has Many Rides and Shows

PARIS, Oct. 5.—The big street fair in the Montparnasse quarter of Paris has nearly 200 rides, shows and concessions. Auto and Water Scooter rides, Caterpillar, Pretzel ride, Loop-the-Loop swings, Toboggan, Aeroplane ride, Bug, numerous kiddy rides, big tent circus, museum of anatomy; girl, freak and wrestling shows; two open-air circuses, two animal shows, motorcycle wall and scores of concession games, rifle galleries and many other carnival attractions.

LOOP-O-PLANE

THE RIDE THAT HAS PROVEN THE GREATEST MONEY MAKER OF THEM ALL

SPEEDY PROFITS. APPEAL—Loop-o-Plane appeals to everyone, old and young. RUGGED CONSTRUCTION—Loop-o-Plane is constructed for perfect safety, ease of assembling and dismantling, and long life.

SPECIFICATIONS
PRICES—TERMS
UPON REQUEST.

For Information Write
ROBIN REED, Sales Mgr.
Box 237, Salem, Ore.

Esperly Air-
craft Corp.,
Manufacturers.



AROUND THE WORLD IN ELEVEN DAYS and NIGHTS "STREETS OF THE WORLD" INTERNATIONAL TRAVEL SHOW October 29th to November 8th CONVENTION HALL - Detroit

Ten Indoor Acres of Outdoor Features. Concessionaires, contact us quick. Sponsorship Progressive Organizations Combined Auspices Representing all Nationalities.

Positions immediately available: Promotional, Exploitation, Press, Advance Contractors, Billposters, Solicitors, Directors.

WANT - Foreign Features, Musical, Sensational, Danes, Skating Acts, Show Girls for All Nations, also for French Casino. Attention! Masked Countess, write us immediately.

CAN USE FOR JOHN HIX'S "STRANGE AS IT SEEMS"
Strange People—Curiosities—Entertaining Acts. Send photos, details, lowest salary. Open October 29.

GEORGE T. McCARTHY, 4460 Cass Ave., Detroit, Mich.

Assurance 12 Weeks or More Principal Cities Bona Fide Sponsors. Quick Action—CHAIRMAN STREETS OF WORLD, Convention Hall, Detroit.

UNITED SHOWS OF AMERICA

INVITE AT THIS TIME

Correspondence from high-class Carnival Showmen of experience and proven ability with new or novel ideas for shows. We will finance and build such shows as we deem practical and meeting with public approval. Help in all departments write us.

FOR SALE

Owing to replacement with new and larger equipment we offer for sale the following Rides now operating on our show, which may be inspected at Houston, Tex., from October 13 to 22, or at Shreveport, La., from October 24 to November 2; Whip, Mey-Dee, 12-Car Dodgem, 4-Unit Loop-the-Loop and Lindy Loop. Stored in Winter Quarters, at Shreveport, La., we have for sale 1 Dayton Fun House, third-rail Electric Train with Engine and 4 Cars; 1 Ferris Dangler, 3 Double Wagon and 1 Single Wagon Hand Carved and Gold Leaf Froths. All this equipment in excellent shape.

UNITED SHOWS OF AMERICA

Address as per route above, or to Winter Quarters, Box 1100, at Shreveport, La.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 10.—The new clubrooms were all ready and appropriately decorated and with a large welcome sign to returning members of the Al G. Barnes Circus and a nice floral piece on the table of President Theo Forstall Monday night. There were 137 members present when President Forstall rapped the gathering to order. Others of the official family present were First Vice-President Dr. Ralph E. Smith, Ross R. Davis and John T. Backman, secretary.

For the benefit of many who have been out of town for a long time a resume of the happenings that were of interest to members was read. Much surprise was noted and expressed by the returned folks at reading of number of new members gained in the membership drive and the amount in the general fund, the greatest amount ever in this fund. All seemed greatly pleased at the fine large new quarters and the arrangements that have been made to make this a most comfortable lounging place.

A rousing welcome given Theo Forstall, president, thru whose efforts the organization has gone and is going on to bigger things. Past President S. L. Cronin, manager of the Al G. Barnes Circus, was on hand and given a hearty welcome; same for Mark Kirkendall, who, altho barred from competition for the prizes that will go to those who got the most members, has done another stand-out job in the membership drive. The first prize battle has gotten down to a contest between three members and there is a lot of hustling for the grand prize, to be presented by Ted Metz, of the Tom Mix Circus.

Communications: H. C. Sylow from Philadelphia with an application and check to cover membership. Mrs. Constance Cornelius, chairman Ways and Means of The Troupers, Inc., of Hollywood, with regard to the sponsoring of one of the nights of the four-day carnival by PCSA. Troupers, Inc., has in its personnel many of the great of by-gone years and is a very fine and dignified organization. Fred W. Mitchell wired from San Diego for salesmen for the race meeting at San Diego. From George Silvers came a nice check covering applications for membership. Tom J. Myers, auditor for Crafts Shows, sent a check for dues of self and others. Joe Glacey wrote he had just returned to Cleveland from a trip to his old home, the big town on Manhattan Island, the first look at New York for several years. He stayed three days, enjoyed it and says the trip made him a more confirmed Coast Defender than ever. He will add several new members to the list he and Cal Lipes have gotten at Great Lakes Exposition. Cal Lipes sent in a check and informs that he has contracted transportation for the Copenhagen Flea Circus to the West Coast and added that he was leaving in Cleveland many of the props used in the act to save freight expense. Bill Rice sent check for dues and says there is every indication that the fair at Phoenix, Ariz., will be a success.

New members: Jess Adkins and Zack Terrell, owners Cole Bros.-Beatty Circus, credited to Steve Henry. Carl Forman, credited to Cal Lipes and Joe Glacey. Ralph Christiansen, George Sackson, Glen Whittekin, Frank A. Lentini, R. S. Tomlinson, Thornton Smith, Age Aronnon, R. E. Olsen, Herbert Schilling, Ray A. Fredericks, Herbert Collins, all of the Crafts Shows,

secured by John T. Backman and credit divided among Roy Ludington, Harry Phillips, Dutch Schilling, Joe Krug and Harry Bernard, of the Crafts Shows, who get thanks for their assistance. Bert Francis, Charles A. Wasner, Walt Gosco, of the Monte Young Shows, and credit divided among George Silvers, Monte Young and Moe Levine, Raymond Renick, E. Walker, Jack J. Roberts, Tony Massie, B. Mood, all of Clark Greater Shows, and credited to Archie Clark and Ed Walsh. Henry C. Sylow, of Philadelphia, credited to Cal Lipes and Joe Glacey. Charles Wesley group, credit to Leo J. Haggerty and Dr. Ralph E. Smith.

Then came the floor show, arranged for by Brother Jack D. Reilly, with Pat Kelly as emcee. Howard Chase opened with a group of stories reminding us of him as a former well-known monologist. Bozo, the clown with stogees, did hand tricks and his guillotine trick. Ray Johnson, member of PCSA, did a black-face number that got him several encores. Pat Kelly, with a funny line of patter, songs and harmonica imitations, George Green (colored) did roller skating and acrobatic dance numbers and got a lot of well-deserved applause. Gordon and King, straight and comedy singers with a Tyrolean yodeling finish, made it hard for them to get away. Theol and Victor Banks, a class adagio number, went big. Johnny Ross and Ruth Howard, with a nifty sketch, *She Forgot To Remember*. Then came Wally, international juggler, in a routine done with billiard and soft balls that kept the audience from sitting on its hands. Van and Crane closed the show with singing and comedy dance number that rates high. Miss M. Cleary was the accompanist.

The presence of Jack Grimes, chairman of the coming annual Charity Banquet and Ball, gave opportunity at the good of the order period to tell first hand some of the things that are of great interest to the organization. First he stated there were now practically 600 tickets for the ball sold and hurriedly went over some of the plans and assured the gathering that this would be the "mainmost" affair ever presented by PCSA. He stated that his one release of "over-surprise" numbers that up to the present there had been accused, as masters of ceremonies the noted Irvin S. Cobb, Wally Beery and Charley Murray, with other names to be announced at later date.

No time for the diversion period, there being buffet lunch and refreshments awaiting.

The weekly award, and this was a new high, too, went to Louis Baicalupa.

The fellows are getting in. A winter of much social activities is planned. The first dance is to be held November 11.

The organization is having a remarkable growth in membership and is a prominent factor in West Coast affairs. Ten dollars pays until September 1, 1937. If you are an eligible you are overlooking a matter of great importance if you do not investigate Pacific Coast Showmen's Association, Inc.

LADIES' AUXILIARY

Regular meeting of the PCSA was called to order by Ethel Krug, president. All other officers were present. There were several new members. Present among them were Nellie Williams, Margie H. Cohn, Irene Saunders, Marion Kline, Beatrice Kanthe, Florence Dappel and Mildred Winslow. Visitors were Ruth McMahon and Siva Phillips. Lunch was served after the meeting. All members were guests of Cole Bros. Circus.

Ruth Korte came in from Crafts Shows. A picture of Leone Barrie was presented to the club. Ada Mae also gave a framed picture of herself and large python. A note with dues was received from Cora Miller and a letter from Peggy Marshall. A big party is planned when new auxiliary clubrooms are opened. The ladies will serve acts to the men after the meeting. Al G. Barnes Circus folk will be in and a big crowd is expected.

Tillie Palmateer spent several days at Pomona Fair visiting Mrs. Crafts and Mrs. Korte. There are big plans ahead for the winter season. Cash award went to Ada Mae Moore.

Members present: Tillie Palmateer, Ruby Kirkendall, Pearl Runkle, Ethel Krug, Minnie Fisher, Florence D. Appel, Nellie Williams, Margie Cohn, Mildred Winslow, Marion Klein, Etta Howen, Stella Brake, Olga Celoste, Francis Kiloc, Stella Lynton, Anna Metcalf, Ruth Korte, Ruth McMahon, Goldie Backman, Martha Levine Emm Emmanuel, Regina Fink, Virginia Schaller, Alfrida Avalon, Vera Downey, Siva Phillips and Marie Bailey.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 10.—Details of the plans for the third annual meeting of the association are being completed, and, altho the program of the Showmen's League of America for the annual December meeting has not as yet been announced, it is very probable that the Showmen's League program will be held commencing November 29, with the annual ball on December 1.

Accordingly it is contemplated that the third annual meeting of the association will be held commencing Monday, November 30, and plans are being made to open the meeting at midnight on Monday night so as to give everyone an opportunity to be present without neglecting other interests. Such matters as are not completed at the Monday night session will be disposed of at a second session on Tuesday afternoon and if necessary a final session on Wednesday night, beginning at midnight.

The detailed program of the annual meeting will be announced in the near future, and in accordance with the routine followed at previous meetings will include a review of the activities of the association for the past year, the discussion and adoption of proposed by-laws, the discussion and adoption of a comprehensive program by the association for 1937, including such questions of legislation as may merit the attention of those in attendance. It is expected that the question of railroad transportation will be the subject of considerable discussion, debate and action.

Previous years' experience has indicated that it is of no particular benefit to the association to circularize the industry in connection with an invitation to the annual meeting. Accordingly, it is not planned to send letters of invitation to each show directly, but this invitation will be extended by the association thru *The Billboard* in due course.

We would strongly urge all shows and showmen who expect to attend to communicate with this office at an early date.

Pittsburgh

PITTSBURGH, Oct. 10.—Gus Kant, of the Kant Novelty Company, reports a very good season. He took in several spots in the Ohio territory last week.

Harry Thomas, representative for the Great Lakes Exposition here, closed his exposition office at the Park Building last week and moved back into the Vandergrift Building.

Shooting galleries are gaining in popularity here, one operating successfully in the downtown area and another on the North Side.

Eddie Murray, local showman, who was formerly associated with Thurston, handled the programs at the Great Lakes Exposition in Cleveland this summer and reports the sale of his 200,000th program on September 21.

Whether or not Monongahela will have a centennial celebration next year will be decided by the citizens of that town. City officials are contacting every citizen to determine the amount of interest prevalent for staging the event.

B. Frank (Doc) Braunstein left for New York, where he landed a position with the liquor control board.

Butch Blumenthal had his Chair-o-Plane, Ferris Wheel and Kiddie Ride at the Hill District Street Fair here.

Philadelphia

PHILADELPHIA, Oct. 10. — Eighth Street Museum continues to do business with the following attractions this week: Prince Ragoon, India magic; Bob Clark, the man who grows; Princess Ragoon, sword walking; Dot Smith, singing and dancing; Mysteria, hand illusion; Poses Plastique. Dancing girls in the annex.

W. H. (Billy) Smith is still on the road with his Circus Side Show. The show was with Dodson's Shows at Bloomsburg, Pa., last week.

Bobby Hasson arrived to make preparations for opening the South Street Museum.

George E. Roberts has contracted to present his various acts in department stores during the coming holiday season. Jimmy Schaeffer arrived after a season on the road.

Irish Jack Lynch passed thru on his way south from the New Jersey State Fair at Trenton.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

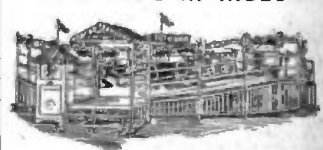
Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x38 (Rolls 500 up), \$2.00. Bingo Record Sheets, 24x56, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

"IT'S TOPS IN RIDES"



This New TLT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durechrome Decorations—Animated Signs—All Tinkered Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

CONCESSION TENTS CARNIVAL

Our Specialty for Over 48 Years. UNITED STATES TENT & AWNING CO. 701 North Sangamon Street, Chicago, Ill.

WANTED

Showmen Who Are Interested in MOTORIZING Write for Our Special Finance Plan. CHARLES T. GOSS (With Standard Chevrolet Co., EAST ST. LOUIS, ILL.)

Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY!

ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., S.W., Nashville, Tenn.

WANTED

36-Ft. 3-Abreast Merry-Go-Round, either Herschell or Spillman. Also No. 5 Ell Wheel. Must be A-1 condition and cheap for cash. No junk. Answer BOX ST. L. 8, Billboard, St. Louis, Mo.

DON'T HIBERNATE

Lord's Prayer Engraved on Penny—B.E.S. money-maker all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mail. "BLUE DOT" STAMP COMPANY, 124 East Laurel Street, Detroit, Mich. (Est. 1924.)

THREAD FOR PENNANTS

WILLIAM HARRIS WOOLEN CO. 200 East 4th St., ST. PAUL, MINN.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

For Sale Wax Show

Finest Wax Show on road. This season with Beckmann & Gentry. 20 Wax Figures latest characters. Life size: 80" Panel Front (massive), 130" ft. plunk for inside; 9 1/2" high Recliner Seats, Lobby Boards, Pitt. Rally Cloth, Lights, Wiring, Tools, new Public Address System (cost over \$3,000 to build). Will sacrifice \$1,500 CASH, no trade, deals or booking propositions. Smart showmen can make money playing stores this winter. Selling account heavy. If interested, come look it over. Beaumont, Tex. (Fair) October 15 to 25. L. C. MCHEENRY, care Beckmann & Gentry Shows.

SECOND-HAND SHOW PROPERTY FOR SALE. \$ 1.75 Worth New White Buckskin State Shoes, All Sizes. \$10.00 Etc. Pig-in-Blanlet. Recipe, Working Ord. Several Cowboy Hats and Indian Costumes, Etc. \$75.00 Size Automatic Microscope, Elec. Lights. Cost \$200. \$25.00 Tiger Skin with Mounted Head. We buy 16 mm. Films, Machines and Camera, any make. Candy Floss Machines, Concession Tents. WEIL'S CURIOSITY SHOP, 20 S. 2d St., Phila.

No. 5 BIG ELI WHEEL

How's this for a Duplex Unit at a four-day celebration in a Western State? July 28, \$17.20; July 29, \$17.40; July 30, \$47.70; July 31, \$224.10. Total, \$402.10. This show you can depend on the No. 5 BIG ELI Wheel to "bring home the bacon." Write for additional information about this reliable money-getter.



ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Cass Avenue, JACKSONVILLE, ILL.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 8-p., with Blue Cover, Each93
Analysis, 8-p., with White Cover, Each18
Forecast and Analysis, 8-p., Fancy Covers, Each05
Samples of the above, Four for 25c.
No. 1, 34-Page, Gold & Silver Covers, Each 1.00
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Gouja Beards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Glorifying and Policing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.45
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Sample, 25c.
FORTUNE TELLING WITH CARDS, Same Binding, 24 Pages, Sample, 25c.
HOW TO BECOME A MEDIUM, Same Binding, 30 Pages, Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

WHEELS
Park Special
30 in. in diameter, Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Prices.
\$12.00
BINGO GAME
75-Player, complete \$5.25, including Tax.
Send for our new 1936 Catalogue, full of new Games, Dolls, Blouses, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 236.
Heavy Consistent Walking Shoes, Dark Mahogany Finish, Price Per Gross, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

1937 ASTRO FORECASTS
(Also Last Quarter 1936.)
Zodiac Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mix (sample), Books, Graphology Charts.
NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 50c. None free.
NELSON ENTERPRISES
102 B. Third Street, Columbus, O.

HUBERT'S MUSEUM Inc.
228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFFER.

CHEESE POPCORN
Supplying processed Cheese, Popcorn and Supplies. Write for lowest prices. Largest Popcorn Growers East of Missouri.
ROBINSON POPCORN CO.
215 Huron Rd., Cleveland, O.
MONEY IN CHEESE CORN.

ZIMDARS GREATER SHOWS WANT
High Act, to join next week. Wire lowest for balance of season. SHOWS: Minutal Show and Minutal People (we have complete outfit). Unborn, Geek and Pua House. WILL THEY OR BOOK LOOP-PLANE AND DODGEBALL. Concessions come on. This show will stay out as long as weather permits in the Delta. FOR SALE: Merry-Go-Round and Chair-Plane. Address this week, Yazoo City, Miss.; next week, Clarksville, Miss., or 64 per route.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Midway Confab

By THE MIXER

THE LAST WORD in nothing, is spite.
JIM DANIELS: Write your sister.
SOPHIE MULLINS writes a good news-letter.
EDDIE L. WHEELER—Communicate with Mrs. Estelle Horton.
WHEN ACAIN will concessions be located under one big top? Who did it first?
EDDIE LOW—Send in some notes of your activities and those of your friends.
"IT DOESN'T read that way in my book."—Leo M. Bistany.
"EXCELLENT SUPREME SHOWS." Well, we have not had that title yet.
NEON LIGHT illuminating engineers we now have with some of the big carnivals.
AGAIN it is repeated: Let's have more bands in the flesh with carnivals.
SOME MEN are such good judges of human nature that they never fail to give themselves a mistrial.
FROM THE Southwest (Texas, to be specific) a mighty carnival is to go on tour in 1937.
ENDY BROTHERS seem to have scored in high favor this season. They get a lot of nice reports, do Dave and Ralph.
SOME CARNIVALS will stay on the road as long as the banks will let them.
LAWRENCE LaLONDE states he plans to open his own carnival out in the Oregon and Washington sector in 1937.
HERSCHEL DAVIS cards from Marietta, Ga.: "I got married. Have photo machine with J. J. Page Shows."
"HOT SHOT" AUSTIN letters from Mansfield, La.: "Am inclosing a few "Do you remember."
HAVE YOU balanced your liquor budget and had it certified yet, Mr. Press Agent? The soft-drink one is all okeh, it is reported.
J. HARRY SIX—Kick in with some news. Regards to Edward Jessop—"The Onion."
NAFE COREY once said: "People are always hungry to eat but not hungry to see minstrel show." This is why Nafe once went in the lunch-car business.
LEO M. BISTANY is a wonderful judge of human nature. This tribute is not



"STRIKE UP THE BAND, HERE COMES THE CARNIVAL!" This photo shows Metler's Family Band, with the Bantley Greater Shows, managed by Herman Bantley. The band wagon is drawn by six ponies highly groomed and in decorated trappings and is used on the shows as a downtown ballyhoo. "In the flesh bands" have recently staged a comeback as a part of the general carnival ensembles.

ONLY WEAKLINGS let others make up their minds for them.
IF YOUNG MEN want to get along in the world they should call all old men "Pop." This on reverse is better.
HENRY LINCOLN makes pop corn good and peanuts like Barnum & Bailey for the public.
SOME HAVE their work planned for them, others create it. There is a difference between following and leading.
WHEN ANGER and egotism get mixed the patient is very sick.
BOBBY KORK writes from Elberton, Ga.: "Am now secretary to Johnny Tinsley on the Miller Bros.' Shows."
F. C. FISHER cards from Hillsdale, Mich., of romance on the A. W. Gooding Shows.
C. D. SCOTT staged a nice comeback with the Dixie Exposition Shows, it is reported.
WRITE YOUR MOTHERS—All of you in the business, if she is alive.
FLOYD NEWELL—Who are you press agent for now? You seem to be out of the show limelight of late. Kick in.
"OUT ALL WINTER" is a good word. "What makes a successful carnival manager?"—B. H. Nye.
WHAT BIG CARNIVAL needs a press agent? Most of the really big ones have them for some reason or other. Who knows?

M. COLLINS cards from Northampton, Mass.: "Am jumping south to join J. Harry Six Shows." Some jump. Wonder if he can make it in two attempts.
M. L. BAKER cards from Apex, N. C.: "Mrs. Clara Robbins, sister of Mrs. Baker, joined the Side Show to do illusions. With Smith's Great Atlantic Shows."
SPEAKING OF the eternal fitness of things! Nobody but a nut will go into a \$ and 10-cent store looking to buy furniture.
MRS. H. B. WILKERSON letters from Helena, Ark.: "Mrs. Bernice Wilkerson (Billie Bernice) joined Bill Chalkie's Side Show on the Snapp Greater Shows. Doing nicely."
FRANK L. MANNIX writes from Flint, Mich.: "This is the fourth consecutive year that I have had the exclusive privilege of furnishing the game concession midway at the Saginaw County Fair."
NEVER MIND what so-and-so said: Did you tell the truth about certain matters you are interested in, Mr. Carnival Manager?
F. PERCY MORENCY, of the Max Gruber carnival, cards from Asheboro, N. C.: "Note your recent squib. Wonder who Matthew J. Riley and Max Gruber will want to run for that governorship."
MARGIE KENNEDY-WOOD, general manager Intermountain Shows, letters from Canon City, Colo.: "Shows have no idea of selling out. Will go out bigger and better in 1937 under my direction."
AN ALL WAGON FRONT carnival would be an innovation for 1937. They had them some years back. One carnival had 14, it is said.
WHITEY PRATT writes from Kirksville, Mo.: "This is the last spot for the Crowley Shows this season. I still sell peanuts and pop corn. Am going to the Olympic Shows in Mississippi."
ALEX BROWN, from Dallas, Tex.: Your letter lacked street, home or hotel address and return address on envelope. These matters are important when sending in matter intended for publication.
WHY LET your show disintegrate, Mr. Carnival Owner, just because you happened to slip up on a few "important things," to your vanity only?
SHOWMEN—What is your hobby outside of your business? Send in yours, whether you own a carnival or independent show. Your pet aversions will also be interesting.
BOB OLSEN has gotten to be quite a conchesson on the West Coast. Regards to Phil Williams and Fay Asia, one of the fine women of the carnival business.
SOME CARNIVALS are managed just like some parents manage stage-struck children. They let others cry them out of what they should keep as their own.
DOC HARRY McCULLOUGH, talker and lecturer, sends his greetings from Los Angeles to the Heart of America Showman's Club, Kansas City. He still has his blue ribbon chow dog.
JAMES SIMMONS writes from Wayne, Mich.: that he would like to hear from "Aunt Minnie's Carnival." So if anyone knows where "Aunt Minnie" and her pastimes are will they kindly report to this column.
SOME OF THE strong men should be employed to lift the burden off the chest of that carnival manager who had too many general agents this season.
BILLIE BURKE cards from Hickory, N. C.: "Perella, feature attraction in the Carl J. Lauther Side Show with the Johnny J. Jones Exposition, is a very proud of her new and very fine Ghikie trailer. It has all modern conveniences."
GRACE AND EDDIE LeMay letter from Boston, Mass.: "Sold cookhouse to Al and Esther Wallace, of the John Marks Shows. We will go to Florida to open up the tourist camp for the winter."
GUY WEADICK, of rodeo fame, wants to be remembered to all his friends in the carnival business. He is out in Alberta, Can., teeling fine and hatching 1940 ideas.
ROY BLAKE letters from Hot Springs, Ark.: "Sold my interest in the Volunteer State Exposition to Joe Beaty on account

of bad health. Will go out next season with same title. Have leased the Eddy Hotel. Taking the baths."

HUGHIE BROS.' SHOWS have no press agent, but once in a while land some favorable publicity in the newspapers, as was the case when they played Athens, Ill. They did not open on Monday because of rain.

WILLIAM HARRISON (JACK) OEMPSEY, the prizefighter, has many friends in the carnival business. Jack can tell some things about the early days in the business.

MR. AND MRS. T. J. APPLE letter from Manchester, Tenn.: "We have a Motordrome with the Rogers Greater Shows, also two kiddie rides and an eating concession. Playing county fairs at present."

MRS. IDA SMITH wishes to remember: H. G. Paull, Milton (Pete) Smith, J. J. Page, Dad Redding, George Conatser, Mrs. Jack Pinfold, Mrs. George F. Dorman, Mrs. Arthur Walsh and Esther Conatser.

TURKEY WHEELS, duck wheels, chicken wheels, canary wheels they have. Ham wheels, bacon wheels they have, with dumplings. So why not rabbit, squirrel, sparrows and hot-dog wheels in the flesh.

ART LEWIS, owner and manager Art Lewis Shows, writes from New York City: "On and off Broadway for the winter." S. A. Kerr is still general agent for the shows. He has been on there a long, long time it seems.

STEVE HENRY reminds "The Onion" that Andrew J. Desmond used to call him the mayor of Rustburg, Va., population about 1,200 and the place Hewitt had his birth certificate registered. "There is a fire in the old marble yard," Steve.

HOW ABOUT a mammoth pit show right down the center of the midway with entrances on two sides? Ask B. M. Nye. This is his conception of how they should be located to get money and make a flash.

JACK DENNIS, business manager, reports from New Florence, Mo.: "The Cloverleaf Shows, R. L. Wade, general manager; J. W. Keown, general agent, and myself, business manager. One show, two rides, and 10 concessions now carried. Shows plan to stay out all winter in Arkansas and Louisiana."

R. M. SMITH handles the news on the Golden State Shows. Will Wright is general manager and Phil H. Williams general agent. The letterhead top line reads, "A California enterprise presenting clean outdoor amusement." "Clean amusement" should be obvious with high-class carnivals. Doubtless so.

TOM WELDON, of The Pittsburg (N. Y.) Press, is rated by Gaylord White, press agent World of Mieth Shows, as being a real friend of showfolk. Well, newspaper men are not narrowminded.

FRANK B. HUBIN writes from Atlantic City, N. J.: "Representative Davis, of the Ebensburg, Pa., fair, called on me on his vacation here. He reports a highly successful event, the best in years. He also said that the carnival there furnished a nice line of amusements and did a big business."

CARL E. RATLIFF, of the Dennert & Knepp Shows, lettered from Victoria, Va.: "Am the proud father of a baby girl named Arlene Iris. Glad she was born in North Carolina, as our family settled there about 150 years ago from England. Arlene is the first child to start this generation of Ratliffs."

IT IS SOMETHING or other? An independent show manager reports that his show was awarded the premium by the fair he played for having the cleanest show on the midway. He does not state whether it was for physical or moral cleanliness.

SOME HOUSE-CAR OWNERS: Mr. and Mrs. Eric B. Hyde, Miller Bros., Shows; Mr. and Mrs. T. J. Apple, Rogers Greater Shows; Whitney Pratt, Crowley Greater Shows, and Mr. and Mrs. Speedy H. Palmer, Art Lewis Shows. Send in your house-car photos and the owners standing by.

ACCIDENTS AND DEATHS should be reported immediately after the happening with full details, giving the full name and address of the one reporting them. Injured and departed friends should have at least just consideration, factually.

BOB BOBBIN writes from Macon, Ga.: "The manager of the Alamo Shows went to New York to look over some stored rides and on other business pertaining to the shows. He said more rides would be added for the balance of this and next season. The show has a new color scheme, orange and red."

HELEN V. OSBORNE cards from Washington C. H., O.: "T. E. (Fat) Redding, the water clown, and a dern good one, too, just closed with Barney Lamb and is now visiting the Billy Ritchey Water Circus before starting for his home in Springfield, O. Pleasant memories of the past were hashed over and a few not so good."

LEONARD TRAUBE can certainly illuminate a story and make it round out by meaning something worth while. In the past he has given the carnival fraternity much good food for thought and plenty that could be acted upon for the good of the business.

WALTER DAVIS, press agent Johnny J. Jones Exposition, letters from Hickory, N. C.: "Looks like the wind and weather has caught up with us. Tommy Allen and Joe Sty have the coffee pots steaming. The season is not over, a long way to go yet. Tell Charles C. Blue we are pulling for his early recovery." - Walter plans to winter in the sunshine city, St. Petersburg, Fla.

HARRY E. CRANDELL writes Claude R. Ellis from Tampa, Fla.: "Your few lines found me back in bed, where I have been for several days. I seem to get along fine for a few days and then the old 'ticker' goes haywire and I lose all the strength I have gained. Have had to turn down the management of three fairs on account of health. When I am able to get back in action I'll probably have a hard time getting one spot let alone three."

HARRY OUNKEL'S many friends will be sorry to learn of his illness during the Williamson, N. C., engagement of the Cellin & Wilson Shows at the fair there. George Hirschberg is in the office and handles the news. "The Onion" thanks Hirschberg for his co-operation.

MRS. SPEEDY H. PALMER (Teddy Walters) letters from Hebron, Conn.: "Mr. and Mrs. Speedy H. Palmer, Motordrome riders, have been with the Art Lewis Shows for the past three years. I am known as Teddy Walters, a native of the Philippine Islands and possibly the only woman Motordrome rider in the world today from there. Have been in the U. S. A. since 1932 and I intend to go back to the Islands for a visit some time this winter."

MRS. WILL TRAVIS writes from Houston, Tex.: "I saw in front of the Happy Hour Girl Show a beautiful neon sign being Harry B. Travis, namesake of Harry B. Poole; also Kittle Mae Travis, namesake of Mrs. Poole. Harry B. Travis made his debut at this girl show at the age of six weeks in the Rose Number. These two children are among the five of Mr. and Mrs. Will Travis, formerly of the J. George Loos and C. R. Leggett Shows, who are now home here."

NO ONE CAN SAY NOT SO: "The Royal American Trio have advanced by reason of confidence in the carnival business, vision as to its future development, judacity and still more judacity. By the desire to be modern in physical complement and exacting as to a high standard for its personnel" - "The Onion."

TO REMEMBER: Bennie Beckwith, Clarence Barthel, Oscar C. Buck, J. J. Carr, Charles E. Jamison, Maude Jamison, William Dauphin, Curtis Velaire, Walter Devoyne, Elmer Velaire, Frank B. Hubin, A. H. Perham, Rube R. Nixon, Earl Strout, Alice Melville, Andrew Taylor, Lee Daw, Barney Lamb, Courtney Ryley Cooper, Edward Arlington, Joe Scholbo, A. H. Barkley, Oscar V. Babcock, J. H. Fitzpatrick, Thomas P. Littlejohn, Joe Cramor, Roy Jones, Harry Bentum, Jack Valley and Charles A. Bell.

GOOD NEWS from Chicago: Charles C. Blue underwent a successful operation at the American Theatrical Hospital in Chicago the early part of last week. His condition was found to be not so serious as first reported. Saturday of last week he returned to his home in Ludlow, Ky., and was met by Mrs. Blue with a bundle of good-wishing mail from their many friends in show business.

HARRY CALVERT-Coming back in the game next season as producer of an independent carnival show? Yes? What is the title of it? How about bringing

out something new, any for instance an all white talent Minstrel, with band and orchestra, big daily street parade, slide trombone and all that? Tie the band up with the carnival and put it on the "nut" for part of the salaries. Great idea. Minstrels will come back via the carnival. Someone is going to do it. John R. Van Arnam, note.

ROY E. LUDINGTON writes from Pomona, Calif.: "Plain Dave Morris is coming along fine and was back of Bob Olsen's ham wheel during the Los Angeles County Fair. Another of the well known seen at the fair and a guest of mine was J. B. Simpson, of the old Rice & Dore Water Carnival. He is a former concessioner and now owner of Simpson's chain of Coast fur stores and also general manager and part owner of one of Los Angeles largest breweries. Simpson still gets a kick out of the early carnival days tales of 'thinking fast.'"

GENE TISDALE letters from Lumberton, N. C.: "The first time I opened my eyes in this world I saw many tents and my ears caught the strains of a Merry-Go-Round organ. So I was born a carnivalite and I guess I will die one. My father is Herbert Tisdale, who at this writing is with Morris Miller. He has been with Bruce Gruber, Glick and many others. There is romance brewing on the Marks Shows. The shows went to Rock Hill, S. C., but I had to stay here and have an operation for mastoids. Am recovering rapidly, thanks to the real trouper on the shows."

F. M. BEE sends a clipping from the local newspaper from Marks, Miss.: "F. M. Bee keeps in his bachelor quarters at the Bickson County Fair a gray squirrel which has been his constant companion for five years. Owing to the squirrel's many accomplishments and companionship, Bee says he would not sell him for \$1,000. That makes the squirrel worth \$1,000."

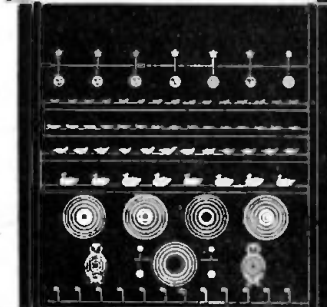
ELLIOTT ESTES, secretary Central Labor Union, letters from Tuscaloosa, Ala.: "We sponsored a carnival here recently that had clean shows, were fair and sincere in their business dealings and so good was the conduct of the organization in general that we kept it over for a second week. There were 8 rides, 7 shows and 30 concessions. Captain Jack Perry's high dive in flames and fireworks were given nightly, altho not called for in our contract with the carnival. For the first week the Labor Union made \$700. We will not book independent shows for our event as long as good organized carnivals are available."

BECKMANN & CERETY SHOWS rated a full page in color in the September edition of Signs of the Times, a national medium published in Cincinnati. This honor was conferred on the shows by the Charles O. Bieteu Company and the Organ Electric Manufacturing Company. Full neon illumination of the Ride-o, Merry-Go-Round, Heyday, Lindy Loop and Caterpillar rides are prominently illustrated.

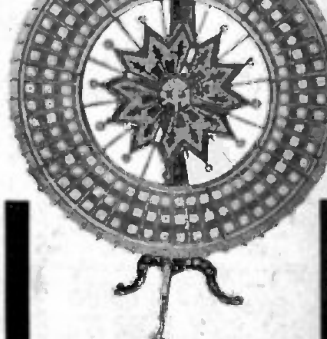
GEORGE GORDON JOHNSON flashes from the Great Lakes Exposition, Cleveland: "Spider Johnson is still the three-bottle boy. Where he will winter he refused to state.—John (What Are You Waiting For) Gallagher left for Philadelphia to play food shows.—George Dickerson, the exposition talker, is taking into the Ameerita Show to play fairs.—I. B. McCoy is bound for the Pacific Coast.—Al Hall left to join the French Casino road show which opens in Mansfield, O.—Jack Milton and George Johnson are Dallas bound.—Harry Lee (Rabbit) Johnson will go out with trick pens.—Woody Leithold has gone to Canton, O., where he has a candy privilege at the Grand Opera House.—Al Humkie is buying a new car and will stop off at Dallas to visit his fighting partner, J. Eddie Brown, en route to the West Coast."

Dee Lang Shows
Trenton, Tenn. Week ended October 3. Location, fairgrounds. Weather, good. Business, satisfactory.
With the committee's able assistance the show opened the 81st annual Gibson County Fair for the third consecutive year. Attendance started slowly Monday, the opening day increasing daily with a good attendance Friday, Children's Day, and an extra large crowd on the closing day, Saturday, and at night. The show has many new features added and presenting musical shows. Many side-show novelties, including Minnie Miller, only woman who pulls an auto

EVANS
MONEY MAKERS
Rely on Evans 44 years' experience to give you the best in Amusement Equipment.



SHOOTING GALLERIES
Complete line of Shooting Galleries. Supplies for all makes. Immediate delivery.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. A real winner. Write for price.

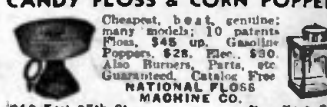
PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG
Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Greasers, Grind Stones, P. O.s and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.



H. C. EVANS & CO.
1522-28 W. Adams St. Chicago, Ill.

CANDY FLOSS & CORN POPPERS
Cheapest, best genuine; many models; 10 patents. Floss, \$48 up. Gasoline Poppers, \$28. Etc. \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free. NATIONAL FLOSS MACHINE CO. 310 East 35th St. New York City



with her eyelids. The riding devices appealed to the older folks as well as children. Among the many games John Sweeney's bingo is at the head of the list. This is the 12th fair for the show this season. Midway receipts and attendance for the season so far is largely over that of 1935. This is the fifth State the show played in this season, with over 5,000 miles recorded on arrival here. Skippy's frozen custard with Wray's pop corn have record showings to date. Lew Finch's lead gallery doing well, as is Hottel's rat game. Todd's various games going good. Ferrell's penny pitch made a record. The restaurant, under the management of Mr. and Mrs. Forster, is doing nicely. All shows had satisfying results. **DAD HAHN.**

Western States Shows

Childress, Tex. Week ended October 3. Auspices, fair association. Location, fairgrounds. Weather, rainy and cold first half of week. Business, fair.

The local newspaper and fair association co-operated in every way to make the engagement a success. All shows and rides did a nice week's business. The cellophane public wedding drew the largest single night's attendance. Children's matinee, Saturday, had a large attendance. All rides and shows were operated at 5 cents. Manager Jack Ruback spent several days in Dallas and Fort Worth, Tex., where he has interests. Mr. and Mrs. Bill Bass spent the week-end in Lubbock visiting relatives. The show was host to the local newboys Tuesday night. The roster: Manager, Jack Ruback; assistant manager and legal adjuster, A. R. Wright; secretary, Mrs. Jack Ruback; lot superintendent, Ben Hyman; electrician, Johnny Hollers; mechanic, Whitely Reid; sound system, Tony Pellegrini. Shows: Rodeo, Bill Carr; Hawaiian Show, Clyde Davis; Nights in Paris, Joe Murphy; Nalda, Roy McCurdy; Snake Show, Scotty Norton; Monkey Speedway, Mrs. Billy Williams; Circus Side Show, Nick Delo; Minstrel Show, Billy Williams; Motordrome, George Puryer. Rides and operators: Merry-Go-Round, Red Hughes; Ferris Wheel, Wilson Dugan; Loop-o-Planes, Sam Corsey; Tilt-a-Whirl, Norvale Miller; kiddie rides, Les Paproski; Mixup, Jack Oliver. Concessions: Corn game, Ben Hyman; photo gallery, Mike Davis; cookhouse, grab joint, Snippy Kolb; Eddie Spring, one; Bobby Hyman, one; Lorene Bass, one; Larry Wood, one; Larry Mullins, one; Red Walsh, one; Leslie Schottlin, one; Tony Kitterman, one; Hypo Denke, one; Johnny Graves, one; Bernice Kitterman, one; Cleo Graves, one; Paul Klotz, three; Thomas Davis, two; Browny Bishop, one; Chester Arthur, one; Slim Anderson, one; Bill Gordon, one; Margarette Hollers, one; Mary Stanley, one; George Stanley, one; Sam Show Arens, one; Fletcher Tetts, one. Ticket sellers: Bill Tank, Alice Norton, Emma Carr, Francis McCurdy, Thelma Miller, Irene Oliver, Edith Reid, Snow Denke, Louise McLangley, Willie Best, Willford Oliver and the writer. SOPHIE MULLINS.

Big State Shows

Conroe, Tex. Week ended October 3. Auspices, Montgomery County Fair Association. Location, fairgrounds. Admission to fair proper 15 cents. Pay gate to midway. Weather, cool. Business, very good.

Trucks, house-living cars and show-folks' autos had to detour on arrival here. All streets in business section upheaved, making ready to pave. Only three trucks showed trouble on move. Lee Pine is now chief mechanic. Director General Roy Gray on account new tent theaters and concessions joining bought new large Chevrolet truck, totaling 36 in the truck fleet. Harold Kind-schi and Buster Brandner, after two years' absence, now back with double Loop-o-Plane. Mrs. Virgil Turner is ticket seller. Thorpe Brothers, Jack and Floyd, joined with line of concessions. A. H. McClannahan and wife, Jody, given party Saturday night after midnight on their departure for Ralph Miller's Shows, Little Edna, midget, scoring with the musical revue. Captain Hugo proving box-office magnet. Flying Valentines have added two lady fliers to act. Coogler & Booth's Jungland closed. Took to the road presenting an independent circus. Alva Evans, midget, left Harry Dale's odditorium to clown for them. Memorial service for Mrs. Cassie Finnell and mother, Clinton Booth. Mrs. William Dearmin (Madame Odus) was surprised on her 44th birthday. Show women gave her costly radio, latest model. The writer's gift was an "acrostic of love." Gifts and congratulatory telegrams came from as far as Hawaiian Islands.

Mrs. Effie Lee Webb was called to Henderson, Tex., account illness father, W. O. Stokes. Virgil Turner and Louise Schroeder fooled everybody and got married. Parson Waddell (Young Doc) and wife, Ella, visited writer. Given twilight dinner and chaperoned by Director Gray on trip to Galveston, Houston, San Antonio, Dallas Centennial Exposition and Fort Worth Frontier Celebration. Show-folk honored with banquet Lyle Richmond (once had Big State Shows' band—now operating movie theaters at Kennett, Mo.) and family; Dave Turner, wife and son, of Houston. Madge and Billie Ayres, Federal Theater actresses, visiting Bronson McDonald, our front-door man, and Capt. M. P. (Dad) Elder,

78, of Mt. Pleasant, Tex., who in days gone had Texas Minstrels on tour. Writer honored guest at country home of Richard Hicks, Conroe newspaper man. Conroe News and Conroe Courier delivered space to top limit. Writer contacted all churches, schools, Rotary Club and Eastern Stars. Al Koch and Joe Smith, former electricians on Big State Shows, with wives visited Saturday night from Houston. Friday was the big day. Compared to other big days it was very light. Ray Brewer, operating rides and concessions on Houston lots, and wife midway guests. Robert Young, chief electrician, fooling all comers. He has a new buckskin coat, a gift from Chief Lone Crow. DOC WADDELL.

West Bros.' Amusement Co.

Coffeyville, Kan. Week ended October 2. Montgomery County Fair. Weather, good. Business, worst this season.

Kids' Day, Friday, showed the largest gross of the engagement, with less than \$200 from eight rides and ten shows.

The boys and girls of the show took the lack of business in good spirits, caught up on their jackpots and rested up for other fairs. The jackpot medal for the week went to Slim Cunningham, with "Arkansas" Ted England running a close second.

Ellis White left with his cookhouse to make his annual stand at the stock show in Kansas City. George Childs joined with a cookhouse to replace him.

Harry Altschuler and G. O. McGinnis, officials of the Heart of America Showman's Club, visited the show at Butler, Mo., meeting new members of the organization. Harry also signed up several more, doing especially good work among the Ladies' Auxiliary.

The entire show joined with Mr. and Mrs. W. J. Moore in their grief over the loss of their dog, Peggy, which they had raised from puppyhood.

BRUCE BARHAM.

Marks Shows

Lumberton, N. C. Week ended September 26. Robeson County Fair. Weather, one day rain. Business, fair.

The Marks Shows, under the direction of John H. Marks, has progressed. Praise from press, public and fair officials marked the week for the organization.

Shows did well under the competition that was led by that master talker, Sam Solomon, who orates on the front of George Rody's Hawaii. Newton Kelly's Oddities triumphed again.

The fair was made enjoyable by the co-operation of W. O. Thompson, secretary, and his assistants.

The veteran Hort Campbell received a real welcome when he visited. Reported business good and he looked it fiscally and physically.

Fayetteville, N. C. Week ended October 3. Cumberland County Fair. Weather, rain four days. Business, bad.

Rain spoiled what might have been the best fair since the days of the late Cape Fear Fair, which was so ably managed by R. M. Jackson.

The Marks Shows arrived on a beautiful Sunday, with every show and ride created in time for an opening at dawn Monday, but just a few minutes before the annual fair parade reached the fairgrounds the sun hid away and by the time schools had released the hundreds of children who poured into the grounds it started raining. In an hour a regular storm was raging. There was no damage to canvas or equipment, as trained crews at the first sign of trouble are on the job ready for emergencies.

However, the rain continued and for three days the fair was a blank because of the rain and mud. The first break came Friday when the fair association arranged for colored children to visit free and the day was called "Colored Folks' Day." They came out in great numbers.

During the hardest rains those on the fairgrounds crowded the riding devices. It was an unusual sight to see people riding three Ferris Wheels, all of them crowded, and it raining cats and dogs. But concessions and shows could not interest those who remained in the rain. Co-operation was had from the fair committee headed by Glenn Cobb, and they did all they could to help matters. They were R. W. Harrison, president of the Junior Chamber of Commerce, under whose auspices the fair is held; W. Lawrence Hedgepeth and Galtzer Scott.

There were many new concessions on the Pleasure Trail, including such old-timers as Frank Starr, Max Taubre, Fred Schille, and among the agents that came with them was none other than Jose-

phine Lamb, whose ball game was among the top money concessions.

Rides had a good week considering weather. Slim Carver led with the Caterpillar, while Tex Leatherman was not far behind with the Ride-O. The Lindy Loop, in a bad location, was not so far behind. Jimmy Zebrieski recently took charge of the ride as foreman.

Harry Heller, show owner, came with his Ferris Wheel for a week and was welcomed by old friends. Then came Bryan and Billie Woods with a pony ride, a trailer full of personality and a truck load of monkeys and dogs.

The show missed little Jean Tisdale, who was left in Dr. Baker's Sanitarium in Lumberton for an operation.

It is the fourth regularly organized fair of the season and the fourth time that Marks has been tendered congratulations. Two new trailers were added this week, with bodies being built under supervision of Lanham, carpenter, and our own Percy Johnson.

The real marvel was the manner in which Jimmy Rafferty placed the show with all the visiting concessions on a lot about normal for the regular organization. Everything was located. It was another example of Raffertyism, which is getting to be a legend around Marks Shows. GARLETON COLLINS.

Crystal Exposition Shows

Woodruff, S. C. Week ended October 3. American Legion Fair. Weather, unsettled. Business, good.

On account of the long jump from Sevierville, Tenn., it was impossible to have the show in its entirety ready for Monday night. This is the first Monday night missed this season. Tuesday there was a drizzling rain and chilly and very few attended. But from Wednesday night on the attendance was good and everyone including Manager Bunts was well satisfied. Mr. and Mrs. Eddie Mack's boy, Howard Allen Mack, 9 months old, passed away at a Knoxville hospital Monday of this week. Eddie has the Ten-in-One. Dolly Dimples, fat girl, with husband, Frank Geyer, and Buddy Rush, iron-jaw act, joined.

They had been with the Austin & Kuntz attractions. Roberts Brothers, of candy floss note, visited while passing thru to the Banty Shows. Charlie Craig, who is promoting the doings for the shows at Pageland, S. C., jumped back for a couple hours' visit Saturday. J. W. Blanton joined with two concessions, novelties and penny pitch; also Roy Barnes with shooting gallery. Roy has a new truck and housecar trailer. Another free act joined here, the Delzaros, traps, rings and cloud swing. Last week Harold Arries, the swaying act, joined the show's group of free acts, with Art Carver clowning on the trampoline and featuring Freckles, the chimpanzee. This is our eighth week of fairs with more to go. Boss Bunts says he is anxious to get down to Crystal River. Bunts and family have been putting in the winter in Florida for the past five years. PUNCH ALLEN.

Miller Bros.' Shows

Conway, S. C. Week ended October 3. Horry County Fair. Weather, rain four days. Business, satisfactory.

Horry County Fair was heavily advertised, show had excellent co-operation of fair officials, local police and the mayor.

Altho rain first days, business proved satisfactory. Wednesday, Governor's Day, thousands of people came to the grounds despite showers. Olin D. Johnson, governor of South Carolina, arrived with his military staff, made a speech in front of the grand stand and visited a number of shows and rides. He appeared especially interested in Frank Russell's performance with his various acts of strength in George Bartow's Congress of Wonders.

The governor congratulated Morris Miller and Johnny Tinsley on the appearance of their portable "amusement park."

Friday and Saturday were the big days. Shows, rides and concessions getting nice business. Gates open at 9 a.m., closing at midnight. The biggest days the shows have gotten since the opening of the fair season.

Penny pitches and palmistries have sprung up like mushrooms in this section.

Chinese Dragons Show arrived and is the talk of the midway with its modernistic front, painted and managed by Tony Martin.

Athletic Arena now managed by Eddie Shaboo, wrestler, with Richard Pate, combination wrestler and boxer.

BOBBY KORK.

Beckmann & Gerety Shows

Oklahoma City, Okla. Week ended October 3. Oklahoma State Fair. Weather, fore part week, rain and cold; last three days warm with cool nights. Business, fair.

Last wagon reached the lot at 8 o'clock Sunday morning. It was still raining and it continued to rain all day, wagons mired in the mud, men tired, wet and dirty. Tractors and horses nearly pulling out their insides in an endeavor to spot wagons in proper places. The deluge lasted all day and part of Sunday night. Monday, Children's Day, cloudy and cool in the morning, but a large crowd of children appeared early on the midway, wading thru mud and water, looking for a place to spend their nickels and dimes. By a supreme effort the midway by noon had assumed a passable appearance and as the shows and rides gradually opened for business they were well patronized by the children. The fair officials were of the opinion that the midway gross would have exceeded previous years if the weather had been more favorable.

Roy Stewart, publicity director of the fair, handled his job in a masterful way and fully co-operated with the show press agent in seeing that the midway was given a good showing in the three Oklahoma City dailies.

Earl Ware, ride helper, who was left in a hospital at Lincoln, Neb., with a severe attack of the flu, and Jack Dockery, assistant foreman of the Caterpillar ride, who was left behind in a hospital at Topeka, Kan., suffering from throat and lung trouble, are both getting along in fair shape. But they will hardly be able to resume their work on the show this season.

The September edition of *Signs of the Times*, published in Cincinnati, carries a full page in colors, showing the several rides of the Beckmann & Gerety Shows equipped with neon lighting. Thru the courtesy of the Dongan Electric Company, of Detroit, and Charles O. Bietou Company, of Rockford, Ill.

The show's special agent, Macon E. Willis, is now driving a new sound truck which he calls the Golden Zephyr. It is equipped with all the latest sound devices. During the fore part of the Oklahoma City engagement Willis was host to his mother, Mrs. W. R. Willis, of Van Buren, Ark., who spent several days visiting her son and enjoying the sights of the fair. Fred (Mississippi) Baker and Bill Harvey, ride foremen and old-timers in the carnival business, will usually be found together during off hours cutting it up and concocting jokes on someone. They get a lot of fun out of living, work and play hard and liked by all they contact. KENT HOSMER.

Zimday's Greater Shows

Piggott, Ark. Week ended October 3. Auspices, Clay County Fair Association. Weather, cold. Attendance, poor. Business, fair.

The show was just a little too big for the spot, but everything came out okeh. Quite a few visitors from near-by shows. Scils-Sterling Circus played Dexter Sunday. Quite a few Zimday folk attended the performances. Off to Mississippi after this week. Saturday night business was a life-saver for all on the show, the weather being ideal for that day. CHARLES SEIP.

Blue Ribbon Shows

Lawrenceburg, Tenn. Week ended October 5. Lawrence County Fair. Weather, rain Tuesday. Business, good last two days.

Monday, Tuesday and Wednesday business was bad. Thursday business picked up. Friday, Children's Day, gave the show a nice gross. The fact that the children were charged 25 cents at the main gate probably kept many away, also cut down on the midway spending. Saturday was very good but practically a night play. Arthur Ernest's *Follies of 1936* scored heavy here. The show is presented for ladies and children. Tommy Davenport's Athletic Arena another top money attraction. Altho out of real athletic show territory, Tom registered a nice gross. Doc Stanton, Minstrel Show orator, is burning the midnight gas getting talent to enlarge the show. Baby Rose, the fat girl, was also on the midway. Visitors during the week: Rob Roy, secretary DeKalb County Fair, Alexander, Tenn.; Judge Ed Walker, Lebanon, Tenn.; A. W. McCartney, secretary Wilson County Fair, Lebanon, Tenn. Manager Roth back from a business trip. STARR DEBELLE.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

The Meeting

CHICAGO, Oct. 10.—At the regular meeting of the Showmen's League of America, held in the clubrooms at Chicago Thursday evening, October 8, the reports of the many committees showed the organization going places and under full steam.

In the absence of President J. W. (Patty) Conklin First Vice-President Jack Nelson presided. At the speakers' table with him were Second Vice-President J. C. McCaffery and former President Sam J. Levy.

Chaplain Scott not being present, Vice-President Nelson called on Brother Charles G. Driver to ask the Divine Blessing. Then the committees made some worthy history. Brother Herbert Lehrter, reporting for the membership committee, stated that already 221 new members have been brought in this year, several applications were on file for final action by the board of governors and seven new applications would be presented in the course of the meeting.

Brother Frank Duffield, of the finance committee, reported his department in fine shape and stated he would like to be heard under the good of the order on matters quite timely now.

The inimitable Harry Coddington, chairman of the sick and relief committee, was glad to state none in the hospital. Brother Michael Doolan, of the ways and means committee, said everything was o.k., the committee functioning 100 per cent, with promise of excellent results. Brother Charles G. Driver was glad the funeral committee had not been called on to act.

Brother Sam J. Levy said he would speak under the good of the order concerning the entertainment committee.

Brother James Morrissy reported the house in order and that his committee would serve the first lunch of the season at the close of the meeting. Brother Harry Coddington, reporting for the cemetery committee, said its affairs are in good shape and he has had no occasion to call on the services of his committee for some time.

Nat Green, chairman of the press committee, declared he was well satisfied with the results of his committee's work and that the members usually anticipated the needs of their services before they were called on.

The secretary's report was read, accepted and referred to the board of governors, as also was the report of the treasurer. The chair ordered a recess for the penny parade, Brother Sam J. Levy later reporting the collection as \$5.71.

On resumption of the meeting Brother Frank Duffield declared the prospects for the annual banquet and ball were especially bright. He announced the date as Wednesday, December 2. He stated the National Association of Amusement Parks, which meets at the same time as the International Association of Fairs and Expositions meets in Chicago, would hold no banquet this year. Duffield expected many members of the former association to take part in the banquet. In closing he said Brother Harry Coddington had opened

the game by buying his usual \$100 worth of tickets.

On motion of Colonel Fred J. Owens the chair ordered a rising vote of thanks to Brother Coddington for his persistent and never-failing interest in the Showmen's League affairs. A telegram from President Conklin was read. He regretted he could not be in attendance. However, the League expects Patty in for the next meeting.

A motion that met with unanimous adoption was that a telegram be sent to Brother Frank Shean, a stellar constellation at the Great Lakes Exposition at Cleveland, thanking him and his ardent co-workers for the interest of the benefit being staged Thursday evening and wishing them every possible success. This is a benefit show put on Cleveland, the proceeds to go to the cemetery fund of the Showmen's League of America.

Acting President Nelson then announced a bequest of \$2,500 to the Showmen's League, made by the late lamented former Vice-President Fred L. Clarke, whose will recently was offered for probate in Chicago.

Brother Michael Doolan took the floor and spoke of the testimonial party to be tendered President Conklin later in the winter season. Doolan suggested the Sunday before the annual banquet and ball as an appropriate date. That is the tentative date, but it will not be definitely decided upon until next meeting; when President Conklin hopes to be present. Brother Doolan asked the chair to appoint a committee to help him in the work. Acting President Nelson passed the buck right back and Doolan named his own committee. This consists of Brothers Herbert Lehrter, Mor-

is consistent and persistent in sending in dues from brothers he meets.

Brother Charles C. Blue, of the editorial staff of *The Billboard*, returned to Cincinnati after the meeting Thursday night. He came here 10 days ago to consult Dr. Max Thorek. After three days in the hospital for observation and examination he was greatly cheered by Dr. Thorek's diagnosis. On the physician's advice Brother Blue returned home to consult specialists suggested by Dr. Thorek.

Subsequent to the regular meeting Thursday night the board of governors elected the following new members: George Delier, E. W. Waters, P. K. Hunt, Walter D. Nealand, Hugh Henderson, Joe Podolak, Charles F. Bates, Pete Kling, Leonard Lundquist, Cameron D. Murray, William D. Sullivan, F. Glen Buck; Simplecio and Luelo Godino, the Filipino Siamese twins; Glen J. Childers, Howard Belote, Gus Wodall, Robert F. Wicks, Alfred Ford, Dr. William B. Davis, Fred Lewis, Charles H. Shepherd, Samuel A. Gustitus, Nathan E. Speer, Harry Coffin, P. J. Lane, Francis J. Bilgh, Henry Peterson, Ralph Posner, James Mitchell, Alvin Fleck, Robert O. Edwards, Jack V. Lyles, Sol Unger and Arthur L. Cortney.

Some of the brothers who kicked in with the annual stipend are Herbert Lehrter, Billie J. Collins, Ben Beno, Dennis Curtis, Earl W. Kurtze, Larry O'Keefe, John McNiff, Claude Bloom.

Harry Ross is setting the pace in the race for new members this year. He leads with 75. Elmer Velare, Rubin Gruberg; Maxie Herman, Sol's Liberty Shows; Harry Hennies and Sam Feinberg are also in the running.

Among further donors in the Ceme-

Under the direction of this board this fair will in a short time be one of the feature fairs in Eastern New Mexico, is the opinion of this carnival management.

Mitch Freeman recently returned from West Texas after booking several towns to last until after November 11, securing some prospective celebrations that are on the list as very good spots. Nearing the close of the season, this show is very fortunate in securing these celebrations. However, the nights are cool and are not a temptation for the people to turn out. With apologies for not mentioning the fact about our beloved "Senator" leaving the show a short time back, we must with due respect, even tho he was just an electrician, he was always there with lights. He seemed to adore the bright lights of the midway; that's why it is a mystery why he left in the dark.

At this writing Paul Towe, owner and manager, is confined in his room with a very bad cold and symptoms of ptomaine poisoning. It is the sincere wish of the entire show he will be up and around in a very short time.

BOB MATHEWS.

Monte Young Shows

Salt Lake City, Utah. Week ended October 3. State fair. Weather, good. Business, very good.

This concludes the season for Nos. 1 and 2 units of this show. No. 3 will stay for five more county fairs. This spot lived up to everyone's expectation and was the banner week for some. The midway made a flash that has been unequaled here before, it was reported to the show management. All three units were set up, and the four-abreast Ferris wheels were given much comment by spectators and the newspapers. In all there were 19 major rides, 4 kiddie rides, 6 shows and 51 concessions, together with Otto, high diver, Stella's Circus Side Show, with 14 acts and 26 people, was packed from morning until midnight on the big days. Bessie Bessett, better known as Adam and Eve, had the banner week of her entire career, she reports. Carl Lindsey's Girl Revue is planning to play theaters and night clubs. Captain Bob Perry and his troupe of riders packed them in in the Wall of Death almost continuously. Concessions, as well as showmen, are wearing a big smile. The writer is leaving for the Northwest to continue plans on his own carnival to be launched in the spring. LAWRENCE LALONDE.

Dixie Exposition Shows

Decatur, Ala. Week ended October 3. Weather, good. Business, fair.

Decatur did not meet expectations altho show was located in the heart of the city. Several new concessions and attractions joined. Anna and Felix Scott left for their home in Kentucky. Louis Murphy is recovering from recent illness. Al Hansen and father and Walter Fox visited. Everyone fairly satisfied with business in Alabama. Al Murphy and Jack De Voe are busy arranging another fair in Alabama. Several ride helpers left, but were replaced. Mulligan, concessioner, of Detroit, joined with three concessions. Advance crew of Hag Circus visited. Geraldine Schad is the new mail and *Billboard* agent. Received sad news of death of Cecil Rice's father. RALPH H. BLISS.



A COZY COACH OWNED BY JACK KINGSLEY—This photo was taken on the Pine Tree State Shows down New England way recently. Kingsley is in high praise of this job. He reports that trailers are the thing for traveling showfolk who want their homes "at their elbows," right on the lot.

rie Brod, Harry Coddington and former President Ernie Young.

The proposed Halloween party was set over until next meeting.

Concerning further benefit performances, Brother Louis Leonard reported the Royal American Shows and the Lippe interests will stage such a show for the cemetery fund. The chair then called on Brothers Lorenzo, Hamilton, Gibbons, McNiff, Driver, Charles C. Blue and Levine for a short talk. Modesty ruled, however, and beyond expressing pleasure at being back at the League the brothers did not offer much oratory. The meeting then adjourned.

Word Snapshots

Mrs. Herbert A. Kline, widow of the veteran showman and pioneer in promoting fair midways for carnivals, was a caller during the week. Abe Gorman, thru with his season, is back with the boys. Jack Arenz advises that he has left the Research Hospital. Brother Billie Claire is out of the hospital after a long siege with an injury to his knee. Bob Leunis dropped in for a social call. M. W. Billingsley, of Arizona, is in Chicago and regular caller at the League rooms. Other regulars are Charles H. Hall, Julius Wagner, William Young, Jack Pritchard, Morrie Brod, Frank Ehlenz, Max Brantman, Leo Berrington, Rudolph Singer, Max Hirsch, Herbert Lehrter, Larry O'Keefe and Tex Sherman.

Brother Paul Lorenzo has finished his season and is back in Chicago for the winter. Neil Webb is doing very well as Canadian secretary for the League. Ho-

tery Fund Drive are Grover McCabe, Abe Gorman, George H. Lauerman, Jack W. Thompson, Robert Wood, Joe La Farn, Harry F. (Fitzle) Brown, Theo M. Toll, A. A. Craig, Arthur B. Palmer, W. L. Ross and Mrs. Sam B. Dill.

The executives of the Showmen's League who attended the benefit performance at Great Lakes Exposition are Treasurer Lew Kellar and Secretary Joseph L. Streibich.

Slayer of Carnival Man Given Life Term

GEORGETOWN, Ga., Oct. 10.—William Odum, one of three men indicted for the slaying of a carnival employee near here on November 1, 1935, was found guilty of murder with recommendation of mercy by the jury in Superior Court here last Thursday morning. Judge W. C. Worrell imposed a life sentence.

Silver State Shows

Portales, N. M. Week ended October 3. Three-day fair. Weather, very pleasant. Pay gate. Business, satisfactory.

After experiencing two weeks of very bad weather Portales came up as per expectations, all rides and shows doing a banner business, with the concessions doing very well. The midway was crowded the entire three days, the weather permitting them to stay late. Under the direction of the fair board the exhibits shown were the finest displayed of any fair this show has had the pleasure to witnessing this season.

TRAILER *BUILDERS *BUYERS *OWNERS

Send 25c Today for this big 60 Page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How To Build Tops, Beds, Cabinets, etc. All About Electric Light and Water Systems, Floor Plans, etc. Catalog of parts and equipment includes everything you want—Axles, Hitches, Pumps, Stoves, Lights, Windows, Sinks, Toilets, Mattresses—Over 200 items exclusively for building and equipping a Trailer. Rush 25c (today)—Satisfaction positively guaranteed. TRAILER SUPPLY CO., Box 438-N, Wausau, Wis.

Wanted

Half and Half, Fat Girl, Novelty Acts for our winter tour. Acts that wrote us, wire by Western Union or write again.

AUSTIN & KUNTZ, 215 Bleeker St., Utica, N. Y.

WANTED GIRL

For High Act, one experienced preferred. Wire or write, stating what routines you do and lowest salary for winter's work. Mile. Florence, 164 Liberty, wire. **ORVILLE LA ROSE, Krause Shows, Alexander City, Ala., this week.**

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America

165 W. Madison St., Chicago

Join the Showmen's League of America now—you may need it any day, and need it badly.

The Great Lakes Exposition Midway

CLEVELAND, Oct. 10.—A. C. Hartmann, outdoor editor of *The Billboard*, and Claude R. Ellis, associate editor in charge of fairs and expositions, were visitors this week at the Great Lakes Exposition. Accompanied by Mrs. Hartmann and Mrs. Ellis, they were entertained by Mr. and Mrs. Frank D. Shean, doing the grounds on Sunday and Monday. Both expressed approval of the manner in which the exposition had been conducted and at results attained. . . . John Hale, former Cleveland theater manager and now back with *Boy Meets Girl*, was the guest of Louis Rich, musical director of the *Parade of the Years*. Mrs. Hale accompanied him. . . . Mr. and Mrs. Robert Miller returned from a three months' trip to Europe on Wednesday, during which time Miller visited the representatives of the amusement area of the Paris Exposition. . . . He is partner with Larry Collister in the Loop-o-Plane concession.

With the extension of the exposition, many of the Old Globe Theater Players left to fill contracts. . . . In the ballyhoo Major Bob Simms and his Scotch Band, Jack Creehan, Norman Welsh, John Hunter and Tommy Kerr, and dancer Betty Barta returned to Chicago. . . . Mary Cheffey, the Queen Elizabeth, left for Pittsburgh. . . . Marquee Ball, Dorothy Crippen, Thaine Harper, Benny Young, Dorothy Wallinock, Ray Flagg and Don Stubblefield went to the Organic School in Fairhope, Ala. They were the Morris dancers. . . . Shorty Fuller, the Town Crier, is at Rawlins College, Winter Park, Fla., where he is a junior. . . . Joe Curtin is in New York for legitimate and radio work. . . . Hubbard Kirkpatrick back directing the Youngstown Little Theater. . . . Kenneth Bates and Wayne McMeeken joined the Tattermann Marionettes as manipulators and voices. . . . Kenneth Helmback is back teaching at the Goodman Theater in Chicago. . . . Harry Hutchinson is off to New York for stock work.

DROME RIDERS

With machines preferred. Join on wire. State lowest for all winter's work. Pay your wires, I pay mine.

CAPT. PERRY

Core Blue Ribbon Shows, Sandersville, Ga., this week.

POP CORN EXTRA QUALITY

Centrally located bag lot specialists catering to machine operators everywhere. Growers of best varieties—complete line of supplies. Quick track and railroad service.

INDIANA POP CORN CO., Muncie, Ind.

and Marge Ferris was called to Chicago for special show appearances.

Lincoln G. Dickey, director of the exposition, is receiving congratulations as a grandfather, a daughter having been born to Dr. and Mrs. Lincoln C. Dickey Jr. at St. Luke's Hospital. . . . Bill Schmidt, manager of the Ohio Building and secretary of the Grotto, is signing acts for the 1937 Grotto Circus. . . . Charlie Stoffel, emcee of the accent and genial personality at the Alpine Village, will visit his parents in the East before assuming his role in the new Euclid avenue rathskeller of Herman Pirschner. . . . One of the best ballies for the Showmen's League benefit was staged Wednesday afternoon on the midway, with the Midget Band, the John Robinson elephants, Johnny Gower and his nine-piece band and Jack Gordon megaphoning, parading the length of the midway to the International Circle on Streets of the World, where the Belgian Wooden Shoe dancers pitched tickets for the affair.

Almon R. Shaffer, associate director of the exposition, was presented with an expensive shark-skin black brief case by his associates in the Administration Building on Wednesday. . . . Frank D. Shean, Norman Kestner, Murry Zaidens, Charles Oswald, Mrs. Helen Blanton, Gertrude Rose, Florence Horrigan, Ruth Duell and Ralph Hubbard were the donors.

William Collins, managing director of the Stanley Graham Midget Circus, came on from Dallas on Wednesday and started to arrange for the transfer of the troupe to that exposition next week. . . . Among those definitely decided upon are Buddie Thompson, Prince Ludwig, Caroline Granger, Walter Miller, performers; Jean Palfi, Victor Bump, Crawford Price, Midge Potter, Idaho Lewis, Nick Page, Freddie Duccini and Joe Herbst, the band. . . . and ballyhoo John Meyers and Mrs. Meyers.

Al Hempke, of the *Flaming Youth* attraction, will visit friends in Anderson, Ind., his old home town. . . . Kurt McClelland, Punch ballyhoo for the Old Globe, has left for Detroit with Mrs. McClelland.

Plenty of honors this week along the midway and Streets of the World. . . . Forty-five boys and girls, swimmers of the Marine Theater, were dined at the Admiralty Club by Mr. Dickey. Have played to more than 800,000 people to date. . . . Belgian Wooden Shoe Dancers honored Wednesday on the occasion of their 500th performance with special entertainment about International Circle.

West Showfolk Arc Initiated in the Elks

CONCORD, N. C., Oct. 10.—Fifteen members of the Frank West World Wonder Shows were initiated in the B. P. O. E. Concord Lodge, No. 1593, last Thursday night.

The new members, according to Frank LaBarr, were Eimer O'Rear, Vido Cerrone, Jasper Hargis, Thomas Neylan, Arthur Converse, Morris Friedenhelm, Neil Berk, Eugene O'Donnell, Thomas Harrison, Joe Corey, Jacob H. Reinol, James Thomas Owen, Arthur Paugh, Hugo Haack and Linwood Crowe.

The West Shows played here this week under Elk auspices and are reported to have had satisfactory business.

Cetlin & Wilson Shows

Williamston, N. C. Week ended October 3. Williamston Fair. Weather, rain. Business, poor.

This fair week was spoiled by rain, which started on Kiddies' Day, Tuesday, and continued until Friday, when the sun again showed itself and a nice day's gross was chalked up. Everything that was possible to be done to put this fair over was done by everyone concerned, but the weather held the controlling hand. Norman Y. Chambliss and Harvey Walker were in full co-operation with the show management and everything went along fine even if there was no business. Quite a number of North Carolina fairs had representatives on the midway during the week. Harry Dunkel was taken sick on Tuesday and at this writing is still in Williamston under the care of a doctor and has a nurse in constant watch over him, though he was quite improved when the show left town. Duke Jeannette also under the weather during the week, but is again up and doing. Mrs. Norman Y. Chambliss and party from Rocky Mount were guests of the show at a midway party. Norman Y. Jr. and Joe Chambliss were also guests. The lineup of concessions at this date were two Bingo stands, two ball games, one shooting gallery and one balloon stand.

GEORGE HIRSHBERG.

TWO SHOWS

(Continued from page 47)

Exposition, handled one of the concessions and Lieut. Snyder, of the Cleveland police department, supervised the management of the big crowd.

Al Rossman, in charge of tickets, did a wonderful job in disposing of the ducats. Louis Mamolen, cigar concessioner on Streets of the World, sold 1,001 tickets alone. Harry Calvert, of the Nudist Colony, was a hard worker. Johnny Gower and his band furnished music as only Gower and band can. The Jug Band from Mammy's Cabin was another big hit.

And as a result six new members were enlisted in the organization.

The stage was in charge of Harlowe R. Hoyt, local representative of *The Billboard*; Jack Gordon, of the Administration Building, and Gus Chan, of the Oriental Village.

Allan La Porte, of the Slovak Village, furnished the refreshment bar, which netted a pretty sum.

Further details will follow in next issue, as the committee is still in session garnering in the sheaves.

CARNIVAL STANDS

(Continued from page 47)

as this has always been the manner of operation.

It is, however, pleasing to report that those now "south" report, under favorable weather conditions, that all records for previous gross business have been broken. This condition is due in a great measure to the public interest which has been created in carnival amusements by the advent of a better and more abundant variety of attractions and by the elimination of some former objectionable features previously thrust upon this section of the country.

In recent years it has become the policy of carnival owners and managers to stand in the middle of one season and look into the next with plans well in hand for winter-quarter activities. Some have even gone so far as to build as they traveled the routes, each week trying to add to the general makeup in number of attractions and to enhance to the amusement values of their tented attractions. With this general, latter half season activities, many of the carnivals will make the home runs in a better physical condition than when the season for 1936 opened. Still with all this it is not the finish of the car-

nival organizations' activities as far as winter-quarter work is concerned.

There are several carnivals reported in the making from the ground up, some going from motorized to rail equipment, others from box cars to motorization, and so on. The general trend toward the 1937 season is onward, ever onward, building, repairing and replacing, adding to and taking from until the owner's conception of what his organization should be is completed. With a good season behind them or approaching the end successfully this viewpoint is not without accredited foundation.

Nearly all of the big railroad organizations, with the exception of those to be built north this winter, will winter in the land of the "sunshine." The States of Florida and Texas now appear to be the favorite winter locations for the big ones. Virginia, Illinois, Arkansas and many other States have and will have carnivals organizing, wintering, building and getting ready for the road tour of 1937.

The carnival business has become a fully recognized and accredited amusement industry within the last two-score years, due to the audacity of the representative interests that have consistently striven to make the carnival a popular form of outdoor entertainment for "His Majesty the Great American Public."

WORLD OF MIRTH

(Continued from page 47)

just \$70 short of the 1935 figures, Max Linderman, general manager of the show, reported. This minor fluctuation under last season's record, he said, is more than offset by the important increases already registered at Ottawa, Ont.; Rutland, Vt.; Brockton, Mass., and Allentown Pa.

Linderman and his associates credit the greater success of the show this year to a general upswing in fair attendance and interest, to uniformly better economic conditions and to a large degree the increased earning capacity of their shows.

"Weather conditions have been less favorable than a year ago, but business has been far better," said Linderman. "More people are going to the fairs and they're spending more money after they get there. Our own receipts to date are running nearly 20 per cent ahead of last year, probably mostly because we are carrying five carloads more of shows and rides than in 1935."

The Virginia State Fair was away to a flying start Monday, with gates thrown open to youngsters for the annual Children's Day festivities, but gloom fell over the proceedings early Tuesday when rain began to fall. After the downpour continued thru Wednesday prospects appeared dismal for the remainder of the week, with the weather experts forecasting further rains, but Thursday broke a beautiful day. Immediately the fair was back in stride again and continued so thru the Saturday night finale.

BALLYHOO

(Continued from page 47)

was. Their guess was as good as any. The office forgot to order paper. This just a small oversight. But our special agent painted the sidewalks "Fall Frolic at Birkshires Pasture. All next week. Bingo and other big prizes."

Monday night found only one patron on the lot. When he was informed that the free act wasn't ready to work he went home. Tuesday the bosses decided to send out a parade. Ten of our box wagons were pulled down the main thoroughfare by local "For Hire Trucks." Our band rode the top of one, the revue girls atop of another, our monkeys adorned the third, the six-legged cow rode a flat wagon and winding up with all our ride help out sight-seeing. Then the flagpole and drums. The parade aroused quite a bit of interest and applause. The natives thought the show was pulling out of town.

Tuesday we day and dated a one-nighter that rented the back end of the pasture. The management of the two shows came to a gentlemen's agreement. We to send our people over and fill their top so they could give a show and they to send theirs over to our midway so we would have a tip. No money to be involved.

The weather was with the show for the last three days. A steady rain and cloudburst between. The show saved half the light bill and only had to pay half salaries. Should the show return next season we hope by then to be big enough to carry our own audience.

MAJOR PRIVILEGE

★ DeLUXE SHOWS of AMERICA ★

Can Place for Balance of Season—All Fair Dates—First-class Ten-in-One or any other String Show. Want Minstrel Show; have swell outfit with panel front for same. Can place legitimate Concessions of all kinds. Want good Hawaiian Show; will furnish outfit. Address SAM PRELL, Gen. Mgr., this week, Monroe, N. C., Fair; next week, Lancaster, S. C., Fair.

GRUBERG'S WORLD'S EXPOSITION SHOWS

CAN PLACE for balance of our Fair Season of eight weeks, MONKEY CIRCUS, Congress of Fat People and any other Grind Shows.

CONCESSIONS all open, including Grab Joint. Write or wire MAX GRUBERG, Cheraw, S. C., Fair, this week; Bennettsville, S. C., Fair, next week.

WANT — KAUS UNITED SHOWS, Inc. — WANT

LEGITIMATE CONCESSIONS OF ALL KINDS, NOVELTIES, EATING AND DRINKING STANDS. NO EXCLUSIVES EXCEPT BINGO

All address KAUS UNITED SHOWS, INC., this week, Chase City, Va. (Fair); next week, Littleton, N. C. (Fair); Greenville, N. C. (Fair), to follow.

Wichita May Draw 200,000

Kansas Diamond Jubilee is seller of \$20,000 worth of space—acts, rides booked

WICHITA, Kan., Oct. 10.—State exposition history was written here this week with opening of Kansas Diamond Jubilee in the city's Forum and Exposition Building, commemorating 75th year of Statehood. For the 10-day celebration to end on October 17 more than \$20,000 worth of space has been sold for exhibits and demonstrators in exposition halls. Jubilee was six months in preparation and 8,000 are employed. Shows and exhibits built around a pioneer theme are expected to draw 200,000.

Jubilee management entertained State newsmen and their wives at special preview Wednesday afternoon, followed by a buffet supper in El Rancho Grande, replica of a pioneer Kansas saloon and dance hall. Preliminary to the opening parade was a broadcast from TWA airliner flying over the city, retransmitted to State via KFH.

Big Entertainment Bill

Featured attractions include in El Rancho Grande: Lole Bridges and Harry (Pappy) Cheshire, emcees; music by Ozark Mountaineers; Wills Play Boys and Nydeger-Lowe orks, bridges and floor show; Four Hollywood Dancers, Barry and De Alba, adagio act, and Gale Sophisticates with Nydeger-Lowe, on first four days; Play Boys on Monday, while Cheshire and band with Frankie and Skeets and Malinson Sisters finished the week. *Jayhawker Jubilee*, revue in the Forum; *Disappearing Water Ballet*, Grauman's Stair-o-Tone Girls, Allenoff Dancers, Four Nighthawks, Nordic Nightingales, McGinty Brothers and West; Ross, Pierre and Shuster; Charles Ahern Troupe, Barnes-Carruthers production of seven tableaux and Cervona's Concert Band.

Roster of Officials

Four Centuries Marching, \$10,000 historical pageant, three days in Lawrence Stadium, is under direction of Howard Southgate; Star-Jupiter, educated horse, and Cromwell and Brown in Coronado Hall; Wendell McMahon television, *Miracle of Tomorrow*, in Hall of State.

Outdoor attractions are Costica Florescu, high pole, and Anderson-Strader rides. Other features include Frontier Museum and Indian Village, Hall of Fame and air events at municipal airport.

Jubilee officials are A. E. Watkins, Wichita, president; Roberts Everett Associates, Inc., managers; Walter Innes, Oscar Harrison, entertainment; Howard Lauder milk, Bill Isely, publicity; Robert B. Campbell, building and grounds; Robert B. Campbell, commemorative events; Lem C. Swinney, special events; J. E. Shafer, special events, and Charles H. Armstrong, exhibits.

Vaudeville Acts Featured At Moline, Ill., Free Picnic

MOLINE, Ill., Oct. 10.—Two vaudeville shows, featuring Lloyd's Animal Circus, Apollo Chorus, Al Gerardi's Accordion Band, Bernice Kelley's Circus Revue and LaFlor and company, with Charles E. Linguist as emcee, were featured attractions at the 15th annual Labor Day Free Picnic Celebration in Riverside Park under sponsorship of Moline Community-Industries Association.

Other features, all of which were free, included pony rides, sports events, contests and great quantities of refreshments. Deer-Harvester and Farmall bands and Jack Austin's Orchestra furnished musical entertainment.

Officials for the event were John F. Moody, general chairman; J. H. Bartley, vice-chairman, and N. L. MacDonald, secretary-treasurer. John F. Moody, E. W. Williams, A. A. Young, C. E. Gauley, Bruce Randall, Dave Engholm, R. L. Bracher, Earl Hamlin, Charles Linguist, Raymond DeRycke, Frank Hogan, Guy Temple and E. C. Xander made up the executive committee, with Mayor A. Henry Arp and Police Chief Ben DeJaeger as honorary chairmen.

Sponsored Events

Veteran, Lodge and Other Organisation Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

N. O. Carnival Clubs Are Ruled Exempt From Fed Taxes on Dues

NEW ORLEANS, Oct. 10.—Rufus W. Fontenot, acting collector of internal revenue for the Louisiana district, announced that carnival clubs of New Orleans, active for the annual Mardi Gras, are exempt from the federal tax on annual membership dues. This announcement followed receipt of a ruling to that effect from the commissioner of internal revenue.

Opposing application of the tax on such organizations here, John E. Jackson, as attorney for all the combined carnival organizations in New Orleans, submitted a brief to Guy T. Helvering, commissioner of internal revenue.

"The government attempted to collect federal taxes on membership dues and initiation fees for the past five years.

The amount of tax, had the clubs been required to pay, would have run into several thousand dollars," said Mr. Jackson.

The Orleans Club case is now under advisement by United States Judge Wayne G. Borah. This unit, which seeks a refund of such taxes already paid to the government, is not affected by the carnival organization ruling, according to attaches in Mr. Fontenot's office.

Warren Kearny was chairman of the general committee of carnival club organizations which led the fight against the tax. Mr. Fontenot said the ruling exempting carnival organizations from the federal membership dues tax applies only as long as the purposes of the clubs remain as they were represented by Mr. Jackson.

Publicity Worth Deficit

MANITOWOC, Wis., Oct. 10.—A deficit of \$2,725 covering the eight-day Centennial Celebration is more than compensated for by the publicity Manitowoc received from the event, General Chairman John C. Johnson declared. Receipts totaled \$9,536 and disbursements \$9,461, leaving a \$75 balance returned to the city. Receipts included, however, \$2,800 advanced by the council as a guarantee to the Centennial committee to book attractions.

Michigan Post in Repeater

DETROIT, Oct. 10.—Fort Dearborn Post, American Legion, held its second carnival of the season on September 26-October 7 at Wyoming and Michigan avenues, Dearborn. Spot is on two main highways and present west side circus lot of Detroit and drew much transient patronage. Barber & Murray Shows were booked with 6 rides, 2 shows and 15 concessions, playing to fair business but frequently handicapped by rain. Event was under chairmanship of Earl Halstead.

Canton Exposition Flops

CANTON, O., Oct. 10.—Canton's Exposition of Progress, sponsored by Canton Fire Fighters' Association and promoted by C. D. Clark, ended disastrously three days before the scheduled closing and concessioners, ride operators and others claim that they lost heavily on the venture. The exposition, originally scheduled to play a city-owned park lot, switched to a small out-of-the-way lot in the industrial district. Many of the concessioners were given their money back after it was learned they could not work. Shows got no money and rides failed to attract. Several contest promotions failed to materialize.

Jubilesta Grosses \$100,000

KANSAS CITY, Mo., Oct. 10.—Annual Fall Festival and Jubilesta Week and official dedication of a new \$6,500,000 civic auditorium which ended here on October 3 played to 125,000 and grossed about \$100,000. Top was 88 cents, which included admission to Holy Land exhibits and arena, while George White's *Scandals in Music Hall* brought \$2.20. Talent array included Ben Bernie, Bob Burns, Dave Rubinoff, Veloz and Yolanda, Ted Weems, Buddy Fisher and George Hamilton. Other features included a Southwest Folk Festival, square dance contests and carnival dance contest.

A ROSCOE TURNER DAY has been set aside by Alcorn County, city of Corinth and Corinth Chamber of Commerce during Corinth (Miss.) Home-Coming Week.

Smile Day Attracts Large Crowds at Rushville, Ill.

RUSHVILLE, Ill., Oct. 10.—Despite a cold, bleak day, this city's 17th annual Smile Day on October 1, under sponsorship of Schuyler Community Club, was one of the most successful celebrations this town has had in many years, according to Edwin A. Dyson, chairman. An estimated crowd of more than 8,000 attended.

Free acts were furnished by Joe J. Smith and included Naomi Haag, Harry LaFevre, Trixie Romaine, Agnes Morse, Gordon Bisters and Glen Baxter. Ray Wilson, with concessions, shows and rides, which included Merry-Go-Round, Ferris Wheel and kiddie ride, furnished the midway attractions. An added feature was a German band from Macomb, Ill.

Four-H Club premiums totaling \$235 were awarded winners of contests, which included agriculture and boys' and girls' exhibits; schools, merchants and pet parade; races, firemen's water fight and pie-eating contest. A free street dance concluded festivities.

Hamtramck Chamber Sponsor

DETROIT, Oct. 10.—Barber & Murray Shows have been booked for a community celebration sponsored by Hamtramck Chamber of Commerce, first time the Chamber has sponsored an event of this kind, in what is regarded by showmen as Detroit's most profitable industrial suburb for carnivals. Detroit lumber yard lot will be used. Decorations along Joseph Campau avenue for three miles will make this the town's community center for the week. A beauty contest, with three winners sent to Hollywood and over 100 prizes, each with tieups with leading merchants, assures the success of the enterprise, according to Cameron Murray.

Detroit To Have "Streets"

DETROIT, Oct. 10.—When Convention Hall here houses Streets of the World for 11 days and nights it will be under local direction and supervision of George T. McCarthy, who has arranged to present several of the attractions closing at Great Lakes Exposition, Cleveland, and others that were at San Diego and Fort Worth shows. Local auspices will play a prominent part in the engagement and it is expected that the Detroit presentation will be booked elsewhere as a unit to follow.

"'Tis an Ill Wind—"

PITTSBURGH, Oct. 10.—Mayor William M. McNair's resignation from office last week is expected to speed up completion of Greater Pittsburgh Exposition Society plans for erection of a \$6,250,000 exposition hall at the Point. Mr. McNair would not comply with city council's approval for an application for federal funds to aid construction. New mayor, Cornelius O. Scully, is president of council. P. H. Chamberlain, vice-president of the society, said plans for immediate construction will be laid before the new mayor.

Elkins, W. Va., Forest Festival a Huge Success

ELKINS, W. Va., Oct. 10.—Huge crowds viewed this mountain city's seventh annual Mountain State Forest Festival on October 1-3. Event was given over to pageantry, conservation exhibits, parades and contests emphasizing mountain life. Other features included a Horse Show in which horses from a half dozen States competed for trophies and prize money totaling \$3,500, Art Kassel's Orchestra, which played for the two main dances sponsored by the festival association, and Kaus Exposition Shows. A crowd estimated at between 65,000 and 80,000 attended.

Festivities got under way as President Roosevelt addressed the throngs. Further entertainment included coronation of Mary Jane Bell, Parkersburg, W. Va., as Queen Silvia VII, followed by a Legion of Peace pageant, in which hundreds of children and adults participated; grand feature parade, which consisted of 30 bands, drum and bugle corps and scores of floats and a four-day air show at the Elkins Municipal Airport. Governor Kump handled coronation ceremonies.

Mountain State Forest Festival Association, sponsor, is a non-profit corporation with active members in all parts of the State. Dates for the 1937 festival have already been set. Association will meet soon to appoint a director general for next year to take the place of A. Spates Brady, who has served in that capacity the last three years.

Shorts

MERRILL ANDERSON, formerly of Lowell, played Lowell (Mass.) Centennial Carnival with his side show and reported a big week. He was showing a new living trailer to old friends before departing south for the winter. James McFadden was a guest of Mr. and Mrs. Anderson.

A CENTENNIAL Rodeo was presented in connection with Wichita Falls (Tex.) Anniversary Centennial Celebration, reported Manager Wilburn Page, Chamber of Commerce.

UNDERWRITING for \$3,000 of a July 4 event in 1937 assured Fort Arthur, Tex., further sponsorship of the Young Men's Division of the Chamber of Commerce. In 1936 the division suffered heavy losses when special trains from near-by points flopped.

HELP This Department by Telling Committees About It.

WANT SPECIAL ACTS
FOR
ANNUAL CORN DAY
NOVEMBER 7, CARM, ILL.
Wire what you have and price.
ROY OLIPHANT, Carm, Ill.

WANTED CARNIVAL
For Week October 27 to 31, on the Streets, HILLSBORO, O.
Big Halloween Celebration. Sponsored by Merchants' Ball Club.
Wire or write at once
HAROLD THORPE, Hillsboro, O.

SHELBYVILLE, TENN., WEEK NOV. 2
AUSPICES CO-OPERATING MERCHANTS' ASSOCIATION, WITH MIDDLE TENNESSEE'S BIG AMATEUR CONTEST, NOVEMBER 3, 4, 5
Giving Away Chevrolet Car \$10, Living Room Suite, R. C. A. Radio and Cash Awards.
Widely Advertised Throughout the County.
Independent Rides, Shows and Concessions. Will consider organized Carnival. Positively no Racket. All Concessions will be booked on exclusive basis. Free Acts write. A REAL EVENT IN A REAL SPOT. Address
B. N. NYE, Shelbyville, Tenn.

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
GARB WITH COPY.

ACTS, SONGS AND PARODIES

FIFTY ORIGINAL POEMS OF GENERAL APPEAL, including seasonal and holiday verse suitable any program. \$1.00. BOX 7, Whiting, Ia. no7x

AGENTS AND DISTRIBUTORS WANTED

A BUSINESS OF YOUR OWN! SELL USED CLOTHING, 100%-300% profit; we start you; satisfaction guaranteed; catalogue free. **GLOBE RUMMAGE MART**, A-3238 State, Chicago. x

AGENTS—STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

AGENTS—90c PROFIT \$1.00 SALES; CLEANER for Autos, Metal, Glass. Your name on labels. Free sample. **INSTANT KLEEN LAB.**, Dept. C, Dayton, O. no7x

AGENTS—DE LUXE DIXIE DANCE WAX; cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. **DIXIE WAX CO.**, Evansville, Ind. x

AGENTS—35-YEAR-OLD REMEDY, PILES, BOILS, CUTS, BURNS. Dozen postpaid, \$1.50. Sample 25c. **WHERE LABORATORIES**, 1261 Broadway, New York. x

ATTENTION, SUBSCRIPTION SALESPERSONS! Individuals or with crew. America's best **Poultry Journal** wants agent east of Mississippi River. Write for proposition. **C. L. ROYSTER**, 538 So. Clark St., Chicago, Ill. x

BE YOUR OWN BOSS! OPERATE USED-NEW CLOTHING BUSINESS from store, home, auto. 200%-300% profit; everything furnished; catalogue free. **PORTNOY**, 566-AZ Roosevelt, Chicago. x

BIG MONEY—COMMISSIONS DAILY; FREE clothing. Sell quality Raincoats, Jackets, Overcoats. New styles; lowest prices; Sales Kit Free. **GOODWEAR**, 712-N, Roosevelt, Chicago. x

CHRISTMAS CARDS—CAN YOU SELL QUALITY? America's finest; big profits. Write quick for samples. **ROBINSON CARDS**, 216 Orange, Clinton, Mass. oc17x

CIGAR SALESMEN, WAGON JOBBERS. Branded line Nickel Cigars. Territories outside New York, \$1.07 Box 50. Quantity purchase. Samples 200 Cigars, postage prepaid, \$5.50. Money refundable. **BENEDICT JERCHOWER**, 3569 Broadway, New York. x

COSMETIC WONDER—SENSATIONAL 5-minute demonstration. Magically banishes wrinkles, smooths, clears, softens and whitens. Not a cream or liquid. Sample 25c. **BOX 2695**, Hollywood, Calif. x

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work. Attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shuikert Bldg., Kansas City, Mo. no7

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **CUNMETAL CO.**, Ave. G, Decatur, Ill. no7

MAKE MORE MONEY SELLING SHIRTS, TIES, Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Sales outfit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. no28x

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter display: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. **PROCOFAX**, Dept. 131-E, 1950 S. Troy, Chicago. x

NEW HEALTH TEA WITH FREE PREMIUM given. Quick seller (not a laxative). Write **GRANDMA'S COMPANY**, 3B Cooper Square, New York. x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting ing own business, home, office. No outside. **ELITE**, 214 Grand, New York. oc31x

PERFUME BUDS—SENSATIONAL STREET-men's seller. Cost 1c each; sell 5c. Articulars free; samples 10c. **MISSION**, 2328 W. Pike, Los Angeles. oc31x

PITCHMENT SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, jobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

PROFIT 2,000%—ACREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J. x

SALESBOARD MEN—NEW PUT AND TAKE Jars, twelve different payouts. Details, sample free. **TOM THUMB**, Dept. BB, Navajo, Ill. no7x

SELL NORTH AMERICAN OIL BURNERS—NO experience needed. Write for free particulars. **WRENH OIL BURNER SERVICE CO.**, Nashua, N. H. oc24x

TIES, NEW FALL STYLES, \$12.00 AND \$17.00 gross. 25% cash. balance C. O. D. Money refunded. Send \$1.50 for sample dozen. **FREED-LINE TEXTILE AGENCY**, 106 W. Ninth, Los Angeles, Calif. oc31x

WHERE TO BUY AT WHOLESALE 500,000 ARTICLES. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. no7x

WHY WORK FOR OTHERS? MAKE AND SELL your own goods. Formulas, Toilet Articles, Perfumes, Extracts, Valuable book free. **SCIENTIFIC LABORATORIES**, 1957 W. Broad, Richmond, Va. 1fx

ANIMALS, BIRDS AND PETS

ALLIGATORS, CROCODILES, TURTLES, LIZARDS, Animals. Twelve small assorted Snakes, \$3.00; eight large attractive assorted Snakes, \$10.00. Coral Snakes preserved in patent jar for exhibition, \$1.50. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. oc31

FIVE TRAINED DOGS AND PROPS—MUST BE sold account other business. **CAPT. LAMBE**, care **DIXIE MODEL SHOWS**, as per route.

LIONS—SELL OR EXCHANGE FOR OTHER animals. Two males, 2 1/2 years; two females, 18 months; two females, 4 months. Exceptionally fine animals. Coyotes, Elk, Deer. Will exchange male Jaguar for female. **EMHLER**, Hoosick Falls, N. Y.

RHESUS BACK SOMERSAULT MONKEY 4 Trained Goats with Props for sale. **BOX 303**, Park Ridge, N. J.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Figures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. oc24

BUSINESS OPPORTUNITIES

A SMART MAN WORKED A NEW PLAN AND made money. Money rolls in. Plan 25c. **A. FRANCOM**, Hospital, Morgantown, N. C.

LEGITIMATE SPARE-TIME INCOME OPPORTUNITIES; local, mail order; steady producers. Free literature. **CHARLYOG**, Box 6310, West Market St., Philadelphia, Pa.

MAKE WALKIESNAPS—A NEW BUSINESS. Write for details on this fascinating new money-making business. **BASS CAMERA COMPANY**, 179 W. Madison St., Chicago, Ill. no7x

OWN YOUR OWN BUSINESS—CHOCOLATE Syrup, make for 35c gallon; guaranteed formula and instructions, \$2.00. **BOX 185**, Hapeville, Ga.

SELL BY MAIL! BOOKS, NOVELTIES! BARGAIN Christmas sellers! Display Signs! Big Profit! Particulars Free. **P. ELFCO**, 525 South Dearborn, Chicago. 1fx

WHY WORK FOR OTHERS? BE YOUR OWN boss! Ten mail-order opportunities, 10c. **EDWARD L. MITCHELL**, 1008 Commercial, Waterloo, Ia.

101 MAIL ORDER IDEAS FOR YOUR OWN business and where to secure 30,000 articles wholesale. **PRUITT PRESS**, I. Elburn, Ill. no7x

COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

A REAL BARGAIN—BALLY'S CHALLENGERS, \$59.50; Grand Slams, \$44.50; all like new. One-third with order. **MARC COIN MACHINE**, 622 E. First St., Dayton, O.

AUTOMATICS WANTED—WRITE US WHAT you have in Payout Pin Games. **WINNIPEG COIN MACHINE EXCHANGE**, 265 Dufferin Ave., Winnipeg, Can. oc24

ASTOUNDING BARGAINS—NON PAYOUTS. Autocrat Ticket, \$10.00; Autocount, \$5.00; Angle-Lite, \$5.00; Balance, \$5.00; Beacon, \$5.00; Big Game, \$8.00; Champs, \$20.00; Five and Ten, \$12.00; Kings of the Turf, \$5.00; Neontact, \$10.00; Round 'n' Round, \$35.00. Write for our complete list of Slot Machines. **AUTOMATIC COIN MACHINE CORP.**, 37-43 Essex St., Springfield, Mass. x

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. no7x

BARGAINS—20 ELECTRO HOISTS, 1934 models, \$40.00 each; 3 Buddy Electric Cranes, \$35.00 each; 3 Mutoscope 1933 Cranes, \$40.00 each; 10 1935 Roll Front Electro Hoists, \$70.00 each; excellent condition, guaranteed. Order immediately! **ROBBINS CO.**, 11418 DeKalb Ave., Brooklyn, N. Y. oc17

CHESTER POLLARD FOOTBALL GAMES, GOOD condition, \$25.00 each; Mills Equity 1-shot, Tables, \$15.00 each. 1/3 deposit with order. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. oc31x

COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged. Highest prices paid for Escalators. In business since '91. **JARL**, 1704 Leavenworth, Omaha, Neb. x

DIGGERS—DUE TO DEATH OF PARTNER, WE offer 11 Treasure Island 1936 Buckley Diggers, practically new, \$75. 1/3 deposit, balance C. O. D. **MACHINE CORPORATION OF AMERICA**, 28 Essex St., Hackensack, N. J.

DIGGERS—3 1934 MUTOSCOPE CRANES, 1 1935 Star Hoist, A-1 condition, \$250 for all. **J. HALPIN**, 1075 Gerard Ave., New York.

EXHIBIT TICKET MACHINES, \$18.00; IRON Claws, \$17.50; Steam Shovels, \$17.50; Buddy Electric Cranes, \$30.00; Hoist, \$30.00; 1935 Hoist, Rolled Front, \$65.00. 500 Penny Arcade and Pin Games reasonable. **MUNVES**, 145 Park Row, New York.

FLOOR SAMPLES—MULTIPLES, \$75.00; Natural, \$70.00; Hialeah, \$55.00; Challenger, \$70.00; Galloping Plug, original carton, \$80.00. One-third deposit required. **UNITED AMUSEMENT COMPANY**, 3411 Main St., Kansas City, Mo.

FOR SALE—THREE INTERNATIONAL MUTO-scope Photomatics; all types Digger Machines, cheap. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. no7

FOR SALE OR TRADE—BOWLETTE, USED two weeks. **AUTOMATIC VENDER COMPANY**, 152 Houston St., Mobile, Ala. x

FOUR NOVELTY MERCHANTMANS, FLAP Chute, A-1 condition, forty-five dollars each; ten Model E Iron Claws, good condition, twenty dollars each. **VERNON C. SPERRY**, Capitol Hotel Bldg., Topeka, Kan. x

LARGE DIGGER ORGANIZATION WILL DIS-pose of all Standard Brands of Merchandise at tremendous savings. Write us your needs. **MACHINE CORPORATION OF AMERICA**, 28 Essex St., Hackensack, N. J. x

MILLS 10-BALL PAY TABLES, GOOD CONDI-tion, \$10.00 each; Pearl Harbors, 1-shot, \$25.00 each; Tycoons, \$75.00 each; Seaburg Sportsman, \$25.00 each; all guaranteed in good condition. 1/3 deposit with order. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. oc31

MILLS BULL'S-EYE, 5c, 10c AND 25c PLAY, good during summer seasons. Like new, fine operating condition, \$30.00 each. \$5.00 deposit required with order, the balance express. **C. O. D. FERRIS & COMPANY**, Box 245, Manitowish, Wis. x

MILLS MYSTERY BLUE AND RED FRONTS—GA Skill Control, light oak cases, serials 365,000 to 377,000. 5c, \$67.50; 10c, \$72.50; 25c, \$77.50; Futurity Mystery GA 10c, serial 381,972, \$60.00; Indian Head GA Mystery, serial 318,000, \$42.50; Watling Rola-Tow, 5c GA Skill Control, Front Vender, serial 59,820, \$52.50; Superior Race Horse and Stand, serial 306,119, \$42.50; Paces Races, 25c, serial 2,344, \$275.00; 5c, serial over 1,000, \$200.00. All machines clean, perfect condition. **PEERLESS SALES CO.**, Fayetteville, N. C.

MILLS PHONOGRAPH, HIGHBOY MODEL, IN good operating condition, \$50.00 each. **F. O. B. Oakland, Calif. MILLS SALES CO., LTD.**, 1640 18th St., Oakland, Calif. no7x

PAYOUTS—CARIOGA, \$15.00; DE LUXE 46, \$35.00; Double Header \$50.00; Double Score, \$50.00; Fortune, \$35.00; Hollywood, \$60.00; Kings of the Turf, \$25.00; Pamco Palooka, Jr., \$100.00; Pamco Parlay, 5c, \$55.00; Redman, \$55.00; Shells, \$35.00; Stambeck, \$25.00; Sportsman, \$12.00; Sunshine Baseball, \$60.00; Tycoons, \$60.00; Wheel of Fortune, \$65.00. Write for our complete list of Slot Machines. **AUTOMATIC COIN MACHINE CORP.**, 37-43 Essex St., Springfield, Mass.

PIN GAMES, \$3.00 EACH; JIG-SAW, SHOW Boat, Major League, Tri-Light, Push Over, President, Cheer Leader, Beat Aces, Tops and Bottom, Leland, Par Golf, Pennant. Cash with order. **O'BRIEN**, 89 Thamos, Newport, R. I.

MILLS LATE SLOTS—ALL REFINISHED, RE-conditioned, guaranteed like new. All with Escalators, 20-reel stops, meters and regular crates. 24 Silent Front Venders, \$50; 17 same machine with Bell Front, \$50; 3 Diamond Mystery Front Venders, \$65; 4 Blue Front Bells, \$70. Third deposit, balance C. O. D. **W. E. KEENEY MFG. CO.**, 2611 Indiana Ave., Chicago, Ill. oc24x

RECONDITIONED MACHINES—ROCKETS, Cross-Country, Cannon Fire, Criss-Cross-Lite, Army & Navy, Cheer Leader, Major League, Merry-Go-Round, \$5.00; Ball Fan, \$8.00; Five & Ten, \$10.00; Golden Gate, Drop Kick, Rebound, Beacon, Subway, Lightning, Fleet, \$3.50; World's Series, Pennant, Allway, Jig-Saw, \$2.50. Also 1 Ball Repeater, \$30.00, Chase, \$55.00; Races Mystery Slot, \$65.00. **M. KURTZER**, 892 Avon St., Akron, O. x

SACRIFICE SALE—BLUE RIBBON, FLEET, World Series, \$2.00; Beamlite, Live Power, Three-in-Line, \$6.00; Army and Navy, \$5.00; Rebound, \$4.50; Big Game, Spoilite, \$7.50; Hit or Miss, Barrel Roll, Major League, Rocket, \$10.00; Traffic, \$11.00; Payday, \$27.50. Counter Games; Matchem Dice, \$2.75; Pipey, \$4.00; 21 Vendors, \$37.75. 1/3 cash, balance C. O. D. **VARSITY SALES**, 901 E. 42d, Kansas City, Mo.

SEEBURG SELECTOPHONES, \$100 TO \$135; Credit, \$70; Used Pin Tables and Counter Machines. **C. G. HILLCROSS CO.**, 617 West Douglas, Wichita, Kan. oc24

SINGLE DUKES, \$17.50; TRIPLE DUKES, \$27.50; Four, \$95.00; Mills, Jennings, Jackpot Bells, \$14.50; Twin Jackpots, \$24.50. **COLEMAN NOVELTY**, Rockford, Ill.

TWENTY-FOUR RECORD SELECTIVE GABELS, attractive streamline cabinets, Webster pickup and Amplifier, like new. Latest serial numbers, \$95.00 each, complete with records. **CAPITOL AUTOMATIC MUSIC CO.**, 460 W. 34th St., New York. x

WANT—25 1c OR 5c QTS, BELLS OR VENDERS, serials over 2,500; will pay \$22.50 each. **REASER & DINCANS**, Box 426, Victoria, Tex. oc24

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. oc24

WE ALWAYS HAVE BARGAINS IN SLOTS—Write for list today. **MARION COMPANY**, Wichita, Kan. x

WILL PAY CASH FOR ALL TYPES SLOT MA-chines. **CONNECTICUT AMUSEMENT MACHINE CO.**, 294 N. Main St., Waterbury, Conn. oc17x

36 TELEVISION POKER GAMES WITH 5c Slot, \$50 each. **TIMES AMUSEMENT CORP.**, 1663 Broadway, New York City. oc17x

COSTUMES, UNIFORMS, WARDROBE

COSTUME FOOTWEAR—HIGH HEEL BOOTS, Shoes, Rubber Busts, Wigs, Opera Hosi. Long Gloves, Gowns, etc. Stamp brings folder. **YETTA**, Room 904, 1472 Broadway, New York City. x

MUSICIANS MESS JACKETS, \$2.00; SCENERY, Curtains, \$5.00; Tuxedos, Cellophane Hulas, Chorus Costumes, Orchestra Coats, Hosiery, Evening Gowns. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

FORMULAS—GUARANTEED, LABORATORY tested and approved. Latest fast sellers; none better; lowest prices; catalog free. **KEMICO LABS.**, 65, Parkridge, Ill. x

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

RUC CLEANER FORMULA WITH SAMPLE label, spiel and full sales plan, \$1.00. Satisfaction guaranteed. **MYERS**, Pinetown, N. C. x

FOR SALE—SECOND-HAND GOODS

AUTOMATIC DOUGHNUT MACHINE, COST \$1,500, sell \$200. Kameikorn Outfit, \$75. Automatic Popper, Confectionery Machinery, cheap. **ECLAIR**, 1045 Abbott, Detroit, Mich.

BARGAINS—GENERATORS, MOTOR G-enerators, Exhaust Fans, etc. Ask for quotations on your needs. **ELECTRICAL SURPLUS COMPANY**, Dept. 50, 1885 Milwaukee Ave., Chicago.

CORN POPPERS—FEARLESS GIANT ALUMI-num Coated Popping Kettles; rotary, electric, Candy Kettles. Lowest prices. **NORTH-SIDE CO.**, 2117 Harding, Des Moines, Ia. de12x

FOR SALE—106 PAIRS CHICAGO ROLLER Skates, equipment and repair. Wurlitzer Band Organ, Bargain, \$300. NELSON KAHLE, Metamora, O.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 THEATRE DROPS, 8DLL HOUR ILLUSION, Ant Circuses, Tents, Power's Picture Machine, Two-Headed Baby Banners, UNIVERSAL, 849 Cornelia, Chicago.

HELP WANTED

BEAUTIFUL YOUNG LADY, NOT OVER 25 years of age, to act as Mistress of Ceremonies. Good gag and humor. Six-day week. Salary \$35.00. Send picture, together with details of past experience. State height and weight. BOX 219, Billboard, Chicago, Ill.

WANTED—TRAVELING DANCE MUSICIANS, all instruments, especially first Trumpet, Singers of ability given preference. Steady work. State your lowest. Wire or write GLEN GARRETT, Sioux City, Ia.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. 132 illustrated page catalogue, 30c. No free pamphlets. Leaders since 1930. NELSON ENTERPRISES, 198 S. Third, Columbus, O.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip outfits, either 1/2x2 or 2/3x3 1/2, complete \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. oc24

EXHIBITORS—COMPLETE NEW 500-WATT Stereopticons, having Color Wheel and Spotlight Attachment, \$25.00. Catalog Free. GRONBERG STEREOPTICON WORKS, Sycamore, Ill.

FOR SALE—MY SILENT ROAD SHOW OUTFIT. Films 25¢ off former list. R. G. KITTEL, Jeweler, permanent location, Wheatland, Mo. x

PORTABLE SOUND PROJECTORS—FREE TRIALS. Films shipped for screening. You don't need to buy a car in a bag if you come to us. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago.

ROAD-SHOW SOUND SPECIALS—WESTERN'S Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. oc24x

SEMI-PORTABLE SOUND EQUIPMENT AT prices within your reach. Soundheads, Amplifiers, Power's and Simplex Projectors, G. E. Mazda. While they last, \$300.00. Silent Projectors, only \$15.00. ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

SOUND ROAD SHOW SPECIALS—"DILINGER," \$25; "Trapped in a Submarine," \$25; other Sound and Silent bargains. Lists 3c. LAKESHORE FILM SERVICE, Michigan City, Ind.

TALKIE SPECIALS—"MURDER IN MUSEUM," \$25.00; Cartoons, \$7.50; Programs rented, \$7.50 night; \$15.00 week. SIMPSON, 1275 So. Broadway, Dayton, O.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. oc24

WANTED TO BUY—HAM AND BUD ONE-REEL Comedies. E. MAIDEN, 4280 Washington Ave., St. Louis, Mo. x

2 SIMPLEX MACHINES WITH LOW INTENSITY Lamps, \$425.00; 2 Power's 6-A Machines, \$250.00; 2 Mazda Lamp Outfits for \$75.00; Single Reel Films with Sound, \$17.50. MAYER SILVERMAN, Forbes St., Pittsburgh, Pa. oc31

MUSICAL INSTRUMENTS, ACCESSORIES

AIR CALLIOPES FOR SALE—TWO REBUILT 1936 model Tangley Air Calliopes, complete with Engine or Motor, guaranteed like new instrument for about one-half new price. TANGLEY CALLIOPE COMPANY, Muscatine, Ia. oc24

PERSONALS

RUTH FITCH, PLEASE COMMUNICATE IMMEDIATELY WITH ME. Dad passed away July 27. HORACE FALLS. oc17

WE COLLECT NOTES, ACCOUNTS, SALARIES, anywhere United States. No charges unless collected. Established 30 years. MAYS COLLECTION AGENCY, Somerset, Ky. oc13x

SALESMEN WANTED BE YOUR OWN BOSS—MAKE THE LARGEST commissions selling our complete line of brushes. Write for our sales plan. WIRE GRIP SANITARY BRUSH CORPORATION, 220 Southern Boulevard, N. Y. oc24x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side-Show Banner Painters. Increasing business requires enlarging our studio. MANUEL'S STUDIOS, 3544 North Halsted, Chicago.

THEATRICAL PRINTING

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10, 50% deposit, balance C. O. D., plus shipping charges. BELL PRESS, Winton, Pa. x

100 19x22 4-PLY, COLORED POLE CARDS, \$3.50; 1,000 (4-PLY) Tickets, any color, \$2.75. DOC ANGEL, Ex-Trouper, Leavittsburg, Ohio. x

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; 1,000 4x9 Dodgers, \$1.55; no C. O. D. BERLIN PRINT, Berlin, Md. x

200 21x28 OR STREAMER STYLE HALF Sheets, \$6.50; 200 One Sheets, \$8.00. Deposit. Cuts for all kinds, heralds. CURTISS SHOPPRINT, Continental, O., since 1905. oc24

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; postpaid, zone 4. LAWDALE PRESS, Box 303, Franklin, N. H. oc17

5,000 CIRCULARS, 6x9, 300 WORDS OR LESS, \$7.45; 1,000 Envelopes and 1,000 Letterheads, \$3.95. Poster Printing. Cash. Postpaid. MUSTLER, Advance, Ind. x

WANTED TO BUY, LEASE OR RENT

WANTED TO BUY A MANCLES WHIP; MUST be in good condition; explain all in letter. SILVER BEACH AMUSEMENT CO., St. Joseph, Mich. x

WANTED—CANDY FLOSS MACHINE OR other good money maker; full particulars, price, first letter. BOX C-35, Billboard, Cincinnati, O.

WANTED—4-FOR-A-DIME PHOTO OUTFIT, complete. Describe, state best cash price. JOHN. DAVIS, 323 Alder St., Jacksonville, Fla. x

MISCELLANEOUS

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Panalaska himself. A real attraction for summer resorts or indoor nights. GEO. E. ROBERTS, Mgr., Panalaska's Studio, 515 W. Erie Ave., Philadelphia, Pa. SA 6086 5588.

MED. LECTURER—Registered Druggist, Shriner, Car. Strow, South only. Salary or percentage. DR. O. E. HANKINSON, 080 Mansfield, Memphis, Tenn.

M. P. OPERATORS

M. P. OPERATOR — Experienced on Simplex, Power's Machines, W. E. Hinton Tone Round. Sober, reliable. Prefer new house in non-union territory. BOX C-114, Billboard, Cincinnati, O.

MUSICIANS

LADY ACCORDIONIST — Age 20, taught Accordion 3 years at Wurlitzers, Chicago, desires position with orchestra or radio. Address RUTH BRINCK, Broadview Hotel, Hyde Park Blvd., Chicago. oc24

A-1 MUSICAL DIRECTOR — WIDE EXPERIENCE, music, vaudeville, burlesque, Union, sober, dependable. Join our wire, States, Canada, abroad. MUSICIAN, 307 Glenlake Ave. Toronto, Canada. oc24

ALTO SAX DOUBLE CLARINET, VOICE, READ, fake, some ride. Appearance, sober and reliable. Can join on wire. Just off Showboat. TOM MATNEY, Waynesville, N. C. oc24

AT LIBERTY — EXPERIENCED TRUMPET player wanting to join vaudeville show, or what have you. Good reader, good range, good take off and fair tone. Young, neat, sober and reliable. State all in first reply. Write or wire MR. LOUIS BALDONI, Carlinville, Ill.

AT LIBERTY ACROBATS

TUMBLER DOING THREE FAST ROUTINES, also Aerial work. ED KNIPSCHILD, 150 Liberty Ave., Boroil, Wis.

AT LIBERTY AGENTS AND MANAGERS

A-No. 1 AGENT—Available October 15. Will consider act, unit, or will book out of office. Have car. THEATRICAL AGENT, 126 Main St., Johnson City, N. Y.

ADVANCE AGENT — 12 years' experience. Can route and book any attraction anywhere in the United States and Canada. Office contractor; salary high; reliable. BOX 300, Billboard, Chicago. oc17

DILLPOSTER and Advertising Agent at Liberty October 17. Close 27-week season with large railroad show. Age 32, sober, with best reference from present employer. Have car and brushes. J. K. LAMPTON, General Delivery, Charlotte, N. C.

BUSINESS MANAGER-AUDITOR for reliable show or vaudeville act. Good education. Can double stage. Young man, height six feet, weight 160. BOX 601, Stockton, Calif. oc11

GENERAL AGENT-MANAGER—Have car, all essentials, twenty years' experience circus, carnival, rep. know Southern route. Write TOM MORROW, 410 No. 32d St., Philadelphia, Pa.

HIGH-SCHOOL GRADUATE, male, aged 18, desires work. Go anywhere, anything considered, reasonable pay, best references furnished. Height 6 ft. 2 in., weight 182. FRANCES PARKHURST, Cincinnati, O.

THEATRE MANAGER, PUBLICIST, Bookers of Stage Talent. Many years valuable professional knowledge. I do things different and better than many. GEORGE ENGLEBRETH, Billboard, Cincinnati, O.

AT LIBERTY BANDS AND ORCHESTRAS

JOHNNY NESCO AND HIS CONNECTICUT Troubadours having completed sixteen sold successful weeks at the Club Paree in Hartford, Conn., are open for one night stands throughout New England on or after October 18th, 1936. A fine band, well dressed and neat appearing young artists, P. A. system, special arrangements and up-to-date library. All bookers write, wire or phone. JOHN NESCO, Mgr., Apt. No. 9, 779 Connecticut Blvd., East Hartford, Conn.

At Liberty Advertisements
16 WORD, CASE (First Line Large Black Type), 10 WORD, CASE (Small Type), 10 WORD, CASE (First Line and Name Black Type) (No Ad Less Than 25c), Figure Total of Words, at One Rate Only.

FOUR-PIECE, ALL MEN ENTERTAINING—Cocktail or night club band doubling floor show, on route West Coast, consider night stands, or what have you? Not on panic. Ham promoters lay off. Full particulars BOX C-111, Billboard, Cincinnati, O. oc17

AT LIBERTY NOVEMBER 7th—Nationally known 13-piece Dance Band. Organized four years and featured in better class hotels, cafes, clubs and ballrooms. Four Saxes (with usual doubles), two Trombones, two Trumpets, Piano, Drums (including Hells, Vibs, etc.), Harp, Bass and Director. Combination includes five vocal soloists, singing trio, three modern arrangers, brass choir, novelty color and will guarantee to sell out any place. Distance no object. Have racks, good public address system and reliable transportation. Union. Reliable managers, agents write or wire for photos, clippings, references, etc. OUBESTRA, care Billboard, Arcade Bldg., St. Louis, Mo.

OOO OOK'S Columbia Recording and NBC Orchestra available for dates, metropolitan area, 603 New Brunswick Ave., Fifth Amboy, N. J. oc17

EXCELLENT FIVE-PIECE ORCHESTRA—Two Violins, Guitar, Bass and Piano, desires steady job in hotel or restaurant, preferably in Middle West. Organized for over a year. Two vocalists, novelties, specials. Will augment if necessary, but prefer plain, just five. HAROLD BARNETT, 815 Main, Kansas City, Mo.

WELL ORGANIZED 8-Piece Hotel Combination, non-union, 5 Saxes (tenors), 2 Brass and 3 Rhythm. Commercial location job. Write or wire JAY GOLDBERG, 307 W. 9th, Kansas City, Mo.

AT LIBERTY CIRCUS AND CARNIVAL

INTERNATIONAL SEA LION TRAINER—NOW performing French Casino, New York, desires further engagement after close at Casino. ALBERT SPILLER, care Billboard, 1564 Broadway, New York. oc24

AT LIBERTY—Nellie King's Musical Act. George Dram King, side-show manager, Punch and Ventriloquist Act. Past season with Cooper Bros. Circus. Address care General Delivery, Indiana, Pa. oc17

AT LIBERTY GLOWN AT LIBERTY

CLOWN AT LIBERTY—Wardrobe the very best, numbers neat, clean and up to date, produce show, one, two or three clowns. BOY BARRETT, care Billboard, Chicago, Ill. oc17

DWARF WOMAN — 4 ft., 100 lbs., age 40. Museums or stores. Need fare. Play Harmonica. Address BOX NY-21, Billboard, New York, N. Y.

YOUNG MAN, able to do Slack Wire, Tight Wire. Tumbling, willing to do Aerial Acts on Rings or Trapeze. H. RAYOULIN, care Miss Galipeau, 116 Cedar, Clarkstown, Ont., Can.

AT LIBERTY COLORED PEOPLE

AT LIBERTY — 2 CORNETS, 1 Eb SAX, Bb Tenor Sax, Piano, Trombone, Banjo, Sousaphone and Drummer. No whiskey. TROMBONE, care Devore Garden, Ware Shoals, S. C. oc24

AT LIBERTY DRAMATIC ARTISTS

TEAM AT LIBERTY—Man—Characters, Comedy, Double Drums. Age 45; height 5 ft. 6; weight 180. Woman—Characters, General Business, Double Piano. Age 38; height 5 ft. 5; weight 120. Single and Double Specialities. Wardrobe, ability, sober and reliable. Have car. W. LEROY, Gen. Del., Palestine, Ill.

YOUNG ACTOR, 23, would like to join a reliable dramatic company. Play any role as cast. Salary not important. Would appreciate chance to get experience. P. O. BOX 182, Jackson, Mich. oc17

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Mindreading, Crystal, Box-office builder for any kind of show. Oriental presentation. Acts or parts if necessary. Salary and percentage on private readings. PRINCE TOSKI, care The Billboard, Cincinnati.

DRUMMER—YOUNG, FLASHY, SWING. Experienced in all lines. Complete white beard outfit, doubling Bells. Union. **CHARLES FINKSNER**, 307 Summer St., Roversford, Pa., near Philadelphia.

DRUMMER—PLENTY SWING; NAME BAND reference. Library, modern, special arrangements. **BOX 737**, care Billboard, New York.

DRUMMER—BELLS AND VIBS. UNION, SOBER and reliable if job is good. Seven years' experience. Guarantee to cut. No panics. Have good references. Stocks, Specials, Racks, trailer and wardrobe. Give full particulars in first letter or wire. Write or wire **MUSICIAN**, 217 East Elm Street, Wausau, O.

DRUMMER, ALSO SINGER, GOOD READER. Union. **MUSICIAN**, 1015 Russet St., Racine, Wis.

MODERN DANCE DRUMMER—READ AND fake, can join at once. A good steady band; no any place if job is steady. **FRANK J. SCHALK**, 127 1/2 So. Front St., Mankato, Minn. oc17

STRING BASS WANTS ENGAGEMENT—Experienced theatre, hotel, broadcasting with mountain bands, etc. **BASS**, Box 293, West Plains, Mo. oc31

TRUMPET PLAYER—YOUNG, UNION, GOOD tone. Can go anywhere. **R. W. TURKINGTON**, 8028 Jeffrey Ave., Chicago, Ill.

CLARINET PLAYER—First-class musician, sight reader, good tone, at liberty for concert band, industrial band, theatre orchestra or anything else. Play also E-Flat Clarinet. Accept moderate salary if steady. Address **EMIL WILLIAM ALACCHI**, 795 Garden St., Bronx, N. Y.

DRUMMER—10 years' experience, age 26, union, single, plenty swing for any size band. Complete new marine band Drums and Chimes. Any dependable job. Have car. Wire or write **JACK MURPHY**, 218 Block St., Fayetteville, Ark.

DRUMMER, YOUNG, MARRIED, 10 years' experience, union. Read, fakes. Organize, arrange, etc. Sure pay. Write **HAROLD GUSSE**, Owls, Ia.

FAST SWING DRUMMER—Routined, schooled musician. Best outfit. Latest Vibraphone, Beck Xylophone. Specialties. 2014 experience. Handle any show. **D. HYANES**, 2411 Payne St., Evanson, Ill.

LEAD ALTO SAX doubles Clarinet. Read, lone, sober, reliable. Name band experience. Only reliable leaders write. Don't misrepresent. State all. **DOC SMITH**, Tulsa, O.

FINE TROMBONIST wants job with a good band. All essential, read, fake, modern, range, tone take off. Also a fine feature Singer. Anybody needing a good man wire or write me; prefer location, but anything considered if it pays off. Will cut it. Absolutely no hum, really of experience with fine name bands. **S. BURNS**, Elms Hotel, Ardmore, Kan.

SIX-STRING GUITAR—YOUNG, good voice, Hung over **KDKA**. Have eleven-piece swing specialties. Union if necessary. With twelve-piece or 10 now. Reliable offers only. **BILL WILLIAMS**, 418 Bibby St., Charleston, W. Va.

STRING BASS AND HORN—Thoroughly experienced, young, reliable, single, union. Write details. Please do not misrepresent. **JOHN WILKES**, Box 384, Louisville, Miss. oc17

TROMBONE—Modern go, fine range and tone, read well, double trumpet and sing. Reliable bands only. **HARRY HITE**, 376 Grant St., Fond du Lac, Wis.

TWO HAWAIIANS at liberty on November 15th—Night readers, Sing and play Steel and Spanish Guitars. State all in first letter. **BAGANO AND RAMIREZ**, care Billboard, Cincinnati, O. oc31

AT LIBERTY PARKS AND FAIRS

BALLOONIST—PROF. **CHAS. SWARTZ**, Committees write. Permanent address, Humboldt, Tenn. oc17

BALLOONISTS AND PARACHUTE jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. Address **THOMPSON BROS. BALLOON CO.**, Aurora, Ill.

HIGH FIRE DIVE, WATER Circus, five people, sensational, beautiful. **HIGN DIVER**, 556 Center St., Brockton, Mass. oc24

A THREE-ACT COMBINATION, consisting of a High Trapeze and Swinging Pole, 130 feet high, with a 500-foot slide with life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts. One a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharp-shooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish, bond to guarantee no appearance. Address **BOX C-51, Billboard**, Cincinnati, O. oc31

AT LIBERTY—High Fire Dive. This act has the drawing power of a small circus. Address **CAPT. EARL McDONALD**, 268 Highland Ave., Warren, Ohio. oc17

CHARLES LA CROIX—High-class Novelty Trapeze Gymnastic Act available for indoor circus engagements, bazars, carnivals, etc. Flashy, nickel-plated apparatus. Can work under any height conditions, from ten feet and up. Large attractive Special Posters free for advertising; also Photos. A real act, big drawing card. Price for act reasonable. Reliable committees address **CHARLES LA CROIX**, 1304 So. Anthony Blvd., Fort Wayne, Ind.

CLOWN MOTORCYCLE GOP on Funny Ford Motorcycle; also flashy Comedy Juggling Act. Fast Comedy Wire, Comedy Trapeze, Clown Numbers, Grand stand. One man. **ART ATTLA**, Billboard, Chicago.

FAMOUS LINDSEY COMIQUE—Produce one man Clown Band, Comedy Juggling Act, Comedy Acrobatic Act, Clown Numbers, produce Four-piece Clown Band. Care The Billboard, Chicago, Ill.

THE GUTRIERS—Lady and gentleman for South-eastern States. High class. Price of act one. Tight Wire, Double Trapeze, Iron Jaw and Single Trapeze. Reasonable. Acts now in the South. Address care Billboard, Cincinnati. oc24

AT LIBERTY PIANO PLAYERS

PIANIST—READ, FAKE, APPEARANCE, young. State terms. **MEL OLSEN**, 349 Washington Ave., Downingtown, Pa. oc17

PIANO PLAYER, EXPERIENCED, A-1, UNION musician. Read, cut, floor show. Play modern style. Present location, 5 months. State terms. **EDDIE FELLOWS**, 3962 Wallace, Philadelphia, Pa.

PLENTY RHYTHM, MODERN TAKE OFF, young, explain details. **PIANIST**, Ory Apts., Anniston, Ala.

RELIABLE PIANIST—EXPERIENCED, COM-petent, read, fake, transpose. **BOX C-7**, care Billboard, Cincinnati, O.

AT LIBERTY—A-1 Med. Show, Sight Reading Pianist, fake and transpose. Plenty references. Twelve years' experience. Prefer South. Salary your limit. **MRS. ELLIE K. EATON**, Selmer, Tenn., October 19-17.

PIANIST—Available immediately. Young, sober and reliable. Formerly with Harry Clark, Burns Twins, Jimmy Stanton. State all in wire or letter, will save time and money. **PAUL BERLIN**, 4256 Archer Ave., Chicago, Ill.

PIANIST—Double Calliope or Steam. Experi-enced in all sizes of small circuses, and experience putting up and taking down outfit. **HAROLD POTTER**, Union Level, Va.

AT LIBERTY SINGERS

COLORATURA SINGER

would like to hear from managers interested in such singing. Also sing concert, radio, opera, high-class and club. **CLARA HANCOCK**, Rex Hotel, West 47th St., New York. Phone, Bryant 9-7090.

SINGER—MEZZO SOPRANO. ORCHESTRAS, etc. Good voice. Experienced. **BOX 738**, Billboard, 1564 Broadway, New York.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—LEMOINDS, FRANK AND Estelle. Black Wire Juggling, Light and Heavy Balancing, Mindreading, two double Comedy Talking Acts. Estelle, Pianist, sight reader, vaudeville experience. Have a Car. Work salary or percentage. Address **FRANK LEMOIND**, 706 Center St., Des Moines, Ia.

AT LIBERTY—Med or vaude hokum Comedy Team, man and woman. Harmony Singing and Talking Double, character or 2 male. Have a Car. Work salary or percentage. Address **FRANK LEMOIND**, 706 Center St., Des Moines, Ia.

GORDON'S EDUCATED PETS—Dora, Potes and Monkey Circus. A real act of merit. Spectacular, entertaining, humorous, educational. An outstanding attraction. Booking theatres, schools and indoor engagements. Managers wanting acts that are new and different, write **GORDON J. SMITH**, 121 So. 65th Ave., W. Duluth, Minn. oc17

PANAMA-SAKA'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Forty beautiful performing animals and birds. **Geo. E. ROBERTS**, 616 E. 5th St., Erie, Philadelphia, Pa. Telephone BACINOM 5536.

YOUNG SOLO DANCER—Sensational Spanish, Gypsy Rumba, expert. Castnet Player, Hula Oriental, Toe, Character. Professional experience. Consider first-class work only; stage or club. **FLORITA**, 323 South P St., Lake Worth, Fla.

ROUTES

(Continued from page 35)

- Yellenti, Mary (Hollywood) NYC, re.
- Young, Irving (Valhalla) NYC, no.
- Yuen, Lily (Kit Kat Club) NYC, no.
- Zanette, Guido, & Joyce Coles (St. Moritz) NYC, h.
- Zee-Zee, Mille. (Leon & Eddie's) NYC, no.
- Zella, Princess (Howard) Baltimore, h.
- Zeller, Grace, & Co. (Colonial) Dayton, O., & Zeller, Arnold (Colonial) Dayton, O.; (-Druy Lane) Louisville, Ky., 19-22.
- Ziegfeld Beauties (Hollywood) NYC, re.
- Zudella & Company (Wagon Wheel) Lansing, Mich.

FAIR GRAND-STAND ATTRACTIONS

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

- Albans: Wilmington, N. C.
- Basile's Band: Raleigh, N. C.
- Belmont Bros.: (Dugout Club) Toledo, O.
- Beno, Ben: Carthage, N. C.
- Carver's Diving Horse: Raleigh, N. C.
- Cervone, Frank: Raleigh, N. C.
- Clark, Jean: Spartanburg, S. C.
- Colliano, Winfried: Raleigh, N. C.
- Cooke & Cooke: Spartanburg, S. C.; Emporia, Va., 20-23.
- Coriello's Dogs: Spartanburg, S. C.
- Donohue & LaSalle: Wilmington, N. C.
- Dowling, Elaine, & Co-Ettes: Raleigh, N. C.
- Erie the Great: Wilmington, N. C.
- Haines' Revue: Spartanburg, S. C.
- Honey Family: Raleigh, N. C.; Greensboro 19-24.
- Lamont, Laddie: Spartanburg, S. C.
- Lauren, Guy: Laurel, Miss.
- Loyal's All Dogs: Raleigh, N. C.
- Martin & Martin: Raleigh, N. C.; Greensboro 19-24.
- Melozzas, Six Flying: Whitteville, N. C.; Rae-ford 19-24.
- Merrill Bros. & Sister: (Pair) Columbus, Miss.; Dillon S. C., 19-24.
- Moreen Troupe: Spartanburg, S. O.
- Morriss, Will & Bobby: Raleigh, N. C.
- Osaki & Taki: Spartanburg, S. C.
- Passing Parade, Ernie Young's: Jackson, Miss., 19-24.
- Racco, Sensational: Raleigh, N. C.
- Robert's Circus: Wilmington, N. C.
- Smith's Band: Greensboro, N. O., 19-24.
- Taylor & Moore: Laurens, S. C.; Abbeville 19-24.
- Teter, Lucky: Raleigh, N. O.
- Revelations of 1936: Raleigh, N. C.

BANDS AND ORCHESTRAS

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

- Adams, Jackie: (Piccadilly Club) Baltimore, Md.
- Adams, Johnnie: (Subway Gardens) Canton, O., no.
- Adcock, Jack: (College Inn) Phila., no.
- Aldin, Jimmy: (Olive's Cedar Gardens) NYC, & Alberto, Don: (El Chico) NYC, no.
- Albin, Jack: (Bossert) Brooklyn, N. Y., h.
- Amtiller, Jess: (Palumbo's) Phila., cb.
- Ambrose, Tony: (Glove) Youngstown, O., no.
- Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
- Arnheim, Gus: (Roosevelt) New Orleans, h.

- Armstrong, Mrs. Louis: (Silver Grill) Buffalo, no.
- Autenreith, Ruth: (Union Grill) Pittsburgh, no.
- Badia, Jules: (Cotton Club) New Orleans, no.
- Bannen, Al: (Chase) St. Louis, h.
- Barron, Blue: (Southern Tavern) Cleveland, re.
- Bartel, Jean: (Dubonnet) NYC, re.
- Betha, Alex: (Sleece Mart) Atlantic City, h.
- Bas, Paul: (Anna Held's) NYC, re.
- Batkin, Alex: (St. Moritz) New York, h.
- Belasco, Leon: (Netherland Plaza) Cincinnati, h.
- Bennett, Dixie: (The Oaks) Winona, Minn., no.
- Bergere, Maximilian: (Stork) NYC, no.
- Berkeley, Duke: (Honkey-Dory) Stamford, Conn., no.
- Bernie, Ben: (Arcadia) Phila., re.
- Berk, Bob: (Pete) Philadelphia, Ill., h.
- Bleyer, Archie: (Hollywood) NYC, cb.
- Boroff, Mischa: (Morocco) Mountaineer, N. J., no.
- Boulanger, Charles: (Coffee Dan's) NYC, no.
- Bragale, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, no.
- Breadwynne, Nat: (Essex House) NYC, h.
- Brennholt, Verdi: (White City) Ogden, Utah, h.
- Bring, Lou: (Chez Casino) NYC, cb.
- Brown, Milt: (Sleece Mart) Atlantic City, Tex.
- Brooklyn, Howard: (Green Gables) Hazleton Drums, Pa., no.
- Brown, Tom: (Bal Tabarin) San Francisco, no.
- Bulowski, Count Josef: (Blossom Hearty) Shreveport, La., no.
- Burkhead, Alex: (Russian Eagle) NYC, re.
- Burk, Roger: (Francis Drake) San Francisco, h.
- Buase, Henry: (Chea Paree) Chicago, no.
- Byard, George: (Old Country Club) Phoenix, Ariz.
- Caepps, Emilio: (Merry-Go-Round Club) Dayton, O.
- Calloway, Cab: (Cotton Club) NYC, no.
- Capello, Joe: (Jimmy Kelly's) NYC, no.
- Carlson, Merle: (Pal.) San Francisco, h.
- Clair, Paul: (Browning Lane Inn) Bellmawr, N. J., re.
- Capupu, Featers: (Cypress Arms) West Hartford, Conn., no.
- Carroll, Frank: (Bailers) Bronx, NYC, cb.
- Carvel, Craig: (Brown Palace) Denver, h.
- Chalkin, Louis: (Robraw) Camden, N. J., re.
- Cherniavsky Josef: (Streets of Paris) Texas Centennial, Dallas, Tex.
- Clegg, Pat: (Brightview) Rochester, N. Y., no.
- Clemente: (Versailles) NYC, no.
- Coburn, Jolly: (Claremont) NYC, re.
- Codelban, Cornelius: (St. Regis) New York, h.
- Codeman, Emil: (St. Regis) NYC, h.
- Conn, Irving: (Arrowhead) NYC, re.
- Conrad, Lew: (Cocoanut Grove) Boston, no.
- Orsig, Mel: (Fitzmann's) Brooklyn, re.
- Crandall, Clair: (Wagner) Bath, N. Y., h.
- Crawford, Jack: (Ringside Club) Ft. Worth, Tex., no.
- Crockett, Ernie: (Unique Grill) Delaware, N. J., re.
- Crockett, Mac: (Lucky Eleven) Baltimore, no.
- Cugat, Xavier: (Stevens) Chicago, h.
- Cummins, Bernie: (Pal.) San Francisco, h.
- Cutter, Howard: (Bradford) Boston, h.
- D'Arcy, Phil: (Shelton) NYC, h.
- Danahy, Eli: (St. George) Brooklyn, h.
- Dare, Ronald: (Murphy) Richmond, Va., h.
- Darrell, Pat: (Wonder Bar) Zanesville, O., no.
- Evan, Eddie: (LaRue) NYC, re.
- Davis, Fess: (House of Jacques) Oklahoma City, Okla., no.
- De Sabaty, Joska: (Baltimore) NYC, h.
- De Salvo, Emilie: (L'Aiglon) Chi, c.

- Debarbary, Jaska: (Billmore) NYC, h.
- Delmar, Jack: (La Casa) Phila., h.
- Dibert, Sammy: (Webster Hall) Detroit, h.
- Dixon, Dick: (Gloria Palace) NYC, no.
- Donald, Boy: (Lawrence) Erie, Pa., h.
- Donnelly, Rex: (Jake's) Phila., h.
- Dorsey, Tommy: (Lavaggi's) Boston, re.
- Duchin, Eddie: (Plaza) NYC, h.
- Duerr, Dolph: (Green Derby) Cleveland, no.
- Eaves, Jack: (Copley Plaza) Boston, h.
- Eddy, Ted: (Feitman's) Coney Island, Brook-lyn, N. Y.
- Edmond, George: (Loyale) NYC, c.
- Elkins, Eddie: (Jack Dempsey's) NYC, re.
- Erlenbach, Les: (Arrowhead Inn) Cincinnati, no.
- Fairfax, Frankie: (Ubangi) Phila., cb.
- Familia, Mike: (Silver Lake Inn) Clemen-ton, N. J., re.
- Farley-Riley: (Hickory House) NYC, re.
- Farmer, Will: (Leon & Eddie's) NYC, no.
- Fenton, Ray: (Hitchin' Post) Union, N. Y., no.
- Fetter, Ray: (Billingsport Grill) Pausboro, N. J., re.
- Fiddler, Max: (Towne Club) Pittsburgh, no.
- Fields, Shep: (Pierre) NYC, h.
- Filo, Jimmy: (Overbrook Inn) Lindenwood, N. J., re.
- Finch, George: (Shore Road Barn) Brooklyn, re.
- Fio-Rito, Ted: (Terrace Gardens) Chi, re.
- Fisher, Jack: (Steuben) Boston, h.
- Fisher, Mark: (Medinan Club) Chi, c.
- Fitzpatrick, Eddie: (St. Francis) San Fran-cisco, h.
- Fleinniken, James: (O'Fliff Tavern) Lake Lynn, Pa., re.
- Fodor, Jerry: (Frank Brothers) Toledo, no.
- Foomee, Basil: (Pierre) NYC, h.
- Fordick, Gene: (Mon Parais) NYC, no.
- Francis, Don: (Centennial) Dallas, Tex.
- Fraser, Harry: (Flynn's Rendezvous) Brook-lyn, no.
- Frassetto, Joe: (Philadelphia) Phila., h.
- Fray, Jacques: (St. Regis) NYC, h.
- Freeman, Jerry: (Paradise) NYC, cb.
- Gabriel, Al: (Montgomery Royal) Brooklyn, re.
- Garber, Jan: (Ambassador) Los Angeles, h.
- Gentry, Tom: (Turnpike Casino) Lincoln, Neb., re.
- Gerard, Gerry: (Pettit) Cleveland, c.
- Gilbert, Irwin: (Coq Rouge) NYC, no.
- Girolto, Don: (Toreador) New York, no.
- Giroux, Lew: (Wagner's) Phila., h.
- Goets, Al: (Golden Grill) Rochester, N. Y., no.
- Golden, Neil: (Queens Terrace) Woodside, L. I., re.
- Gonyea, Leonard: (Oaks) Winona, Minn., no.
- Goodman, Benny: (Pennsylvania) NYC, h.
- Gotthelf, Manfred: (Jennyann) Scranton, Pa., h.
- Grafflower, Frenchy: (O. K. Parr's) Denver, h.
- Grant, Douglas: (DI Burro's) Haverhill, Mass., c.
- Gray, Glenn: (Congress Hotel) Chi, h.
- Green, Marty: (Variety) NYC, no.
- Grenet, Elsie: (Yum!) NYC, no.
- Greer, Eddie: (The Village) Pittsburgh, no.
- Grunau, Harry: (Marathon) Geneva, O., no.
- Hall, Even: (Plaza) San Antonio, h.
- Hall, Ed: (411) New York, h.
- Hallett, Max: (Commodore) NYC, h.
- Hamilton, George: (Olsson) Cincinnati, h.
- Hamp, Johnny: (Rainbow Grill) NYC, re.
- Hampton, Jack: (Schneider's) Detroit, c.
- Hansenman, Phil: (Fifth Avenue) NYC, h.
- Hannels, Rond: (Lookout House) Coving-ton, Ky., no.
- Hardie, Dick: (Club Frolics) Albany, N. Y., no.
- Hargraves, Bobby: (Kit Kat Club) NYC, no.
- Harris, Claude: (Joey's Stables) Detroit, no.
- Harris, Jo: (Edgewater) Lafayette, La., no.

- Harris, Lou: (Centennial) Dallas, Tex.
- Harrisonian: (Madrid) Harrisburg, re.
- Hart, Charlie: (Maple Hartford Conn., re.
- Hart, Ruth: (Spanish Villa) Detroit, no.
- Hartland, Henry: (Poor House Inn) Hanover, Pa., no.
- Hayden, Lee: (New Penn) Pittsburgh, no.
- Hays, Billy: (Studio) Phila., h.
- Headrick, Pearl: (Brass Rail) Parkersburg, W. Va., no.
- Heldt, Bronco: (Fox) Detroit, t.
- Hendersob, Fletcher: (Grand Terrace) Chi, no.
- Hendrick, Warren: (Bail) NYC, c.
- Hill, Harry: (Post Lodge) Larchmont, N. Y., no.
- Hill, Teddy: (Ubangi) New York, no.
- Hoagland, Everett: (El Patio) San Fran-cisco, cb.
- Hoagland, Claude: (Billmore) Dayton, O., h.
- Hoffman, Earl: (Bon Air) Chi, cb.
- Hoffman, Miriam: (Show Bar) Forest Hills, N. Y., re.
- Hope, Hal: (Montclair) NYC, h.
- Hopkins, Claude: (Roseland) NYC, h.
- Horton, Bob: (Danzonville) Oaklyn, N. J., h.
- Huntley, Lloyd: (Mount Royal) Montreal, h.
- Hutton, Ida Ray: (Arrowhead) Reading, Pa., t.
- Irwin, Lee: (Takekasse) Fleischmanns, N. Y., h.
- Jaffe, Moe: (Ben Franklin) Phila., h.
- Jenico, Al: (New Kenmore) Albany, N. Y., h.
- Johnson, Jerry: (New Kenmore) Albany, h.
- Johnson, Johnny: (Lord Baltimore) Balti-more, h.
- Juelz, Frank: (Bellevue-Stratford) Phila., h.
- Jurgens, Dick: (Drake) Chi, h.
- Kane, Jimmie: (De Witt Clinton) Albany, h.
- Kavelin, Al: (Blackstone) Chi, h.
- Kay, Bob: (Walt Whitman) Camden, N. J., h.
- Kay, Harry: (Edgewater Beach) Chi, h.
- Kays, Sammy: (Bill Green) Pittsburgh, h.
- Kestler, Henri: (Gay Nineties) Phila., h.
- Keener, Lee: (Madison) Jefferson City, Mo., h.
- Kellem, Milton: (Anchorage) Phila., no.
- Kimball, Ellis: (Topsy's Roost) San Fran-cisco, re.
- King, Henry: (Cocoanut Grove) Los Angeles, h.
- Kirkham, Don: (Blakeland Inn) Denver, no.
- Klein, Jules: (Stalier) Detroit, h.
- Knight, Harold: (Adelphi) Phila., h.
- Knox, Andy: (Aron Inn) Asbury Park, N. J.
- Krivan, Costya: (Russian Bear) New York, re.
- Kuenzler, Robert: (Martin's Rathskeller) NYC, no.
- Kushner, Harry: (Roumanian Rendezvous) NYC, no.
- Kyser, Kay: (Trionon) Chi, h.
- La Marr, Frank: (Arcadia) NYC, h.
- La Salle, Frank: (Wivel) New York, no.
- Lagman, Bill: (Club Trionon) Mobile, Ala., no.
- Lally, Howard: (Sherry's) NYC, re.
- Lande, Jules: (St. Regis) NYC, h.
- Lane, Lou: (Bossert) Brooklyn, N. Y., h.
- Lanz, Sid: (El-Bat Club) Chi, no.
- Le Brun, Duke: (Grand Salon) SS Normandie.
- LeRoy, Howard: (McCurdy) Evansville, Ind., h.
- Leali, Lee: (Greywolf Tavern) Youngstown, O., no.
- Levy, Johnny: (Netherland Plaza) Cincin-nati, h.
- Levant, Phil: (Bismarek) Chi, h.
- Lewis, Ted: (Lyric) Indianapolis, t.
- Lewis, Van: (Ritz-Carlton) Phila., h.
- Lewis, Vic: (Times Square) Rochester, N. Y., no.
- Light, Knoch: (McAlpin) New York, h.
- Lindeman, Udo: (Gloria Palace) New York, cb.
- Lishon, Henry: (Royale Frolics) Chi, no.
- Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, no.

Lombardo, Guy: (Roosevelt) NYC, h.
 Lopez, Vincent: (Astor) NYC, h.
 Lora, Jimmy: (Lake) Gary, Ind., h.
 M
 McCara, Grace: (Chinese T Gardens) Detroit, re.
 McCoy, Clyde: (Roseland) NYC, h.
 McDaniel, Henry: (Governor Clinton) NYC, h.
 McParlane, Frank: (Chateau Moderne) NYC, h.
 McGonane, Don: (Cleveland) Cleveland, h.
 McGrew, Robert Fletcher: (LeSalle) Chi, h.
 McKenna, Red: (Yacht) NYC, re.
 McKensie, Red: (Palace Gardens) Lansing, Mich., re.
 McPherson, Hugh: (Greystone) Columbus, h.
 Mack, Austin: (Harry's New York Bar) Chi, h.
 Mack, Ed: (Zepp Club) Akron, O., re.
 Malvey, Hal: (Windsor Court) Springfield, Mass., re.
 Matland, Johnnie: (Claridge) Memphis, Tenn., re.
 Mammam, Steve: (Riviera Club) Averhill Park, NYC, re.
 Mann, Milton: (Village Barn) New York, re.
 Mano, Art: (Fair) Raleigh, N. C.
 Manuti, Al: (Man About Town) New York, re.
 Manzanas, Jose: (Centennial) Dallas, Tex.
 Maples, Nelson: (Byerly Crest) Pittsburgh, h.
 Mareno, Frank: (Sweeney) Baltimore, e.
 Mariani, Hugo: (Waldorf-Astoria) NYC, h.
 Mario, Don: (Hollywood) Tonawanda, N. Y., re.
 Marsh, Herbert: (Cocoanut Grove) Boston, re.
 Marshall, Kaiser: (Ubangi) NYC, re.
 Marston, Al: (Piazza) Pittsburgh, e.
 Martel, Gus: (Storh Club) NYC, re.
 Martell, Paul: (Arcadia) New York, h.
 Martin, Freddie: (Palmer House) Chi, h.
 Martin Gordon: (Crescent Club) Boston, re.
 Martin, Ted: (Childs Paramount) NYC, re.
 Mastay, Charles: (Favillon) Hagerstown, Md., re.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Meadowbrook Boys: (Versailles) NYC, re.
 Meier, Paul: (Windsor) Chi, re.
 Meieroff, Benny: (Muehlebach) Kansas City, h.
 Meyers, Jack: (Club New Yorker) New York, re.
 Middleman, Herman: (Nixon) Pittsburgh, e.
 Mills, Floyd: (Wilmington) Del., h.
 Milnor, Frank: (Barclay) NYC, re.
 Monroe, Jerry: (Varsity Casino) NYC, h.
 Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
 Morgan, Russ: (Biltmore) New York, h.
 Munro, Hal: (College Inn) Chi, e.
 N
 Nash, Joel: (Suprise Rest) Wantagh, L. I., re.
 Navarre, Ted: (Roseland) Brooklyn, N. Y., re.
 Navarro, Al: (Belvedere) Baltimore, h.
 Nelson, Ozzie: (Lexington) NYC, h.
 Nichols, Red: (Earle) Washington, D. O., e.
 Nickles, Billie: (Midway) Los Angeles, re.
 Noble, Ray: (Garden Room) NYC, re.
 Norvo, Red: (Syracuse) Syracuse, h.
 Noury, Walt: (Roma) Haverhill, Mass., re.
 O
 O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., re.
 Ohman, Phil: (Troadero) Hollywood, re.
 Olsen, George: (Edgewater Beach) Chi, h.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Osborn, Will: (New Yorker) NYC, h.
 Owens, Bob: (Minkabada) Minneapolis, Minn., re.
 P
 Pajer, Val: (Stevens) Brooklyn, re.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Panchro: (Park Lane) NYC, h.
 Peary, Bob: (Hotel Graemere) Chi, h.
 Pecoraro, Dick: (Monte Rosa) NYC, re.
 Pendarvis, Paul: (William Penn) Pittsburgh, h.
 Pendarvis, Paul: (Silver Slipper) Memphis, re.
 Perlman, Jack: (Red Hill Inn) Pennsauken, N. J., re.
 Perry, Rod: (St. Moritz) New York, h.
 Peterson, Dee: (Anchor Club) Sandusky, O., re.
 Peterson, Eric: (Woodlands) Ardley, N. Y., re.
 Pett, Emil: (Savoy Plaza) NYC, h.
 Phalen, Jimmy: (Romance Inn) Angola, N. Y.
 Pierce, Ross: (Alma) Cincinnati, h.
 Pilman, Jack: (Port Arthur) Providence, R. I., re.
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
 Prima, Louis: (Blackhawk) Chi, re.
 Pryor, Roger: (College Inn) Chi, re.
 Pugh, Raymond: (Brunswick Casino) Boston, re.
 Pullo, Ben: (Brown Derby) Boston, re.
 R
 Raeburn, Boyd: (Jefferson) St. Louis, h.
 Ragnaky, Mischa: (Commodore) NYC, h.
 Rainbow Ramblers: (Club Moose) Haverhill, Mass., re.
 Ramon, Don: (Texaco Gardens) Texas Centennial, Dallas.
 Ramos, Dallas: (Ambassador) NYC, h.
 Ravazza, Carl: (Adolphus) Dallas, h.
 Reader, Charles: (Port Montague) Nassau, B. W. I., h.
 Redell, Herbie: (The Casino) Chi, re.
 Redman Don: (State) NYC, t.
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
 Reish, Benny: (Shawnee) Springfield, O., h.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., re.
 Reynolds, Maurice: (Park) Monticello, N. Y., re.
 Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, re.
 Rinaldo, Nino: (Yacht Club) Chi, re.
 Ringer, Johnny: (Casino Venezia) NYC, re.
 Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.
 Rodriguez, Chago: (Hildebrecht) Trenton, h.
 Rodriguez, Jose: (Montparnasse) NYC, re.
 Roland, Will: (Schlenker) Pittsburgh, h.
 Rosen, Tommy: (Wisteria Garden) Atlanta, e.
 Ruby & Ork: (Hollenden) Cleveland, h.
 S
 Sands, Ted: (Breakers) Rochester, re.
 Sandusky, Bob: (Mid-Tex Club) Midland, Tex.
 Schreiber, Carl: (Ivanhoe) Garden City, e.
 Scoggin, Chis: (400 Club) Wichita, Kan., re.
 Shaw, Artie: (French Casino) NYC, re.
 Sheppard, Ed: (Old Mill Inn) Haddonfield, N. J., re.

Simmons, Lonny: (Black Cat) NYC, re.
 Smith, Earl: (St. Paul) St. Paul, h.
 Smith, Joseph C.: (Montparnasse) NYC, re.
 Smith, Stuffy: (Onyx) NYC, re.
 Snyder, Mel: (Hotel Gibson) Cincinnati, re.
 Spilaky, Maurice: (Commodore Perry) Toledo, h.
 Stable, Dick: (Lincoln) New York, h.
 Stanley, Stan: (National) Amarillo, Tex., re.
 Steele, Blue: (Centennial) Dallas, Tex.
 Steele, Leo: (Chateau) Phila, re.
 Steiner, Herb: (Glen Island Casino) New Rochelle, N. Y., re.
 Slett, Milo: (Utah) Salt Lake City, h.
 Sten, Eleanor: (20th Century) Phila, re.
 Stenross, Charles: (Lotus Gardens) Cleveland, re.
 Stewart, Jack: (Chickasaw Gardens) Albany, Ga., re.
 Stone, Al: (Lephorn Farms) Trenton, N. J., re.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 T
 Taylor, Art: (Bartlett's) Rochester, N. Y., re.
 Taylor, Frank: (Club Forest) Jackson, Miss., re.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thompson, Claude: (Gloria) Columbus, re.
 Thompson, Lang: (Showboat) St. Louis, re.
 Thon, Otto: (Alpine Village Hofbrau) Cleveland, re.
 Tormey, Bob: (Casa Loma) South Bend, Ind., re.
 Toyer, Vincent: (La Casina) Jamaica, L. I., re.
 Trace, Al: (College Inn) Chi, re.
 Traston, Johnnie: (Eldorado) Detroit, re.
 Trask, Clyde: (Lookout House) Covington, Ky., re.
 Tremaine, Paul: (Cocoanut Grove) Washington, D. C., re.
 Tynesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
 Tuttle, Elsha: (La Mirage) NYC, re.
 V
 Van Duser, Roger: (Larchmont Casino) Larchmont, N. Y., re.
 Veiz & Yolanda: (Gibson) Cincinnati, h.
 W
 Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
 Warren, Arthur: (Hollywood) NYC, re.
 Watkins, Ralph: (Riviera) Port Leo, N. J., re.
 Watta, Kenny: (Dicky Wells) Harlem, New York, re.
 Weeks, Ranny: (Cocoanut Grove) Boston, re.
 Welky, Wes: (Palm Gardens) Phillipsburg, N. J., re.
 Weiss, Johnny: (Maplewood Inn) Pittsburgh, re.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., re.
 West, Neil: (Lewiston) Lewiston, Mich., h.
 White, Dave: (Oasis Grill) New York City, re.
 White, Doug: (Wintergarden) Wichita, Kan., re.
 White, Ed: (Club Gourmet) Cleveland, re.
 Whitman, Bernie: (Mt. Pocono Grill) Mt. Pocono, Pa.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Wiley, Rod: (Spearin's) Dayton, O., re.
 Williams, George: (Little Hofbrau) Canton, Mo., re.
 Williams, Griff: (Mark Hopkins) San Francisco, h.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Wilson, Ray: (Golden Pheasant) Jamstown, N. Y., re.
 Winger, Billie: (Bowers) St. Louis, re.
 Wintz, Julie: (Top Hat) Union City, N. J., re.
 Wolohan, John: (Wolohan's) San Francisco, re.
 Y
 Yates, Billy: (Grotto) Pittsburgh, re.
 Young, Gus: (Penn-Hills Tavern) Anamink, Pa., re.
 Young, Sterling: (Beverly Wilshire) Los Angeles, h.
 Z
 Zarin, Michael: (Waldorf-Astoria) New York, re.
 Zator, Joseph: (Biltmore) NYC, h.
 Zelman, Barney: (4 Horsemen Club) Marple Hills, Pa., re.
 Zelman, Rubin: (Caravan) NYC, re.
 Zollo, Leo: (Walton Roof) Phila, h.
 Zwilling, Sid: (Bellevue) Belleaire, Fla., re.

DRAMATIC AND MUSICAL
 Blossom Time: (Forrest) Phila 10-24.
 Boy Meets Girl: Lima, O., 14; Ann Arbor, Mich., 15; Jackson 16; Lansing 17.
 Boy Meets Girl: (Flymouth) Boston 12-17.
 Call It a Day: (Chestnut St.) Phila 12-17.
 Children's Hour: (Shubert) New Haven, Conn., 15-17.
 Dead End: (Studebaker) Chi.
 End of Summer: (National) Washington, D. C., 12-17.
 First Lady: (Shubert) Boston 12-17.
 Forbidden Melody: (Erlanger) Phila 12-24.
 Great Waltz: (Ford) Baltimore 12-17.
 Lady Precious Stream: (Cox) Cincinnati 12-17.
 Nulatio: (Hanna) Cleveland 12-17.
 Naughty Marietta: (Nixon) Pittsburgh 12-17.
 Old Maid: (Imperial) Montreal 12-17.
 Pride and Prejudice: (Harris) Chi.
 Red, Hot and Blue: (Colonial) Boston 12-17.
 San Carlo Opera Co.: (Auditorium) Chi 12-28.
 Scandal: (Curran) San Francisco 12-17.
 Stage Door: (Maryland) Baltimore 12-17.
 Tobacco Road: (Playhouse) Wilmington, Del., 15-17.
 Modes and Models: (Garrick) St. Louis 12-17; (Miles Royal) Akron, O., 19-24.
 Red Hot: (Gayety) Baltimore 12-17; (Gayety) Washington, D. C., 19-24.
 Red Rhythm: (Jacques) Waterbury, Conn., 12-17; (Empire) Newark, N. J., 19-24.
 Scan-Tees: (Rialto) Chi 12-17; (Gayety) Minneapolis 19-24.
 Scan-Dolls: (Avenue) Detroit 12-17; (Capitol) Toledo, O., 19-24.
 Speed and Sparkie: (Casino) Pittsburgh 12-17; (Gayety) Baltimore 19-24.
 Steppin' Stars: (Gayety) Minneapolis 12-17; (Empress) Kansas City 19-24.
 Swing Girls: (Worcester) Worcester, Mass., 12-17; (Jacques) Waterbury, Conn., 19-24.
 Too Hot for Paris: (Gayety) Washington, D. C., 12-17; (Hudson) Union City, N. J., 19-24.
 Waitresses: (Rox) Cleveland 12-17; (Casino) Pittsburgh 19-24.
 Wine, Woman and Song: (Gayety) Buffalo 12-17; open week, 19-24.

MISCELLANEOUS
 Birch, Magician: Paris, Ky., 14; Maysville 15; Cincinnati, O., 16; Ludlow, Ky., 19; Newport 20; Hamilton, O., 21; Oxford 22; Dayton 23.
 Devo, Magician: Marysville, O., 12-24.
 Delmar Hypnotist, Escape: (Bay Shore) San Francisco 12-17.
 Huntington, Magician: Harvey, N. D., 14; McVillie 15; Hallock, Minn., 16; Winnipeg, Can., 17-19.
 Kaylo, Magician: Beloit, Wis.
 Long, Leon, Magician: Paris, Tenn., 14; Humboldt 15; Jackson 16-17; New Albany, Miss., 18; Tupelo 20; Columbus 21; Meridian 22-23.
 Marine-Firestone Co.: Wharton, Tex., 12-17; Gonzales 19-24.
 Newton, Magician, & Master Denton, Mentalist: Aitona, N. Y., 12-17; Churubusco 19-24.
 Original Floating Theater: Denton, Md., 12-17; Easton 19-24.
 (See ROUTES on page 84)



OFFICERS OF THE BLOOMSBURG (Pa.) Fair this year followed in the footsteps of the York (Pa.) Fair by engaging a showman censor to see that nothing offensive in the way of shows was offered nor concession games not on the up and up operated on the midway. And are they happy over the success of this move! Even the local daily press was loud in its praise. The showman censor was none other than J. F. Murphy, who has been acting in that capacity at the York Fair for three consecutive seasons.

Shortly after the fair opened *The Morning Press of Bloomsburg* carried an editorial titled "Deserve Congratulations," as follows:
 "The officers of the Columbia County Fair Association are deserving of the congratulations of the public for the manner in which they cleaned out everything of a 'fixed nature' this year.

"They gave the public their word that they would not be parties to seeing the public mulcted. They brought in an expert to give them added assurance that nothing escaped their vigilance.

"The Fair Association's receipts may be somewhat affected this year, but in the long run they will be decidedly the gainers, for other concessioners will take the places of those kept away.

"Everybody connected with the association was delighted over the success of their efforts, and, just as they are entitled to criticism when conditions are not right, so are they entitled to praise when a job is well done.

"If you appreciate what has been done don't hesitate to inform the officers to that effect. That's the least you can do. The trouble with the public is that it usually is so inarticulate.

"After the association has taken the stand it has there can be no question that the vigilance will not be relaxed throughout the week."

And in the same paper on October 3, the closing day of the fair, appeared on the front page under the heading, "No Complaint of Fixed Games—Fair This Year Cleanest Ever Here," the following:

"I have never had more satisfaction at any of the fairs with which I have been connected," remarked Carl Fleckenstine, in charge of concessions, "than this year. All this, of course, aside from the weather.

"I have the confidence we have the cleanest fair we have ever had and as clean as can be found in the country.

"There isn't a concession operating which is staged against the customer. There is not a fixed game, to our knowledge, on the grounds."
 "Expert Murphy, who was brought here

for the one purpose of doing the cleaning job and who is an expert in that line of work, adds that he had been delighted with the wholehearted cooperation he had from the fair board. He declared emphatically that he didn't know of a single fixed game on the grounds and would welcome any information from anyone with a single complaint.

Educational institutions that they are, fairs should be kept clean, and the idea of cleaning up from within is far better than having the work done by those on the outside who know little or nothing about concession operations. But the duty when done from within must be performed by an expert like J. F. Murphy, and there must be full cooperation from the fair board at all times, otherwise success is impossible.

The *American Weekly* magazine section in a string of newspapers on a recent Sunday carried a story about the *Circle of Death*, an attraction at a Parisian amusement park, accompanied by a picture of the attraction showing three motorcycle riders in action around a photographer in the bottom of the pit. But why go to Paris when one can find such motordromes and as daring rides on many carnivals in this country?

SCOTT M. THOMAS, editor of *The Richmond County Journal*, of Rockingham, N. C., registers a complaint against certain carnival organizations that have played small towns in his territory and says it is a mystery to him and others why they don't clean up. I appreciate his interest in writing, but am sorry to say he sees only one instead of both sides.

Mr. Thomas declares there is a steady tide of apportion "in our small towns to so-called amusement attractions or carnivals that masquerade under the supposed sponsorship of a group purporting to be putting on a county fair." He goes on to say that "this would not be so bad because the State and county combined extract \$800 taxes each week the outfit parks. We could stand the gypping all right if only the shows would leave off the rank robberies and absolutely unforgivable side attractions."

After stating that one of these outfits was "with us recently and, believe me, they left a swarm of red-hot enemies behind," he concludes his letter with the following: "Why they don't clean up is a mystery to everybody who has given the matter any thought. It is poor business on their part, because our people simply will not stand for a return engagement."

The fact that the State and county combined extract \$800 taxes for a week's showing of a carnival regardless of size apparently didn't strike Mr. Thomas as being a real cause for the things to which he objects, altho admitting "we could stand the gypping all right." How any carnival in a small town could pay \$800 taxes for a week's engagement even by operating fair and square is beyond me. The root of the evil is in these high taxes and the main blame falls upon the shoulders of State and county officials. When a carnival pays a high price for the privilege of showing it must get this money back, and more besides to show a profit, and if it is impossible to do this legitimately then the carnival is forced to do otherwise.

As I have said before in these columns, carnival or other traveling amusements should be licensed for regulation purposes only, with a small fee assessed so that the authorities can say what can operate. When these shows are licensed for strictly revenue purposes the fees are made so high, mostly as a result of agitation on the part of permanently located amusement people, that they defeat their own purposes through shows not coming in at all unless auspices succeed in having the license fees waived, and the lovers of this form of amusement, when the fees cannot be waived, are the ones who have to suffer or be satisfied with what the localities give them, on quite a bit of which amusement fare they might already be fed up.

With high licenses also keeping out shows, many people from a State in which such conditions exist will go out of State for the amusements they want and in consequence the States with reasonable licenses will benefit.

Perhaps Mr. Thomas would like to convey these arguments concerning the other side of the case to the readers of *The Richmond County Journal* so as to (See BROADCAST on page 66)

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Glassware Making Strong Bid For No. 1 Post in Premium Field

By ARCHIE STRUHL

Advertising and Sales Promotion Manager for the Morris Struhl Firm, New York

Glassware at present is the hottest item we have handled in many years. First of all, the glassware that is being used at this time is not the same sort of glassware that the coin-machine operators used a few years back. More beautiful craftsmanship has come into being and some of the items are truly the most remarkable we have ever had. The favorites with the operators at the present time are the punch-bowl sets, with cups to match, trimmed in chromium and colored glass.

Also among the choice items are the cocktail sets. We have never before seen such a rush for these sets and our orders are so far past due that we have been in constant long-distance touch with the factories begging for delivery. Lemonade sets, beer sets, night table sets, general dinnerware, fancy tea sets and many other items in the glassware line are moving faster now than they have in the last five years.

The most interesting use of the new glassware sets is by the operators offering them for daily high-score prize. A \$2 set is usually chosen for the daily prize. The choice is usually a combination set with chromium trimming. A fine display means being used by some of the operators is to arrange for the sets to be shown in the windows with an interesting sign display. Quite a few operators display the merchandise on an

eye-level shelf in the store. This sort of display is probably only second to the front window display and with such space the glassware is really shown off to advantage, especially if the display is underneath the electric lighting arrangements in the store where the gleam of the chromium and the glass augment the eye appeal.

Some operators continue to work on the one prize for the week. These men will use a large dinnerware set and usually a rather expensive one. They find that this sort of attraction, only once during the week, keeps the play at a fairly steady pace. In the spots where more than one bowling game is used there are daily awards and special awards. The operators have to arrange for the awards to meet with the type of players they have in such spots. Where tournament play is used naturally the most expensive merchandise is offered. The players like this tournament play and the merchandise offered today seems the best that has ever been introduced to create a steady play action.

Operators Swing to Merchandise Prizes

That a record number of coin-machine operators are counting on the flash and quality appeal of merchandise to maintain a steady fall and winter business is indicated by the number of orders coming from all sections of the country. Operators of diggers and rotary merchandisers particularly are receiving the benefit of much new merchandise that has recently been placed on the market. It is a well-known fact that diggers and rotary merchandisers depend almost entirely for play upon the desire-creating power of merchandise.

Another branch of the industry which is reporting a growing preference for merchandise prizes in lieu of cash awards is the salesboard field, a trend that is most satisfying to the industry.

Also responsible for a good share of the tremendous increase in orders recently received is the growing popularity of the merchandise award system among operators of pin games. Because of the great competition in the pin-game field operators are finding it more effective to supplement the play-inviting features of the games themselves with some form of award or prize for making high score or meeting other requirements. There is still considerable experimenting on the part of operators to determine the type of merchandise most effective in stimulating play on the different games. The diversified nature of the devices themselves has brought demand for a wide variety of merchandise, with heaviest play on the following: Clocks of every kind, cigaret lighters and cases, bubble bottles, the home soda siphon, combination billfold and key case, novelty banks, cameras, novelty knives, field glasses and vanities.

Myers Mfg. Co. Expanding

HARRISBURG, Pa., Oct. 10.—Myers Manufacturing Company, maker of calendars and advertising novelties, are constructing a three-story modern fire-proof factory at Capitol and Cumberland streets here. New building, costing \$23,000, will have 12,000 feet of floor space, according to A. W. Myers, who has been in the business since 1903.

Of No Interest to You

PHILADELPHIA, Oct. 3.—It probably isn't noticeable to most people, but officials at the government mint here offered the note that \$10,000 bills are becoming more numerous and \$5,000 greenbacks more scarce.

There are 1937 \$10,000 notes in circulation, or about one to every 66,600 persons, an increase of 512 over last year.

Of the \$5,000 bills, the 1,272 in circulation is a drop of 85 for the same period a year ago.

Demand Grows for Home Furnishings

With public demand for home furnishings showing consistent increase, it is apparent that the revival of interest in home building and home ownership, both dependent on increased income for wage earners, are at last bringing to wholesalers of home furnishings and decorative accessory merchandise the sales boost this trade has so long anticipated.

The record-breaking attendance of buyers at important gift and art shows held recently and the volume of orders that they have placed for home merchandise indicate the feeling of the industry that demand will continue to grow thru the fall and winter. It is expected that judicious promotion will aid in making the closing months of this year memorable from the sales standpoint.

There are probably more new numbers in this field this fall than in any other branch of the industry and a great many of them combine a maximum of beauty and utility. Outstanding in this connection are new lines of novel trays, end tables, occasional tables, lamps, magazine holders and many clever new numbers for wall decoration.

Philly Business on Upgrade

PHILADELPHIA, Oct. 10.—Reports for the Philadelphia district showed an improvement for the last week over the same period a year ago for all lines of business.

Wholesale lines, responding to the faster tempo of retail trade, showed marked expansion. Wholesale trade during the week preserved much of buoyancy which characterized its summer movements.

Orders for Christmas merchandise swelled volume in jewelry and watches, electrical supplies and paper boxes.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

PREMIUM selling has taken an established place in store merchandising and the trade feels that it can be made a valuable sales builder. What's needed, however, is a better understanding of what combination of articles makes a really acceptable offer. All signs point to the early return to favor of an oldtimer of 25 years or so ago. The hatpin is coming into vogue again. I counted four in a day coach going out of Grand Central Station. It's a tiny sort of a pin, as hatpins used to go in their heyday. But you can't say what it will grow into once the fashion has taken hold. Hatpins were once a popular item in the carnival trade. Some were eight inches long or more, with large ornamental heads. The new women's hats, perching high upon the head, need something to hold them down. The general use of hatpins is almost a foregone conclusion and it won't be long when they will be a standard item of every premium display.

Had a few afternoons at the Atlantic Coast Premium Buyers' Exposition. Plenty of good stuff and much profitable talk about prices and business in general. Opinions generally agree with what I have already said several times in this column. The main trend is upward, a few items will hold and fewer still will show a slight downward movement. Brushes, metal goods and hand-made specialties have been advanced and further increases can be expected. Glass and porcelain ware seem to remain where they are, while electrical goods are cheaper. This is a bird's-eye view and there are diversions from the rule in specific instances.

Overheard while passing by: That more thermometers are being bought this year in rural sections than ever before. The farmers want to know whether they feel cold or whether it is merely their imagination—that pastel shades are leading in bathroom and toilet brushes and that there is no end of color variations—that large-sized figure balloons are preferred by most buyers—that military brown is a favorite color for wire stem bristle brushes—that a small bottle-shaped cigaret lighter is getting much attention in the premium trade—that the three-piece mirror, brush and comb dressing table set makes the best selling item in that line, but that customers are getting inquisitive about the quality of the bristles of the brush—that delivery dates will have to be advanced in all kinds of glassware—that the fair trade is more active than originally expected and that some exhibitors have written proportionately more orders for higher grade merchandise this year than at the same date last year.

While writing this I am informed that shoe prices will be higher with the introduction of the spring lines. Footballs, at the \$1, \$2 and \$3 price grades, are finding their way into premium displays. There is a demand for low-priced desk lamps. I am also informed that many orders are written for later delivery in expectation of larger profit if prices should rise during the coming year. An interesting feature of the premium exposition was the complete absence of campaign merchandise.

Cool Nights Boom Room Heater Sales

Following the first few nights of frosty weather, sales of electric room heaters jumped enormously, according to wholesalers serving the merchandise industry. It is expected that this month and November will witness the biggest demand for this type of heater, as it is designed primarily for temporary use to take the chill off the room during periods when it is too cool to do without firing and yet not cold enough to warrant heavy firing.

The most popular price range, as evidenced by the quantity demands for them, seems to be between \$1.50 and \$3.50 for heaters of 10-inch and 12-inch sizes, with single heating unit, although many of the more expensive models are being called for also. The low cost of operating the smaller sizes, as well as the low first cost, is one important reason for their popularity.

While the electric room heater is admittedly a seasonal item, and is a fairly new item to the industry, it seems logical that alert merchandisers men should take full advantage of it, as there is need in almost every home for a device of this type. The success of those who have undertaken promotion of this new item in the past during the early fall months has given rise to the prediction that heaters will become increasingly popular each fall with the industry.

Retail Sales in Encouraging Trend

Retail sales for the past week gave evidence of swinging into full fall stride, as reports from over the country showed activity well maintained and considerably above last year's level.

Household equipment, furniture and furnishings, including electrical appliances, were in most active demand, with likelihood that they would continue to lead in sales for at least several weeks.

A substantial gain in bank clearances was also registered, indicating larger business activity.

Another encouraging note in the week's trend was the steadiness of industrial activity, with manufacturing schedules running at a record pace for any corresponding week in recent years.

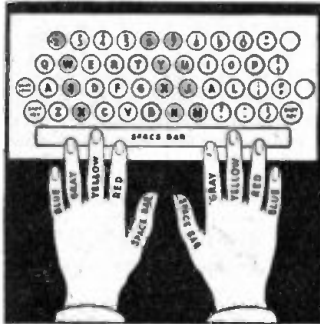
New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New Typewriter Feature

One of the smartest merchandising ideas in years and one which cannot fail to make quicker, easier and more frequent sales for men handling typewriters was recently introduced by Remington-Rand.

The idea takes the form of a novel improvement on the already famous Remington-Rand portable. The keys on this new kind of portable are colored blue, gray, yellow and red, and each of the fingers on both hands is guided to



the proper keys by the colors on the key. The idea behind the colored keyboard is, of course, to teach the "touch" system of typing quickly and simply.

Tests and actual experience with the new keyboard have proved that about one hour of practice is all that is necessary to learn the "touch" system thru this means.

This Remington-Rand colored keyboard portable eliminates the strong "but I don't know how to type and it takes too long to learn" sales obstacle. The new keyboard also has a tremendous appeal to children. And since more and more parents are purchasing typewriters (and especially portables) for their children's school work the colored keyboard portable paves the way to many quick and easy sales in this classification.

Many agents and salesmen are lining up with Remington-Rand and handling the Remington-Rand typewriters exclusively. The opinion of these live wires seems to be that with the millions of dollars which the company spends to advertise its products, the easy terms at which they can be sold and the firmly established quality of the products a salesman can't fail to pile up a big sales record and make big money.

Remington-Rand announce that they still have a few open territories which they will turn over to any live-wire representative who wants to get into the big-money class.

New Dog Shampoo

"My Doggie's Pine Shampoo" is the name of a new product being offered by Dopkins Company, New York. It is claimed that this shampoo does many things in one operation - cleanses, deodorizes, disinfects, kills fleas, oint, tones and grooms the dog's skin and coat. In addition to its cleansing and disinfecting qualities it is also claimed the shampoo promotes the growth of the dog's hair. "My Doggie's Pine Shampoo" is put up in eight-ounce bottles and should prove a good item for pitchmen, demonstrators and agents.

Airplane Base Globe

A new streamlined airplane base, new map, new-type meridian and new size combine to make the latest addition to the Weber-Costello line of globes a modern masterpiece. There has been a 10-inch globe with hand-mounted type available for many years, but this globe introduces an inexpensive globe in this size. The old engraving was discarded. The new one produced follows the latest developments in type faces, coloring, typography and cartography. The meridian is more attractive and the figures stand out sharply.

The modern airplane motif of the globe is carried out with the inclusion of more than 400 cities located on prominent airways as well as epoch-making flights. Three mountings are available in the 10-inch size, semi-meridian, full and movable meridian. The 12-inch globe also offers the same mountings. The makers also announce the issue of their new catalog showing the newest achievements in globe making. Premium and prize users are invited to send for a copy.

Bob Burns' "Bazooka"

From now on it is good-by to parlor games, for when good fellows (and gals) get together it will be Bazooka parties. Bazooka contests and Bazooka tournaments.

Bob Burns, the Arkansas yarn spinner, who is now a world-famous character,



has taken it upon himself to turn the entire population into Bazooka players. A deal has just been consummated with M. M. Pochopin, Inc., manufacturer of Jazz Croquet and other musical. (See NEW ITEMS on page 66)

EVERY MAN WANTS ONE!

FOUR DISTINCT SHAVE ACCESSORIES IN ONE SENSATIONAL NEW ITEM!!!

A.

DIFFERENT! PRACTICAL! A SURE WINNER!

JOBBERS and DISTRIBUTORS

Selling to Agents, Caravans, Specialty Salesmen, Demonstrators, Salesboard Operators, Coin Machine Operators, all Premium Users, are invited to write for special low quantity prices on BLAPAK. BLAPAK is the biggest money-making item ever offered a wide-awake jobbing or distributing organization and there are still a few territories available. Write today!

B.

C.

D.

BLAPAK

FULLY PATENTED

WITH 25 BLUE DELUXE BLAPAK BLADES

Agents, Salesmen, Demonstrators, Blade Workers, Store Hookers, Salesboard Operators, Coin Machine Operators, all Premium Users are cleaning up with BLAPAK, the sensational four-purpose shave item. Uses as illustrated: **A**—Modern, compact blade holder and dispenser. New blade moves to top automatically as each blade is taken out. **B**—A perfect home. Turned upside down, Blapak makes a perfect home. Easy, circling motion makes used blade like new. Gives many extra shaves per blade. **C**—Used Blade Receptacle. Slot and compartment in Blapak made to hold 25 used blades. Specially designed metal lip makes it impossible for used blades to fall out. Eliminates danger of leaving old blades lying about. **D**—Always refillable. When empty, separate two halves of BLAPAK, insert new blades, snap shut and BLAPAK is again the perfect holder and dispenser.

Made of strikingly attractive design and placement. BLAPAK comes in 6 assorted colors—black, grey, birch, walnut, green and red. Packed 12 BLAPAKS in handsome 4-color silent salesman display carton, which explains all BLAPAK'S uses and sells it on sight. 25 Deluxe BLAPAK Blades already inserted, FREE with each BLAPAK. This is the biggest hit item in years. Write today for address of jobber or distributor in your city. Circular free on request.

LIONEL RAZOR BLADE CO., 112 W. 18th St., New York, N. Y.

CAMPAIGN HITS

ROOSEVELT and LANDON

TIE CLASPS and PINS for MEN and WOMEN

The best campaign numbers yet! High quality brilliantly nickel-plated. Tie Clasp with Democratic donkey and "Roosevelt" in colorful shining enamel with silver trim; or large bright yellow snuffers and "Landon." Also smart fancy scroll Roosevelt Pin and Sunflower Landon Pin. All mounted on attractive "official" display cards. Today's greatest campaign item raises. Every voter buys. Order Today! 28% Deposit, Balance C. O. D.

67c Doz

8.00 Gross

Sample 10:

WRITE FOR CIRCULAR SHOWING INDIAN JEWELRY

Fast \$1.00 Seller . . . Cost you **72c** doz.

HANDKERCHIEF-NECKLACE COMBINATION

Hit of the Fair Season . . . Cost you **78c** doz.

STEINBERG MERCHANDISE CO.

19 West 16th Street, New York, N. Y.

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 1/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Lift Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving-Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Run a Tidy Work. Continuous repeat orders is our best proof.

Send for New Catalog

Model 4DW

\$6.10 each

\$6.75 each

in lots of six samples

F. O. B. N. Y. 25% Deposit

PLAYLAND SUPPLY CO.

118 East 38th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

Your New MONEY SAVING GUIDE

IS NOW READY!

Send for it Today.

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of imported and Domestic Merchandise we have ever offered.

OUR PRICES DEFY COMPETITION!

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy!

GELLMAN BROS.

119 North Fourth St. MINNEAPOLIS, MINN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

RED HOT TIMELY NOVELTIES

ELECTION SPINNERS. Black, Silver Donk & Elephant, Oes. 38c; Gr. \$3.75. Other Spinners, Mam. Humpty, Mille . . . same price. **CAMPAIGN BULL-DOGE MONEY**, very funny . . . For 1,000. 75c. **RED HOT SHIMMIE DANGERS**, 25c Doz; \$2.50 Gr. **CARTOON BOOKS**, 10 kinds, \$1.25 per 100, etc. Order from above, or 25c for 10 Samples. T. R. PAYNE, 25 Cardinal Place, New York.

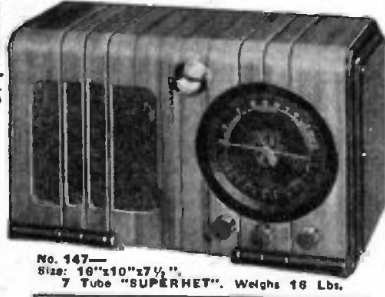
FIRST TIME AT THIS LOW PRICE
RCA LIC. MAGIC EYE
7-tube 3-band Silver Radio
FOREIGN RECEPTION GUARANTEED

\$17.94
 List Price \$37.50
\$17.54
 in Lots of 6.

Rush \$2.00 deposit with order, balance C. O. D., f. o. b. Chicago; Purchase price refunded within 5 days if not 100% satisfied.

ORDER SAMPLE TODAY ON MONEY-BACK Guarantee

A "buy" for those who want the best in radio. Tunes 18 to 550 meters—3 full bands. Gets fascinating programs from England, France, South America, etc., as well as American broadcasts, police calls, amateurs, etc. **MAGIC EYE** enables you to "see" when station is properly tuned. Automatic volume control. **7" JUMBO DIAL**—5 colors, with individual color for each wave band. **OVERSIZE 1/2"** dynamic speaker. **BEAUTIFUL WALNUT cabinet**—high piano finish. **ONE YEAR GUARANTEE.** AC-DC, 60 Cys., 110 Volts.



No. 147—Size: 10"x10"x7 1/2". 7 Tube "SUPERHET". Weighs 18 Lbs.

FREE—New 1937 Catalog Out Of Press. Farm, Auto and Home Radios—21 New Models.

SILVER SALES CO.

612 No. Michigan Ave., Dept. BB, Chicago, Ill.

NOTES from SUPPLY HOUSES

Rare indeed is the new product which in little more than a month can firmly establish itself as one of the fastest sellers in its field. This, however, is exactly the record set by Blapak, the new four-purpose shaver's item. Introduced September 1, Blapak has caught on immediately with the premium and novelty trades. Many and surprisingly large initial orders were placed for the item.

Lionel Plante, general manager of the Lionel Razor Blade Company, manufacturer of Blapak, states that quite a few of the firms who placed first orders for Blapak are reordering. What is even more significant, according to Plante, is the fact that a great many of the reorders are for larger quantities than the original orders.

Blapak is an attractive item made in Neelite or Plascin in six attractive colors, black, grey, birch, walnut, green and red. It is designed to fulfill four specific purposes. First, it is an ideal, modern and compact blade-holder and dispenser. It holds 25 new blades. An ingenious spring arrangement in Blapak "pops" a new blade to the top as soon as one blade is removed. Secondly, it serves as a first quality hone. When turned upside down its concave bottom makes honing an old blade an easy task. The manufacturers state that the Blapak hone arrangement will give many extra shaves per blade. Thirdly, Blapak is a receptacle for used blades. There is a slot in the center of it in which old blades may be inserted. The compartment to which this slot leads is made to hold 25 used blades and a special metal lip makes it impossible for these blades to fall out once inserted. Lastly, Blapak is always refillable. When the 25 blades are gone the user merely separates the two halves of Blapak, inserts the 25 new ones and snaps it together again.

Blapak is sold with 25 de luxe blue Blapak blades at a low price, packed 12 Blapaks in an attractive, four-color silent salesman display carton. The carton explains all Blapak's features and sells it on sight, according to the manufacturer.

Lionel Razor Blade Company has a number of circulars on Blapak which will be sent free upon request to interested parties.

Benedict Jerchow, New York cigar manufacturers' representative, is offering a line of branded 5-cent cigars to tobacco salesmen, distributors and wagon jobbers at special prices. He reports that all territories are open outside of Greater New York.

An exhibitor at the Premium Buyers' Exposition recently held at the Hotel Astor, New York, was A. D. Anderson, representing the Everedy Company. Anderson mixes good fellowship with business acumen and made not only new friendships but strong business connections. Everedy manufactures a varied line of premiums ranging from pipes to cooking utensils.

Harry Pakula informs us that without a doubt his latest novelty will sweep the country as did the Put 'n Take tops several years ago. Pakula's novelty is a device employing a Jeep, the well-known funny page animal, who can answer every question and pick every winner. The enormous number of inquiries received from a recent ad is proof enough that pitchmen and demonstrators over the entire country are aware of the tremendous possibilities of the unique gadget.

Sidney Goldfarb, of the Acme Novelty Company, recently made a hurried trip to Brooklyn, his home town, where he was married to Pearl Solomon. Sidney returned to California with his bride with the well wishes of his many friends, both in New York and afar.

Walter Leatherow, of Oak Rubber Company, was very much in evidence at the Premium Buyers' Exposition, Hotel Astor, New York, September 28 to October 2, inclusive. Walter met quite a few old acquaintances and made many new friends with his usual genial personal-

F&M FOOTBALL SPECIALS
 Something New
Printed Football Feathers
 Complete name of College or School printed on Feather in exact Color Combination—One Day Service.
 100 \$2.75—1000 \$25.00
 NO. 50—Badge made up complete with Celluloid Button (name of College or School). Two-Piece Cotton Ribbon and Metal Lithograph Football. All complete. Per 100 **4.50**
 NO. 60—Same as Above with Miniature Gilt Football. Per 100 **5.50**
 Special Orders Shipped 5 Days After Receipt of Order.

Send for Special Football Catalog
"KING KONG" DANCER
 Works the same as Dancing Dolls or Clowns. Dressed in two attractive colors of life-like fur—Pure White and Chocolate Brown. Send 25c for Sample Program, Etc. with Dealer. 1 Dozen Assorted to Box. Complete with 100 **9.00**

CAMPAIGN SPECIALS
 No. 4—LANCER PHOTO BUTTON BADGE. Complete with Elephant Charm and R. W. B. Ribbon. Per 100 **2.50**
 No. 6—ROOSEVELT PHOTO BUTTON BADGE. Complete with Elephant Charm and R. W. B. Ribbon. Per 100 **2.50**
 Remit 25% Deposit With Orders.

GOLDFARB NOVELTY CO.
 THE HOUSE OF SERVICE
 116 PARK ROW, NEW YORK N.Y.

THE LAST CHANCE!
NEW PRICE!
HOT! CAMPAIGN NOVELTY!
MY PARTY CHARMS—
 Spinning Donkey or Elephant Sensation. Made of White Metal with Brass Handle, Sturdily Built. Dozen **30c**
 25% Deposit With Orders.

BENGOR PRODUCTS CO.
 10 E. 17th St., Dept. K, New York City

STATE and COUNTY FAIR SPECIALS
 Heavy White, Mahogany or Fancy Parade Canes.
 Doz. \$ 1.50
 Gro. 16.50
 Swagger Sticks. Gro. 5.50
 Reach Bounder Balls. Doz. 1.15
 Rocket Baseballs. Doz.85
 Decorated Gas Balloons. Gro. 2.50
 "Thrillers" Candy (250 in Case). Case 2.75
 We have Beacon Blankets, Morocco Gold Covers, Aluminum Ware, Plaster and all other Carnival Supplies.
 Lowest Prices and Best Service for 50 years. 25% deposit must accompany all C. O. D. orders.
LEVIN BROS., Terre Haute, Ind.

WALTHAM
 Large Complete Assortment of First Quality Time at Wholesale Prices. All Full Out. Made for Long Wear. Doz. **\$80**
 Variety of Colors. You ought to see our New Margin Line No. 800. Stunning High Quality \$1.40 complete. Order Today 25% With Order. Balance C. O. D. Plus Postage.

CONTINENTAL MERCANTILE CO. 414 B'WAY NEW YORK, N.Y.
ELGIN or WALTHAM \$1.95 Ea.
 7-Jewel, 18 Size Watches. In New White Cases.
 7-Jewel, 18 Size Elgin and Waltham, \$2.75. Flash Carnival Watches that do not run, 50c each.
 Send for Price List.
 Your Money Returned if Not Satisfied.
CRESCENT CITY SMELTING CO.
 Old Gold and Silver Buyers and Refiners.
 118 N. Broadway, St. Louis, Mo.
MANUFACTURERS, IMPORTERS
 Res. Blades, Peddlers' Supplies.
 Send list and lowest quotations to
E. M. L. JOBBERS
 1208 Main Street, Columbia, S. C.

The Season's Greatest Demonstrator!
 ★ Gives a bright, brand-new looking lustrous glow to all surfaces.
 ★ Makes surfaces proof against water, grease, etc.
 ★ **GLO-BRITE** polished surfaces cannot hold dust!
 Easy, flash demonstration sells Glo-Brite. Startling contrast between portion of surface polished with Glo-Brite and unpolished portion makes everyone buy. Here's the item you've been looking for. **GLO-BRITE** comes in 3 sizes.
 Order today! Or send 10c for a sample bottle of **GLO-BRITE** postpaid and prove to yourself that this is the biggest money-making polish ever made! **FREE** with every order, "DEMONSTRATION TIPS THAT MEAN MONEY TO YOU." A smart "in-the-know" circular prepared by an experienced demonstrator to help you make more money with this super-polish. Rush your order! Write for our circulars and price lists on complete lines Polishes, Cleaners and Accessories.
BORLAB PRODUCTS, Dept. G, 426 Broome St., New York, N.Y.

YALE FOOTBALL Price List Now Ready
 Send for Your Copy Today
 Newest Ideas Lowest Prices

CAMPAIGN NOVELTIES
ROOSEVELT PHOTO BUTTON BADGE—Complete with R. W. B. Ribbon and Donkey Charms. Per 100 **\$2.50**
LANCER SUNFLOWER BUTTON BADGE—Complete with R. W. B. Ribbon and Elephant Charms. Per 100 **2.50**
OLDTUN SUNFLOWER BADGE—Complete with Button, R. W. B. Ribbon and Elephant Charms. Per 100 **3.50**
 Compare our Badges with others on the market. They are more flashy and are of better quality.
 Send 10c for Samples.
LUCKY CHARMS
 Donkeys, Elephants, Horses, Dogs and Many Other Varieties, 75c to \$1.20 per Gross. Send 25c for Sample Assortment.
 Send for Our Price List of Fair and Carnival Specials. 25% Deposit with all Orders.
EPSTEIN NOVELTY CO., Inc.
 130 Park Row, NEW YORK CITY.

new!
SPORT TAIL
 In the next few months these real fur Sport-Tails will be everywhere—on boys' skirts, baseball and ice-skating caps; on kiddie bicycles; everywhere. Stock up and clean up. **\$5.00**
 Sample, 15c.
 Write for "Everything in Furs," Illustrated Circular.
CHARLES BRAND, 208 W. 26th St., N. Y. C.

PHENIX TRADING CO., 120 E. 21st St., N.Y.C.

- **MODEL SIXTY SIX.** \$ 5.25
 Four ROA Licensed Tubes. LOTS OF 6
- Super Chromatic Speaker.
- Dual Pilot Lights.
- New Merchandise. \$ 5.65
 No Surplus. SAMPLES
- Works on A. C. or D. C.
- Size: 7 1/4" x 10 1/2"
- Will Tune from 550-1800 K. O.
- Built-in Aerial. No Ground Required.
- Packed in Air Cushion Carton.
- Order Today. 20% Deposit, Bal. C. O. D.

Free Sample Case
 —Write for Details Today.
BLADES—D, E, 20 Pks.
 5 in. Per Dis. 40c
 (Include Postage)
SIDELINE GOODS—
 Special, Gross, 75c.
 Full Line For:
 ● **Wagon Salesmen.**
 ● **TURKEY CARDS.**
CHAMPION SPECIALTY CO.,
 814-C Central Street, Kansas City, Mo.

WALTHAM
 18 Size—18 Jewels, R. B. movements, fitted in new chrom. cases. Complete with chain to match. Special Price: Lots of 3, each **\$3.50**
 25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.
PILGRIM WATCH COMPANY,
 New York City.
 101 Canal St.

GENUINE DIAMOND RING
 Solid Gold Mounting
 Send for Catalog. Biggest Bargains in Used Watches and Jeweled in the Country.
H. SPARBER & CO.,
 406 North 7th Street, St. Louis, Mo. **2.95**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

CASH IN NOW ON Campaign Souvenirs



3/4 - 1 inch White Stone Donkey. All white metal base completely set with white rhinestones. Colored stone eyes. Durable pin back. Individually carded. B34235—Per Dozen **70c**
3/4 - 1 inch White Stone Donkey. White metal base completely set with white rhinestones. Colored stone eyes. Durable pin back. Individually carded. B34232. Ora. **9.00**
Per Dozen, 80c.

Roosevelt Lapel Button. Made of metal in gilt finish. Packed 1 gross to box. B310218—Per Doz. **75c**
Packed 1 Doz. on Display Card. B310218—Per Gross **1.00**



3/4 - 1 inch White Stone Elephant. White metal base completely set with white rhinestones. Colored stone eyes. Durable pin back. Individually carded. B34234—Per Dozen **70c**
1 - 1 inch White Stone Elephant. White metal base completely set with white rhinestones. Colored stone eyes. Durable pin back. Individually carded. B34233—Per Dozen **9.00**
Per Dozen, 80c.



Sunflower, Landon-Knox Lapel Button. Made of metal. Actual size. Packed 1 gross in box. B310221—Per Gross **1.00**
Packed 1 Doz. on Display Card. B310222—Per Dozen **1.25**



Landon Prella Flower. Attractive bright yellow enamel leaves with black centers and raised yellow enamel name. Durable pin back. Individually carded. B3331—Per Dozen **60c**



Elephant Lapel Button. Made of metal, gilt finish. Packed 1 gross in box. B310225—Per Gross **75c**

N. SHURE CO. 200 W. Adams St. CHICAGO

DOG AND SHOE TOY



B15K12—He tugs, he pulls, he jumps, this Mechanical Scotty and Shoe Novelty. Metal shoe contains spring motor. Dog is made of colored celluloid. Length, 8". Each in Box. Dozen **\$2.10**
B15X3—Mechanical Bunny. Metal body, fur covered Bunnies run around in realistic manner when wound. Per Doz. **2.25**
B15K7—Sitting Dog. Made of 2-Tone Plush. Wgt. 7". Per Dozen **85c**
B16X20—Large 11" Scotty, with Long Pile Black Plush. Length, 11", with Movable Head. Dozen **8.00**
B16X8—Mechanical Racers. Doz. **\$2.00**
B16K8—Mech. Crows on Horse. Doz. 2.00
B13M15—Mech. Boy Aviator. Doz. 2.00
B15X11—Mech. Streamline Car, on Track. Dozen **2.00**
B18X0—Mech. Pocking Bird. Doz. 75
B15K4—Mech. Air Race. Doz. 1.00
B11X15—Mech. Merry-Go-Round. Doz. 8.00
B13M12—Mech. Street Car. Doz. 75
25% Deposit, Balance C. O. D.
Are you ready to cash in on the big season ahead. Ask today for copy of our new Catalog No. 368, just off the press. It contains a complete line of Holiday Specials.
JOSEPH HAGN CO.
"The World's Bargain House"
217-225 W. Madison St., CHICAGO, ILL.

ity. He states that his company fared very well at the exposition.

Just as soon as the Legion Tie Company is finished on its run of campaign ties, Ben Gold informs us, it will be ready to announce one of the hottest novelty items ever introduced.

The rapidly growing popularity of the rotary merchandiser has prompted the N. Shure Company to offer the trade a wide variety of merchandise carefully grouped in three attractive assortments. Group one consists of 85 selected items; group two embraces 135 selected items, and assortment three consists of 165 selected items. The company emphasizes that the numbers included in these groups have been selected from the largest stock of prize merchandise in the world. Because of its huge volume of business the firm can tell at all times just what numbers are going best in rotary and other types of machines and offers to give the benefit of this knowledge to the trade upon request.

Bustling activity is evident in both the offices and the factory of the Freely Corporation of New York, manufacturer of the Fireside, low-priced radio, which the firm has been plugging as a "better radio for less money."

Joseph Mosleh, Freely president, reports that orders for both large and small quantities of the Fireside have been flooding in in response to a series of announcements in *The Billboard*. The production department has had all it could do to keep up with the demand for the set.

"It has always been our aim," Mr. Mosleh told *The Billboard*, "to turn out the very best radio possible for the lowest possible price. It is with that aim in mind that we test thoroughly every part which goes into the making of the Fireside. I think the many new orders and the great volume of reorders from satisfied customers is ample proof that we are succeeding in achieving our purpose."

The Freely Corporation issues an illustrated circular which is sent free upon request to anyone in the trade.

Jack Greenberg, of the Continental Mercantile Company, is having a merry time filling the orders for men that work the fairs. He reports a large volume of business and is optimistic as to the future. The Continental Mercantile Company has a complete new fall line ready.

French Boudoir Dolls



No. 88—Miss Hollywood.

\$24.00 Doz.
Advance Plapper Model.
Beautiful Dolls attract business. Doll 32 in high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Order. Jobbers and Distributors wanted.
STANDARD DOLL CO. Inc.
11 E. 22 St., N. Y. C.

Tinsel, Dazzling, Sparkling Christmas Signs



Original 9211 beautiful Cardinal Red Cardboard Signs. For quick delivery send \$4.00 for 100, or \$2.50 for 50 Signs. P. O. 25, St. Louis, Mo. (Weight 7 lbs. Express Charges Collected). Sample, 25c.
KOELNER SIGNS
335 Oeet, St. Louis, Mo.

CAMPAIGN SPINNERS



SELLING LIKE HOT CAKES! Aluminum disk with Figures etched in black. Dozen 30c; Gross, \$3.25. **DONKEY AND ELEPHANT SPINNERS.** Black Cell. Disk with Embossed "Silver Figures." Oaten, 35c. Bulltoney. **HOT AIR Now Deal Money.** \$1.00 a Thousand.

FOR HALLOWEEN
Moustache & Oozoo Sets on Face. Ora. \$1.75
Ooo Ooo Glasses & Beard, in Envelope. Ora. 1.75
Pocoy Glasses. Very Grotesque. Gross. 1.00
Nose Glasses and Moustache. Gross. 1.25
FAKE TEETH. Double Set, 50.00 Gross, etc., etc. **NEW LIST ready.** Send for it. 10c for Catalogue of 3,000 Tricks, Jokes, Puzzles.
Magnatrix Nov. Corp., 136 Park Row, New York

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

FLASH! FLASH! FLASH!
IT'S HOT! IT'S SENSATIONAL! IT'S NEW
BOB BURNS BAZOOKA
Sure Fire Premium
JUST STACKED WITH MONEY MAKING POSSIBILITIES

Knock 'em dead with the hottest novelty item to hit the market in years. Personally sponsored by Bob "Bazooka" Burns; here is your chance to cash in on millions of dollars of free publicity. The Bazooka and Bob are on the Radio every week and will be featured soon in another film, "The Big Broadcast of 1937." The tie-up is a natural and will sell millions of Bazookas.

ANY ONE CAN PLAY IT

You don't have to know how to play an instrument to play the Bazooka. Just sing into it and out comes beautiful music.



Just Sing.

T. M. REG. PAT. PEND.

The Bazooka is so constructed that it resembles the Burns original instrument, sliding features and all. It is 21" extended and 16" collapsed. Finished in a beautiful golden tone, the Bazooka makes a knockout flash.

\$3.60 Dozen
50c Plus Postage

CASH IN WITH THIS SENSATIONAL NOVELTY, ORDER TODAY
M. M. POCHAPIN, INC. 235 FIFTH AVENUE NEW YORK, N. Y.

THE "FIRESIDE" A BETTER RADIO for LESS MONEY

"The FIRESIDE" is catching on all over the country! Orders and reorders are flooding in daily! There's just one reason—The FIRESIDE" is a better Radio for less money! Illustrated is latest improved model, No. 40. A. C. D. C.—Smart, modern, walnut finish cabinet. New improved white marble, full-rising calibrated dial, lights up glowing red, 550 to 1600 kilocycles. Four quality RCA licensed tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful—Selective, Accurate! All parts thoroughly tested. Order today! 25% deposit. bal. C. O. D. Circular on request.



IMMEDIATE DELIVERY \$5.35 Lots of 6.
\$5.75 From 1 to 5.
FREELY CORP., 2 W 20th St., New York, N. Y.

LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.
MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.



GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Opp. 7-E) New York, N. Y.

FREE 5 DAY TRIAL

5 TUBE GENERAL RADIO
SATISFACTION GUARANTEED
Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)
PAST SALES! BIG PROFITS! Modern Walnut Cabinet. Powerful dynamic Speaker. Sensitive tone. **NEW 3-COLOR DIAL.** R. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons.
FREE! NEW 1937 CATALOG Showing 6 new models. Sensational values.
\$6.95 LOTS OF SIX OF SIX
\$7.45 SAMPLE SET
25% with order, balance C. O. D. Remember—Refundation or Money Refunded.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OAK BRAND: HY-TEX BALLOONS HALLOWE'EN "PRINTS"

Witches and Black Cats and other appropriate Halloween designs printed in one color on two sides of balloons. Your choice of all orange color balloons or assorted colors.

For Sale by the Leading Jobbers.



The OAK RUBBER CO
RAVENNA, OHIO.
Selling Through Jobbers Only



WHITE STONE WORKERS

We carry the Most Complete Stock of White Stone Rings in the Country.

We not only have the most complete stock of Rings in the country, but we also carry every kind of jewelry store and demonstration merchandise. Write for our sample line No. 89, consisting of 18 new White Stone Rings for \$2.00. Send for new booklet showing Men's Gifts and other Holiday Gifts.

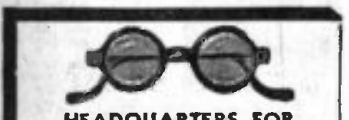
HARRY PAKULA & CO.
5 North Wabash Ave. CHICAGO



Each Mono in 50c Silver or Luse Box.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Mono W or K or's always bare douch, and when you tell prospects Homes are made by the Goodrich Co., Est. 1864 they buy with confidence. Pitchmen, Window Workers, Dairs, write for low gro. prices. Best season ahead. Sample 10c.

GOODRICH,
1500 West Madison, Chicago.
Dept. BQ-10.



HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Optical Specialties Catalog BF48.
17 N. Wabash Ave., Chicago, Ill.

NEW BAKER PENS, Plungers, Vacuums, Combinations, Stream Line and Bullet Shaped. All fitted with the New 14K. Gold Plated Chromium Points. Get My New Price List.



JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. C. CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO., Dept. H-81, Box 353, Hamilton, Ontario.



W. M. MFG. COMPANY, Sandwich, Ill.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. "Will Rogers' Latest Jokes, Se. Flashy Armistice Day Closing Cards, Se. Veterans' Magazine, Holiday Flashies, Se. Veterans' Joke Books, Se. Patriotic Calendars." Hot Season, Se. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

For PITCHMEN

by **BILL BAKER**

(Cincinnati Office)

Pitchdom Five Years Ago

Prof. Petrovics wasn't rushing the season when he announced he would open a new pitch store in New York.

There were more window demonstrators in the big city than ever before.

Morris Taxier was also in New York snooping around for a suitable location for a pitch store.

The American Legion convention in Detroit provided the boys with plenty of biz.

Returns were just fair for Toronto Jack Dillon out in Iowa.

Myrtle Hutt was mastering aviation.

The lineup at the Cattle Congress in Waterloo included Fido Kerr, George Negus, Mr. and Mrs. Lambert, Art Burke and Earl Gaunt.

Doc Pekin, the "man from China," had opened a store on Market street, Newark.

S. M. Wagen passed thru Kansas City and reported to *The Billboard* that he expected to meet his old sidekicks, Sam Minkin and Dave Bagley, down in Dallas.

Yiddle Gamelsler was having a tough time making both ends meet with his pitch store in Albany, N. Y.

Doc J. W. Keown found the Oklahoma sticks pretty good for the sheet.

Too many pitch stores for anyone to make good money in New York, according to Adolph Reinhorn.

Doc Bulger insisted he had found the originator of the sheet game in the form of a very smart monkey.

Both New Mexico and Arizona were okeh by Harry Levitt.

Madams Mayfield closed her platform season in New York State and opened in halls three days later.

Bobby Dense was organizing a 16-people tab show.

There was plenty of fireworks at the Hillsdale (Mich.) Fair. Those of you who were there will probably never forget.

That's all.

COWBELLS and CONCS will be wrapped in moth balls until the spring. It's inside for the boys with the ballies from now on.

DR. GEORGE M. REED scribbles from Columbus, O.: "I suppose you have begun to think I'm dead. That isn't the case at all, but I have been quite a sick man. The missus brought me into Columbus August 22 from Hamilton, O., where I was overcome by the heat. However, I'm feeling much better now. I have quit the road for the time being at least and have leased a stall here for a year. I'll be 61 years old November 9 and after spending more than 40 years on the road I'm ready to say adieu. I'm sorry to leave it, but find my health will not stand it. I believe there is a bright future for the boys and girls who are in the game and work clean. Remember you too will get old some day and it is nice to be able to know you have worked clean and can meet your customers without feeling ashamed. I meet quite a number of old friends up at the General Products Laboratory. They have just taken over the entire building and enlarged their office to about three times its former size. Jay Hobson is in the front office ready to welcome you with that million-dollar smile and hearty handshake, while Dr. Frandre and 'Fergie' Ferguson are always ready to help you. Truly, they are a fine bunch. My son Elliot is superintendent of the assembly room and the shipping department. I also meet many of the boys at H. T. Maloney's place of business. Ted, as he is known, is a real friend of Pitchdom. Hope all the lads and lassies enjoy a good Christmas business. I was glad to learn that Art Cox will go out for Christmas season. Do not work too hard, Art, and, say, why don't you answer my letter? Say, Hubert Hull, what is wrong? No answer to my last letter."

B. LEVEY shoots from Syracuse, N. Y.: "A recent legislation makes it impossible for ex-service men to use their licenses in any part of the State of New York other than the county in which they reside. The amendment to the State law grant-

ing the certificate has been quietly slipped thru without any previous announcement or notice. It is rumored that the various service men's organizations were responsible for passage of the law, due to the abuse of certain rights, principally the one where the pinning of flags on lapels was practiced. They claim that most of these fakers were non-service men and some were ex-service men without pride. The rank and file of license holders will admit this to be true and have often discouraged the practice. But why should those who ply the trade of pitchmen and salesmen suffer for the acts of a few? How will conditions be remedied by changing the law to its present status? By confining the holder to his own vicinity the law will deprive him of the opportunity to cover enough territory, especially during the summer, to make any worth-while showing. Many have stocked heavily since receiving their bonuses, but now it is of no avail. Boys, we should get to our senators and assemblymen in person or by writing and show them what they have done. We must get them to do their best to abolish the amendment."

LAOS who slept in the North during hay-making time may, as well stay there to digest the snowballs, all the cotton is all in and ginned in the South.

EDDIE ROBERTS, who is finished working the New England States and will head south. He says that while in Hartford, Conn., he met several of Dick Rosebury's crews and also Blanche Belanger, who has 14 girls selling subscriptions. Blanche is no longer with Norman, her carnival partner, and, according to Roberts, has definitely retired from that line. Blanche will be in Hartford until November and then head south.

JOLLY BERT STEVENS, who closed with the Williams Show at Cortland, N. Y., October 3, is now in Corning, N. Y. Writing from that city, Bert says: "We had two good ones this year, with the remainder being fair. Doc and Lulu Williams left for their winter home in Florida immediately after closing and would like to have Earl Crumley and the missus stop in for a few weeks. The Ackers joined out for the winter, while the Kehal play night clubs around Albany and Boston until the snow comes, after which they will go to Florida. Vernon Sadler and the missus are working at the Endwell Tavern, out of Binghamton, N. Y., and yours truly plans to join up with Joe Hall, who has a small-town rep making week stands. Would like to read pipes from Doc Quackenbush, Billy Burnes, George DeMott and Earl Crumley."

THE MOST CONSISTENT "beeper" is the one who leaves a doorway loaded with trash and then yells about closed towns and spots.

"CONCLUDED MY SEASON of fairs at Trenton, N. J., recently and here I am at the 'world's playground' for a short rest," cards John Looney from Atlantic City. "Season is about over here. A few pitchmen continue to hold forth on the boardwalk, however. Biz at the Brockton Fair this year wasn't anything to rave about, as it rained on the biggest days. Eastern States Exposition at Springfield, Mass., however, was good. News of Doc Bill Gaw's death brought sorrow to all at Brockton."

"I SAW IN THE LAST ISSUE where Captain Gayer Tyson would like to read a pipe from me," pencils Tom Water from Gowen City, Pa. "I like that, Gayer, and I do salute the 'Captain.' As for the Illusion, I have yet to catch that. The Captain seems to have a short memory. He states that he has been with the Doc Pat Scanlan show for the last seven years. Does he forget that his feet were under our cookhouse? Never again could I gather around me such a galaxy of stars as the great Captain Tyson, Smoky Charlio, Professor

Houck and Charles Barry Clark. Alas! I am out of the game. What a glorious summer my good old pal Pat Scanlan must have had with that jolly bunch of side-splitters. I'll probably see you, Pat, on my next trip to Shenandoah, Pa., the old home town. We can regale each other over a glass of foaming beer."

SAM SPECTER who has been working corn punk at Neisner's, Cincinnati, the last several weeks for Bill Newman, of Brooklyn, has quit there. He is figuring on jumping south a little later in the season with the corn remover. Says he knows the money spots below the Mason-Dixon Line. In the meantime Sam may go to work for Art Nelson, cleaner expert.

SUCCESSFUL PITCH WORKERS are the ones who do less bragging. Success doesn't have to be "howled," it is recognized.

ART NELSON in his second season with the naphtha crystals at Neisner's, Cincinnati, and who recently has opened new spots with the cleaner in Indianapolis and Omaha, returned to Cincy Sunday from Detroit, where he launched his cleaner sales in Kresge's \$1 store.

TEDDY GOLDSTEIN is still in the big leagues when it comes to making money. Besides going like a house afire at the big doings, he has developed the habit of getting big money along with plenty of newspaper publicity.

KNIGHTS OF PITCHDOM reported in St. Louis are Dr. White, at the French market on Saturday; Charles Lorenzen, Mr. and Mrs. Mac Botaford.

IT PLUNGER FILLER VAC

SELLS ZIP! ONE PULL-IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.

JOHN F. SULLIVAN

658 Broadway, NEW YORK CITY.

Fast Service Sully.

PITCHMEN-MEDICINE MEN & DEMONSTRATORS WANTED

Steady winter work big department stores and drug stores. 35c First Aid for every home. Doctor says "It comes as near being an entire medicine cabinet all in one bottle as anything I have ever used."

LINK COMPANY, Emporia, Kan.

CHRISTMAS CARD AGENTS

Large Profits easily earned selling new 21-Folder Assortment. Sells on sight for \$1.00. Write for particulars.

DOROTHEA ANTEL
228 West 72d Street, New York, N. Y.

SUBSCRIPTION PRODUCERS WITH CLEAN RECORDS

Application May Be Made. (No Postcards)

The Richard Rosebury Organization
489 Fifth Ave., New York City.

MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, Columbus, O.

AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.



EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs. **ARGO PEN-PENCIL CO., Inc.**

206 Broadway, NEW YORK CITY.

Dr. and Mrs. Kellett. Joe Smith and Williams.

GREEN... working sharpeners in a doorway at Indianapolis, is reported to be doing fair.

BRAGG BROS.' SHOW... George M. Bragg, manager, is working halls and theaters thru Vermont and will continue in that territory until December 19.

ONE PLACE in I O U doesn't count is Uncle Sam's parcel post windows. You have to lay it on the line for those C. O. D. packages.

SI HART... with paddles, blades, etc., is reported making the Hoosier State towns to a good business.

HAROLD WATSON... working the tobacco markets in North Carolina with health books and astrology charts, reports business as good.

THINGS ARE SLOWING... down a bit and the bonus money is all gone. But, remember this: It's election year and the snow is just around the corner. Get that winter bank roll—now.

SAMMY BERMAN... is reported to be clicking with his Buddha store.

JOE WAHL... working Single-O, set the pace for the boys in 1929 with the gensen. Is again back in harness. He has been making some big scores working the same package in department stores.

SOUTHERN INDIANA FAIRS... have been attracting a number of pitchmen, who have been clicking to satisfactory results thus far.

REGARDLESS OF POLITICAL... deals, new or old, the best deal is a coupon deal that will make you a "good deal."

LESTER KATE... of soap note, has been putting over some of those get-the-money demonstrations with corn medicine in chain stores.

PAUL HOUCE... is preparing to begin his winter medicine coupon deals.

GRANGER THORNBERRY... has collected plenty long green with trade papers the past season.

PITCHDOM has been blessed lately with a shortage of those \$1-a-passout boys, who later make the inevitable touch for some "coffee and."

MORRIS DAVIDSON... working gummy in the Cotton Belt, has been making some real touches with the stick-fast packages.

BLACKY KESSLER... one of the deans of gummy workers, has been going along at a fair clip with that item.

SLIM RHODES... ace watch and razor-blade worker, is really gathering the coconuts this year.

NOW THAT THE CURTAIN... has been rung down on the fairs in the Northern States, the constituents of Pitchdom are returning to the old haunts in Chicago, Milwaukee, Detroit, Cleveland and other cities. On the

whole, the recent fair season was a lucrative one for the lads and lassies who worked it.

GEORGE MICHAELS... who operates the wholesale novelty house in Indianapolis, reports that biz has been on the upgrade and that the boys on the road are sending in larger deposits and bigger orders.

WONDER WHAT BECAME... of Jockey Ross, the med purveyor with the strong act. Pipe in. Ross.

PAT O'DAY... of mouse-trap fame, is apparently making hay while the sun shines with his novelty creation.

REPORTS FROM CLEVELAND... indicate that the American Legion national convention drew more people than any preceding convlave. Lads with the novelties and decorations are said to have done a more than satisfactory biz.

CLARENCE MANNION... still retains the pitchman's headquarters in Louisville and welcomes all pitchmen making the Kentucky metropolis.

AMONG THE WORKERS... who got some real dough at the recent Sidney, O. Fair were Dr. Maun, med; Hunt, pin-on tails, and George Shields, sex books.

HAPS MOULDENHAUER... one of the oldest blade-sharpening purveyors in Pitchdom, is enjoying a good biz this season.

ART NOVATNEY... of coil fame, is up and at 'em this season. Looks like a big year for the Detroit.

DESPITE THE YELPS... of the calamity howlers that the ink sticks are a thing of the past, lads working the latest style—transparent barrel—pens are going to town in a big way.

JIMMY MILLER... of serpentine garter fame, has been going very well this season. Besides his pitching activities, he has been garnering the long green doing some tall hustling around the sawdust arenas.

C. W. HOWARD... working late fairs with the sparklers, is getting a good play with that item.

VANDY COOPER... and his family are preparing to locate for the winter so the youngsters can attend school.

WE'LL SOON be reading in the pipes about high-powered med babies who purchase farms in the South after the summer season. Come on, let's have 'em.

BILLY CONNORS... is reported going strong with the trade papers.

CONRAD CHRISTENSEN... has four demonstrations going besides his own with the liquid solder.

LESTER KANE... with his chain-store demonstration, has been doing okeh.

AL MEYERS... of balloon and white mice note, who has been hotpotchling across the continent, is getting a good share of the long green at stops along the way.

AL DECKER... has been working the cream stations of Nebraska and Minnesota with strops and paste to a fair business.

JOHN H. JONES... cards from New Orleans: "Street work for the present is closed here, but parking lots may be worked. The reader remains the same as last year, but this territory is devoid of pitchmen at present. The tales tax is giving everyone

ARE YOU FOR ROOSEVELT? WEAR THIS LAPEL BUTTON (or pin)

Sample 25c Post Paid. Button for Ladies. Pin for Men. Bronze Finish. (Exact Size.) Official Portrait. (Write for sample and quantity price.) Lic. Profit. Every Roosevelt supporter will wear one. GARRISON TOY & NOVELTY CO., Inc., 1215 E St., N. W., Washington, D. C.

PAINTED FELT Pennants \$3.00 PER 100, SIZE 4x9" 25% DEPOSIT, BALANCE C.O.D.

All Colleges in Stock—Specials Made for Fairs, Parks, Carnivals, Resorts, Etc. PAINTED PRODUCTS CO. 872 Broadway, New York

plenty of grief. I was just released from the hospital and am now taking outside treatment."

SALEM BEDONIE... who succeeded his father, the late George Bedonie, in the jam pitch, has been setting an enviable pace with his fixing activities, as well as collecting from the tips. Salem is an artist when it comes to leaving the tips satisfied.

DOC TOM McNEELY... who has just finished a week's stand there to good business and that, on the whole, the season has been pretty good. He reports the personnel of the show remains the same, with Skeeter Snow, wife and daughter, Doc and the missus, Cowboy Singer and Hoot Gibson. Doc says the missus has completely recovered from her recent serious illness.

THE BEST WAY for a pitchman to promote his interests with the public is simple. Just one word—courtesy.

RAY HERBERS... links from Chicago: "Have been here for the last three weeks and find the Windy City about the same as ever. Chicago Blackie, veteran rad worker, is almost totally blind. He says about the only thing he can see now is a form. He didn't even recognize me. Doc E. A. Williams is doing political work. George Oremann, of Baltimore, is working perfume and powder. I'll expect to see you in Texas this winter, Buffalo Cody."

MICKEY WALKER... of knife sharpener fame, who was put on the shelf as a result of a gasoline stove explosion in which he sustained burns to his hands and face, is back in harness and, despite the injury, has been demonstrating the tools to some good passouts.

HARRY SWANGO... who has been making the farmers' fairs in Indiana, reports a swell biz at the Aurora event.

GEORGE SAUERWEIN... working oil in Arkansas and Southeast Missouri, is having a real season. He reports that cotton is coming to the gins in large quantities and all the boys in that section are scoring consistently.

IT LOOKS LIKE the gila monsters are in for a long sleep. To work them now is like reading their death sentences. This will work a hardship on some of the boys who depend on that form of bally.

JOE MORRIS... of necktie-form fame, is now in Buffalo and headed for New York, where he will purchase about \$200 worth of stock. Immediately after the shopping expedition he will leave for St. Louis and New Orleans. Joe has had a swell season.

ETHEL HART... rad and corn medicine purveyor, is holding down the Queen City to good returns. She has been working Cincinnati since early spring.

GEORGE SHIELDS... with the sex books, worked the Legion Fair at Rising Sun, Ind., to a good business.

FOUNTAIN PEN... and pencil, powder and perfume and hose deals are now coming in. The successful workers are all booked and banging away at prospects. They are

PLUNGER FILLER VAC

QUIK SALES FOR FAIR WORKERS. The Grodin line is "Top." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today. ORDDIN PEN CO., 398 8'way, New York, N. Y.

AMAZING XMAS SIGNS

BUY FROM MFR. NO SUBSTITUTES. GET WHAT YOU ORDER. R22-Wishing You All A Merry Xmas. R23-Wishing You All A Happy and Prosperous New Year. R24-Wishing You All A Merry Xmas and a Happy New Year. R25-Do Your Xmas Shopping Early. R26-Let Us Help You Select Your Xmas Gifts. R27-Buy Your Xmas Gifts Here and Save. R28-Wines & Liquors—Ideal Xmas Gifts. R29-A Small Deposit Will Reserve Any Article Until Xmas. R30-A Large Selection of Useful Xmas Gifts. R31-Large Selection of Xmas Toys at Lowest Prices. SPECIAL SAMPLE ORDER—ALL 10 SIGNS 50c. PREPAID. Free Extra-Low-Price Catalog of Gifts, Trimmings, etc. Tree Light Set of 8, 21c; 4-Fold Xmas Cards (Illustrated), 10 for 10c, 21 for 10c. LIBERTY SALES CO., 24 E. 21st St., N. Y. City.

FAMOUS SILVERITE XMASIGNS

Cost 5c (in 200 Lots) Sell 25c. Sell on sight to stores, taverns, hotels, garages, auto camps and all merchants. Best selling Xmas sign in the U. S. A. Be quick and be first in your territory. Send for samples and get started at once. ORDER TODAY AT THESE AMAZINGLY LOW PRICES. 50 Xmas Signs, \$3.50. 100 Xmas Signs, \$6.00. 200 Xmas Signs, \$10.00. 500 Xmas Signs, \$22.50. Postpaid if money order is sent with order. None C. O. D. (Do not send currency.) No Free Catalog. GET OUR FREE XMAS LIST. SILVERITE XMASIGN CO., 417-G So. Dearborn Street, Chicago, Ill.

SOAP

PLAIN, PRIVATE LABEL OR STOCK. Write for Prices. NUTRO MEDICINE CO., 18 South Peoria Street, CHICAGO, ILL.

PEN MEN THIS IS VERY IMPORTANT

Delays are unprofitable. If you are having difficulty getting your orders filled promptly, write or wire us. We are in position to give you immediate delivery on all items. Low Prices. Quality Merchandise.

WE GIVE YOU 24-HOUR SERVICE. STARR PEN CO., 300 W. Adams St., Dept. 11, Chicago, Ill.

FAST SELLERS—BIG PROFIT

FLASH No. 1—Quick selling "Band of Fate" Fortune Cards. 32 Flashy Cards. Booklet of full instructions in Flashy Packet, Mailed \$1.00. Sell 25c. FLASH No. 2—4 Sets of the Smuggest, Funniest Comic Smoker John Cards. 10 Cards in each Set, in Flashy Envelopes. Each Set Sells Fast at 10c. SPICY COMIC XMAS DRETTINGS. 6 Brand-New Cards. Flashy. 2-Colored Peppy Numbers with Envelopes to match. This is no Junk and Sells Fast at the Fair. SPECIAL Samples all 11 Items. Wholesale Prices, 35c. W. PRICE, Dept. A, 2463 Kensington Ave., Philadelphia, Pa.

PEN WORKERS COMPLETE LINE LOWEST PRICES

PLUNGER FILL-VACS—PEN A PENCIL COMBINATIONS—THEY WORK AND GET YOU MONEY. Send for Illustrated Circular. EVERLAST Pen & Pencil Co., Inc. 303 Fourth Ave., Dept. B, N. Y. C.

conducting some extensive advertising campaigns. All in all, it looks like a big year ahead.

LANCASTER (O.) FAIR
closed one of the most successful fair seasons in the Buckeye State. Some pumpkin fairs on the streets of a few spots are still open for the lads who are up and at them and ready to garner some more loose cash.

LADS WHO MAKE
the indoor shows and other winter events should be arranging their dates now. From all indications a good number of subscription men and demonstrators are scheduled for the doings and space will be limited.

HAROLD WATSON
working health books and astrology charts in the tobacco markets of North Carolina, reports business as good.

SI HART
with paddies and blades, is reported to be doing a swell business in the Hoosier State.

ARRANGE FOR YOUR holiday spots and order plenty of stock now. Remember, a successful merchandiser never runs out of stock.

"WORKED A CHAIN STORE here this week to the biggest bloomer in

SELL SUPER BLADES THAT REPEAT
Made of Pittsburgh's Best Surgical Steel.



Each Blade in Individual Printed Wrapper and Unconditionally Guaranteed.

Jobbers and Large Users Write for Special Prices.

MYCO RAZOR BLADE CO.
PITTSBURGH, PA.

YOU BUY RIGHT-- RIGHT HERE

Properly Made in Books, Big Flashy Book, 90 Needles and Threading. Dozen 60c Gross **\$6.50**

APRA KNIFE SHARPENER & GLASS CUTTER. The Perfect Tool. **\$7.00**

SCISSOR SHARPENER (Olive-Oil). Per 100, 75c per 1,000. **\$6.50**

LEAD PENCILS—A-1 Grade, with Eraser, U. S. Product. Gross. **\$1.35**

XMAS CARDS—Big Line. Quality Cards, Gift Wrappings. Ask for List.

SPECIAL—Box of 21 Cards and Xmas Folders, with Envelopes. 15c per doz.

NOTE—Quantities F. O. B. New York. Order to be sent with C. O. D. Orders. Samples at Wholesale, plus Postage.

CHAS. UBERT,
10 East 17th Street,
NEW YORK.

OPENABLE PROMPT SERVICE.

WHITESTONE RINGS
Of Unusual Appeal and Beauty!

GUARANTEED LOWEST PRICES!!
Very Latest!

Send \$2.00 for 20 samples. We also carry the full line of **CRYSTAL JEWELRY** at lowest prices. Free Catalog.

OLYMPIA BEAD CO., 807 8th Avenue, N. Y. C.

1c Each. Also Better Grades

HANDKERCHIEFS
Over 100 Styles.

Make big profits. Easy sales to stores, jobbers, etc. Staple articles. Also catering to Jobbers and Quantity Buyers. Write for particulars. Send \$2.00 for **COMPLETE AGENTS' SAMPLE ASSORTMENT, 8 Doz.** Handkerchiefs, Ladies and Men. Postage prepaid.

GLOBE HANKS CO.,
Dept. B-18, 22 E. 17th St., New York City.

PLUNGER PEN WITH VISIBLE INK BARREL

"ONE PULL—IT'S FULL"

An Extraordinary Value! 5 times greater ink capacity! Visible ink supply! Cleans as it fills! Adjustable Plunger! Leak proof!

\$24.00 PER GROSS

SEND 25c FOR PREPAID SAMPLE

Buy DIRECT from the MANUFACTURER.

EVERFEED CO. 124 E. 22nd Street NEW YORK CITY

years," cards Tom Kennedy, under date of October 8, from Johnstown, Pa. "Seems as tho the recent flood washed all the money away. I get my share when it is to be had, but this is one spot I can't elick and at one time it was one of the best. I'm going to put on the horn nut joint next week, but it won't be here."

DEAFY MARLOW
is getting some good returns with the condensers working spots in Illinois and Indiana.

THE SUCCESSFUL pitchman makes his talks when he is on the spot collecting the long green. The flop does most of his pitching in "coffee and" joints and hotel lobbies.

JEFF FARMER
writes from Dresden, Tenn., under date of October 3: "Worked here in my old home town today with oil, herbs, soap and tablets to a fair business. Cotton is bringing a fair price and this particular section is in nice shape. Altho it is a little early for cotton money to help much, I expect business here to be the best they have had in a number of years. Will return to the tobacco markets in Eastern Carolina next week. Boys, now is the time to be thinking of the long winter that lies ahead. Let's do as the squirrels do and provide for it."

ROY REDDING
cards from El Paso, Tex.: "Whitie Alm and myself have been making this territory to fair business. We expect to work Phoenix, Ariz., for a week before invading the West Coast. Bill Sherrick, Harry Lavin and Harry Corry, why don't you guys pipe in? Where are Joe Morris and Becman Yancey? Certainly glad to learn that H. L. Crumpton is getting that long green."

"HOT SHOT" AUSTIN
shoots from Forest, Miss.: "There is plenty of cotton and money in circulation here. Crops in Southern Alabama and Mississippi are the best since 1928. The Carolinas and Georgia haven't been so hot for me. Tobacco is okeh, but cotton and feed crops are burned up, while closed spots predominate. The chicken catchers and route drivers can have my part of that territory. I'm still on the sheet and for it. Have been doing okeh and watching daily for my friend Louis Bright to fly over in his new plane en route to the Carolinas. Will be in these parts a few more weeks and then "westward, ho" for the winter months. Plan to see all the boys out Oklahoma and Texas way at the Reindeer Round-up at Buffalo Gap."

MUSTLERS' TIP: Lads who are working razor-blade packages, instead of being content with just the sale of the blades, could increase their business a good deal by either selling along or giving away with the blades in one package a steeple pencil, razor hone, strops or shaving cream. The package would command a better price and increase sales, as it would enable the purchaser to buy all his shaving needs at one stop.

"BUSINESS ISNT BIG HERE . . . but it's steady," cards Bob Posey from Athens, Ala. "Weather is ideal with plenty of fairs to work and reasonable readers. Have only met one set of tripes in this neck of the woods. Plan to see the Coast again this winter if nothing happens."

DAVE ROSE
after a long alliance infos from Detroit: "Included among the lads and lassies now in the Motor City are Irene Roth, Robert Halle, J. Walla, Seewald, Evana, Mr. and Mrs. Dagma, Blackie Beard, St. Louis Maxie, Phil and George, and Red Brickner. Most of the fraternity are holding down lots and, considering the weather and business conditions, are doing okeh. Here's some sad news

for some of the boys who make this city each spring. The old "wailing stairs" are gone. The Roxy lot is also a thing of the past, as a hamburger stand is being erected on it. Some time ago the city council here passed a law prohibiting any pitchman from having people congregate on the sidewalk. According to reports, one violator was summoned to court and received a \$5 fine. We have been working without molestation, however. So I suppose we get the breaks after all. I'll be leaving real soon for the South. Would like to read some pipes from T. F. McClusky, Jake Branholtz and Skippy Davis. How are you, Curly Bartok?"

"BAWLING OUT" a tip doesn't do any good. It causes listeners to become disgusted with the pitchman committing the offense and makes the spot tough for the one who follows in.

NEW ITEMS
(Continued from page 61)

cal novelties, to manufacture Bob Burns' Bazooka.

The instrument is so constructed that it resembles Burns' original instrument. In order to become a star performer the manufacturers say all you have to do is sing into the Bazooka and out comes beautiful music. The Bazooka is individually packed in decorated boxes and will retail at 50 cents. Judging from the tremendous advance publicity the Bazooka has had, because of Bob Burns' being featured on the Kraft-Phenix radio programs, as well as in a number of Paramount productions with his Bazooka, and from the advance orders received so far, the Bazooka threatens to become the instrument of the nation.

The Bazooka is 21 inches extended and 18 inches collapsed. It has sliding features, the same as Bob Burns' original Bazooka. It comes in a beautiful gold finish.

New 5-in-1 Tool

Novelty Manufacturing Company will shortly go into production on a new 5-in-1 tool which is expected to take the eye of the pitch and demonstrator boys. The new tool, to be known as Jak-Nife, employs a razor blade and by various adjustments becomes a knife, scraper, glass-cutter, knife-sharpener and bottle cap lifter. Novelty Manufacturing Company is making a special price on quantity orders.

Vue-Back Vanity

Vue-Back is the name of a new vanity mirror just placed on the market by the Lynch Studio, its maker. It permits the user a back view of the head at the same time leaving both hands free for arranging the hair. Of polished white metal, with indestructible finish that is both strong and light, the mirror folds compactly and weighs but 10 ounces. Comes packed in individual gift box, in dozen lots at special discounts to the trade.

"Magie Eye" Radio

In an announcement that is sure to make a sensation among radio buyers of every description, the Silver Sales Company presents its newest sales stimulator—a seven-tube three-band super-heterodyne radio embodying the much-desired "magie eye" feature—all at a price low enough to knock 'em over. The "magie eye" eliminates guessing as to when each station is tuned in at the exact point for greatest volume and



most beautiful tone. As the knob is turned a band of green light appears, growing gradually larger until it forms a complete circle—and there it is, the station wanted tuned in with micrometer exactness. This set also delivers foreign reception, and it's money back if it doesn't. Every set is backed by this iron-clad money-back guarantee—foreign reception and perfect satisfaction—or the full purchase price will be refunded. The radio is incased in a cabinet of

rare beauty, as modern as tomorrow and executed in richly toned woods. The three-color dial when illuminated is nothing short of beautiful. If you're interested in technical details the three wave bands run from 18 to 55, 60 to 175 and 175 to 550 meters, taking in standard broadcasts, short wave and foreign programs. A 3 1/2-inch dynamic speaker and automatic volume control are other features. The set is 16x10x7 1/2 inches.

New Palmistry Book

Astro chart workers, palmists, Buddha workers and others interested in that type of work will be interested in Master Hand Charts compiled by Josef Ranaid, recognized authority on the subject of palmistry. The charts are so simplified that the novice can explain the subject to an audience or customer after an hour's study of the system. Ranaid has authored many books on the subject of palmistry, having made a life study of this science. He will be glad to furnish information regarding his charts.

Something Different

A boneless smoked bar herring is being introduced by the Better Food Products Company. The bar herring is a trifle larger than a sardine and is put up in moisture-proof cellophane bags mounted on attractive display cards. The bag retails for 3 cents each. This should be a good item for specialty salesmen calling on bars and grills.

BROADCAST
(Continued from page 59)

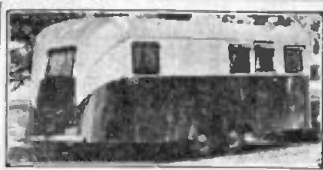
clear up the mystery which he says prevails.

The benefit performance for the Cemetery Fund of the Showmen's League given by the Great Lakes Exposition at Cleveland last Thursday night was another fine piece of work. Others still have an opportunity to help, as the closing date does not come until December 2. The membership drive also will remain open until that date. President J. W. Conklin is making an earnest endeavor to have this go down as the biggest year that the League has ever had in those respects.

REV. J. W. E. AIREY, rector of St. Andrew's Episcopal Church, Houston, Tex., and a member of the Circus Fans of America, in a letter to me directs attention to two things which were not mentioned in Frank (Doc) Stuart's interesting article headed "May Lillie Rides On" in the circus department of our issue of October 3.

"When a wire came saying Mrs. Lillie was not expected to live," Dr. Airey writes, "I immediately arranged to leave Houston for Pawnee, Okla., because I loved her dearly and she had always called me 'son.' Rail connections were terrible from Perry, Okla., to Pawnee and to make it worse the bus broke down. Had it not been for Rajah Niad, of the Colle Carnival, which was playing the 'Cherokee Strip Opening Celebration,' it would not have been possible to have reached Pawnee before Mrs. Lillie lost consciousness. When the Rajah learned what I was up against in trying to get over to Pawnee from Perry he immediately turned his palmistry over to his assistant and took me to the Pawnee General Hospital. Mrs. Lillie was conscious, recognized me and introduced me to the nurses, doctors, etc. The generosity of Rajah Niad in closing his place of business and taking me to Pawnee (without even being asked, because I didn't know he had a car) was a wonderful illustration of—well, 'how one trouper helped another one' in an emergency.

"The other thing is this: We thought it would be appropriate to have a callopo play a medley of Western songs—from a distance—after the commitment at Mrs. Lillie's funeral. Phil Isley, of Tulsa, Okla., the man who built Bailey Bros.' Circus, which is now the Harley Sadler Circus, phoned around the country and finally, thru a suggestion phoned by Rajah Niad from Perry, a callopo was located in Anadarko, Okla., on the Tidwell Shows. T. J. (Tommy) Tidwell gladly sent the callopo on a trip of more than 150 miles to Pawnee for the funeral despite it being on Saturday, one of his big days. M. A. Johnson and his wife, Dorothy, brought the callopo over and took it back. It was played by the local organist, Stella Radley, who until 45 minutes before the service had never touched a callopo keyboard, but who did a splendid job."



Land-Cruiser Model 39, owned by Captain John M. Sheesley, Mighty Sheesley Midway.

LUXURIOUS - SPACIOUS

You too can become the proud owner of a luxurious Land-Cruiser STEEL "Home on Wheels." Enduring satisfaction can now be yours with the many advantages of STEEL construction employed in the new low priced Model 39 Land-Cruiser.

Write NOW For Details

LAND-CRUISER TRAILER CO.

517 E. Patterson St. KALAMAZOO, Mich.

LIBERTY STATE SHOWS WANT

Organized Minstrel Show, Oriental Dancers with own wardrobe. Have complete outfit for both. Good opening for legitimate Stock Wheels and Concessions. Write or wire quick for space for following Fairs: Hillsboro, Tex., October 12 to 17; Rowlett, Tex., 19 to 24. WANT Shows all kind, with or without own outfit. WILL, HOOK OR BUY This-Week. P. S.—Grind stores will work for 25c and 50c, not over. Playing out in Valley all winter we work. Address S. B. WILLIAMS.

ROYAL FLUSH SHOWS WANT

For AMERICAN LEGION FALL FESTIVAL, Hector, Ark., October 19 to 21; and OIL CITY, La., FAIR, week of October 20. Frozen Custard, Athletic Show, Loop-o-Plane Ride, Shows and Concessions. This show will stay out all winter. After playing Louisiana, New Mexico, Texas, will go into Old Mexico for the real cold weather, and wanta real trouper to join us. Drinks and agitators stay away.

C. E. LANE SHOWS WANT

Legitimate Concessions and Shows with own transportation for MT. OLIVE, FREE FAIR, October 12 to 17, and COLLETS FAIR, week following. Both Mississippi. Out all winter.

WANTED

Independent Shows, Rides and Concessions THE WINSTON COUNTY COLORED FAIR, Six Days and Six Nights, October 18, at LOUISVILLE, MISS. Address all mail and wires WILLIE MITCHELL, Scobee, Miss., this week. Two Other Fairs to Follow.

WANTED TO BUY

CHIMPS, trained or untrained. Also an OURANG-OUTANG.

ED STRASSBURG

Lancaster, O., from October 13 to 17; and Circleville, O., from October 18 to 24.

4 FOR 10 PHOTO STRIP OPERATORS

Send for our Catalogue describing new invention for Gifts that will boost your receipts. Edward Feldman, General Manager, THE PHOTOSET CO. OF AMERICA, 1825 Chestnut St., Philadelphia, Pa.

NOTICE!

I have not at any time since September 6, 1936, been officially connected with Henry J. Poille or Poille & Latta in the carnival or any other business and am not responsible for any obligations or debts contracted by Poille from and after Sept. 6, 1936. AL LATTO, Chicago, Ill.

- LIVE MOUSE GAME, Complete with Booth \$25.00
2 ELECTRIC POPCORN POPPERS, with 3 Portable Booths 75.00
CRISPETTE OUTFIT, Complete 50.00
J. F. SMITH, Dayton, O.

HAVE FOR SALE

Scouter, thirty-six by sixty ft., just the thing for Gilly Show with or without new cars. Purchased this season. Can be seen in operation at the following fairs: Florence, Greenwood, Orangeburg or Anderson, S. C. Will Book Motor Drome or any money-getting show for balance of season and season 1937. Address DOBSON'S WORLD'S FAIR SHOWS, Above Fairs.

Out in the Open



Roger Littleford Jr.

The Season Wanes

PHIL WIRTH, New York fair and special-event booker, reports the best season in several years. According to Wirth, prospects are unusually bright for a busy winter season, which is something coming from a booking agent and producer. Dan Christafano and his right-hand man, Sam Karl, are opening a museum in connection with their Crystal Hall sportland on 14th street. From the appearance of the accommodations set aside for the museum the ex-cin machine mogul will have an elaborate establishment. James J. Walker, former mayor of New York, "stole the show" the day last week he visited the Danbury (Conn.) Fair. Mrs. Walker had two Irish terriers entered in the dog show. They failed to win a prize. Jerry Martin, who was critically injured in a fall from his rigging on the Trenton fairgrounds last week, is still in a serious condition at McKinley Hospital there. Last week's engagement was the Martins' final fair date of the year and Jerry had been anticipating a long and much-needed rest. He got it, but how! Speaking of Trenton, ask Bert Nevins, who helped handle the special exploitation for the event, about his experience with the management of a certain Trenton hotel. His was probably the funniest incident of the entire week. Mickey King, petite aerialist, paused momentarily in New York a few days ago en route to Quebec to visit relatives. Miss King, who has been playing Middle Western dates in recent months, returns to Chicago shortly for more work in that part of the country. And Luisita Leers returns to Europe for winter circus dates at the close of her fair season.

Broadway Rodeo

FRANK (BRING 'EM BACK ALIVE) BUCK, a native Texan and loyal booster of the Lone Star country, presented Col. W. T. Johnson with a flag of their State on the opening night of the Colonel's 1936 rodeo at Madison Square Garden. The rodeo is about the same as usual—the stock is as hardy and hard to handle as in the past, as are the cowboys and cowgirls. Everett Johnson's Cowboy Band is the same flashy group of music makers and, to this reporter's mind, is once again a definite highlight of the show. It's a snappy, well-organized outfit.

World's Fair Statistics

THE New York World's Fair of 1939 last week released a statistical summary of what we can expect at the big show a couple of years hence. The imparted figures started plenty of comment to roll along Gotham's streets. Here are some of the more interesting to guys like you and me: Total attendance expected in 1939, 50,000,000; maximum attendance to be cared for in one day, 800,000; daily average attendance expected, 250,000 (whew!); hourly capacity of transportation facilities, 160,000; parking area for 30,000 automobiles. They're optimistic, to say the least, but considering New York's geographical location, the amount of money involved and the caliber of men back of the fair, these figures should be realized with possibly one exception. The expected 250,000 daily average attendance is shooting a wee bit high. Those actually connected with Chicago's A Century of Progress know how the daily average can tumble when school begins and rainy, coolish weather decides to stay a couple of days at a time.

Hell Drivers

THE callous-handed boys from the farm see plenty when Lucky Teter comes to town. Lucky and his boys probably offer more thrills in one afternoon than can be had in a year in most localities. That Teter is not merely a

dare-devil auto manipulator but a showman of the first water as well is evidenced by the manner in which he builds up and sells his breath-taking devilry with ballyhoo and color. Altho your attention is constantly riveted to the activities on the track, there are a couple of times when the Hell Drivers are not hurtling thru flaming fences, plunging off ramps or careening around curves on two wheels. It's then that you realize the clocklike precision in which the events are run off, the distinct voice of the announcer using good English, the brilliantly colored uniforms of the attendants and the highly decorated cars. Nothing is overdone, however—nothing is too gaudy.

According to reliable sources, after his Southern fair dates Teter plans to replace his current equipment, which consists of several large custom-constructed trucks, sound amplifying cars and motorcycles, with a glittering array of new automotive props. And while Teter and company burn up the half-mile dirt tracks another group of death-tempting drivers burn up the pavement of the new Roosevelt Speedway just outside New York. As this is being written a group of race drivers, representing the best in several nations, are engaged in final tuneups for the 300-mile Vanderbilt Cup Race on Columbus Day, opening feature of the new plant.

N. Y., Frisco Dates' Clash Topic of Talks

SAN FRANCISCO, Oct. 10.—Col. J. Franklin Bell, for the past year assistant to Grover Whalen, president of the 1939 New York World's Fair, has resigned to become executive vice-president of the 1939 Golden Gate International Exposition and is scheduled to arrive here on Tuesday to assume his duties. Appointment was announced by Leland W. Cutler, president of the Golden Gate International Exposition, before he left here for Washington, D. C., and New York.

Colonel Bell was formerly assistant to the general manager of Chicago's A Century of Progress and is considered an outstanding authority on world fair management. Mr. Cutler has gone to Washington to urge the federal government to speed up the inviting of foreign participation in the fair here. His New York visit is to discuss the conflict of dates in the Eastern fair with the exposition to be held here in 1939. He's to confer with Mr. Whalen and Mayor La Guardia.

Mayor Rossi and exposition officials said the conflict in dates would be discussed not only by Mr. Cutler but by Mr. Rossi and others at the United States conference of mayors in Washington in November. Mayor Rossi will also go to New York after the Washington conference to see Mr. Whalen and Mr. La Guardia. A New York postponement, it was pointed out, would give each exposition a clear field with exhibitors and foreign nation representation.

UNIVEX FOLDING CAMERA

Big Premium Item!



Case is made of Metal, Crystal Finish; may be had in assorted colors. Very compactly constructed—size closed, 3 3/4 x 2 1/2 in. May be used for snap or time pictures. Makes pictures size 1 1/4 x 1 1/4 in. One of the LATEST MOD. FILMS—very successful as a seller. Produces very excellent pictures that may be enlarged. No. B101 CAMERA. 69c

Each Ten for \$6.50 No. B102 FILMS, for Above. Put up 6 Exposures in a Roll. 85c

SEND FOR CATALOG. ROHDE-SPENCER CO. (Wholesale House) 223-25 W. Madison St. Chicago



SLIP-NOT TIES NEW FALL LINE, Silk-Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. Fast 50c Seller. \$2.25 per Doz. Send for Sample Doz. \$2.50 Postpaid. Money refunded if not satisfied.

Original Patented. Leader Ties Ready-Made Knots. Hold its shape forever. NEW FALL LINE—Silk Lined. Fast 50c Seller. \$2.25 PER DOZEN. Send for Sample Dozen, \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-in-Hand Ties, Silk Lined. \$15.00 per Doz. \$1.50 postpaid. M. LEVINE, INC., 13 N. 13th St., Phila., Pa.

WINDOW CARDS

We specialize in them! In fact nothing but! Quick Service, Low Prices. Write for BIG FREE CATALOG, showing several hundred stock designs in color. BOWER SHOW PRINT CO., FOWLER, IND.

Lotta Hooley Shows WANT

Ferris Wheel, Cook House, Three-Minute Photos, Shows with own outfit. Good opening for Geek, Athletic, Minstrel and Grind Shows. Any legitimate Concession welcome, but no Grift. Trenton, Tenn., Colored Fair this week.

MARKS SHOWS, Inc., The Cream of Fairs in Georgia

- ATHENS DISTRICT FAIR, Athens, Ga., Week of October 19.
MIDDLE GEORGIA DISTRICT FAIR, Milledgeville, Ga., Week of October 26.
GREATER DUBLIN FAIR, Dublin, Ga., Week of November 2.
TRISTATE FAIR, Savannah, Ga., Week of November 9.
BRUNSWICK DISTRICT FAIR, Brunswick, Ga., Week of November 16.
And All Fairs Until First Week in December.

WANT legitimate Concessions of all kinds. Shows wanting a long season wire or write us immediately. Side-Show Acts come on immediately. We can place you. Can not use any Rides, as we have 12, all owned by office.

JOHN H. MARKS, Coastal Fair, Inc., Wilmington, N. C., This Week.

GREAT DUNN FAIR

DUNN, N. C., OCTOBER 19 TO 24, 1936

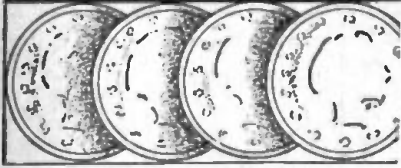
Wants Concessions of all kinds except Bingo. No exclusives. Plenty of cotton and tobacco money here. All address SECRETARY GREAT DUNN FAIR, Dunn, N. C.

THE BANTLY GREATER SHOWS

SEASON EXTENDED TO TRANSFIVING WEEK OR LONGER.

Some Stock Wheels open. WANT legitimate Grind joints. Write or wire for space for OILCUN COUNTY FAIR, DILLON, S. C. (Everybody knows this RED one), October 19-24, Inc. PLACE Moral Attractions, with or without own equipment. Moore County Fair, Carthage, N. C., this week.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

NEW MACHINES

Machines form the basis of the coin-machine industry and members of the trade think in terms of machines. The industry is definitely a product of a highly developed mechanical age and the machines which it produces make use of some of the very best materials and highest engineering skill. The legal and social problems which the trade gives rise to must be considered in the light of modern mechanical progress.

The well-known "bell" type of machine reached a high state of mechanical development before the many types of machines appeared on the market in the recent rise of amusement machines. The long process of developing vending machine mechanisms has also called for real engineering skill to produce machines that defeat to a practical degree the use of slugs.

The more recent rise of popular amusement games suddenly brought the mechanical excellence of the coin-operated machine industry to the front. These machines today incorporate the most modern materials in their construction and also require expert skill in developing the many intricate parts and principles that go to make up a game. The industry is a mechanical industry producing a highly specialized mechanical product. Its progress during the last few years has been remarkable from a mechanical viewpoint, as a comparison of the games of 1932 with those of 1936 will show.

The very nature of the amusement games section of the trade has called for a rapid succession of new machines. There is inherent in the very nature of people a demand for something new. This is especially true in anything that relates to amusement, and the mechanical devices produced by the coin-machine industry have had to comply with this demand to the fullest extent. Manufacturers, therefore, are always engaged in a race to develop something new.

The operator is engaged in the race for something new also, for while he may wish to slow up the constant need of buying new machines, still his competitor may be first in the field with the newest if he is not alert to the very latest games produced in the factories. If his competitor does not keep him looking for new games the playing public will make it evident that new machines are a necessity to receive public patronage.

Thus the operator is primarily interested in new machines. His familiar question is: "What's new?" A successful news medium in the coin-machine field will cater to this demand of the operator to know what is new. The Billboard proved its value to the industry by supplying a news service which is fast enough to keep the operator informed of the very latest while it is still new. The news of new machines forms an essential and major part of a successful news service.

The handling of news on new machines, to make it of most service to the operator, is a question vitally important to publications and manufacturers alike. Both are concerned with the value of making the news informative and interesting to the customer who buys the machines.

After eight years of editing coin-machine news I am convinced that the operator would buy a trade paper "just for the advertising." But at the same time he is deeply interested in the news columns and has definite likes and dislikes as to the news he wants—yet he may not be able to tell you what they are.

One of the most intelligent criticisms of coin-machine news I have heard in the industry came at a meeting of operators and jobbers in New York. A speaker whose name is familiar to the industry said that in his long acquaintance with operators from everywhere he had learned that every operator would like to sense RELIABILITY in the news of new machines given him from week to week. That is what the operator wants in his news, even tho he may not express the idea exactly.

The ideal of reliability underlies the coin-machine news service furnished by The Billboard, altho we may miss the goal by a mile. In reaching that ideal there are methods of handling the news of new machines which are important to advertisers and publication alike.

The simplest method is for manufacturers or their agencies to prepare publicity for the news columns. An editor must express appreciation for the thought, hard work and planning which go into this publicity. The reader will also appreciate the fact that such publicity brings out the most important details of new machines with extreme care and hence he can always be sure of getting full information about the new device.

The weakness in this method of supplying the news is that too much competition arises among the various firms for space and the number of items. The use of too many adjectives also begins to weaken the reader interest. Only the closest co-operation and understanding between advertiser and publication can maintain the interest of the operator in such publicity of new games.

Some advertisers prefer to confine their publicity to short, snappy items written as much as possible from a news angle. Most readers stop with the headline and first paragraph anyway and this style of publicity appeals to the largest number of operators. It has the advantage also of stressing one or two important features of a new machine from week to week.

A third method of handling publicity on new machines is to let the staff write it according to its own convictions and ability. Here again the staff members may be subject to pressure from an advertiser, but in the main the body of operators will consider staff-written news as more reliable. We have plans to develop some new ideas and services in this field.

What the operator would like to have a publication do, of course, is to tell him what new machines are really fine and which are not. This is beyond the ability and privilege of a mere editor.

But the mutual desire of advertisers and The Billboard to furnish a reliable news service, covering the new machines while they are still new and other important subjects, can be affirmed to all readers of the coin machine section. New machines are of major interest to everybody in the trade, and the next several months will bring forth a marvelous succession of machines. Even tho some may be failures, they attest the vitality of the industry and are of primary interest to everyone in the business. We will tell the story of these new machines from week to week, keeping the news as reliable for the operator as possible.



DECEPTION

IS FUN!

BUT... NOT WHEN IT COSTS YOU HUNDREDS of DOLLARS!

WE'VE all been royally entertained by the man who makes ducks fly out of an apparently empty hat, the flying woman, and the disappearing man . . . it's really great fun . . . but they're all just cleverly executed methods of deception. We must admit, an "Aladdin's Lamp" would have been a great aid in successfully working out the many problems the SEEBURG RAY-O-LITE RIFLE RANGE presented . . . but we didn't have an "Aladdin's Lamp." Earnest, concentrated effort, extending over two years, backed by the finest science and electrical engineering had to offer, pioneered and made possible this outstanding amusement machine. Proven successful? Yes, by facts . . . not by ballyhoo . . . more than a thousand RAY-O-LITES placed within the past 20 months . . . an amazing profit record for each location . . . unexcelled mechanical perfection . . . all you could hope for in a coin-controlled machine.

UNETHICAL MANUFACTURERS who offer you "the same type of machine" are ATTEMPTING TO DECEIVE YOU!

They can't reach into an empty hat and pick out a mechanically perfect machine . . . they just trust to luck that their unproven inferior imitations will work. Are you willing to risk your money on one of these propositions? Sure, deception is great fun . . . but not when it costs you hundreds of dollars.

RAY-O-LITE IS PROTECTED BY PATENTS Nos. 2,007,082 and 2,007,083 AND OTHER PATENTS PENDING.

The J. P. SEEBURG CORPORATION have the exclusive manufacturing rights to these patents. Licenses to manufacture have not been granted to others. **ALL INFRINGEMENTS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW!**

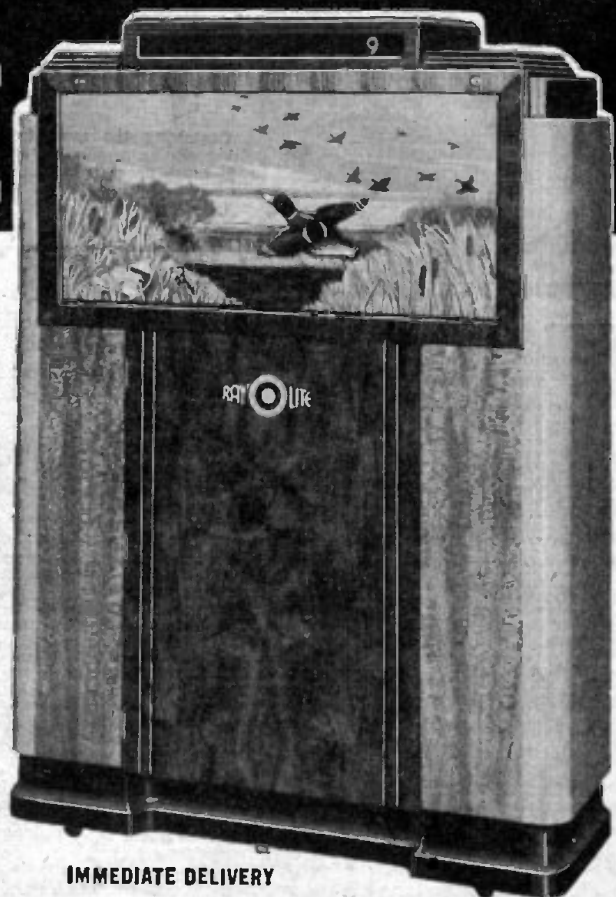
RAY THE SEEBURG LITE

The Original
RIFLE RANGE

SHOOTS A
RAY-O-LITE
AT A MOVING DUCK TARGET

- ★
- COMPLETELY AUTOMATIC —
HITS REGISTERED ON
ILLUMINATED PANEL!
- ★
- REGULATION SIZE RIFLE
- ★
- ULTRA-MODERNISTIC
MATCHED WOOD CABINET
AND GUN STAND!
- ★

**UNSURPASSED
EARNING POWER**



IMMEDIATE DELIVERY

THE SEEBURG FRANCHISE IS MORE VALUABLE

J. P. SEEBURG CORPORATION
1510 DAYTON STREET CHICAGO, ILLINOIS

BOWLETTE

being played by more people today than any other coin game!

Authentically known and used as the "official game" by nation-wide Bowlette leagues and associations. The tremendous acceptance of this game is based on its skill appeal and the satisfaction gained from playing the technically correct game.

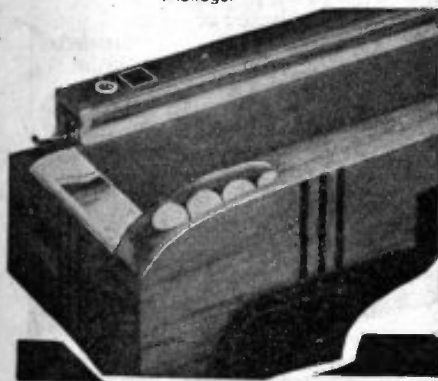
Skilled bowlers demand Bowlette because its alley "pitch" and playing field proportion are conducive to exciting bank shots and expert play.

IMMEDIATE DELIVERIES THRU KEENEY DISTRIBUTORS OR DIRECT

J·H·KEENEY & CO. "The House that Jack Built"

2900 S. MICHIGAN
Chicago, Illinois

New York City Office
250 West 54th Street
BABE KAUFMAN
Manager



small **BOWLETTE**
10 ft. size

NOW IN PRODUCTION

Containing the same totalizing scoring mechanism and positive ball counter. Illuminated escallator and positive ball-release coin chute. Plenty of alley width and playing area with 2 1/4" balls. A real game.

OPERATORS!

Satisfaction Guaranteed — Buy With Confidence

- RENEWED AND GUARANTEED PAY TABLES**
- MULTI-PLAY, new, original crate. **84.50**
 - KEENEY'S VELVET. **59.50**
 - PAMCO PINCH HITTER, like new. **59.50**
 - CREDIT, like new. **59.50**
 - BALLS ALL STARS. **54.50**
 - DAILY RACE MULTIPLE ELEG. **54.50**
 - FLIKER ELECTRIC, very clean. \$89.50
 - FLIKER ELECTRIC, LATEST. **89.50**
 - MOEL, floor sample. **89.50**
 - BOOSTER 5 BALL. **35.00**
 - SNOOKER. **32.50**
 - RAFFLE BALL. **27.50**
 - DE LUXE. **27.50**
 - GOLD AWARD. **24.50**
 - BIG CASINO. **24.50**
 - ACE. **24.50**
 - MAMMOTH. **24.50**
 - MYSTERY THREE. **21.50**
 - RODGE. **21.50**
 - KING FISH. **14.50**
 - THREE IN A ROW, 9 ball. **14.50**
 - PUT 'N' TAKE. **12.50**
 - SPORTSMAN. **6.00**
- USED SLOTS**
- 5 PACE BANTAM, 1c, over 18,000. \$25.00
 - 2 PACE BANTAM, 1c, over 18,000. 22.50
 - 1 LITTLE DUKE SINGLE. 18.00
 - 1 WATLING, over 55,000. 35.00
 - 1 JERINIOS OOSE NECK TWIN JACK. 17.50
 - 1 MILLS BULL'S EYE TWIN. 22.50
 - 2 PACE OOMETS, 10c, over 26,000. 45.00
- 1/2 Deposit with Order, Balance C. O. D.

ALL KINDS NEW AND USED GAMES
WE DO NOT OPERATE!
We Are NOT Your Competition!
THE HOUSE WITH A REPUTATION

AMUSEMENT GAMES INC.
1679 UNIVERSITY AVE. ST. PAUL, MINN.

New Yorkers To Celebrate

Annual dinner is announced for November 15 at the Level Club

NEW YORK, Oct. 10.—The grand gala affair of 1936 for operators in New York and environs has been announced for Sunday evening, November 15, at the Level Club in the Lizmore Hotel, 73d street and Broadway. The announcement was made by Joe Fishman, executive director of the Amalgamated Vending Machine Operators' Association, who will direct the plans for the big occasion. As in previous years, the annual event will be a joint affair given by the Amalgamated and the Greater New York Vending Machine Operators' associations. Saul Kalsou is director of the Greater New York group and will offer the full co-operation of his association in making the plans a big success.

Fishman promises that the affair will be the outstanding one of all the events which the New York operators have so far conducted. An elaborate dinner will be served. There will be dancing to the music of one of the city's leading swing orchestras. Previous to the dancing a complete show will be presented.

A bevy of entertainers have been picked from leading clubs here and each will entertain with his own specialty. A chorus from one of the leading clubs will also be present.

Fishman also says there will be star

entertainers from the new Cotton Club, the Paradise, the Hollywood, the French Casino and Connie's Inn. He is in complete charge of the affair this year as he has been in the past. The souvenir journal for the affair is said to be the largest in its history.

Operators are looking forward to the annual affair more eagerly than any previous celebration. A master of ceremonies is yet to be chosen.

Many manufacturers from Chicago will be present this year. A special train is expected to bring them here to spend some time with their distributors. Special tables have been reserved for the manufacturers who are expected to attend. All distributors here have also arranged for special tables.

Many operators' delegations from up-State cities are also expected. Al Schlesinger is expected to bring a group along with him from Poughkeepsie for the big gala evening. It is also believed that many will be present for the weekend and will spend their last evening at the entertainment offered by the combined operators' groups.

Further details and full information regarding the affair can be had from Joseph Fishman, care of the Amalgamated Vending Machine Operators' Association, 2248 Broadway, this city.

Pittsburgh

PITTSBURGH, Oct. 10.—A Seeburg target machine installed in the Fort Pitt Hotel here is regarded as innovation in entertainment. It was installed by F. M. McNamara, Mt. Washington distributor. The game has been enjoying sensational business, its novel setup attracting unusual attention.

An auto parking meter system has

been installed in the downtown district of Cumberland. The charge is 5 cents for each half hour. Mayor Thomas W. Koon defended the action of the city in installing the meters. All other experiments to solve the traffic congestion have been failures, he stated.

The Allegheny Cigaret Service Company is now distributing the streamlined Rowe cigaret machines in this territory. A new location for these machines is the Post-Gazette Building.

The Harris-Alvin Theater informs its customers that ushers will serve them in securing proper change when they wish to use the installed cigaret or candy machines.

Following a stay for the holidays here Jack Levin, of the L. & S. Sales Company, has gone back to his headquarters in Wheeling, W. Va.

N. E. Laziar, of the Berlo Vending Company, has added the Barry Theater to his local candy-machine accounts.

B HERB BESSER B

Recommended "Reel 21". (Every Operator Knows this is a Winner.)

HE NOW RECOMMENDS DAVAL RACES at \$17.50

Which has been thoroughly proven on locations to be a Sensational Money Maker. We will accept your Used Penny Packs, Cent-A-Packs and Cent-A-Smokes as part payment. Write for our Liberal Trade-in Allowances.

B BESSER NOVELTY CO. B
3070 OLIVE ST., ST. LOUIS, MO.

STOP and GO

acknowledged the best 1-ball payout game ever introduced

Offering the player unlimited award possibilities with chances for Continuous Free Re-Plays.

Continuously Rotating Odds-Changing Disc regardless of whether game is or is not being played.

Power-Operated Shuffle Board.

In-A-Drawer Mechanism — Powerpak.

SYSTEM OF PLAY: If player makes payout hole when Red STOP light is on, he receives award as per odds indicated on disc, but no FREE RE-PLAY. If he makes payout hole while Green GO light is on, player not only receives award as per odds indicated, but shuffle board is automatically released and player enjoys Free Re-Play. A "Right of Way" hole pays \$2 on either STOP or GO lights, and three Safety Island out-holes at bottom of board become payout holes if they hit Green GO light.

J. H. KEENEY & CO.
 "The House that Jack Built"
 2900 S. MICHIGAN, CHICAGO, ILL.
 New York City Office 250 W. 54th St., Babe Kaufman, Mgr.

FREE TO OPERATORS
 A Keeney Pin Game Nail Set and Handy Switch Adjuster to any operator sending his name and address.



Operator's Price

\$139
 TICKET MODEL
 \$10 EXTRA

Samples sold under the usual Keeney 7-day return privilege.

NOW IN PRODUCTION

First Machines In Far North

AMHERST, N. S., Oct. 10.—Frank J. Elliott, veteran coin-machine distributor and operator with base at Amherst, N. S., recently introduced coin machines in two territories hitherto unknown to automatic games and venders.

Elliott, who is proprietor of the Bluenose Shows, a carnival, hit the trail to the Magdalen Islands, staying there a week, during which he featured a concession composed of coin machines, widely diversified in types. The stand was at Grindstone, largest center on the islands, where the fisheries form the basic industry. In addition to operating the penny and nickel arcade under canvas, Elliott arranged for the permanent installation of some machines at favored money spots. It was the first time the natives had seen coin-operated machines and they were deeply impressed, according to report.

In order to get to the Magdalens Elliott chartered an auxiliary schooner. The start of the voyage, which lasted about two days, was at Souris, P. E. I. After the week at Grindstone the troupe, which used the schooner as their living quarters when moored as well as in motion, headed for Newfoundland, touring the Coastal centers. In some of these the coin machines were seen for the first time.

Next came a voyage from Grand Bank, Newfoundland, to St. Pierre. This island became widely known during the last 25 years as the base for liquor smuggling to the United States, serving as feeder for the rum row off New York, Boston, Providence and Baltimore. As at the Magdalens, it was the first tent show to ever set up at St. Pierre and the first time the natives had seen or operated a coin machine. A stay of two weeks was made at St. Pierre, arrangements for this having been made with the governor of the islands of St. Pierre

and Miquelon, which are French possessions.

Locations for permanent operation of a wide range of coin machines were established at St. Pierre.

Only the French language is spoken and comprehended at both the Magdalens and St. Pierre. To the Elliott group this was not nearly the impediment it would be to the average group of barnstormers far into the hinterland. Almost everybody in the Elliott troupe could talk and understand French, including F. J. Elliott, who has been contacting French-speaking people in Eastern Canada for many years.

After the two weeks at St. Pierre Elliott placed his troupe and equipment on board the chartered schooner again for the long voyage back to Amherst. It is possible to come by sea within about an hour of Amherst. The final voyage consumed about four days. It was the first time Elliott had used a schooner or other sea vessel as transportation for his troupe. It was also believed to have been the first time a schooner had been a coin-machine carrier.

Elliott was accompanied on the whole trip by Mrs. Elliott; their sons, Frank J. Jr. and Glynn. The last named is only 4 years old and was the official mascot for the troupe. Mrs. Elliott is secretary-treasurer of her husband's diversified business. F. J. Jr. is also on the staff.

"The Short Man," as Elliott has styled himself, has introduced coin machines, games and venders in Nova Scotia, New Brunswick and Prince Edward Island and in the big island colony of Newfoundland during the last 20 years, and the penetration of the virgin areas of the Magdalen Islands and St. Pierre-Miquelon has further widened his scope of distribution. During the balance of the fall, thru the winter and until late in May, Elliott will concentrate on coin-machine operation and distribution in the maritime provinces.

WE CAN DELIVER BOLO

The Greatest Two-Ball Sensation of the Pin Game Industry.

Faster Than a One-Ball Payout.

Two or Five-Ball Play.

\$54⁵⁰

F. O. B. Utica
 One-Third Deposit With Order,
 Balance C. O. D.



22"
 x
 42"

MOHAWK NOVELTY CO.
 614 BROAD ST. UTICA, N. Y.

ROTARY MERCHANDISER BOWLETTE BOWLING GAME

For real profits get in on these two sensational money-getters.
 PHONE—WRITE—WIRE

MEYER WOLF, Distributor

Vermont Apts., Atlantic City, N. J. (Formerly of 1212 S. 5th St., Philadelphia)

NOWHERE ELSE Makes Plans for Prosperity Month

Can YOU GET Better Values or WE WILL SELL FOR LESS

Quantity	Description	Amount
Xmas Dards & Envelopes, 10 Sets in Box, Box...		\$.07
Xmas Cards & Envelopes, 21 Sets in Box, Box...		.13
Xmas Cards & Envelopes, 100 Sets to Disp. Cab., Cab...		.90
Xmas Tree Light Sets, 8 Ast. Color Lamps, Set, Elec. Xmas Tree Light with Lamp, Complete Set...		.22
Xmas Tree Lamps, 100 Ast. Colors to Box, Box...		.75
Penny Toys, Big Variety, Gross...		.70
4 and 5-Piece China Doll Sets, Dozen Boxes...		.35
Rubber Dolls and Animals, 12 Astid. in Box, Dozen Biring Confetti, 20 Rolls, Ast. Col. in Pkg. 50 Pcs Paper Hat Assortment, Nov. Dec'n. Ast. Colors, Gross Note Makers, Big Assortment, Gross...		.30
Oreog's & Birth'dy Cds, 100 Sets in Disp. Cabinet, Cab. Pen & Pencil Set, Ea. Set in Display Box, Set...		1.10
Pen, Pencil & Knife Set, Ea. Set in Disp. Box, Set Billifolds, Greeting Cards, Assorted Ornaments, Dozen, Billifolds, Genuine Leather, with Zipper, Dozen...		3.00
Bill, Brush Sets, Ea. in Attract. Box, Set Comp. Toilet Sets, Comb, Brush & Mirror in Display, Set, Men's Wrist Watches, Am. Made, Each in Box, Ea. Alarm Clocks, Ast. Colors, Each in Box, Ea. 7-Pc. Stainless Kitchen Set in Display Box, Set...		1.20
28-Pc. Silver-Plated Tableware Sets, Assort'd, Set Novelty Pillows, Attract. Design, Each, Wasp'd, Each Punch & Cocktail Sets, 13 & 15-Pc. Sets, in Comp. Office Drip-O-Lator, 6-Cup, Fancy China, Amer. Ea. Doz. Orn. Elf/In's or Dogs on Parade, 12 Doz. Ds. Smoking Pipes, Bell Tubo Olives, 12 on Disp. Cd, Ds. Pine Box, 4-Pc. Ea. Set in Lined Gift Box, Comp. Cigarette Cases, Imported, Beautiful Designs, Coz. Antimony Box, Bon Dishes, Attract. Designs, Dozen, Perfume Bottles, Assort'd Shapes & Colors, Dozen, Vases, Imported, Assort'd Color Designs, Dozen...		1.50
Ash Tray Assortments, Dec. Nov. China, Gross...		.45
Pin Cushion, Assort'd, Nov. China, Gr. Nov. China, Gr. Ladies' Umbrellas, Impr't'd, Ast. Col. & Handles, Ea. Men's Umbrellas, Imported, Full Size, Ast. H'd's, Ea. Roller Skates, Ball Bearings, Leath. Straps, Pair, Florentine Set: Brooches, Neck, Earrings, Bsd. Ds. Sts. Florentine Rings, Various Styles and Colors, Dozen Jewelry Ass't. Pins, Earrings, Brooches, etc. Gr. Ast. Collar & Tie Slide Comb, Set on Card, Doz. Sets, Collar & Tie Slide Comb, Set in Box, Doz. Boxes...		.65
Pocket Knives, Parfoid H'ds, Doz. Bx. Doz. Boxes Nail Clippers, Tempered Steel, Each on Card, Doz. Bored Chocolates, Attract. Use Pkg. 1 lb. Box, Box Cocoa, Attr. Lithographed Cons. 1 lb. Size, Cons. Chocolate Molds, Milk, 5 ea. Attr. Litho. Cons. Doz. Vanilla Flavoring Extract, High Quality, 16 oz. Doz. Black Pepper, Lithographed Tins, 1 1/2 Size, Dozen...		1.25
Sewing Kits, Transparent Orr. Beautiful Flash, Gr. Army & Navy Knives, Gross in 25c Envelopes, Gross. Sewing Thread, Merc. Ass't. Pins, 60 Size to Bx, 500cl Sewing Thread, White, 60 Spis. to Bx, 8pl Shoe Laces, American made, Parfoid, Banded, Gross...		1.44
Safety Pins, Nickel, 12 on Card, Gr. Cards...		.75
Shoe Polish in Lithographed Box, Black or Brown, Ds. Hair Nets, Double Mesh in Attr. Envelopes, Gross...		1.25
Men's Quarters, Pair on Card, Dozen Pair...		.72
Men's Pocket Combs in Cases, Ds. to Bx, Ds. Obs. Men's Pocket Combs, Colored with Oil, Gross...		4.50
Bobby Comb & Mirror in Bill Case, Dozen Complete Thumb Tacks, Imp'd, Braided 100 Boxes in Ctn. ORN. Fuse Plugs, 10 to 30 Amps, 100...		.85
Safety Matches, Russian, Good Sulfur, Gross Boxes Dish Cloths, Open Mesh, Fine Quality, Dozen...		.62
Razor Blades, Double Edge Pop. Brands, 1000 Blades Single Edge Blades, Perf. Good Value, 100 Blades, Razor Blade Stone, Monies in Box, Gross...		3.25
Shaving & Dental Orms, 35c Size, Ass't. Brands, Gross		.55
		3.00
		5.00

We Carry a Complete Line of Sales Cards, Sales Boards and Novelty Boards. Send Order at Prices List Paid and We will Prove to You that We Sell for Less.
For Direct Import and Factory Prices Send Orders to NEW YORK ONLY. Deposit of 25% With All O. O. Orders. FREE CATALOGS.
OUR ONLY MAILING ADDRESS:

MILLS SALES CO.
901 BROADWAY, NEW YORK N. Y.
ESTABLISHED 1916 Branch 65 BROADWAY ST. NEW YORK

NEW YORK, Oct. 10.—Fitzgibbons Distributors, Inc., Eastern factory representative for Bally Manufacturing Company, is planning an innovation in a "prosperity month" to be devoted to ways of promoting greater profits for all of its customers.

John A. Fitzgibbons, president of the well-known organization, is arranging the plan, which was reported a few weeks ago in *The Billboard* as a "surprise plan" which the organization had in mind. It will be announced along with the introduction of the new Bally games.

A general meeting of the organization will be held next week at one of the banquet rooms in the Bally Building here, where Fitzgibbons will explain the plan. Lew Wolf, traveling sales manager for the organization, will also speak. Herman Pollock, New England sales manager, will present his viewpoint.

Henry Jacobs, traveling service manager of the firm; Jack Devlin, resident sales manager; Bill McDonnell, office manager; Tommy and Gene Callahan, salesmen; Phil Coogan, correspondence director; Tony Di Marco, head of the mechanics division; Ed McNamara, auditor of the firm, and Evelyn Bank, secretary, will be present to help put over the greatest sales month in the history of the firm.

The "prosperity-month" plan has long been an idea of the firm and is expected to introduce the biggest expansion program in the company's history. Every game sold by the firm will be arranged for inspection by Eastern operators who visit the offices.

The firm's field men will be depended upon to spread the information everywhere in the East in a fast coverage program which is being planned by Lew Wolf. He may also place additional men on the road for this month which will insure coverage of every square mile of territory in this trade area.

Operators in the metropolitan area are invited to call at the firm in the Bally Building, where they will be entertained and the plan presented to them firsthand. The home office sales force is preparing to outdo the traveling force. There will be keen rivalry among them, as Fitzgibbons plans an unusual bonus arrangement for this month.

Rola Score Appeals to Big Mass of Locations

CHICAGO, Oct. 10.—With years of experience in the automatic machine industry, the Chicago Coin Corporation possesses sufficient knowledge to lay its production plans to meet every necessity and requirement for complete satisfaction of the whole industry setup.

Significant of this fact is its recent production, the popular Rola Score. Providing all the thrills of bowling alleys, the machine is only nine feet long, which makes it ideal for average locations. There was a demand for this size machine and the Chicago Coin Corporation has more than met it.

Enterprise that calls for initiative and foresight is a characteristic of the company's policy. Due to their efforts distributors and operators throughout the country have been given the opportunity

Too Many Nickels

NEWARK, Oct. 10.—Robert Hendrie, a Bank Roll operator, recently took a vacation and left word with his wife, Anne, to look after and handle his route.

Everything went along nicely until one day she phoned I. X. Morris, sales manager of the Newark office of the George Penser Company, and complained that the only trouble and difficulty she could find with the Bank Roll was that it took in too many nickels, thus making it difficult for her to carry them all home. She wanted to know whether we could supply her with a larger cash drawer so that instead of her making her collections every two days she could arrange to make them only twice a week.

As she put it: "It's no joke carrying about \$100 worth of nickels, especially when you have no pockets to put them in and your husband takes the car with him."

to capitalize on this new channel of location placement. Rola Score, a big-time machine with big-time thrills constructed to a practical size for the average location that forms the bulk of the market, has been met with a gratifying response by the industry.

Altho priced astoundingly low, Rola Score is mechanically perfect in every detail. Individual score is automatically recorded in big brilliant lights on the back panel. The cabinet is cleverly designed, enabling the player to stand as close as he desires. There are no ball troughs or other gadgets in front to interfere with a comfortable stance. Constant action is a keynote of the game, as every ball played adds to the score. All scoring pockets are electrically lighted and a visible coin chute and return-ball chute simplify operation. The sheer beauty of the machine is sufficient to draw attention and habitual play.

Chicago Coin Machine Corporation has upheld its high standard of production and after much research and experimentation has developed a bowling-alley game simple to operate and mechanically and electrically perfect.

Production on the game is in full swing and, despite the fact that the tremendous amount of orders is completely up to expectations, immediate deliveries are being made.

Inventory List Contains Bargains in Used Games

PAYETTEVILLE, N. C., Oct. 10.—Joe Calcutt, president of the Vending Machine Company, reports that his firm has just completed an inventory listing all of the used games it has on hand. The list will be of great interest to all operators at this time of the year, he reports, and he believes that this year's list will prove the most attractive to operators in many a year.

The new list will also carry many of the latest coin-machine creations and will be so arranged that operators may instantly turn to the machines in which they are most interested.

Full particulars, serial numbers and prices are published for every machine listed. Quantity is also stated, Calcutt reports, and the operators therefore know just how many of these machines are on hand.

Hercules Head Sees Ops Hungry for New Games

NEWARK, N. J., Oct. 10.—Irving Orenstein, of Hercules Machine Exchange, Inc., reports that they are unusually busy at this time filling rush orders. Irv claims that the fall season will be the greatest in their history if advance orders are a criterion. He reports they have already taken more than 100 orders for the new Daval Excel pin game without even a sample of the machine on the place.

"The operators are so hungry for machines," he states, "that we are forced to sometimes sell games even before we receive word from the factory as to definite shipping dates."

The firm also reports big sales for the Keeney Bowlette and the new Bolo, non-payout pin game. The latter game is claimed to be one of the biggest hits the firm has ever handled.

If Irving's words come true operators can look forward to the biggest money-making season of their lives this fall.

"The players are demanding games more than they have ever before," Irv said, "and we feel that this demand will be met by manufacturers, and it sure means a lot of money for the operators."

GUARANTEED USED MACHINES

DAILY RACES, MYSTERY	\$65.00
FENCE BUSTER, MYSTERY	65.00
PALOOKA	65.00
CHALLENGER	65.00
PAMCO CHASE	45.00
PAMCO SPEEDWAY	45.00
BALLY DERBY	55.00
PAMCO RED SAILS	45.00
ALL STARS	55.00
PAMCO FARLEY	45.00
CALLING PLUGS	45.00
PINCH HITTER	35.00
ALAMO	35.00
DAILY RACES, Old Style	35.00
SUNSHINE DERBY	35.00
DAILY LIMIT	30.00
PERLESS	30.00
TROJAN	20.00
STAMPEDE	15.00

One-third deposit required on all orders.

South Coast Amusement Company
M. & M. Bldg., 211 South Pearl St., HOUSTON, TEX. DALLAS, TEX.

OCTOBER BARGAINS

PAGES RACES \$275.00

Donus	\$55.00	Giant	\$29.50
Big Five, Jr.	37.50	Hialeah	65.00
Bowle	70.00	Mammoth	38.50
Chase	68.00	Multiple	82.50
Credit	60.00	Palooks, Jr.	70.00
Double Score	48.00	Perless	65.00
De Lusa	38.80	Sunshine Derby	47.50
Dale Ruler	75.00	Velvee	75.00
Electric Eye	75.00	Whirlpool	28.00

PHONOGRAPHS

Wurlitzer, P-10	\$128.00	Seeburg Seico	\$129.00
Wurlitzer, P-12	179.00	Master	120.00
Wurlitzer, P-412	220.00	Mills Troubadour	60.00

BALLY ROLL (Bowling Game) ... \$185.00
Slots—Novelty Games—Counter Games
Write for List.
Terms: 1/3 Deposit, Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
101 N. Fulton Ave. Evansville, Indiana

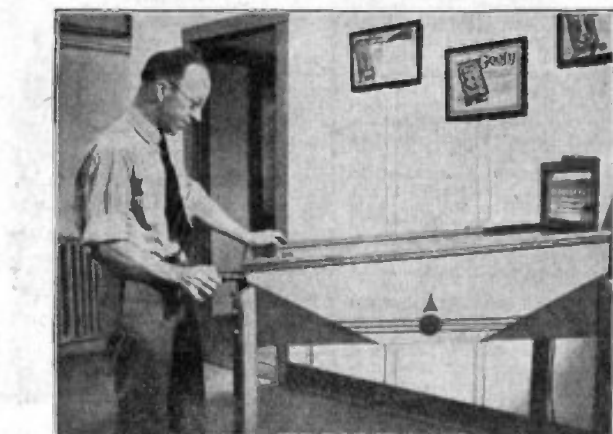
USED BARGAINS

Prices STRIPPED of All Profits on Used Games that are Right

Alamo (Rock-Ola)	\$92.50	Grand Slam (Keeney)	\$29.50
Challenger (Bally)	58.00	Higdon	42.50
Pamco Chase	42.75	Monopolis, Chicago	39.50
Dreft (Rock-Ola)	39.75	Multiple	42.50
De Lusa 48	18.50	Pamco Pinch Hitter	34.50
Bally Derby	42.50	Sportsman	7.50
Diamond Mine (Bucky)	34.50	Trojan	18.50
Flying High (Western)	89.50	Velvee, Keeney	48.75
		Ray's Track	300.00

Terms 1/3 with order, balance C. O. D., F. O. B. shipping point. All subject prior sale—Send your order promptly.

STELLE AND HORTON
1515 Louisiana St., 822 Crawford St., HOUSTON, TEX. NEW ORLEANS, LA.



J. H. WINFIELD, of J. H. Winfield Company, Buffalo jobber, snapped while playing Lights-Out at plant of Bally Manufacturing Company. Lights-Out is said to be one of the season's outstanding successes in the non-payout class.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

New Game Offers Combined Appeal

CHICAGO, Oct. 10.—Al S. Dougls, president of Daval Manufacturing Company, says that the new game Excel has developed new player angles that will be of great benefit to the trade. The unusual appeal of the game was determined by many tests in various sections of the country, as Dougls explains.

According to Dougls: "The fact that Excel gives the player a chance to out-guess it, the reaction of the players is unusually interesting and many believe it shows an entirely new player angle for amusement machines."

"Players actually reveal their character in playing Excel," Dougls reports. "The conservative type of man will 'hold' on a lower number than will the reckless individual. Tests on many locations have also proved that those watching the game will many times advise players when to 'hold' and some get so excited that they push the 'magic button' before they really mean to and then feel sorry for doing so."

"Every angle that coin-operated amusement machine play had developed in the players in the last years has come to the front in Excel."

"Some players, who believe in their skill completely, will continue to shoot even if they have a score of 20—for the chance of making a No. 1 hole on the board, tho they usually can win with the score they already have."

"In the early days of the pin game this would never have happened," Dougls explains, "for the players were not so sure of their skill. Today they take more daring chances than ever before and because of this fact many improvements were necessary in pinning the game before the first production model was made."

Continuous tests over a three-month period with hand-made models was necessary before the firm would allow the game to go into production, Dougls says. Test machines or hand-made

Wedding Bells

Announcement has been made of the forthcoming marriage of Emanuel M. Cohen, attorney for the Skill Game Operators of Long Island, to Eva Korman, of Brooklyn and New Haven, Conn.

The festivities are scheduled to take place Sunday afternoon, October 25, at Rothman's Inn, 285 Kingston avenue, Brooklyn.

It is rumored that several of Cohen's operator friends are planning to send the couple one of the newest games as a gift. Their theory is that the bride should have something to amuse herself while her husband is busy attending the multitudinous meetings held by skill game operators' organizations.

models were sent to the East, to the Pacific Coast and to the South and the Midwest.

In every part of the country different characteristics of the players were immediately apparent.

Dougls learned that the New Yorker was more prone to "take a chance" than was the Midwesterner or the Californian. Many of the New York players would continue to shoot after already reaching a very high score and almost a certain winner for a still better score.

The Midwesterner seemed satisfied with a score of 17, 18 or a little higher and having those wouldn't care to try for 21. He would usually press the "magic button" after getting 18. He felt that getting two free plays was better than trying for the highest possible number. The Easterner reversed this policy and would rather play for the highest possible number of points, overlooking the 2 and 4 free plays almost entirely.

"The Californian seemed to be a mixture of both the New Yorker and the Midwesterner," according to Al Dougls. "He wasn't reckless and yet he played a 'percentage angle.' If after losing a few times he noticed that he needed at least 18 to continue a somewhat steady winning pace he would set this figure as his goal, and instead of trying for the best possible score would play for a sure 18 or perhaps a 19."

The results of these tests gave Dougls an inside understanding of the player's character in various parts of the country.

He believes that Excel not only meets the approval of the players in the various parts of the country, but that it is so constructed that it allows the players, regardless of their characteristics, to play the game to suit themselves.

Buckley Offers Deal on Four-Reel Counter Game

CHICAGO, Oct. 10.—One of the most unusual deals ever offered to the automatic amusement machine industry has just been put in effect by the Buckley Manufacturing Company. With the purchase of five of the company's popular Golden Horses counter machines operators now get one free. Thus operators who place the machines are assured of plus value and an extra margin of profit.

The offer seems the more sensational

when the outstanding record already rung up by the Golden Horses machine is considered. Under the hottest testing fires of actual use and competition the machine has come thru with flying colors to prove itself a real profit maker.

The novelty and suspense of Golden Horses is so intense that the game wins the steady repeat patronage of almost all who play just once. Four shake-proof reels spin around, one carrying the odds, the others carrying letters. And as each falls in place to possibly spell out a name and indicate the odds the player gets a thrill unexcelled by any other machine of this type. This feature, coupled with the expectations of 4 to 30 odds and the mechanical perfection that permits noiseless operation and minimizes maintenance and repair, has made Golden Horses a leader everywhere.

The heavy demands of production, however, are making schedule every day without the slightest letdown in the quality of the product. And Buckley Manufacturing Company has assured the industry that no matter how great an increase in orders results from the new "one for five" offer production and quality will continue to keep pace with present high standards.

On the job every minute to give operators the finest machines possible and get them into their hands without delay is Bill Woollen, Buckley's sales manager. Tireless, with a keen outlook on the big job he's set himself to do. Woollen is known as one of the most progressive merchandisers in the field. His work has succeeded in making Buckley machines a favorite with operators, who have found to their profit the tremendous play the machines are getting.

Blatt Says Excel Game Is Hit in Play Appeal

BROOKLYN, Oct. 10.—From his headquarters here William (Little Napoleon) Blatt, president of Supreme Vending Company, Inc., reports that the new Daval pin game Excel is "the best non-payout pin game that we have handled in the last four years."

He continues by saying: "This is the game that we were awaiting and I feel sure that every operator will acclaim it just as we have. We placed what we believe to be a record sample order for the game—one carload before we even saw the finished model. To add to the order we have given definite instructions to Daval Manufacturing Company to continue shipping us its entire production until we call a halt."

"The way the first sample has reacted here we are sure that Daval has the biggest hit pin game in the business. Our records for the game continue to increase every minute of the day, as more and more operators and jobbers have a chance to see and play it."

"This is the kind of game that operators here have been asking for and I feel that it will be the best money maker of the year."

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name _____
Address _____
Distributor Jobber Operator
PLEASE CHECK
Unit of Union Carbide and Carbon Corporation

LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

Beamite .. \$7.00	Goal Kick .. \$5.00
Crisis Cross-A-Lite .. 8.00	Forward Pass .. 4.00
Kings .. 8.00	Skyscraper .. 8.00
Cartlight .. 7.00	Westing Blue .. 3.00
Drop Kick .. 4.00	Goal .. 3.00
Rebound .. 5.00	
Major League .. 7.00	
Reactor .. 7.00	
Lighting .. 3.00	
Golden Gate .. 3.00	
Brace .. 3.00	
Contact, Jr. .. 5.00	
Contact, Sr. .. 6.00	
Big Bertha, Jr. .. 4.00	
Big Bertha, Sr. .. 5.00	
Signal .. 5.00	
World Series .. 2.50	
Jig Saw .. 2.50	
Streamline .. 4.00	
Blue Ribbon .. 4.00	
Crisis Cross .. 8.00	
Rockette .. 8.00	
1/3 Oopoli—Balance C. O. D.	

COLONIAL MFG. & SALES CO.
1005-11 E. 39th, KANSAS CITY, MO.

AUCTION! AUCTION! MAKE US AN OFFER!

6 Bally Jumbos	9 Palooka Srs.
8 Bally Derbies	3 Battery Tycoons
6 Bally Challengers	8 Electric Tycoons
10 Bally Nationals	2 Mammoth
12 Bally Hiachahs	4 Sun's Derby
8 Bally Peerless	3 Daily Limits
3 Bally BALLY ROLLS	3 De Luxe 48
3 Bally Multiples	8 Ten Grand
9 De Paces Races	4 Dally Races
2 25c Paces Races	3 Koney Bowltoss

Allowance on Penny Packs or Centapacks on Reel 21c.
\$23.75; Highstakes, \$24.75.

Wire us for Quick Action and a Square Deal.

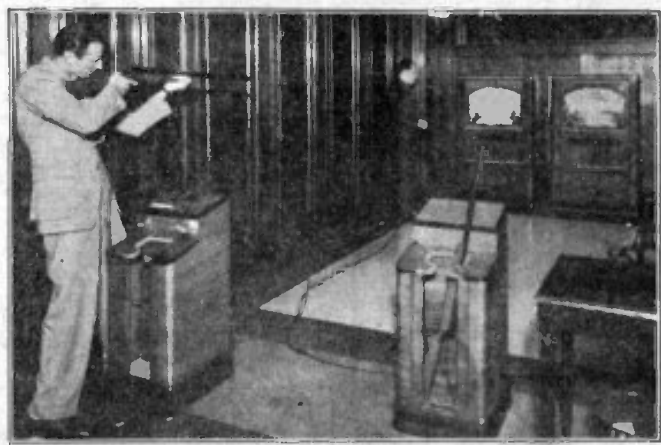
SUNSET NOVELTY CO. 511 West Houston, San Antonio, Tex.

Texas Distributors for Rotary Merchandise.

BLUE FRONTS	\$59.50
ROLL-A-TOPS	49.50
WAR EAGLES	42.50
JENNINGS TRIPLE JACKPOT ESCALATORS	38.00
WATLING DOUBLE JACKPOTS	25.00
LITTLE DUKES TRIPLE JACKPOTS	17.50
TYCOON	45.00
SUNSHINE BASEBALL PARAGONS	42.50
SUNSHINE DERBY	39.50
SELECT-EMS. WAGON WHEELS	4.95

1/3 Oopoli, Balance C. O. D.

KENTUCKY GUM CO.
3400 Garland, LOUISVILLE, KY.



STEVE LA MARR, member of "Three Heat Waves," stars of stage, screen and radio, relaxes between acts by demonstrating his skill on Rock-Ola's Tom Mix Radio Rifle in Paul Gerber's Playland in the lobby of the Sherman Hotel, Chicago, while Paul looks on in admiration. La Marr has become so expert that he can score eight times on one duck, which is a world record for performance on this type of rifle.

Rock-Ola Heralds New "Rhythm King"

CHICAGO, Oct. 10.—From the phonograph division of Rock-Ola Manufacturing Corporation comes the official announcement of the new Rhythm King model. I. F. Webb, phonograph division manager, states: "Operators are clamoring for Rhythm Kings. The new model is so striking that a large amount of business was booked from photographs sent out in advance of the actual samples. And since samples were shipped the total booking has tremendously increased."

One of the features of the Rhythm King is the new visible coin chute, built on the escalator principle, and showing



the last six coins played in the machine. Whether nickel, dime or quarter, the coin is instantly visible thru a glass partition.

Rock-Ola officials say the main attraction of the Rhythm King is the cabinet design which is said to be startlingly different from any other phonograph cabinet. "The costliest of imported and domestic woods have been put into the construction of the cabinet," they state. "It presents an imposing sight with Oriental walnut sides and top, English hardwood pilasters and top ends, beautiful inlaid rosewood panels, imported marquetry inlays and American walnut trim."

Other important features are the new all-in-one program panel and a new light-up effect which portrays an orchestra in the pit of a theater. Since the introduction of the first Rock-Ola phonograph at the coin-machine show in 1935 all Rock-Ola phonographs have used the lightweight crystal pickup, which they claim makes records and needles wear five times as long. And as a further development Rock-Ola engineers claim to have succeeded in eliminating all of the needle scratch. To make it easy for the operator to inspect and oil the mechanism, the entire front of the cabinet folds open, making the chassis fully accessible from the front. Many thousands of square feet are given over to the production of the new machine and Rock-Ola officials state that immediate plans are under way for a daily production of 300 Rhythm Kings. The entire machine, including the cabinet and amplifier, is made right in the Rock-Ola factory.

Phonograph Timer Boon to Music Ops

CHICAGO, Oct. 10.—A new development in the phonograph division of the automatic industry which offers additional profit possibilities is the R. & J. Phonograph Timer. Gerber & Olsson, Middle Western distributors, hail this device as a marvelous asset in phonograph operation.

Gerber & Olsson, well known as one of the top-ranking coin-machine distributors in the country, predict an overwhelming acceptance of this advanced feature.

The R. & J. Phonograph Timer is an adjustable instrument that will automatically play a record after a desired period of nonplay. Acting as an inducement and a self-advertiser, this timer can be set to regulate the playing of a record after any duration of inactivity.

The increased profit possibilities of this timer have been rigidly tested on actual location under average normal circumstances. In every instance, when a specific lull in play occurred, the automatic timer started a record that eventually stimulated additional patronage.

Thoro research in the field has definitely proved, regardless of the merits of any phonograph, that certain periods of stagnation arise on location. Proved mechanically perfect and of practical use, this device is certain of becoming an invaluable and necessary part in the majority of automatic phonographs. Gerber & Olsson report orders from Coast to Coast are continually increasing and are being immediately filled and shipped.

Lazar Company Ready To Show New Rhythm Kings

PITTSBURGH, Oct. 10.—B. D. Lazar Company, from its headquarters in this city, announces that it is now ready to show operators the newest phono masterpiece in the coin-machine industry, the Rock-Ola Multi-Selector Rhythm King.

B. D. Lazar claims that this is the greatest music instrument the coin-machine industry has ever had. He believes that the operators will find the Rhythm King everything they want in a coin-operated phonograph, and, he adds, "it is popularly priced."

The entire Lazar organization at each office in Philadelphia, Reading, Scranton and their headquarters here is putting on a special drive to introduce the Rhythm King to operators.

All branches are enthusiastic about the new phonograph, "Si" Lazar reports, and he feels that they are going to surpass all phonograph sales with the new Rhythm King.

Hunley Places Large Order For Rock-Ola's Rhythm King

LEXINGTON, Ky., Oct. 10.—George W. Hunley, of the Central Kentucky Music Company, has just placed a large order with Sicking Manufacturing Company, of Cincinnati, for Rock-Ola's Rhythm King automatic phonographs.

Hunley is reported to be the largest user of Rock-Ola products in Kentucky and the first to introduce automatic music in Central Kentucky. He was an active operator of electric pianos when they were in their glory.

Denver

DENVER, Oct. 10.—Gano Fenter, Mountain States distributor for Mills Novelty Company, reports a thriving business in the sales of the Do-Rel-MI Phonograph, there having been more than 100 models sold during the last 60 days. His principal interest, however, was in the forthcoming Swing King, which he predicts will find an even readier market than the other.

The counter ice-cream freezer is selling well, most towns thruout Colorado having had at least one installed and promising of more when the season comes on again.

National Convention of the Veterans of Foreign Wars provided quite a spurt for the Denver operators last week. Most machines of the coin type are on the shelf here, but a few were placed in private clubs on a flat-rate basis.

O. N. Sandholm, of the National Operating Company, which recently took on the distributorship for K-Park Orchestral, reports business as good. The firm is covering much the same territory it has for the last 20 years. A branch office was recently established at Grand Junction, Colo., with Fred N. Sandholm in charge.

Business for all machines is good in that territory, and but few machines are idle. Several men are calling on the trade in the western part of the State and extend down into New Mexico. Fred Sandholm is headquartered at his newly acquired hotel, the famous old La Veta, at Ounison, Colo., from where he directs operations.

Sheet-Music Leaders

(Week Ending October 10)

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

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

1. When Did You Leave Heaven? (3)
2. The Way You Look Tonight (5)
3. Until the Real Thing Comes Along (1)
4. Did I Remember? (2)
5. A Star Fell Out of Heaven (4)
6. A Fine Romance (9)
7. Me and the Moon (7)
8. I Can't Escape From You (6)
9. Empty Saddles (12)
10. Sing, Baby, Sing (8)
11. I'm an Old Cowhand (10)
12. Organ Grinder's Swing (11)
13. Bye, Bye, Baby (14)
14. Thru the Courtesy of Love
15. I'll Sing You a Thousand Love Songs

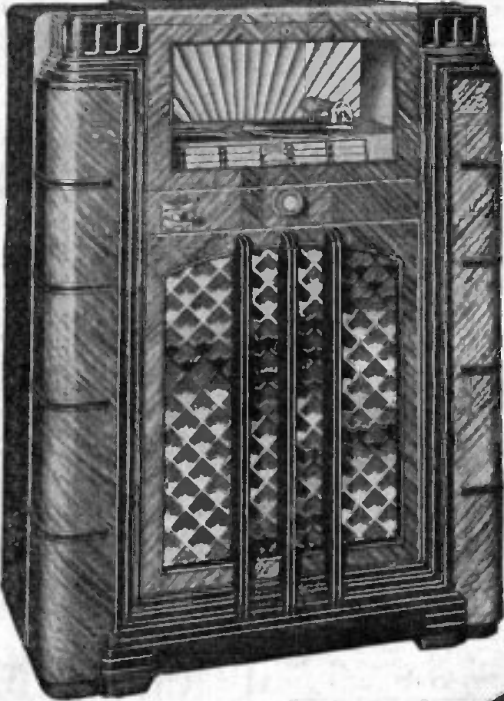
Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, October 2, to Thursday, October 8, both dates inclusive.

When Did You Leave Heaven? (25)	31
The Way You Look Tonight (28)	25
Sing, Baby, Sing (23)	25
Did I Remember? (21)	22
Until the Real Thing Comes Along (20)	21
When a Lady Meets a Gentleman	21
Bye, Bye, Baby (22)	19
Me and the Moon (16)	19
Who Loves You?	19
You Turned the Tables	18
A Star Fell Out of Heaven (23)	17
Close to Me	17
When I'm With You	14
I'll Sing You a Thousand Love Songs	13
Midnight Blue	13
Organ Grinder's Swing	13
Fancy Meeting You	11

THE SEEBURG FRANCHISE IS MORE VALUABLE!



SUPER DE LUXE MODEL "F"



The Instrument without Service Headaches

J. P. SEEBURG CORPORATION
1502 DAYTON STREET · CHICAGO ILLINOIS

PHONOGRAPH COVERS

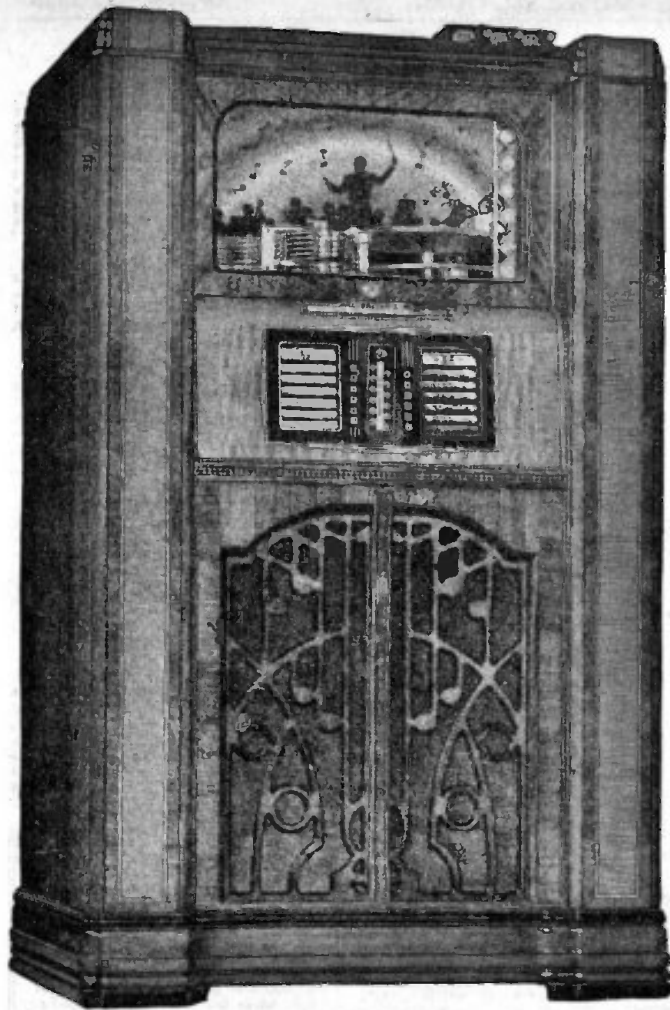
Serviceable guaranteed waterproof protection for your phonographs while en route. Size 50x25x32—First \$9.00.

JOBBERS—Write for Quantity Prices
MAX E. WELLS & CO.

412 Hillside Drive,

Crossboro, N. C.

Demand
**PERMO-POINT
PHONO NEEDLES**
FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS



OPERATORS EVERYWHERE

acclaim the new **ROCK-OLA**

RHYTHM KING

the **GREATEST** Phonograph
EVER MADE!



You are entitled to the **BEST**
why be satisfied with less!!

ROCK-OLA MANUFACTURING CORPORATION,
800 N. KEDZIE AVENUE, CHICAGO, ILLINOIS

Ten Best Records for Week Ended Oct. 12

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6563—"Sweet Adeline (You're the Flower of My Heart)" and "We Can Huddle at Home." Tempo King and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire, Johnny Green and orchestra.	25418—"Mama, That Man's Here Again (O-Oh, Ye-Ah)" and "Mama, That Man's Here Again (O-Oh, Ye-Ah)." Ken Murray and Oswald.	3318—"Big John's Special" and "Coquette." Erskine Hawkins and his Bama State Collegians.
2	B6547—"I'm Talking Thru My Heart" and "You Came to My Rescue." Shep Fields and orchestra.	7716—"A Fine Romance." Fred Astaire, Johnny Green and orchestra, and "The Walts in Swing Time." Johnny Green and orchestra.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3316—"Here Comes the Man With the Jive" and "Scrivade for a Wealthy Widow." Stuff Smith and his Onyx Club Boys.
3	B6560—"Alabama Barbecue" and "That's What You Mean to Me." Tempo King and orchestra.	7742—"Fancy Meeting You" and "I'll Sing You a Thousand Love Songs." Music in Russ Morgan Manner.	25409—"A Copper-Colored Gal" and "I'm at the Mercy of Love." Fats Waller and orchestra.	3315—"When a Lady Meets a Gentleman Down South" and "It's the Gypsy in Me." Putney Dandridge and orchestra.
4	B6548—"Trouble Ends Out Where the Blue Begins" and "Me and the Moon." Shep Fields and orchestra.	7741—"Darling, Not Without You" and "You're Giving Me a Song and a Dance." Art Shaw and orchestra.	25372—"The Way You Look Tonight" and "A Fine Romance." Guy Lombardo and orchestra.	3317—"The Way You Look Tonight" and "Bojangles of Harlem." Emmett Matthews and orchestra.
5	B6533—"Bojangles of Harlem" and "Organ Grinder's Swing." Tempo King and orchestra.	7744—"A Porter's Love Song to a Chambermaid" and "I Know That You Know." Red Norvo and orchestra.	25401—"Sing, Baby, Sing" and "Make-Believe Ball Room." Ruby Newman and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
6	B6488—"A Star Fell Out of Heaven" and "When Did You Leave Heaven?" Charlie Barnet and orchestra.	7743—"Grab Your Partner and Swing" and "Cross Country Hop." Hudson - DeLange Orchestra.	25411—"St. Louis Blues" and "Clarinet Marmalade." Benny Goodman and orchestra.	3319—"Oh, Red" and "Whip-pin' That Jelly." State Street Swingers.
7	B6505—"The Way You Look Tonight" and "Never Gonna Dance." Shep Fields and orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire, Johnny Green and orchestra.	25406—"Love Me or Leave Me" and "Exactly Like You." Benny Goodman and orchestra.	3312—"Let's Get Drunk and Truck" and "Hottest Gal in Town." Lil Johnson and her Chicago Swingers.
8	B6575—"A High Hat, a Piccolo and a Cane" and "You're Giving Me a Song and a Dance." Tempo King and orchestra.	7736—"Sing, Baby, Sing" and "You Turned the Tables on Me." Teddy Wilson and orchestra.	25357—"When Did You Leave Heaven?" and "Sweet Misery of Love." Guy Lombardo and orchestra.	3288—"Summertime" and "Billie's Blues." Billie Holiday and orchestra.
9	B6576—"Copper-Colored Gal" and "Sing a Song of Nonsense." Dolly Dawn and her Dawn Patrol.	7739—"You Came to My Rescue" and "Here's Love in Your Eye." Teddy Wilson and orchestra.	25374—"Until the Real Thing Comes Along" and "I'm Crazy 'Bout My Baby." Fats Waller and orchestra.	3305—"Out Where the Blue Begins" and "Darling, Not Without You." Henry (Red) Allen and orchestra.
10	B6562—"Sweetheart, Let's Grow Old Together" and "Sweet Hawaiian Moonlight." George Hall and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25410—"La Colondrina" and "Honolulu Eyes." Wayne King and orchestra.	3306—"I'll Sing You a Thousand Love Songs" and "Picture Me Without You." Henry (Red) Allen and orchestra.

CARL TRIPPE SAYS:
"The Swing is to Rock-Ola Phonographs"



Missouri and Southern Illinois Distributors
For Rock-Ola Phonographs.

RHYTHM KING \$265.00
ROCK-OLA REGULAR 235.00

USED PHONOGRAPH BARGAINS

- CAPEHART (Non-Selective) \$ 25.00
- CAPEHART (Floor Sample) 135.00
- DC CONVERTERS (110 Volt and 32 Volt) 45.00
- EXHIBIT PHONOGRAPH 25.00
- MILLS DANCE MASTER 100.00
- MILLS MODERNE CABINET 125.00
- MILLS TROUBADOUR 45.00
- SEEBURG AUDIPHONE (Red Cab.) 50.00
- SEEBURG SELECTOPHONE 90.00
- SEEBURG, Model E 65.00
- WURLITZER, P-12 180.00
- WURLITZER, P-10 140.00
- DE LUXE MILLS 175.00

IDEAL NOVELTY CO., 1518 Market St., ST. LOUIS, MO.

FIRST IN OHIO
TO SHOW
The **Rhythm King**

Rock-Ola's King of Music Makers. So attractive it gets and holds the best locations. Visible coin chute makes it **CHEAT-PROOF.**

(See it at)
THE MARKEPP COMPANY,
"Everything for the Operator"
3328 Carnegie Ave., Cleveland, O.
1410 Central Parkway, Cincinnati, O.

**RECONDITIONED
AUTOMATIC
PAYOUT GAMES**

BALLY'S DERBY . . . \$82.50
PEERLESS . . . 48.00
ALL STAR . . . \$86.00

KEENEY'S REPEATER . . . 29.50
MAMMOTH . . . 22.50

SUNSHINE DERBY . . . \$37.50

PAMCO PARLAY . . . 50.00

HOLLYWOOD . . . 29.50

DAVAL'S
REEL "21" . . . \$23.75

Daval's Races . . . 17.50
Sold on 7-Day Money-Back Guarantee.

CLOSE-OUT ON TICKETS FOR
MILLS TICKETTES. Per 1000 . . . 75c

ROCKOLA'S CREDIT . . . \$49.50

Gottlieb DAILY RACES (Single Mystery) 69.50
BAFFLE BALL 22.50

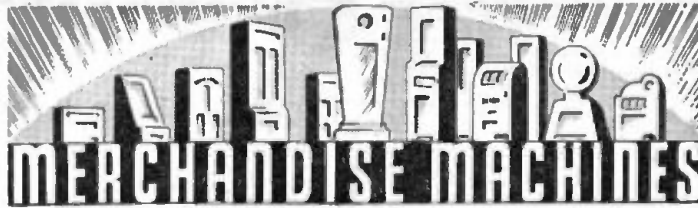
WHIRLPOOL (10 Ball Ticket Model) 20.00

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR A COMPLETE LIST OF NEW AND USED GAMES.

1/3 Deposit With Order, Balance C. O. D.

UNITED MACHINE CO.

1124 HARMON PLACE
MINNEAPOLIS MINN.



**Knoxville May
Try Parkometers**

KNOXVILLE, Oct. 10.—With public opinion mounting in favor of installing parking meters, according to *The Knoxville Journal*, there is widespread effort on the part of officials and business organizations to get all the pros and cons on the new parking system, if possible. The parking meter situation in Knoxville was referred to the safety committee of the city council recently. City officials report that many favorable comments are being received regarding placing the meters on the streets here for a trial test.

Offering a solution to Knoxville's congested traffic problem and a further revenue for the city.

Various officials have expressed themselves as favorable to the meters as a solution to the city's traffic problem.

City Manager George Dempster and Councilman C. C. Arthur issued statements upholding the meter plan and urging that it be given a trial here.

At least one such concern has offered to install the meters free of cost for a 90-day trial period, with a percentage of the receipts collected during that time to go to the city.

If at the end of this trial period the city does not desire to keep the meters they will be removed without further obligation, it was pointed out by city officials.

Dempster said he believed the plan was gaining strength with leading business firms on Gay street and in the business district generally.

"Various newspapers, *The Literary Digest*, the U. S. Conference of Mayors and *Public Management* and many other non-partial publications have in recent issues made favorable comments on the meter plan," Dempster said.

"It may be true that the plan has met with opposition in some cities, but in most cases business men have requested an extension of the metered zones after seeing its merits.

"As a means of solving the parking problem, avoiding possible fatal accidents and as a source of revenue to the

city, I am in favor of giving the plan a trial," Dempster said.

Councilman Arthur joined Mr. Dempster in saying he would not advocate the outright purchase of the meters until given a test.

"Times are changing so we must keep up with the pace," Arthur said.

"From what I have heard of the parking meter plan, it seems to be favorable in most of the cities, and I am in favor of a trial.

"My idea would be to organize a co-operative move with city merchants and business men and get their opinions on the plan. Most of them would be favorable, I believe.

"I favor anything progressive that will offer a possible solution to the traffic problem here in Knoxville, which certainly is a major problem. The meters should be given a fair trial until at least the first of the year. Then if they are successful and the merchants and people really want them I am in favor of their staying on the streets."

Officials pointed out that there are various meter types from which to select. Some have heavy bases and could be placed in the various zones without being made permanent.

Mr. Dempster said he was writing letters to city and business leaders of all the cities now having the meters to get their expressions on the matter.

The meter plan was referred to the council group after it was introduced for discussion by Mr. Dempster.

It was pointed out that revenue from the system could be used in improving streets and in various other city projects.

"It may or may not be a solution to our major traffic problem, but there is no need to pass the opportunity by without giving it a trial," Dempster said.

Cities which adopted the plans have reported steady incomes from the use of the meters. Many cities have applied for additional meters in order to extend their parking zones, it was reported.

Under the plan each car will be given a 20-foot parking space, thereby minimizing the possibility of accidents. The plan has served favorably in reducing double parking in most cities, it was reported.

**Modern Enlarges
Quarters Again**

NEW YORK, Oct. 10.—Modern Vending Company, prominent distributing firm here, is again enlarging its offices and facilities in keeping with plans for the biggest sales campaign in the history of the firm. Nat Cohn and Irving Sommers are busy with carpenters, painters and decorators not only enlarging the present quarters but also making everything completely modern.

Many big plans are under way and Modern has recently completed a large deal in Chicago, Cohn reports, which will require a lot of extra room. At the same time, Nat states, they want to keep up their policy of the most beautiful offices in the coin-machine industry and a complete modernization of their quarters is under way.

Greater display space has been arranged and the separate divisions of the firm have been given individual quarters. The games division will continue in its present space. Meyer Parkoff is now sales manager of this division and will also handle the sales for the Wurlitzer Skee Ball.

The phonograph and record departments have been tremendously enlarged and have been given space in the new addition to the first quarters of the firm. A gorgeous display room is arranged, with a complete service organization in charge.

The repair department will remain in its former spot due to the fact that it has the freight elevator entrance in its quarters. More space will also be given to this department to carry stocks of many parts of new games the firm is expecting from the factories in Chicago.

Large, modern private offices have been arranged for Cohn and Sommers. Special offices for the stenographic and bookkeeping forces have also been arranged. The complete layout has modern furnishings thruout. The display room assures operators the utmost privacy for their transactions.

A new ray gun game with either rifle or pistol arrangement will soon be on display by the firm. This will be in addition to other new products for which the firm has contracted and which will be stressed as the new type equipment that the industry needs.

Special arrangements are also being made by the firm to introduce games entirely new to the industry. They plan many surprises in this direction very soon. They expect to have samples of their new games on hand very shortly.

Cohn also reports that the firm will launch one of the greatest promotional campaigns in its history. They will feature a series of advertisements which are expected to exceed all previous campaigns. The advertising will be followed up by an intensive sales campaign.

CASH INCOME

with TOM THUMB

Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—13 exclusive features, including "Magic Coin Selector," Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants, to Tom Thumb where unsightly machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.



FIELDING MANUFACTURING CO.
DEPT. 42, JACKSON, MICH.

London

LONDON, Oct. 10.—It is a long time since those who depend largely upon distribution of machines from America have experienced such a quiet period. Apart from Scott, Adickes & Company, with Exhibit Rotary Merchandiser; British American Novelty Company and Goddard Novelty Company, with Buckle-ley tables, and Coin-Operated Machine Supply, with Stock Exchange, there has been practically nothing doing in the way of American machines. The introduction of several types of counter machines just now looks like a restoration of activity and those who have arranged for regular supplies anticipate a good winter. Most popular of all is Reel "21," which has caught the public fancy in no small measure. Next one must place the A. B. T. range—Wagon Wheels, Proxit and the like. High Stakes is a new arrival which may well go to the fore.

One British trade publication hints at a forthcoming boom here with bowling tables and suggests roadhouses, swimming pools and country saloons (pubs) as likely locations. There may be possibilities about the first two, but the latter are doubtful. Many country licensed houses have bowling alleys and the affection of locals for their old favorite skittle game may be too strong to change. Very few saloons in towns have room for bowling tables. Main outlet here is in arcades, fun fairs and amusement parks and is therefore somewhat limited. A good number have been successfully operated in these places during the summer, the majority being original Skee Roll and British Skee Ball. Attempts have been made to produce others here, but so far with nothing like success. A Belgian model made its

appearance, but in nothing like quantities.

As regards importation of any of the numerous American bowling table variations, more than one distributor has flirted with the idea, but current prices seem to rule this out. British manufacturers can be more competitive, either with their own direct products or building under license.

Original Skee Roll owes its success here to efforts of Delaney and Booth, directors of Amusement Equipment Company, Ltd. The firm occupies what were originally the Hong Kong pavilions in the British Empire Exhibition at Wembley on the outskirts of London. They manufacture, distribute and operate; their ramifications in the last-named direction at seaside resorts and in city arcades, and fun fairs being on a vast scale. Machines are not their only love; rides and games being also handled and operated. Complete rota of directors is H. A. O. Sorrell, managing director; O. V. Asser, O. E. Booth (at present in America), L. T. Delaney and Charles A. E. Lawes.

Alf Cohen, of Coin-Operated Machine Supply, enjoyed himself so much on a recent visit to Chicago and New York that he already talks of making another journey before very long. Judging by result so far his activities in America are proving profitable. The term live wire is often loosely applied, but it certainly fits Cohen and partner, Hynle Seener.

Edward Oraves, organizing manager of third annual London Coin-Operated Machine Exposition, is in happy position of being able to report sale to date of 66 booths out of total of 85. Hopes to close book before end of the year. Catalog next time will be brought out

in two colors. One regret is that work on London show prevents him looking in at Hotel Sherman in January to see Joe Huber doing his stuff. Would give a hearty welcome to Joe if he could make the trip to London. Also any other members of American trade. Thru its Chicago office *The Billboard* would make any hotel reservations and the like.



"TWO OF THE BIGGEST THINGS at Bally," according to Jim Buckley, are Bally Baby and Art Garvey, factory representative. Art is six feet, four inches tall, and weighs 200 plus. He was Notre Dame's All-American tackle in 1920 and 1921 and is now engaged in hitting the line for Bally products.

EMPIRE TOY & CANDY VENDOR



SENATIONAL PENNY GETTER!
The EMPIRE is equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c. Operator's Net PROF-IT is over \$2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly! Operate a "chain" of these Steady Money Makers! Remit Only \$14.00 for This One!

1 EMPIRE, 10 pounds Candy Coated Peanuts, 2 units assorted Toys, 1 Toy Display Frame. EXCLUSIVE EMPIRE FEATURES: 18-in. proof Coin Slot, Beautiful Chrome Finish Body, Yale Lock on Money Box. Game Machine Also Vends Salted Peanuts, Pistachio Nuts, etc. Write for Quantity Prices.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.

Also Table Size Venders.

Self-Serv Mfg. Co.

DAVENPORT, N. J.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

New Orleans

NEW ORLEANS, Oct. 10.—Pace and Pippitone, one of the largest and oldest distributing firms in New Orleans, has moved into a new location at 2213 Canal street. Headed by Julius Pace, president of the New Orleans Coin Machine Vendors' Association, the firm is rapidly expanding until its big headquarters on South Scott street have been found inadequate. The new office abuts that of Jerry Germainis, New Orleans Wurlitzer booster.

Coin machine and coin phonograph men are making preparations for the fall and winter season thru Louisiana, with indications that play will be the heaviest in several years. Good returns on cotton, lumber, rice and grain crops point to a big year, which should reflect itself in play of machines.

More than a score of the music operators of the city attended the regular meeting last week of the United Music Operators' Association. Meeting was presided over by President Jules H. Perez, who praised members for their fine co-operation and predicted that the summer lull was already showing signs of having passed around the corner. The association, reorganized for the third time in a year just a few weeks ago, now seems to be firmly on its feet and ready to go places and do things with a membership that covers approximately 80 per cent of the operators in the city. Melvin Mallory vice-president and J. P. (Buster) Ciesl, secretary.

Harry Batt, New Orleans territory distributor for International Mutoscope Company, has been stepping on the gas for the big coin-machine house since he closed up his big Pontchartrain Beach for the season. Harry says that International's new ideas give him plenty to look forward to for the big season ahead and believes that 1936-37 will find his sales the biggest since he entered the business as a youth in his teens.

With the Texas League closed for the season, Jake Atz Jr., son of the manager of Galveston nine, is spending the weekends at home for a change. His dad's team finished last in the league this year, but there are other years ahead, Jake says.

Herby Mills, popular op, has come out of the streak of bad luck at last. Following a bad case of boils, Herby had to put up with a fractured arm for several weeks. He is now disgustingly healthy and ready to put on the pressure for lost time.

Ever since the Sport Center on St. Charles street has installed those two big

Keeney Bowlettes attaches of the firm have been putting on their own little campaign for the best shot. That is, all of them did except one, Bob Bosworth. After three or four weeks of buffeting for his failure to attempt to meet the prowess of the rest of the bunch Bob finally bobbed up and asked for a place at the start of the alley. When he started off with a 50 and another and another at least three dozen onlookers began to give Bob a little attention. Yep, first attempt and a perfect score of 450. And did Bob collect.

Frank Gleason, resident manager for Mills Novelty Company, has left for an extensive tour of Louisiana, Mississippi and Eastern Arkansas, where he is calling on phonograph ops in the tri-States. Frank is all het up about Mills' new moderate-priced phonographs.

Jimmy Johnson, head of Western Equipment, spent a few days in New Orleans on his way back to Chi from an extensive tour thru Texas. But Jimmy didn't leave until he gave the management and patrons of the Roosevelt Hotel a big scare by sneaking up behind Ray Bosworth and firing off a cannon-cracker that shook the hotel and Ray to their foundations.

During the past week regular meetings were held here by both the coin-machine ops and the music machine group. The former members met under Julius Pace, popular president, who has headed the coin-machine men since they organized over four years ago, while Jules Perez, also secretary of the coin-machine association, presided over the music members. Meetings were routine in both instances, with buffet suppers following the gatherings. About 30 members attended the coin-machine affair, while about a score gathered to meet in the other group.

About 20 days ago the Louisiana Amusement Company received a carload of Rock-Ola Multi-Selectors and by the time you read this every one will have been delivered to satisfied customers. This week Mel Mallory, manager, announced the arrival of the first new big Rhythm King. The sample machine has been placed right in front of the main entrance and has already excited much admiration from passers-by. "The Rhythm King, with its flashing lights and beautiful sandalwood trimmings, is the prettiest machine I have ever seen," Mallory says, "and I believe we have something here that will run way out front all season."

Pippitone & Pace, one of the oldest operating firms in the South, has moved from South Scott street to big offices on the city's main stem, Canal street. The firm is now next-door neighbor to Wurlitzer's local representative, Jerry Germainis Distributing Company. Between his affiliation with this firm, the Dixie Novelty Company and the Pace & Gentilich Distributing Corporation, President Pace is getting to be quite a hard man to catch up with.

Max Friedburg, owner of the Fried Novelty Company, Houston, and father of the popular Frank Friedburg, of Crescent Novelty Company here, spent a few days in New Orleans this week on his way back to Houston. The elder Friedburg has just returned from a three months' tour of Europe.

Keith Courge, popular op of South-west Louisiana, called on his old friend C. J. LaBauve, a former Louisianaian, while spending a few weeks recently out on the Pacific Coast. LaBauve, a former resident of New Iberia on Bayou Teche, the famous stream of poetry and French lore in America, operates the National Amusement Company in Los Angeles, where he has recently been joined by his brother, also a C. J. LaBauve.

Unlike Oklahoma and Mississippi, operators of Louisiana are not experiencing any trouble with the State's new metal tokens. The tokens are larger than a nickel and smaller than a quarter, which about relieves a very tense feeling that prevailed before the metal discs had been seen. The operators, however, are feeling the tokens in another way and that is thru payment of the State's 4 per cent sales tax on sale of all machines and parts as well as records for phonographs. Music operators are also feeling the added burden of a sharp increase in the city license tax on phonographs were used in public places for either entertainment, dauc-

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.
OPERATORS! You and I both make money if you use our credit plan. . . . And what better time to start than right now at the beginning of a new season! . . . The sooner you let us tell you all about it, the sooner you are going to get started on the road to success.
WRITE TODAY!
ASK FOR CREDIT
Lee S. Jones
P. S.—You can't tell the time by the clocks in 'er stockings. Keep your mind above your necktie!

RAY T. MOLONEY, President of . . . BALLY MANUFACTURING CO., says..



"JOE CALCUTT AND THE VENDING MACHINE COMPANY ARE A CREDIT TO THE COIN MACHINE INDUSTRY AND ANOTHER RIGHT ARM TO EVERY OPERATOR."

**WRITE TODAY—LEARN WHY LEADERS RECOMMEND
THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA**

ling or advertising, effective the last week in September.

Ray (Mac) MacMillian, former well-known operator of New Orleans, writes to his many friends that he is planning a vacation in New Orleans during the midwinter sports in January. "And when I come down to you all," Mac writes, "I am bringing along with me plenty of the good old mountain beer from the hills of Alabama, and if you don't get a kick out of this stuff then your constitution is much stronger than our family mule." Mac is now living with his people in his native town of Sylacauga.

There is a new secretary in the New Orleans branch office of Stells & Horton that is really a pippin. Her name is Jackie Liberto and she's got eyes as big as saucers and that olive complexion that dares you to find a flaw. And her pet diversion, she says, is to change records on the phonographs on display there.

Ray-o-Lite Sets High Standards

CHICAGO, Oct. 10.—Acceptance by the public makes or breaks any creation, and while the so-called public is quite fickle the average individual seeks wholesome fun that has a direct relationship to the simple and enjoyable things in life.

Outstanding in over 30 years of automatic machine manufacturing, the J. P. Seeburg Corporation has consistently produced one successful machine after another to achieve a brilliant and unequalled record.

But behind each production was that ever-present foresight and analysis which recognized human appeal and was cognizant of current trends in the public's amusement desires. So today the Seeburg Company is still in advance of the field and as manufacturer of the original Ray-o-Lite Rifle Range is the forerunner of a new epoch in the amusement-machine industry.

The Seeburg Ray-o-Lite Rifle Range is the result of intensive research and tremendous cost. To perfect every feature Seeburg engineers tested each minute detail time after time until they were convinced that their product was mechanically and electrically perfect.

The J. P. Seeburg Corporation recently placed the 1,000th machine, marking the termination of a 20-month period that was history making in the amuse-

ment-machine industry. Never before was a game greeted with such nationwide acclaim. The results were completely gratifying. Tremendous orders were placed and the Seeburg Ray-o-Lite met the test of actual performance. But upholding all standards of quality and perfection, the record of these machines on location is substantial evidence that the Seeburg engineers reached their goal of mechanical perfection.

But behind the scenes was that necessary element, the fundamental forethought of pleasing the public, which was the formative theme that created the Ray-o-Lite Rifle Range. Combining all the thrills of actual trap shooting with the requirements of skill and control on the part of the player, this machine has attracted continual heavy play from the very beginning.

The Seeburg Ray-o-Lite Rifle Range consists of an attractive cabinet which holds a natural atmospheric range with a realistic background for the moving duck target. In addition there is a gun stand and a Ray-o-Lite rifle built to standard regulations.

The playing of this machine is simple and easily understood. While varying degrees of skill produce better marksmanship records, every man, woman or child possesses enough aptitude to thoroughly enjoy the game. The player aims at a moving duck that comes across the range background, pulls the trigger and a ray of light is projected from the gun to the range. When the duck is squarely hit it drops and the score is registered on an illuminated panel.

Also combining the principle of the radio and photo-electric cell, the installation of this device is effortless. Operating under the usual electric lighting system, the simple process of plugging into a wall socket is all that is necessary. Any available space will do, for the range can be set at various distances.

Work at the Seeburg plant progresses at a tremendous rate of speed, yet high-pressure production does not lower standards of manufacture. Although geared to this fact pace, efficiency maintains these high standards to meet growing demands with immediate deliveries.



HARRY WOLCHER, of Western Distributors, Inc., Seattle (also known as Chief Yaw-ta-no-oo, of the O'Toole Indians), playing the Bally Ray's Track racing machine. Harry is an enthusiastic booster of Ray's Track.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



**THE MOST
INGENIOUS
ONE BALL
PAY TABLE**

The only ORIGINAL—and REALLY NEW—CREATION on the market to-day—in automatic pay tables. New player appeal thru-out. High tense suspense from top to bottom. SMASH DOWN TRAPS—BLAZE UP LIGHTS—CHANGING ODDS—\$2.00 TOP—with 15 seconds play. Large Cabinet 51" x 25".—In a drawer mechanism—etc. More new facts to tell about than any other half dozen tables.

Get them from your Jobber—or write us.

Operators special price \$149.50.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

18th ANNIVERSARY SALE
CELEBRATIN' WITH VALUES GALORE

4 Sheffer De Luxe Sevier, Small Type, S	25.00	1 Gottlieb Daily Races, Elec. Check	57.50
1 Health-O-Meter Scale	10.00	1 Bally Oerby, Check Sep.	45.00
1 Callio, Small Type, All Porcelain	30.00	3 Pamco Palooka, Jr., Check Sep.	65.00
1 Mutoscope Crane, Late Model, Roll		1 Bally Poolster, Check Sep.	48.00
Chute	40.00	1 Palooka, Sr., Latest Model, Like	
5 Seeburg Selectophones, A. G., Walnut	85.00	now, Sep.	85.00
1 Babol, 24-Record, Selective, Amplifier	60.00	1 Bally Jumbo, Check Sep.	25.00
4 Mills Dance Masters, Natural Wood	145.00	3 Mills Tycoon	55.00
3 Gebel, 1936, 12-Record, Multi-Se-		1 Pamco Chase, Check Sep., Fir, Sample	60.00
lectors	165.00	1 Bally Pinch Hitter, Check Sep.	40.00
3 Seratoca Sweepstakes, Cedar, Vender	9.50	1 Bally Bonus, Check Sep.	37.50
2 Official Sweepstakes, Vender	4.00	1 Jennings Daily Limit	37.50
1 Belmont Sweepstakes, Electric	8.50	1 Jennings 1c Ouchest Vender, Per-	
1 Seeburg Grand Champion, Same as		fect Condition	25.00
Brand New	00.00	2 Mills 25c Reserve Jack Pots	18.50
3 A. B. T. Wagon Wheels, Perfect	7.50	1 Mills 5c Single Jack Pot Bell	18.00
3 A. B. T. Sportlands, Like New	8.50	1 Jennings 10c Reserve J. P. Bell	18.00
2 A. B. T. 1c Pistol Targets	3.00	1 Mills Blue Front Mystery, Bell, 10c.	67.50
10 Mills Ticketless, New Model	4.85	5 Northwestern, 7c, 6c, Porcelain	27.75
17 Duck Soups, Some Never Used	1.85	15 Stewart & McGuire 1c-5c Nut Vndrs.	11.50
1 Hit-Tat-Toe	7.50	8 Columbus "21", Porcelain	4.85
1 Wheel of Fortune, Elec., Check Sep.	49.50	20 Iron Stands for Venders	1.95
4 Mills McCoy's	65.00	5 Queen Sing Machine Hints, 40 Car-	
3 Jennings Cocktail Hour	29.50	tons, Each	4.80
1 Pamco Parley, Sr.	48.00		

Full Remittance on Orders Under \$10.00; 25% Deposit on All Others.

E. O. LIKENS, 924 Fifth St., N. W., WASHINGTON, D. C.

Bally Multiples	\$60.00	Sunshine Oerby's	\$38.00	Put 'N' Takes, front door	
Tycoon, Batteries	47.00	Tromo A's	11.00	payout	\$13.00
Captain Kidd	26.00	Trojan	20.00	Daily Races	40.00
Mills Q. T. Pay Table	18.00	Electric Eye, Payout	50.00	Equity	14.00
Marmotha	30.00	David's Auto Punch	38.00	Rock-Ola's Gold Awards	18.00
Kings of Turf Payout,		Mills & Washing Scales	25.00	Heils Bells	11.00
pack	22.00	Big Five, Sr.	26.00	Monarchs, with Jackpot	12.00
Carlacas	12.00	Perce, Buster, used	2	Snooker	27.00
De Luxe 40	32.00	weak	60.00	Rock Market	35.00
Giant	22.00	Tycoon, late, Electropak	55.00	Ten Grand	42.00
Gold Rush	12.00	Ivory Golfs	18.00	Triple Bank	11.00
Repeater	17.00	Exhibits Display, 10-ball		Western Sweepstakes	14.00
Kingfish	30.00	payout, Electropak	25.00	Mysterious Eyes	16.00
Stampede	16.00			Derby's	11.00

Send for Our List of Pin and Counter Lists.

CONNECTICUT AMUSEMENT MACHINE CO., WATERBURY, CONN.

**Mills' Softball
Season Closes**

CHICAGO, Oct. 10.—October issue of *Glad Hand*, employee publication by the Mills Novelty Company, indicates the keen interest of the firm to promote the good welfare of its more than 2,600 employees.

The publication reports that: "The softball season has just come to a glorious windup and this project among Mills employees was the most noteworthy bit of community effort ever staged by the company. Twelve teams of 15 to 20 players each went thru a strenuous season marked by tight games, close competition, brilliant playing. Bill Harley, of Mills Stadium, said it was the finest league that ever used his park. The ump, Ericson and Thomas, chimed in with 'best league we ever worked in.' They reported the correct proportion of arguments; beefing, fair; profanity, negligible. Yet spirit, the guiding light of all such endeavors, rode high at all times. Grant Shay, the Judge Landis of the league, promises the best team championship sweater coats and some time in October a free banquet to the 200 players."

A good editorial is also based on the fact that Babe Ruth "Never Threw to the Wrong Base":

"Babe Ruth, baseball's most glamorous hero, was best known for his home runs. Undoubtedly he could hit 'em. But Ruth was not only loved by the baseball public; he was sincerely and universally respected both by his teammates and by players on opposing sides. They knew him not as just a home-run hitter, but as a real ball player! Ruth started as a pitcher; he was a great one, and the greatest feat of his baseball career was striking out Bobby Veach, Ty Cobb and Sam Crawford in a row and with three men on base. (They were Detroit's greatest hitters.)

"Afterwards when Ruth's batting ability was requisitioned for everyday work they sent him out to play right field, and he played the game as it should be played, not just with eye, arms and legs, but with head. Ruth is perhaps the only outfielder in the history of big league baseball with this unique record: of all the hits and flies he fielded, with various conditions governing each chance, he never threw the ball to the wrong base! The runners score on certain hits; on certain other plays the fielder by fast and accurate work may prevent a run or stop a man from advancing; on other chances he may handle the ball in a silly or foolish manner, doing something unnecessary and dangerous at the same time. But in all of the exciting games he was in, and of all the tricky and involved plays he handled, this ball player Ruth never threw the ball to the wrong base. Yes, even a ball player can be a good mechanic!"

**Calcutt Features Mills
Games and Phonographs**

FAYETTEVILLE, N. C., Oct. 10.—Joe Calcutt, president of the Vending Machine Company here, is presenting a special feature on the products of Mills Novelty Company.

Joe reports that the new Mills pay table Railroad is leading the way for tremendous profits thruout the country. The game is unusually interesting to the player and presents a new type of

award system which will certainly interest the operator.

The newest game by Mills Novelty Company is being featured along with the new Mills Swing King phonograph. The Swing King is considered one of the greatest phonographs ever introduced to the coin-machine industry, according to Calcutt. His many years of experience with the music division of the industry is a strong inducement to operators to take his word and to try the Swing King.

Other Mills products, the famous Blue Front Mystery Bell, the Q. T., the Extraordinary, the Futurity and the rest of the well-known line, are now being given prominent display in the new Veneco literature for the opening of the fall season when these machines are most needed by operators.

Calcutt states: "With the opening of what is sure to be one of the biggest fall seasons in the history of the coin-machine industry we are prepared for every operator with all the new games from Mills Novelty Company which we believe will earn the greatest profits. We have just received a new Mills pay table and believe it to be one of the best that has ever been introduced in coin-machine history. We are urging all operators to get in touch with us immediately."

**Reel Races Provides
Excitement of Tracks**

CHICAGO, Oct. 10.—A counter machine has its limitations and, while not physically and mechanically capable of providing all the dynamite excitement of the actual horse race, its relationship is so direct the interest of its similar play is sufficient to have made Western Equipment's Reel Races the "Kentucky Derby" of the automatic amusement machine industry.

Capitalizing upon this theme which has such universal interest, operators thruout the country have virtually "gone to town" in both placements and actual profits. Upon the launching of the popular machine operators immediately responded, attracted by the tremendous possibilities of Reel Races. Within a comparatively short time all the expectations of the device have been more than fulfilled.

Behind the production of Reel Races stands the high standard of Western Equipment's manufacturing policy. Nothing was sacrificed in the way of costs, no minute detail was overlooked until Western's engineers were completely assured of the machine's mechanical perfection.

The game is essentially simple in operation. All that is required of the player is the pressing of a streamlined lever after the insertion of a coin. Then the reels are off, racing toward a finish that has all the suspense of any horse race. In a few seconds the reels come to a jarproof stop. If the numbers of the first two reels match the third reel designates win, place or show. The fourth reel bears the pleasant surprise, and that is the award on win, place or show.

To meet the vast nation-wide demand for the proven profit-making counter game Western Equipment and Supply Company is on full night and day production. While orders are tremendous, the shipping force is keeping pace and making immediate deliveries.



HOME OF ELECTRICAL PRODUCTS COMPANY, maker of Electropak. Firm recently added 10,000 square feet of floor space to its facilities. An investment of more than \$30,000 was recently made in the most modern transformer equipment to manufacture transformers on a large scale. Electropak, Adaptapak, Electrolok and Epco Fuse Eliminators are made in this plant.

SALE

AUTOMATIC PIN GAMES

Quantities Limited

Everyone has been Electro-Ball SUPER-Reconditioned . . . dismantled, worn parts replaced, oiled, greased, adjusted, cleaned . . . tested. They are worth \$5 to \$10 more! We don't attempt to be the cheapest in price, but guarantee our quality as the best.

- ALAMO \$39.50
- ACE 17.50
- BALLY BONUS 49.50
- BIG RICHARD (dice) 49.50
- BIG SHOT 34.50
- BOWIE 89.50
- CHAMPION a. c. 8.95
- CREDIT 59.50
- DAILY LIMIT 34.50
- DAILY RACES, multiple 49.50
- DE LUXE "46" 24.50
- FORTUNE 24.50
- GALLOPING PLUGS 49.50
- GRAND SLAM 39.50
- HIALEAH 49.50
- HOLLYWOOD 27.50
- JUMBO 39.50
- PAMCO CHASE 59.50
- MULTIPLE 59.50
- PAMCO PALOOKA, Jr. 69.50
- PAMCO PALOOKA, Sr. 84.50
- PAMCO PARLAY, Sr. 54.50
- PEERLESS 49.50
- PINCH HITTER 49.50
- PROSPECTOR 24.50
- PUT 'N' TAKE, ft. dr. 11.50
- RAINBOW 39.50
- RED SAILS 49.50
- REPEATER 29.50
- ROCKET (battery) 7.50
- SPORTSMAN, non-vis. 10.00
- STAMPEDE 19.50
- SUNSHINE DERBY 39.50
- TEN GRAND 39.50
- TROJAN 25.00
- WESTERN RACES, mul. 49.50

F. O. B. Dallas
1/3 Deposit Must Accompany Order, Balance C. O. D. No Personal Checks, Please.

ELECTRO-BALL CO., Inc.
1200 Camp St., Dallas

Aesop's Fables For Operators

By OLD MAN PLAYFAIR

Aesop was a wise old bird who wrote fables containing many truths which when applied to everyday living or to business still ring true.

Remember the one about the dog with the bone that, on seeing its reflection in the water, thought another dog was going to grab the bone. Well, the dog opened its mouth, showed its teeth, growled and prepared for a fight. The bone dropped into the water and was lost.

Such a story may be likened to a couple of coin-machine operators who have the lack of foresight and business sense to fight over a location. One operator holds the spot. He sees another operator talking to the location owner. Right away the hair bristles, and without so much as calmly investigating what it is all about or talking things over the fight is on.

Operator A surmises that Operator B is after his location. He starts putting pressure on the location owner. He tells him what a scab B is, and in self-defense B shoots back a few hot ones about A. To make sure B won't get the spot A raises the ante on the commission rate. In doing so the "bone is lost," for he has cut the profit or the major portion of it out of the location.

Multiply this case by many because once two operators have it in for each other they can't or just won't let well enough alone, call off the fight and settle differences peaceably. They are not content until they get revenge and wreak havoc on each other's business. Usually both end up in financial difficulties or near to it—and both are much worse off for having lost their business sense like two school boys pounding each other just because one was seen walking home with the sweet young thing of their "puppy love."

There are plenty of locations for operators without stepping on one another's toes if they would but go out and look for them. Many an operator thinks he can't get new locations without taking them away from another operator. The grass always looks greener in the other fellow's pasture.

This kind of operator should do a little cultivating of his own, and before he realizes it he'll make his own hay—but no one can make hay by giving it all away in higher commissions.

By close observation and intensive study of every possible location one can discover new fields the others have been overlooking—possibly because they have been too busy fighting among themselves.

Catalog on Roll-a-Ball Gives Operating Ideas

NEWARK, N. J., Oct. 10.—Roll-a-Matic, Inc., manufacturer of the Roll-a-Ball bowling games, reports that it is now ready with an eight-page catalog describing its new de luxe model. The firm has been successful since the introduction of the model and claims to have booked large orders since its introduction.

To help operators thruout the country to better understand the game they have prepared the eight-page catalog in colors which they feel will be of unlimited value to operators and which will also help them get locations for Roll-a-Ball while the machine is yet in transit.

"The catalog," the firm claims, "is one of the best ever produced for a bowling game. It gives complete and valued information and will cause the operator to better understand the bowling-game business. The catalog also features the many facts which the firm has discovered about bowling games in the last 18 months of its manufacturing experience."

makers this territory has had in a long time. According to Lichtman, the players themselves are passing the word along to storekeepers that they like to play Reel "21" and Races and therefore the demand has been growing every day. He believes that this area can use a lot of the games immediately and has made arrangements for large quantity shipment.

HERE'S HOW YOU CAN GET A BANK ROLL FREE

NO STRINGS OR SCHEMES OF ANY KIND—JUST SEND US YOUR NAME AND ADDRESS WITH THE NUMBER OF PIN OR BOWLING GAMES YOU OPERATE.

IMMEDIATE DELIVERY FROM OUR CHICAGO, NEW YORK AND NEWARK WARE-HOUSES!



SPECIAL FINANCE PLAN
NOW READY FOR ALL RELIABLE OPERATORS! IF YOU HAVE BOWLING GAME LOCATIONS YOU NEED BANK ROLL! WRITE FOR COMPLETE DETAILS NOW!

GEORGE PONSER COMPANY, INC.

GEORGE PONSER, President — LESLIE C. ANDERSON, Gen'l Sales Manager
New Jersey Offices: 11-15 E. RUNYON ST., NEWARK, N. J.
General Sales Office 1140 BROADWAY, NEW YORK

EXCEPTIONALLY LOW PRICES ON MACHINES IN FIRST CLASS CONDITION

	Each		Each
CHALLENGER	\$65.00	SUNSHINE DERBY	\$32.50
BALLY DERBY	60.00	HIALEAH	47.50
PEERLESS	42.50	PINCH HITTER	40.00
JUMBO	30.00	DAILY RACES	45.00
BALLY BONUS	45.00	TYCOON (Battery)	45.00
BIG SHOT	35.00		

IMPORTANT No machines will be shipped at these prices unless a 50% Deposit is sent with order.

EARL E. REYNOLDS

SUITE 222 JEFFERSON HOTEL DALLAS, TEXAS

WE SELL TO SELL AGAIN

MULTIPLE \$89.50	CHALLENGER \$89.50	GALLOPING PLUGS \$48.00
CREDIT 52.50	BIG RICHARD 35.00	TORPEDO 10.00
JUMBO 37.00	TEN GRAND 27.50	BONUS 48.50
PAMCO CHASE 70.00	MYSTERY THREE 18.50	TOP ROW 30.00
PEERLESS 50.00	PUT & TAKE 10.00	PROSPECTOR 27.00
ALL STAR 55.00	WESTERN RACES 10.00	DOUBLE SCORE 38.00
ALAMO 48.00	Mystery 65.00	HIALEAH 47.50
MAMMOTH 30.00	CODONUT, New 22.50	FENCE BUSTER 52.50
VELVET 70.00	SUNSHINE Baseball 62.00	50 GRAND 20.00
CARICCA 14.00	FLYING HIGW 70.00	WHIRLPOOL TICKET 21.00
ROYAL POLY 17.00	TOTALITE 20.00	TRI-LITE 5.00
KINGS 7.00	FIVE & TEN 8.00	FLYING COLOR 8.00
BIG GAMES 5.00	WING LITE 6.00	PAR GOLF 8.00
SOCCER 8.00	FIELD GOAL 7.00	

We recommend the following new machines: Derby Day, College Football, Stco & Co. Monte Carlo, Sallil Roll, Boratoga, Brits, Polley, Top 'Em, Bank Nite, Hold & Draw, Excel, Queen Mary. Write for our prices. We take trade-ins.

VEECH SCALE CO. Decatur, Ill.

WARNING OP'S!

If you don't buy your coin machines from us we both lose. Get our prices before buying elsewhere. We positively save you money—we carry the largest stock of new and used Slots, Pin Games and Counter Games in the country. Write today! Let's get acquainted.
HUBER COIN MACHINE SALES CO., 602-612 W. Van Buren St. CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Lichtman Booster of Daval's Newest Games

NEW YORK, Oct. 10.—Charley Lichtman, of the New York Vending Company, has been appointed distributor for the Daval counter games, Reel "21" and Daval's Races. He reports that the demand for the games has been steadily growing among his many customers in this territory.

Noting the popularity of the games and the demand that was being created here by machines already in operation, Lichtman arranged a deal with Daval Manufacturing Company for their distribution here.

Lichtman believes that Reel "21" and Daval's Races will be the two best money

SPORTLAND OWNERS

Penny Arcades Are Back With a Bang!

THE LARGEST PENNY ARCADE IN THE COUNTRY FOR SALE AT A SACRIFICE! MAKE AN INDOOR FAIR OUT OF YOUR SPORTLAND. YOU WILL FIND THAT A PENNY ARCADE WILL INCREASE YOUR RECEIPTS 100%.

OVER 200 PENNY AND NICKEL MACHINES, many costing from \$200 to \$500 a piece. All in running condition, listing over \$20,000.

140 DROP PICTURE MACHINES

35 Big Mills Cabinet Drop Pict. Mach.
12 Quartsopes (4 sets Pict. each).
15 Full Length Rosenthal Cabinet Picture Machines.
20 Full Length Callioscopes.
10 Exhibit Supply Counter Day-Light Machine (2 sets Pict. each).
20 Full Length Mutoscopes, with reels.
20 Half Size Counter Steel Mutoscopes, with reels.
8 Mills Counter Picture Machine.

ATHLETIC MACHINES

3 Mills Swinging Bag Punching Mach.
2 Mills Wall Punchers.
1 Lift Up Bag Punching Machine.
1 Big Weeks Muscle Developer, with Lifter and Hand Grips.
1 Callies Big Lifter.
1 Big Mills Back Tester.
2 Large Tube Lung Testers.
1 Roovers Big Electric Machine.
1 Big Peerless Lifter, Mills and Callies Scales. Big Elec. Machine.

45 BIG NOVELTY MACHINES

Medal Machine.
Aluminum Tape Machine.
Big Electric 8 ft. Auto Target Mach. (cost \$500.00).
Big Electric Gypsy Fortune Teller.
Mills Post Office.
Big 12-Slot Horoscope Machine.
Mills Sea Divers.
Hot Blowing Machine.

Big Automatic Perfume Machine.
Automatic Bowling Alley.
Large Palm Reader.
Singing Birds in Cages.
Oracle & Wizard Fortune Machine.
Big \$200 Home Normalizer Exercise Machine.

30 SMALL COUNTER NOVELTY MACHINES.

500 Post Card Racks. 100,000 Cards, Fortune Cards, Postal Cards, etc.
This big ARCADE is worth coming out to the Coast to see. Cost of shipping by truck to Atlantic Seaboard about \$400. Sold only in its entirety.
PRICE \$4,000 Cash, F. O. B. Los Angeles. Will not sell to anyone without seeing same. Wire or write for appointment for inspection.

C. H. SMITH

BOX 2254

LOS ANGELES, CALIF.

40 Light Counter Machines, Drop Picture, etc., suitable for carnivals can be bought separately for Pacific Coast people to carry away. Will not ship.

Groetchen's New Model Black Jack Is Realistic

CHICAGO, Oct. 10.—Outstanding in its appeal is "21" Black Jack. The genuine thrill of playing the great card game has been injected into a perfected automatic machine that has in a comparatively short time built an astounding record of profit making.

Behind the scenes of actual production was a great deal of forethought, an analysis of human nature with its likes and dislikes, habits and desires, the result of this intensive research is in another of Groetchen's achievements in the amusement machine industry.

The new model of Groetchen's "21" vander incorporates a host of thrilling new features, each with the object of offering greater player appeal and of increasing the operator's profits.

The machine first deals two cards and then the player can release one or two shutters to draw additional cards in order to build up his hand. When he thinks he has a high enough score to beat the "house" he releases a shutter over "house" reel, disclosing the "hand" held by the house and indicating reward if any. Once house shutter is released any other unreleased shutters are locked automatically and player cannot draw additional cards.

House's "hand" and reward score change every play. Rewards are from 2 to 1 up to 100 to 1 for Black Jack.

The "21" Black Jack is included in a beautiful natural wood cabinet, smartly streamlined, modern in appearance, thus being eligible for higher class locations. Altho the orders for the game are tremendous due to its popularity with both players and operators, the Groetchen Tool Company, with efficiency, has met the ever-increasing demands on production and delivery service.

Policy on Used Games Gains Wide Reputation

CHICAGO, Oct. 10.—Gerber & Glass has again set a mark in the automatic amusement machine industry with an astounding line of values in used machines.

Refusing to place a used machine on

the market until it is thoroly reconditioned, the company has built a reputation on the quality of reconditioned machines. Without exaggeration, an amusement device that has gone thru the Gerber & Glass rejuvenation process is "as good as new."

Operators have learned by now that there is an opportunity for real bargains in the organization's policy of offering only the best at the lowest possible price.

Gerber & Glass has created a feeling of confidence within the entire industry by backing each of its reconditioned machines with the guarantee to each customer of full satisfaction or no sale,

Eastern Chatter

NEW YORK, Oct. 10.—Willy Blatt, Supreme Vending Company, is doing quite well with Rola Score, an alley game that is much smaller than the regulation size. Leo Simon, export manager for the above company and manager of the Supreme Radio Company, a subsidiary of Supreme Vending, tells us he is starting to get quite a bit of action on his large variety of radios.

Max Levine, Scientific Machine Corporation, is getting hot on three new amusement games. Max claims they are all sensationally different and he'll be ready to tell the trade about them in a short time.

The new Daval novelty pin table, Excel, arrived at Supreme Vending and the ops liked the play after testing it in the showrooms. It looks like the Daval-Supreme combo have another winner.

In a story published in last week's *Billboard* the headline was "First Chance Is Big Seller With Robbins Company." This should have read Turf Champs. Turf Champs is Stoner's sensational ticket game and Dave is doing a fine selling job. Perhaps Stoner will follow up our hunch and build a game called First Chance.

Estelle Wexler, secretary to Nat Cohn, of Modern Vending Company, thinks Mike Munves is the best natured man in the coin-machine business. Mike took Estelle home the other day, altho it meant going miles out of his way. By the way, Mike also drove your correspondent to a stop which also was quite a distance out of his regular route.

Dave Robbins, of D. Robbins & Company, tells us he has shipped orders of pin machines to China, France and New Zealand. Dave claims he has sent games to practically every country with the exception of Russia, Italy and Germany.

We hear that Howard Peo sold both his factory building and his equipment. The story continues that Howard has made a connection with a new manufacturer who will make pin games in the same territory.

Nat Cohn returned from Chicago and immediately started renovating the old showrooms. Modern Vending had broken thru walls for two new offices recently and now Nat has gone back to the original showroom and is dressing this up to fit in with the mode of the newer offices.

Jack Fitzgibbons has his sales organization in readiness for a tremendous one-month drive to be known as "prosperity month." Lew Wolf, Herman Pollock, Henry Jacobs, Jack Devlin, Bill McDonald, Gene Callahan, Tommy Callahan and Phil Coogan are among a few

of Jack's force who will be showing the new Bally games during this drive.

Babe Kaufman received a ham in the mail this week, air express, from Wisconsin. The package arrived without comment. Two days later Babe received the following card:

"Dear Madam:
"We sent you one ham yesterday with the compliments of E. W. Paec, of Chicago. We trust the shipment reaches you promptly.
Yours very truly,
"JONES DAIRY FARM"
Ed Paec still remains silent.

George Ponser is creating one of the largest sales organizations in history here. George has surrounded himself with well-known coin men. Heading the force is Andy Anderson, sales manager. George has built a beautiful private office for Andy, equipped with a French phone. They've got Genco working double shift to produce Bank Rols for them.

Willy Blatt is all set for record sales on Daval's new non-payment pin game. Excel. Willy ordered a carload—"just as samples"—a record order.

Irv Rothstein, of Philly, coin machine-dom's leading farmer, reports that he is raising a crop of sales in Quaker Town that will easily match the fine fruit he raises on his "plantation."

Nat Cohn returned to town after spending a week in Chicago, where he reports he made some record deals. Nat believes that New Yorktown is going to see some real action with the Marksmen he is bringing and with other products he has in the making.

Archie and Howard Kass, of Roll-o-Matic, Inc., and Julius and David Braun, of the same firm, report that Dave Robbins has placed a record order for the new de luxe model Roll-a-Ball which will keep the factory jumping to fill.

Charley Aranson and Charley Lichtman are sharing the "ex" on that two-ball Bolo game. Both boys claim it is the best there is.

Morris Struhl is rushed day and night at his new magnificent Morris Struhl Building on West 23d street. The ops are coming in from far and wide to visit the elaborate quarters and see the newest in merchandise.

Bill Rabkin is doing a great sales job with the new ticket model Hurdle Hop game. Going along in an easy and quiet manner, Bill finds sales increasing every day. The miniature roll game in pin-game form is clicking.

Reel "21" and Daval's Races are getting the best action of any games in years, according to Dave Stern, of Royal Distributors, Inc., Newark. Dave is going to town with both games.

Sam Broudy, of Jersey Trading Company, has started an expansion program of his own with the opening of a big display at the Hercules showrooms.

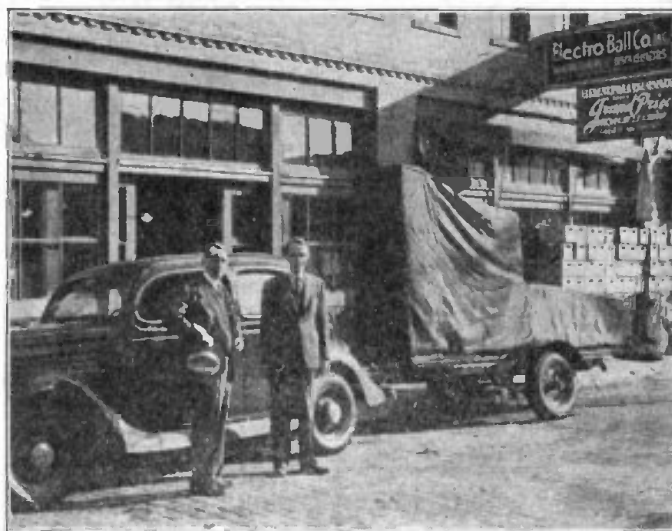
Irv (Toots) Sommers is getting ready for a dash to Texas to escape the colder weather. Irv claims this was Modern's greatest year—and that he can now afford a little vacation.

Abe Fish, of General Amusement Game Company, Hartford, Conn., is also undergoing "growing pains." Abe has increased his force and is now seeking larger showrooms and offices.

Al Schlesinger, of Foughkeepsie, hasn't been heard from of late, but a history-making report is expected any day now.

Joe Fishman is said to have a great plan under way. Many are expecting it to be a bombshell.

Babe Kaufman played the part of host in royal style to Ace I. Arnsberg and Murray Weiner. Arnsberg is from the Northwest Amusement Company, of Portland, Ore., one of the largest jobbers and operators on the Coast. Murray Weiner represents U-Need-a-Pak, the cigaret machine manufacturer of Brooklyn. Arnsberg, who has traveled thru-out the country, expects to continue his travels into the South and Southwest and then return home. Weiner has just returned from a visit to the Pacific Coast and claims the U-Need-a-Pak is doing a very fine business wherever he visited.



ED FURLOW (right), vice-president of Electro-Ball Company, Dallas, wishing bon voyage to W. Perry Clements, special representative of the company. A specially built trailer is used by Clements to show sample games as he tours the Southwest. He recently joined the Electro-Ball staff, formerly being associated with the Texas Centennial work. A sample Rock-o-Ball is seen on the trailer.

A Location Owner Thinks Out Loud

I am a location owner—I have a good business in a lively town—and I know something about the necessity for various types of coin machines to render service and entertainment to my customers and to earn additional profits for my business.

I know that the operation of coin machines is a business of its own. I prefer to take care of my business of feeding and entertaining people—and let the operators take care of the coin-machine activities in my place—because I can make more money this way.

My cafe is on the main street of the business district in a town of 35,000. We stay open 24 hours a day—the place is patronized by all classes of people. We cater to truck drivers, mechanics, farmers, tourists, business people and the young folk. We serve good foods, have a soda fountain and have a beer and liquor license. A small but good dance floor in the rear is a valuable drawing card for night business, especially from the younger folks.

Quite naturally a location of this kind draws operators like honey draws flies. They all want to put their machines in my place. They know it is a good spot—and how they fight one another to get in.

One operator says his games are the latest and tells me he pays the biggest commissions or percentages to the location. Another fellow claims the same thing. Still another operator wants me to use his photograph—he says he'll give me more commission. Then there are other fellows who say the same thing about their cigaret vendors and their nut and candy machines—and so it goes.

My impressions of some operators of coin machines are not so hot. Instead of being business men who have a distinct service to offer the location owner and to sell the public they go on treading on each other's toes and working detrimental to the general welfare of their business.

They seem to think my location is the ONLY location where operating profits are to be made. They forget that a man who gives away big commissions cannot maintain the kind of service a location owner wants.

Good Music and Service

Now take the case of my phonograph installation which the young folks use for dancing and which provides general entertainment for my good customers. It is one of the newest machines out. It is good-looking and has real tone.

The operator pays me a 25 per cent commission for my location. I know good music makes my business better. My customers say they come in regularly because the music is good and there always are new numbers in the machine.

I like the operator of this phonograph because he takes care of his equipment. If anything goes wrong he is right on the job. He doesn't leave me in the lurch with no music for the customers. He provides a real record service with frequent changes. He gives my customers the kind of music they want.

An operator of another instrument offered me a 40 per cent commission to get my location, and I know still another operator who has the reputation for chiseling the other fellows' locations who would give me 50 per cent. I'm afraid of these operators because I feel that by offering bigger commissions they cannot give the kind of up-to-the-minute music my customers want. You've got to give the public what they want—and you can't do it on a cut-price basis.

The nut and confection operator who gives bigger commissions to the locations and then cuts down on the quantities to the customers is not going to cause my good customers to squawk to me about the short measure.

If I endeavored to run my place by using the same tactics—and I have plenty of competition in my business, too—I'd have to fold up sooner or later. No business can continue to operate without legitimate profits—and one can't make legitimate profits when he gives inferior merchandise or short quantities on a cut-price basis.

I have had the operators whose equipment I am now using in my place tell me they wished all location owners

looked at the situation the same way I do.

Location Chiseling Hurts

Some location owners, too, are chiselers. Yet I maintain these chiseling locations are hurting themselves, for in the final analysis any operator who serves a location on a cut-price basis or at too high a commission rate cannot give the kind of service necessary—and the public will not continue to patronize equipment that does not give them full value for their money.

It is neither the location owner nor the operator who is responsible for the profits being made in the use and operation of the wide variety of coin machines. It is the public. They are the ones whose nickels, dimes and quarters keep up a steady flow of profits for the operator and the location owner.

The public must have the kind of music they want to hear—they must have fresh supplies of nuts and confections—the amusement games they play must be entertaining and full of suspense and action.

It all sums up to the one fact, you've got to give the public what they want when they want it. The big commission operator can't consistently give the service they expect. In a like manner locations that chisel operators for bigger commissions are hurting their own business because the public soon sours on anything where they do not get full value for the money they spend.

High Stakes Matches Color in Racing Idea

CHICAGO, Oct. 10.—Pennies, nickels, dimes, quarters, thousands of coins in thousands of locations have poured thru the insertion slots of High Stakes to form a tremendous flow of profit. Thus once more the Groetchen Tool Company has produced another "gold mine," as proved by actual performance records of this counter machine within the few months that it has been placed in the field.

Not unexpected was the enormous acceptance of High Stakes. With a definite purpose, backed by keen analysis, this device was designed to attract heavy play. Years of experience went into each minute detail of construction, so that it is no wonder that the successful career of High Stakes is not a surprise but an expected result of careful calculation, a characteristic of all Groetchen Tool Company products.

The interesting feature of High Stakes is the "match-a-color" horses. Three varicolored sections of horses revolve swiftly after the coin has been inserted and the lever pulled. They click into place, and the fourth reel spins a few seconds longer, coming to a stop to show the position, such as win, place or show. A split second later the fifth reel stops smoothly to give the odds.

The excitement of this game is intensified by the variance of the odds from 2 to 1 and 50 to 1. A generous amount of favorable odds, like these, account for the repeated play and extra profits that High Stakes brings in. And another attractive feature is the daily double, which pays double odds that

sometimes run as high as 100 to 1. Significant of High Stakes' tremendous popularity is the ever-increasing order demands, which despite their volume are being filled immediately.

Preakness Gets A Heavy Play

CHICAGO, Oct. 10.—"Bally's gone and done it again!" exclaims Ray Moloney, president of Bally Manufacturing Company, in jubilation over the success of the new Preakness one-shot changing-odds payout game. "Not since Jumbo," Ray declares, "has there been so much enthusiasm, so much excitement, so much cheerful conviction that here at last is a money maker extraordinary!"

"Collection reports now coming in on the first few hundred Preakness machines shipped show a decidedly higher daily average than has been the rule for some months past. This indicates two things, first, that the heavy cool-weather play is now in full swing and, second, that Preakness has what players demand—action, suspense and a real opportunity to obtain worth-while awards by skill."

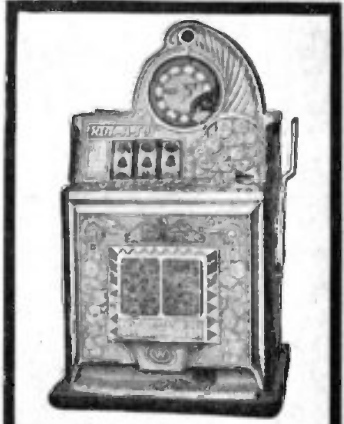
Preakness is described as giving the player from one to seven selections each play—that is, one or more numbers up to a possible total of seven light up on the backboard at the start of each game and player receives award by shooting ball in any pocket numbered the same as one of the selections. In addition to this each number has an award for win, place and show position and also for fourth place purse. This means that there can be as many as 28 winners open on the board at one time. Odds change every game and range from 2 to 1 up to 40 to 1 and big odds are said to appear frequently enough to maintain interest at high pitch.

Sample Target Sent by Plane

NEW YORK, Oct. 10.—Nat Cohn, president of Modern Vending Company, reports that inquiries from the advertisement listing the firm as Eastern distributor for the Marksman rifle are swamping it daily.

Nat claims that this has made imperative an airplane flight to the factory of C. R. Kirk & Company, Chicago, to bring back a sample of the Marksman. He believes that he can complete the round trip flight in less than 15 hours and will bring the game back by plane.

Nat reports: "Since the appearance of the advertisement we have been so swamped with inquiries at our offices here that we have found all our lines tied up by constant telephone calls. The wires coming in have kept us busy and the letters have been arriving at such a rate that we are now forced to fly to Chicago and return with a sample machine for operators who are calling at



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.
Brl. 1889—Tel.: OOLumbus 2770.
Cable address "WATLINGITE" Chicago

Here is the Greatest
STRAIGHT MERCHANDISE SALEBOARD PLAN
EVER OFFERED

EVERY PUNCH RECEIVES A HAND-SONG 75¢ RETAIL—FOR AS LITTLE AS 10¢ No Skews—No Losses

300 PUNCHES
From 1c to 50c.
MOVES SO FAST
that any fair location
sells out at
least A BOARD A
WEEK.

CONTINENTAL SALEBOARD
BIG REPEATER A KNOCKOUT

SEND YOUR ORDER TODAY or WRITE for Full Particulars.

1/3 deposit with order, bal. C. O. D. F. O. B. N. Y.

WE GUARANTEE THIS DEAL

If You Are Not Satisfied Return the Deal and We Will Refund Your Money (less freight charges).
FORBING FRANCIS
Open in Many Sections of the Country.

CONTINENTAL MERCANTILE Co. 414 Broadway, N.Y.C.



"THE HOUSE THAT JACK BUILT"—New factory which will house the three factories now used in making the products of J. H. Keeney & Company, Chicago. The new building is at 20th street and Calumet avenue and provides over 20,000 square feet of floor space. The Keeney offices will not be moved until December 1.

our new offices.

"We believe here that this is a sign the fall season will be the greatest in the history of the coin machine industry. It also shows the anxiousness of operators for the new games, like the Marksman. The machine is the finest that is made and is sure to prove the greatest moneymaker that the industry has seen. Our confidence in the Marksman is expressed by the order that we gave C. R. Kirk & Company for 1,000 of these units for immediate delivery.

"We believe that the flight will establish a new record for delivery of games. American Airlines has guaranteed to get me to Chicago in approximately four and one-half hours, where Claude Kirk will be awaiting my arrival at the airport with a sample machine. We will be able to discuss business for about an hour or so before American Airlines will be ready to take me back to New York with the machine.

"Regardless of the time, the game will be in our showrooms early tomorrow morning and wires have already been sent to all of our jobbers to be in our showrooms to see the Marksman."

The firm is greatly thrilled by the tremendous results received from the recent advertising. It believes that this means a new era for the entire industry and that a tremendous expansion program which it announced recently showed its far-sightedness in expecting a boom in the industry with the arrival of the new games.

EVENTUALLY

YOU WILL OPERATE

THE CAILLE CADET!

The Greatest Money Maker in Coin Machine History.

YOUR CHOICE OF 1c, 5c, 10c 25c COIN PLAY.

Six Sparkling Colors—Red, Blue, Green, Yellow, Orange, Black
All at the Same Price! Available in Bell Type or Venders.



Why Not NOW?

USE THIS COUPON FOR FULL DETAILS!

CAILLE BROTHERS CO., 6222 Second Blvd., Detroit, Mich.
Please send me complete information about the latest Caille CADETS.

Name

Address

Detroit

DETROIT, Oct. 10.—First fall meeting of the Skill Game Operators' Association was held September 29 with a nearly full attendance of the membership. The affair was strictly social and no business was transacted.

H. V. Barber, operator of the Wolverine Vending Company in Lincoln Park, Detroit suburb, lost both his father and father-in-law recently within a few days.

Max Dorsey, one of the newest coin-machine operators in this territory, is specializing in bowling and pinball machines. He has been spending the last few weeks trying to get new machines and has had difficulty in getting them fast enough. "I have been interested in the new Rock-Ola shooting galleries and they appear to be about the biggest money maker in a long time," Dorsey says. "I have one in a night spot and this is the only machine of its type on the East Side. The new machine is a real hunter's game and appeals to men now that the fall hunting season is approaching. The stag type of garden would be an excellent location for the shooting gallery. My own experience shows a steady play of \$2 to \$3 an hour on the machine."

The A. B. C. Amusement Company, Inc., up-State operator of pin games, has gone out of business, according to Lewis A. Koepfgen, who was the Detroit member of the firm. The business has been sold to Ivy Kutecher, formerly of Armada and now of Port Huron, Mich., who was one partner in the company, and Koepfgen and Charles E. Bennett, of Plymouth, the other partners, have withdrawn from the coin-machine business.

Question of installing parking meters in Detroit is attracting considerable comment. Charles E. Boyd, secretary of the Retail Merchants' Association of Detroit, states: "We should like to be able to install and try out the system of parking meters, which have been used successfully in a number of other cities."

Business is picking up in the nut vending machine field, according to re-

port from R. S. Johnson, who is one of Detroit's specialists in this department. Johnson is operating pistachio nut machines exclusively and is able to maintain a larger and active route by concentrating upon a single and popular type of vander.

Reliable Amusement Company, recently formed by Don C. Kline and Fred Farris, has been enlarged to take Richard Griffin into the partnership. Griffin, who is experienced on coin machine service, will manage the mechanical departments of the partnership. Kline is well known in the field thru the operation of the Kline Coin Machine Sales Company, which is now confining operations strictly to scales.

Reliable Amusement Company, on the other hand, is operating a variety of amusement and vending machines, including phonographs and bowling-type games. Business has been consistently improving, making it necessary to enlarge the organization to handle service, according to Mr. Kline.

Exhibit Display Shows Many Types of Machine

CHICAGO, Oct. 10.—Exhibit Supply Company has an impressive array of new machines in its big showroom. Included in the display are Chuck-a-Lette, an attractive and completely automatic floor machine; Giant Movie Bank and Trap-Lite, two one-ball automatic payout models with exclusive features; Gusher, Twister and Trapper, three five-ball novelty pin tables that are proving big favorites, and a comprehensive line of low-priced counter games reported to be big in earning power.

A walk thru the factory showed much activity in all departments, especially in the division where the well-known Rotary Merchandiser and Imperial Digger machines are assembled. J. Frank Meyer, president, stated: "The domestic and foreign demand for the Rotary Merchandiser greatly exceeded my expectations. We have been forced to more than double the capacity of the department to build the Rotary Merchandiser fast enough to take care of increasing orders."

Out-of-town customers, as well as local buyers, are always welcome at Exhibit's factory, where new devices are regularly being introduced to promote business.

Gottlieb Keeps Tab on Favorite

CHICAGO, Oct. 10.—There's a scoreboard in the private office of Dave Gottlieb which lists the four latest Gottlieb games, Derby Day, College Football, High Card and Hit Parade. Each game is being backed enthusiastically by a member of the Gottlieb organization. Dave Gottlieb has complete confidence that Derby Day will come out in the lead. We have a feeling that Dave is prejudiced in his opinion of Derby Day because it is a horse race game and anyone who knows Dave Gottlieb knows that he has a certain fondness for the galloping ponies.

Nate Gottlieb is throwing his entire support behind College Football. If the football record of his alma mater is any indication of the success of College Football, Nate should be backing the winner. He is an alumnus of Minnesota, whose team won the Big Ten title last year and looks good for a repeat. Nate says that the public likes college football and all the thrills and atmosphere that go with it. "And," he says, "College Football is the automatic payout that gives the closest action to the drive for the national championship ever developed in a payout. I feel certain that College Football will be the winner when the final gun is fired."

High Card has its staunch supporter in Eilhu Ray, purchasing agent for D. Gottlieb & Company. "I don't care what anyone says," said Ray, "I still think that the national pastime of the American people is cards and anything that has anything to do with playing cards. High Card covers seven of the most popular card games and its action pays off for the high cards as in most any card game. I feel sure that High Card will live up to its slogan, 'What a Royal Flush is to poker High Card is to automatic payouts.'"

Altho the baseball season is over, Maurice Priestley, production manager of the Gottlieb plant, is one of those enthusiasts of the diamond that talk baseball the year round. He says: "Hit Parade came out in the midst of the baseball season and met with a tremendous success. My most honorable colleagues, the Mesras, Gottlieb and Ray, are of the opinion that because the baseball season is over the popularity of Hit Parade will naturally decrease. I am not of the same opinion. I feel that now, more than ever, Hit Parade will not only maintain but increase its popularity. During the season baseball fans have the actual games to keep them interested, but now that they no longer have them they will naturally turn to the next best thing. An automatic payout with an all-star baseball lineup that pays off on home runs, triples, doubles and singles is just the thing to fill that lull between seasons. And therefore I offer Hit Parade as my candidate for the winner in the Gottlieb race for popularity."

The thermometer type scoring system has been jumping all over the office the last few days. After the orders of one mall have been entered the results may show College Football in the lead. The next mall will put Derby Day in the lead. And then Hit Parade and High Card will take their turns. All in all, there's a mad scramble for the title of "the most popular Gottlieb game" and not one of the four contestants will concede a vote. In the meantime the Gottlieb plant is working at capacity to meet the tremendous stream of orders for all four games that keeps pouring in.

Wurlitzer Gives "Go-Ahead" On Skee Ball Production

NORTH TONAWANDA, N. Y., Oct. 10.—Satisfied that the Wurlitzer Skee Ball measures up to the high standards set for all Wurlitzer products, Vice-President Homer E. Capehart has given the "go-ahead" that started the giant Wurlitzer plant humming at top speed. Working 24 hours a day, Wurlitzer is now in a position to promise speedy deliveries to operators everywhere.

Says Capehart: "We are confident that no other bowling device on the market can compare with Wurlitzer Skee Ball, either from a standpoint of play appeal, eye appeal, substantial construction or mechanical perfection—so confident that we frankly tell operators to compare all makes against our Skee Ball."

Indicative of the tremendous activity at the Wurlitzer plant in North Tona-

wanda is the following list of recent visitors to the factory: C. C. Johnson and Dreid Johnson, Coin Automatic Company, Flint, Mich.; Albert Navickas, Bristol, Conn.; Joseph Armour, Huber Music Company, Chicago; Eugene Cottrell and R. L. Sanders, Troy, N. Y.; Jack Price, Utah Products Company, New York; C. F. Guenther and Eugene Griffin, Alreola Company, Cleveland; A. W. Wittalls, Triangle Music Company, Cleveland; Bernard Brugger, Casino Amusement Company, Asbury Park, N. J.; Mr. and Mrs. Joseph Greene, Julian Greene and Arnold Greens, of Hub Automatic Company, Boston and Baltimore; Harry J. Wolcher, Western Distributors, Inc., Seattle.

Al Gilbert, Gilbert Amusement Company, Chicago; F. A. Blalock, F. A. B. Amusement Company, Pensacola, Fla.; Paul Johnson, of Coin Automatic Music Company, Flint, Mich.; Charles Bates, Musical Services, Wheeling, W. Va.; A. J. Lalliverte, Automatic Coin Machine Corporation, Springfield, Mass.; Jack Cisenfeld, General Amusement Company, Washington; Lawrence Cunnick, Winfield Amusement Company, Buffalo; J. A. Darwin, New York; S. T. Cass, Syracuse, N. Y.; R. Bleekman, Chicago; Henry L. Bletzer and Mrs. Bletzer, of Associated Novelty Company, Baltimore; Max L. Goldberg, Baltimore; Irving Sommers and Nat Cohn, of Modern Vending Machine Company, New York; Art E. Satherley, Brunswick Record, New York.

R. G. Kugel, Organ Supply Corporation, Erie, Pa.; H. Bernard, Kentucky State Amusement Company, Louisville; M. Pardue, Pardue Novelty Company, Norfolk, Va.; Joseph T. Eium, Massillon Novelty Company, Massillon, O.; A. A. Bradt, Frontier Novelty Company, Niagara Falls, N. Y.; Charles C. King, Williamsville, N. Y.; Jubert Malouf, Niagara Falls, N. Y.; Tom W. Cowell and Betty Bossey, of Cowell Amusement Company, Erie, Pa.; Jack Herman, Elmira, N. Y.; Harry Axelrod, Buffalo; Kenneth Miglicio, Emporium, Pa.; Donald Payne and Joseph Rich, Medina, N. Y.; E. A. Gard, Maple Leaf Sales, Hamilton, Ont.; G. L. Carr, Frontier Novelty Company, Niagara Falls, N. Y.; O. P. Smith, Utah Products Company, Chicago; B. R. Haynes, Haynes Electric Company; Watkins Glen, N. Y.; M. J. Grehlinger, North Tonawanda, and P. A. Van De Walker, Kenmore, N. Y.

Manufacturers Talk in Texas

Several Chicago manufacturers attended the three-day convention of Texas operators in Dallas which ended September 27. A reporter caught some of the responses these gentlemen made when being introduced to the Texas fraternity:

"In 1926 at the convention of the American Coin Machine Association there was one-tenth of the amount that is now represented in the State of Texas alone. Stand together and fight and you will win in time. You will have an industry to be proud of. Give all you can and you can't lose."—Walter A. Tratsch, president, National Association of Coin-Operated Machine Manufacturers.

"Texas is leading the way in the success of this business. We, the manufacturers, thank you for inviting us down and we know that you are going to help us succeed in making this industry the topmost in the country."—Leo J. Kelly, Exhibit Supply Company.

"Texas to the manufacturer is a very important cog in the wheel, and in our estimation Texas stands No. 1 in co-operation and interest shown."—Dave Gottlieb, D. Gottlieb & Company.

"Work with your president, give him some co-operation and meet every need. Without unity you cannot succeed."—Jimmy Johnson, Western Equipment and Supply Company.

"We have a lot of respect for the Texas operators and we wish you a lot of success."—Jack Keeney, J. H. Keeney & Company.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

Los Angeles Ops Enjoy Program

LOS ANGELES, Oct. 10.—A crowd of 173 members of the California Amusement Machine Operators' Association attended the business meeting and program given Monday evening. The usual luncheon was served at 7 p.m., with the business meeting following at 8 p.m. The attorney for the organization gave a resume of activities for the past 20 months. During this period it was stated that the businesslike programs and functioning of the organization had promoted an immense amount of public good will. The report took up many details of great interest to the members present.

The floor show came on at 9 p.m. The program for each meeting is prepared by George Hunt and his selection of talent has been highly complimented.

Tommy Jones was the opener, singing *Wagon Wheels and It's a Sin To Tell a Lie*. Bobby Joyce, an attractive miss, drew a lot of applause by her acrobatic dancing and close bending. By special courtesy of Walt Disney, Connie Mitchell, sounds effect man for Disney, gave a demonstration of imitation sounds that proved highly interesting. Ernie and Fisher, man and girl act, did a sketch, also singing and dancing. Nic Morro and Frank Yocnelli, Italian hillbillies, gave an act combining refreshing comedy and unusual artistry on guitar and accordion. The team got five encores. For a closer, Dodge, Clarke and Dare, two men and girl, gave an act tabbed *Something Different*, novel acrobatic stunts. Door prizes were given.

SEEK SPREAD

(Continued from page 3)

step, the APA and the musicians have, in addition to appealing to the unions collectively, written every local union that is a member of the Council. Letter asked that members write theater managers in their neighborhoods and also asks permission to address the next membership meeting of each union. Letter also says that "We are certain that your members will never pass a picket line."

Following cities comprise the list already written to by Local 802: Cincinnati, San Francisco, Chicago, Detroit, Pittsburgh, Los Angeles, Boston, Cleveland, Newark, Milwaukee, Minneapolis, Seattle, Portland, Bridgeport, St. Louis, Yonkers, New Rochelle, Louisville, Albany, Philadelphia, Jacksonville.

JOHNSON'S RODEO

(Continued from page 3)

ton Garden whereby his rodeo will appear in the Hub City for 11 days, beginning November 1 and running thru Armistice Day. Fourteen shows will be presented, matinees scheduled for Saturday, the second Sunday and the closing day. Practically the entire New York personnel will participate in the Boston engagement, Johnson said.

Rodeo has been exceptionally fortunate so far this year from an accident standpoint, only one injury being registered thru the Sunday matinee. Paul Carney, of Galeton, Colo., suffered a slight concussion in yesterday's bareback bronk riding contest, but it is reported that his injuries are minor enough to permit him to resume active competition later in the week. A bronk ran thru a group of cowboys stationed in front of the chutes Saturday afternoon without inflicting serious injury. Several of the boys were bruised a bit, however. Only loss of stock so far occurred yesterday when one of the Colonel's expensive Brahma steers suffered leg injuries to such an extent that destroying the animal was necessary.

NEW YORK, Oct. 10.—Colonel W. T. Johnson came in again from San Antonio, Tex., to stage his sixth straight championship rodeo for Madison Square Garden, 11th in a series inaugurated by the late Tex Rickard in 1926. The annual event opened its 10-day run on Wednesday night, playing to a near-capacity house. Twenty-six performances are scheduled, with matinees on Saturdays, Sundays and Columbus Day. Approximately 170 contestants, top hands from all parts of the West, are participating for the \$35,000 in cash prizes.

For the second year in succession the show is occupying the Garden sans a "benefit for" slogan. From 1926 thru 1931, when Colonel Johnson made his New York debut, the Broad Street Hospital was the rodeo's beneficiary, but in

1932 Mrs. William Randolph Hearst took over the sponsorship for her Free Milk Fund for Babies. Shortly after the 1934 show a rift arose between the local Hearst dailies and Madison Square Garden, reaching good-sized proportions during the following months. Upshot of it was that Mrs. Hearst withdrew her Milk Fund tieup with Garden events and the Johnson rodeo worked in 1935 without a beneficiary. After the close of last year's show there was talk around town that inasmuch as Johnson's contract with the Garden expired in 1935 Hearst moguls were attempting to sign the San Antonio rancher for another arena in town. The Colonel's rodeos have been prosperous inhabitants of the Garden, however, so the cowboys and cowgirls are back again at the Eighth avenue stronghold.

As usual the rodeo is divided into 16 parts, with competitive events including bareback bronk riding, cowgirls' bronk riding, mounted basketball game, cowboys' calf roping, cowboys' bronk riding, steer wrestling, wild-cow milking, trick and fancy riding, steer riding and wild horse races.

Added Attractions

Frank Moore, resident manager and booker of special attractions for Colonel Johnson, has assembled the usually fine array of entertaining numbers. The program opens, as always, with the grand entry, led by the Colonel and composed of more than 100 of the Western lads and lassies. Everett Johnson's Cowboy Band plays the concert, marches in the entry and supplies the musical score for the show. Other events are the horseback quadrille, trick and fancy roping by Verne Goodrich, Chester Byers and Junior Eskew; Ted Allen in a demonstration of horseshoe pitching that is nothing short of sensational; Hardy Murphy and Buck, the high-school horse, owned by Colonel Johnson; Jasbo Fulkerson and Jimmy Nesbit, clown cow-punchers, who intersperse their gags thruout the entire program and climax their cavorting by heckling the short-tempered Brahma steers; Donald and Gene McLaughlin, seven and six years of age, respectively, who are on by themselves again in a roping stunt supervised by their father, Robert McLaughlin, of Texas; Ray Whittley's Rodeo Range Ramblers, who entertain with range songs before the show begins; a midget bucking horse, ridden by a monkey, working the matinees for the kid trade.

The mounted basket-ball games are played between cowboys teams this year instead of an all-cowboy group pitting its ability against teams picked from local army and club units. On Friday evening the Southern Methodist University Band, in town for the SMU-Fordham football encounter today, garnered plenty of applause for its short and snappy review before the show. Junior Eskew looks like a real comer in the fancy roping event. He utilizes his youth and personality to good advantage. Everett Johnson's Band is still the flashy outfit it always has been, especially so this year with Don Williams drum-majoring and Jesse Vance and Louis Ridley handling the vocal solos. Williams is a wow.

Altho the mounted basket-ball games and Buck, the high-school horse, have been here plenty long, the customers still seem to go for the two events as enthusiastically as ever. Buck and Hardy truly offer a remarkable performance.

Well-Organized Show

Colonel Johnson has surrounded himself with much the same group of assistants and officials that have been here in the past. This year's show certainly lives up to the standard set by previous Garden rodeos for clocklike precision and flash. After the stock had been oriented to the arena there has been hardly a dull moment from the time the first bugle sounds to the show-closing wild-horse race. Everett Colburn, of Blackfoot, Ida., is arena director and largely responsible for keeping things moving. Fred Alvord, arena secretary, is again engrossed in details and more figures plus plenty of detail headaches. Tad Lucas, Charles Ertz, Cappy Lane and L. C. Crowt are timekeepers, working in close harmony with the arena mike handled by Al Frazin, a hometown boy, who has again donned his sombrero. Frazin announces the time it takes each contestant to throw his steer, rope and tie his calf, etc., and announces winners of the events within 10 minutes of the conclusion of each stanza. Publicity handled by Ted Deglin and John (Tex) O'Reilly has been

IMMEDIATE DELIVERY GUARANTEED!

BOLO

SENSATION OF ALL NON-PAY-OUT PIN GAME SENSATIONS!

OPERATORS EVERYWHERE GETTING THEIR MONEY BACK IN 2 OR 3 DAYS!



\$54.50

Tax Paid

TERMS: 1/3 Cash, Balance C. O. D.

—DIRECT FACTORY DISTRIBUTORS—

NEW YORK DISTRIBUTING CO.

3682 BROADWAY (Tel., Edgcomb 4-3545) NEW YORK CITY

LEGAL EVERYWHERE

2 BALL or 5 BALL SPEED PLAY

JUST LIKE REAL BOWLING!

BOLO IS THE MONEY-MAKING SENSATION OF 1936

RUSH 1/3 DEPOSIT WITH ORDER

TODAY BE CONVINCED BUY THE BEST

Absolutely FREE with each purchase of **SUNKEN TREASURE** Our latest 1c SKILL GAME

Priced At

\$3.95 EACH
1 or 1,000.



We will include Free our Feather Touch Float, Cards and Directions for

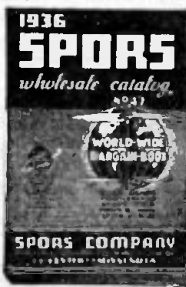
TURTLE BACK

Two Games for the Price of One! Both Leaders in Amusement Field! Both Legal! Both Money Makers! Earns \$3 to \$10 Daily. Protect Your Route—Operate in All Territories.

RUSH YOUR ORDER TODAY

STANDARD NOVELTY CO.
Elm at 2nd, CINCINNATI, OHIO

3000 BIG BARGAINS



AT WHOLESALE PRICES.

Hundreds of items from many parts of the world are shown in Sports Catalog. 196 pages check full of Fast Sellers and 18 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—sent for today.

SPORTS CO.
10-30 Erie St.,
St. Louis, Mo.

and Mrs. Johnnie Hicks departed on excursion to Northern California. H. Cotton's "Lady-in-Bed" had a very good week. The battle of Bingos raged between Dolly Martin and Bud Cross, with satisfactory results for both. Lucille King gave an elaborate party in honor of her son and Mrs. Nadine J. Fromm, of Portland, at a hotel. Mrs. Fromm was the former Mrs. O. H. Hilderbrand. Kay Quivala celebrated her birthday. Mrs. C. Buckmeister and daughter spent a few days visiting relatives in Portland.
WALTON DE PELLATON.

Carlyles' Relatives, Notice!

The Billboard is in receipt of a letter from May Glasscock, Minneapolis, Minn., advising of the death of Ethel Carlyles and requests that relatives communicate with Minnie Harmon, Webster County Welfare Association, Fort Dodge, Ia.

NOW READY FOR INSTANT DELIVERY!

BOLO

America's Bowling Sensation!

Sensation of All Sensations! The Fastest, Smoothest Playing Game in History! Earns twice as much as pay tables—costs 1/3 the price! 2 or 5 ball play! No holes! No kickers! Real bowling in every detail! Earning more money than any game in 5 years! Rush Your Orders Now. Terms—1/3 Cash With Order.



NON-PAYOUT PIN GAME HIT!

TAX PAID
\$54⁵⁰

—DIRECT FACTORY DISTRIBUTORS—

BROOKLYN AMUSEMENT MACHINE CO.

632 BROADWAY (Tel., Evergreen 8-4732) BROOKLYN, N. Y.



DON'T BE DISAPPOINTED WHEN ORDERING from DELUXE "DELUXE PLASTER" LATEST CREATIONS—FINEST FINISH CORN GAME FLASH 'NUF SED—YOU'LL BE SURPRISED

Beacon BLANKETS and SHAWLS
Order Now—While They Last—Beacon Magnets—Mingos

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET MILWAUKEE, WISCONSIN

WANTED C. W. NAIL SHOWS

Nice flashy Concessions. Must work for stock. Also Ball Games that work for stock. Will place any real Show with merit that has own transportation. Under the Missouri Pacific Boosters' Club on the Missouri Pacific Lot, Monroe, Louisiana. Bound to be big. First show in nine years. Can use flash Custard Joint that can make real custard. Ruston, Louisiana, week of October 12; Monroe, Louisiana, week of October 19.

GREAT MONROE FREE FAIR

MONROE, GA., WEEK OCTOBER 19

Wants Shows, Rides, Concessions. Address TERRELL COUNTY FAIR SHOWS, Western Union Office, Monroe, Ga. Commerce, Ga., this week.

GREAT SUPERIOR SHOWS WANTED

FOR MARIANNA, WEST HELENA, CLARKSDALE, MISS., COAHOMA COUNTY COLORED FAIR, AND SIX OTHER ARKANSAS AND MISSISSIPPI FAIRS.

Circus Side Show with own transportation, Concessions that work for stock. No racket. This show will positively stay out until Christmas. We hold exclusive contract for the Buffalo County Fair, the daddy of all Southern Fairs, week November 16. Address all mail as per route.

B. & B. SHOWS WANT

Shows and Concessions of all kinds, no exclusives, for Onslow County Fair, Jacksonville, N. C., October 19 to 24, followed by Vance County Colored Fair, Henderson, N. C., October 26 to 31. Can use one more large Ride and two Kiddie Rides at 30 per cent. What have you? Communicate with F. C. BOSWELL, Woodland, N. C., this week; then as per route.

DIXIE MODEL SHOWS

Williamsburg County Fair, Kingstree, S. C., October 19 to 24, followed by Marion County Fair, Marion, S. C., and Laurinburg, N. C., Fairs. Want Concessions of all kinds, except Bingo, Froxen Custard and Photos. Can use one more Show with own outfit to feature. All address J. P. BOLT, Manager, this week, Woodland, N. C.

Kirk Reports Big Sales on Marksman

CHICAGO, Oct. 16.—From the offices of C. R. Kirk & Company come reports of heavy commitments on Marksman. Noteworthy among these, Modern Venetian Company, New York, and Troy Sales Company, Los Angeles, are said by Kirk to have placed orders for 1,000 units each.

In that both these distributing agencies represent prominent names like Nat Cohn, Irving Sommers and Tom Wall, all prominent dealers in large quantities of coin-operated devices, and being located at far-distant extremities of the country, they should offer somewhat of a criterion on the popularity of Marksman throughout the country.

Frank Miltland, vice-president of C. R. Kirk & Company, has indicated that interest in the new game is running to such a high pitch that larger quarters have become necessary to handle the volume of business.

Together with Rotary Merchandiser, known the world over as a splendid innovation in merchandising equipment, Marksman and the rest of the company's products have moved to larger quarters adjacent to the O. D. Jennings plants. There the facilities of Jennings engineers will also become available to the Kirk organization, in which O. D. Jennings himself is interested. So with such good products and competent business men backing them up in production and sales much interest is focused on whatever they may undertake to accomplish.

ROUTES—

(Continued from page 59)

Rictor's Show: Chatsworth, Ga., 12-14; Oak-Town 15-17; Philmore 18; San Fernando 16; Manhattan Beach 17.
Star's Show: Postville, Ia., 12-17.
Wing, Robt. O., Show: Milton, Ill., 12-17.

REPERTOIRE

Bullroy Comedians: Billy Wehle's: Paris, Tex., 14; Bonham 15; Denison 16; Honey Grove 17; Sherman 18; McKinney 20.
Bishop Tent Show: Ball Ground, Ga., 12-17.
Blythe Players: Springfield, Me., 12-17.
Fox Players: Pittsburg, Tex., 12-17.
Gilbert Comedians: Geneva, Ga., 12-17.
Hale Comedy Co.: Bart, Pa., 12-17.
Harvey Players: Dyersburg, Tenn., 12-17.
Princess Stock Co.: McCrotry, Ark., 12-17.
Stone, Hal, Show: Lonoke, Ark., 12-17.

CIRCUS AND WILD WEST

Barney Bros.: Maricopa, Calif., 13; Santa Fe 14; Fillmore 15; San Fernando 16; Manhattan Beach 17.
Cole Bros.-Clyde Beatty: Midland, Tex., 13; Big Spring 14; Abilene 15; Brownwood 16; Temple 17; New Braunfels 18; San Antonio 19; Laredo 20; Corpus Christi 21; McAllen 22; Harlingen 23; Victoria 24.
Haag, Harry: Bemidji, Minn., 15-17; Thief River Falls 19-21; Crookston 22-24.
Kuhn, Eddie, Camel Bros.: Toone, Tenn., 15-17; Stantonville 18; Finger 19; Bethel Springs 20-21; Selmer 22; Adamsville 23-24.
Main, Walter: West Point, Miss., 13; Starkville 14; Europa 15.
Mix, Tom: Wilson, N. C., 13; Fayetteville 14; Concord 15; Reidsville 16; Henderson 17; Norfolk, Va., 19.
Poliack Bros.: Spokane, Wash., 12-17.
Ringling Bros. and Barnum & Bailey: Montgomery, Ala., 13; Selma 14; Birmingham 15; Gadsden 16; Tuscaloosa 17; Memphis, Tenn., 19; Jackson 20; Nashville 21; Chattanooga 22; Knoxville 23; Bristol 24.
Sader, Eberley: Wink, Tex., 13; Monahans 14; Crane 15; McCamey 16; Iraan 17; Ozona 19; Sonora 20; Junction 21; Kerrville 22.

CARNIVAL COMPANIES

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

Alamo: Macon, Ga.
American United: Yakima, Wash.
Bantley Greater: Garthage, N. C.; Dillon, S. C., 19-24.
Barfield's Cosmopolitan: (Fair) Eatonton, Ga., 19-24.
Barker: E. Prairie, Mo.
Bayinger, Al: Parma, Mo.
Beckmann & Gerety: (Fair) Beaumont, Tex., 15-25.
Bee, F. H.: (Fair) Louisville, Miss.; (Fair) Itta Bena 19-24.
Big State: Center, Tex.
Blue Ribbon: Sardinia, N. C., Ga.
Brown Novelty: (Fair) Butler, Ga.; (Fair) Dublin 19-24.
Bruce: (Fair) Anneton, Ala.
Bullock Am. Co.: (Fair) Rowland, N. C.; (Fair) Statesville 19-24.
Burke, Harry: (Fair) Franklinton, La.
Byers Bros.: Cardwell, Mo.
Campbell & Heller: (Fair) Camden, S. C.; (Fair) Dillon 19-24.
Capital City: Selmer, Tenn.
Cecil & Wilson: (Fair) Beaufort, N. C.; (Fair) Henderson 19-24.
Corey Greater: (Fair) Ahoakie, N. C.; (Fair) Suffolk, Va., 19-24.
Crafts 20 Big: Santa Barbara, Calif.; Oxnard 19-24.
Crested Expo: Shelby, N. C.
Cumberland Valley: (Fair) Jonesboro, Ga.

De Luxe Shows of America: (Fair) Monroe, N. C.; (Fair) Lancaster, S. C., 19-24.
Dennert & Knepp: Rocky Mount, N. C.
Dixie Amusements: Phenix City, Ala.
Dixie Expo.: (Fair) Oneonta, Ala.; (Fair) Carbon Hill 19-24.
Dixie Model: (Fair) Woodland, N. C.; (Fair) Kingstree, S. C., 19-24.
Dixie's World's Fair: (Fair) Florence, S. O.; (Fair) Greenwood 19-24.
Dudley, D. S.: Ballinger, Tex.; Tahoka 19-24.
Embree's Southern Am. Co.: Calico Rock, Ark.
Endy Bros.: (Fair) Elizabeth City, N. C.; (Fair) Goldsboro 19-24.
Endy Bros., No. 2: (Fair) Ephrata, Pa.
Evangelist: Isabel, Okla.
Florida Expo.: Jasper, Fla.
Gibbs, W. A.: Eureka, Kan.; (Fair) Harper 19-24.
Gold Medal: (Fair) Donaldsonville, La.; (Fair) Many 20-24.
Golden State: McFarland, Calif.
Grady, Kellie: Red Bay, Ala.
Great American: Central, S. O.
Great Dixieland: (Fair) Franklinton, La.; (Fair) Eunice 19-24.
Great Olympic: (Fair) New Albany, Miss.; (Fair) Leiford 19-24.
Great Superior: Marianna, Ark.
Greater Expo.: (Fair) Natchez, Miss.; (Fair) Greenwood 19-24.
Greater United: (Fair) Lufkin, Tex.; (Fair) Huntsville 19-24.
Greenland Expo.: (Fair) Smithfield, N. C.; (Fair) Princeton 19-24.
Greenland Expo., No. 2: (Fair) Chesterfield, C. H., Va.
Gruberg's World's Expo.: (Fair) Cheraw, S. C.; (Fair) Bennettsville 19-24.
Hames: Wharton, Tex.
Hansen, Al C.: (Fair) Booneville, Miss.; (Fair) West Point 19-24.
Happy Attr.: Richwood, O.
Happy Days: Ozark, Ala.; Troy 20-24.
Hennes Bros.: Laurel, Miss.
Hunters United: Walden, La.; Louisville 19-24.
Beth, L. J.: (Fair) Corinth Miss.
Hilderbrand's United: Ohico, Calif.; Modesto 21-25.
Hoffner, Wm., Am. Co.: Dixon, Ill., 20-22.
Howard Bros.: Hillsboro, O.; Nelsonville 19-24.
Hughes Bros.: Blue Mound, Ill., 12-17.
Hurst, Bob: Tuleo, Tex.; Gilmer 19-24.
Imperial: Helena, Ark.; Stuttgart 19-24.
Isler Greater: Arkadelphia, Ark.; Hope 19-24.
Joe's Playland: Hollandale, Miss.; (Fair) Forest 19-24.
Jones, Johnny J., Expo: Columbus, Ga.
Kaua: (Fair) Chase City, Va.; (Fair) Littleton, N. C., 19-24.
Keystone Expo.: Ducktown, Tenn.; (Fair) Ellijay, Ga., 19-24.
Krause Greater: Alexander City, Ala.
Landes, J. L.: (Fair) Kingman, Kan.; season ends.
Lane, O. E.: (Fair) Mt. Olive, Miss.; (Fair) Collins 19-24.
Lang, Dec: Union City, Tenn.
Liberty National: Alamo, Tenn.; Sharon 19-24.
Liberty State: (Fair) Hillsboro, Tex.; (Fair) Rosenberg 19-24.
Lotta Hooper: (Fair) Trenton, Tenn.
M. & B.: Wilson, Okla.
Majestic: Guntersville, Ala.
Marks: (Fair) Wilmington, N. C.; (Fair) Athens, Ga., 19-24.
Metropolitan: (Fair) Sylvester, Ga.; (Fair) Fitzgerald 19-24.
Mid-West: Wabash, Ind.
Mimic World: (Fair) De Ridder, La.; (Fair) Coushatta 19-24.
Miner Model Expo.: Columbia, Pa.; Little 19-24.
Mohawk Valley: (Fair) Laurens, S. C.; (Fair) Abbeville 19-24.
Nail, C. W.: (Fair) Ruston, La.
Page: (Fair) Ovington, Ga.; (Fair) Eastman 19-24.
Pan-American: (Fair) Batesville, Ark.
Peerless Expo.: Gallipolis, O.
Reading United: (Fair) Brownsville, Tenn.
Regal Un. Am. Co.: De Vallis Bluff, Ark.
Robeson Am. Co.: Fairmont, N. C.; Lumber-ton 19-24.
Rogers Greater: Parsons, Tenn.
Rogers & Powell: Humphrey, Ark.
Royal American: Columbus, Miss.
Royal Amusement Co.: Holly Grove, Ark.
Royal Flush: Rector, Ark., 16-18; (Fair) Oil City, La., 19-24.
Royal Palm: (Fair) Dothan, Ala.
Sardige, Walter, Rides: Lincoln, Kan., 13-14.
Seifer Greater: Las Cruces, N. M.
Sheasley Midway: (Fair) Danville, Va.
Shugart: Burlington, Tex., 12-17.
Tiger State: Sudan, Tex.
Smith's Greater Atlantic: (Fair) Orangeburg, S. C.; (Fair) York 19-24.

(See ROUTES on page 86)

Concessionaires
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIMO STORES,
WHEELS, MARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIDE AND OCEAN CITY, MD.

JOE'S Playland Shows
Molandale, Miss., this week: Forest Fair, week October 19.

Can place show people legitimate concessions, including corn game. Need assistant manager, advance agent that knows South. Jim Robey of Blackie MacNamore, wire by Western Union. Out till Christmas. Can place more rides.

ATTENTION SHOWMEN
CATHEDRAL MODEL FOR SALE
Model of Elm Cathedral in Germany (highest in the world), 19 ft. High, 8 ft. Long, 8 1/2 ft. Wide.) All built in sections.
FRANK BRUDER, St. Louis, Mo.
3816 McDonald Ave.

Robbins Has OK Vender

BROOKLYN, Oct. 10.—The OK 5-cent gum vender is the latest machine to be offered by D. Robbins & Company. Robbins claims the machine can be operated profitably wherever salesboards are permitted. "The OK machine vends balls with a number inserted in each ball reading from 1 to 1,200. The machine holds 1,200 balls and takes in 860 per emptying. The trade awards are \$30. The operator divides the \$30 profit with the merchant after first deducting the cost for the 1,200 balls of gum. As all sets of 1,200 balls have a different serial number, it is impossible to cheat on winning numbers."

The OK gum vender is finished in porcelain and highly attractive. It requires only seven inches of counter space or it can be attached to any wall or placed on a floor stand.

Salesboard operators who have purchased OK gum venders are enthusiastic about this machine, which acts as a cash register for salesboard sales.

DIVORCES

(Continued from page 33)

stage and movie comedian, at Los Angeles October 7.

Harold H. (Stubby) Kruger, motion picture actor and swimmer, from Jane Kruger October 7 in Los Angeles.

Late Deaths

(The following items were received at press time. More details in the next issue.)

WISMAR—George W. "the Singing Bartender," at Colonial Hotel, Cleveland, last week.

Bantly Shows

Hartsville, S. C. Weck ended October 3. Auspices, American Legion. Weather, mostly rain. Business, fair.

A fair that turned out to be a still date. Less than a week in advance of the opening day the fair committee "fell down" on its permits and was compelled to vitiate all contracts. Quick action on the part of the agents and management, with the aid of the American Legion carnival committee, saved the date as a Legion carnival. Strange to say, the week proved very good, and from the amount of enthusiasm displayed in the rain everyone is of the opinion that it would have been one of the record weeks under good conditions. Everyone made some money the two days of good weather, Friday and Saturday. Friday night the show "gave a baby away" and had the big night of the week. Good Fellows' Club meeting one of the best since the beginning. Gene Elliot, emcee, with Billy Winter able assistant. Refreshments and lunch after the entertainment. Among the new faces on the midway: Mr. and Mrs. William Jacquith; Fogleman brothers, with a neatly framed stock store, and Bill Turney. H. H. Agne's corn game continues to flood the town with high-class merchandise. Webber has the "complete" photo store, featuring photo jewelry. Bud Brewer topped the lot with his Seandals; Mile-a-Minute topped the rides. Thomas B. Watt, capable and experienced secretary, who is known to many showfolks, took care of the Legion's part in the event. Season in South Carolina seems to be about two or three weeks late. Most of the tobacco markets are extending the closing date as much as three weeks. Good prices prevail.

CHRIS M. SMITH.

Long Sieg for Martin

CINCINNATI, Oct. 10.—Jerry Martin, of Martin and Martin, aerialists, who was injured at Trenton (N. J.) Fair while performing on the night of October 3, probably will not be able to walk for at least six months, advised Mrs. Josephine Martin from Trenton, where he was taken to McKinley Hospital. She describes his injuries as broken back, eight fractured ribs on left side, broken pelvis and left arm cut and broken, sustained in a 75-foot fall. Mrs. Martin expressed gratitude to all who aided them following the accident.

Harry Dunkel Better But Still Under Doctor's Care

CINCINNATI, Oct. 12.—Harry Dunkel, general representative Cetlin & Wilson

Old-Time Showmen

By CHARLES BERNARD

J. M. French's Oriental Circus and Egyptian Caravan was one of the traveling organizations of the 1869 circus season. At that time it was the custom of the average established circus to feature a talking and singing clown. The clown of established reputation for singing popular songs or capable of a rapid delivery of witticisms to entertain the audience during the change of acts thruout the performance was in demand and was given special publicity in the show's advertising. George M. Clark was one of the singing clowns of that period and many of his songs were his own productions.

For the season of 1869 George Clark was the featured clown with the J. M. French Circus, and as a special concession he had the privilege of selling the George M. Clark *Oriental Songster*, a 24-page book containing 12 songs, four of which were his own words and music. On the front cover of the song book was Clark's picture and on the back cover a picture of three performing camels that were owned by the troupe of Bedouin Arabs featured by Mr. French. *Isabella and Her Gingham Umbrella* was one of the songs that always made a hit when sung by Clark in the circus ring.

On the program of the French Circus that season appeared the names of very well-known members of the circus profession. In addition to Mr. French as sole proprietor, Thomas H. Hodge was manager; Charlie Dickenson, treasurer; F. H. Boston, equestrian director; Prof. W. D. Story and his Silver Cornet Band; Tom Fay, master of tents, and Jeff Posey, master of grooms.

Performers and their acts specifically named on the show's program were Lucille Watson, premiere equestrienne; Charlie Fish, champion bareback rider; Frank Pastor, famous trick rider; Edward Holloway, gymnast and hurdle rider; Dick Hannan, gymnast and general performer; George Cutler, cannon ball manipulator; Carl H. Bliss, contortionist; Charlie Bliss, champion tumbler and double somersaultist; Albert Bliss, gymnast and general performer; Master George Bliss, youthful gymnast; W. H. Brockway with his trained horse; Madame Cutler, mistress of the fragile cord; Madame Louise, equestrienne; Master Frank Ward, scenic rider; the Bedouin Arabs, in native costumes, did their specialties and used a herd of camels in the routine.

There was a concert troupe presenting the after show, managed by Chris Bristol. The artists were Johnny Morrissey, tambourine; Hughie Wilson, bones; George M. Clark, interlocutor; Ted Holloway, balladist; Mile. Maggie, vocalist; Mile. Louise, danseuse; Frank George, banjoist; Master Willie, vocalist; Prof. Hoffman, leader of orchestra.

Along with Charlie Fish on that 1869 program of the J. M. French Circus was a specialty performer worthy of some special mention. George Cutler, justly billed as "Champion Cannon Ball Juggler," was one of that group of school boys who developed into circus stars of the major class after starting as amateurs by using the old tarбак playground at Binghamton, N. Y., to train and make their start as professionals. Cutler was a youth of muscle and strength that made him a natural athlete, he had ambitions for an athletic career and interested himself in accomplishing feats that were extraordinary. Lifting of heavy weights, bending bars of iron and other tests of strength were his first accomplishments. Then he trained for the juggling of heavy articles and made the use of cannon balls of graduated sizes and weights as the specialty act by which he graduated into the class of a champion. Before and after the 1869 season he was a feature on the program of prominent circuses. Season of 1875 Cutler was featured on the program of the Adam Forepaugh Circus in feats of strength and his great cannon ball act. Many a doubting circus patron who thought those large cannon balls were hollow promptly changed his mind when he attempted to lift them from the ground with both hands.

Shows, was taken ill during the show's engagement at the Williamston (N. C.) Fair, and was given medical attention in that city for several days. However, Jack Wilson, associate owner of the shows, wired *The Billboard* yesterday that Dunkel's condition was greatly improved and that he was back with the shows, but still under the care of a doctor.

OPERATORS—JOBBER—

SEE THESE SENSATIONAL OFFERS IN NEW MACHINES!!!

★New "RAMBLER" \$0 Ball Payout \$42.50
"RAMBLER" — Ticket \$49.50

BRAND NEW GAYLORD PICKED WINNERS
READY FOR IMMEDIATE DELIVERIES—

Brand New Machines
in Original Cases—
Limited Quantity.

PREAKNESS
MARKSMAN
ROLL-A-SCORE
MONTE CARLO
DERBY DAY
TURF CHAMPS
STOP AND GO

BELLS
SARATOGA
REEL RACES
POLICY
"21" BLACK JACK
HIGH STAKES
LIGHTS OUT

ALAMO \$75.00
HOLLYWOOD 42.50
DITTO 21.00
HEADLITE 32.50
POTE-A-LITE (New-city) 36.50
TOTE-A-LITE (Payout Register) 39.50
SHIP-AHOY 7.50

... and MANY Other Brand New Factory Releases! 1/4 Deposit With Order. Prices F. O. B. Chicago.

Don't Waste Time—See GAYLORD First for BETTER BUYS!
GAYLORD COIN MACHINE CORPORATION
1227 W. Washington Blvd. CHICAGO

LEGAL DIFFERENT SENSATIONAL BOLO

100% SKILL GAME

REAL BOWLING! 2 BALLS

THAT WHY WE ARE GOING TO TOWN WITH

ORDER AT ONCE AT PRICED F. O. B. FACTORY

SPARES JUST LIKE REAL BOWLING! BIG PROFITS FOR YOU!

FOR A NICKEL! BOLO gives you players genuine entertainment. That's why it goes play and holds its own! Operators say it makes the table they've ever had. Illuminated Backboard.

No other machine in the greatest profit making game!

AUTOMATIC COIN MACHINE CORP.
37-45 Essex St. Springfield, Mass.
All Patents 4-1109

DIXIE EXPOSITION SHOWS WANT

For six more bona-fide Fairs, Carbon Hill, Aliceville, Greensboro, Monroeville, Mobile; all Alabama. Good crops, plenty money. One Flat Ride, Pony Track, Pit and Grind Shows. Have new outfits, panel fronts for Hawaiian Show, Half and Half, Geck Show. Want Managers with people for same. Musicians and performers for Minstrel, Foreman and Help, and Ferris Wheel and Merry-Go-Round Workingmen. Show out all winter. Haven't closed but twice in eighteen years. Want Stock Concessions. Oneonta, Ala., this week.

Address **C. D. SCOTT.**

PHILLY MUSICIANS

(Continued from page 5)

part in the picketing. Efforts are being made to bring in other "names" as sign carriers.

Not only will be picketers be culled from the ranks of dance maestri and vaude headliners but the contented symphony men are entering the picture. A committee of members from the Philadelphia Symphony Orchestra is being organized to carry signs.

Enthusiasm is running high and Warner is no little worried. Frank Phelps, labor mediator for the picture company, has been in constant touch with Tomel. Greatest bone of contention concerns the nabe houses. Warner is willing to guarantee 30 weeks for 75 men in seven houses. Last year 12 nabe had a Saturday vaude. Phelps' proposal called for the houses added to the Warner chain last month to be included among the seven houses. Musicians are asking that the original 12 houses be retained and live entertainment added two days each week. Conditions at the five houses added to the circuit to remain status quo and not to enter the other reckoning. A further item asked by Phelps is that a labor agreement should be for two years. Tomel revealed that union law gives him no authority to enter into such a contract.

While the musicians' union has refused to enter into any negotiations for the first-run Earle and Fox theaters downtown before the nabe question is settled, Tomel disclosed that everything isn't exactly up to snuff at those houses. It is figured that in last year's lockout Fox Theater saved \$25,000 on its payouts and the Earle \$18,000. While Tomel is agreeable that the same number of men return to the houses, 35 at the Fox and

BIG BARGAIN IN LATEST TYPE NEW MACHINES

(CASH PAYOUT)
Machines Never Been Used
8 Daily Races (Mystery Slot) \$80.00 Each
Bargains in Slightly Used Machines (Cash Payout)
1 Sunshine Derby \$30.00
Terms—1/3 Down and Balance
C. O. D. F. O. B. Brenham.
SCHATZ NOVELTY CO.
Brenham, Tex.

26 at the Earle, wage scale should be increased to enable the men get back some of that coin. Contention is that the public paid the same prices for their entertainment and that money represents a saving on part of the houses until the impasse was ironed out.

Leopold Stokowski refused to appear as scheduled at Warner's Stanley Theater here yesterday because of the campaign his brother musicians are waging against that circuit. House had billed Stokowski extensively in connection with *The Big Broadcast of 1937*, Paramount picture in which Stokoy and the Philadelphia Orchestra appear. Anthony Tomel, president of Local 77, said: "I wish to make it perfectly clear that Dr. Stokowski was in no way coerced. . . . He has been a union man for many years and we merely requested of him what we expect from all members. He not only complied readily but told us he would co-operate further in our activities against the Warner houses."

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT - READY TO OPERATE

ALAMO	\$49.50	DAILY LIMIT	\$37.50
BONUS	49.50	RELIANCE 5c, 4 Play	57.50
BROKERS TIP	49.50	DE LUXE 46	34.50
HIALEAH	49.50	MAMMOTH	34.50
DAILY RACES, mult.	49.50	BALLY DERBY	47.50
DOUBLE HEADER ..	49.50	PEERLESS	47.50
GALLOPING PLUGS	49.50	HOLLYWOOD	33.50
PINCH HITTER	49.50	DOUBLE SCORE ...	33.50
RED SAILS	49.50	TYCOON—BATT. ..	34.50
PAMCO PARLAY ..	49.50	1/3 Deposit With Order, Balance C. O. D.	
TYCOON—ELEC. ..	49.50		

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Top the Midway WITH THESE ITEMS



WRITE FOR CATALOG

ONE DAY SERVICE

CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN

GOLDEN BELT FAIR

Week October 19, Henderson, N. C.

All legitimate Concessions open. Want experienced Foreman for Loop-the-Loop Ride. We have complete equipment for Grind Show. Address, this week. Beaufort, N. C., Fair.

CETLIN & WILSON SHOWS

WANTED FOR GREENVILLE, S. C. BONA-FIDE COLORED FAIR

OCTOBER 20 TO 24.

Shows wanted. Concessions of all kinds. You know what this is—come on. CAN ALSO USE Merry-Go-Round. Wire at once to

BARNEY TASSELL CARNIVAL UNIT

This Week, Nelson County Fair, Shipman, Va. P. S.—CAN USE good Advance Agent.

J. J. PAGE SHOWS WANT

Legitimate Concessions and money-getting Shows, also People for Girl Show for Dodge County Fair, Eastman, Ga., next week, first fair in twelve years, followed by Greater Griffin Fair, Griffin, Ga.; then Windcr, Ga., Fair and Anderson, S. C., Fair. Everybody address

J. J. PAGE SHOWS, Covington, Ga., Fair, this week.

WANT KIDDIE RIDE

Grind Shows, legitimate Concessions.

F. Z. VASCHÉ

BROWN NOVELTY SHOWS, Butler, Ga., this week; Dublin, Ga., October 19.

WANTED FOR EUNICE, LA., TRI-PARISH FAIR

STARTING OCTOBER 21st TO SUNDAY, 25th; ORANGE, TEX., WEEK OF OCTOBER 26th; MOR-GAN CITY, LA., WEEK OF NOVEMBER 2nd.

Stock Concessions of all kinds. Eating and Drinking. CAN PLACE Shows of all kind except Gilt Show. Have for immediate sale 13-Tub Whip, Leaping Lena, small Ferris Wheel, like new, for \$350.00. Will book same on show for 25%. This show has contracts for the choice spots in the rice and cane sections of Southern Louisiana, same as we have showed for the past ten years without closing.

THE GREAT CONEY ISLAND SHOWS, Franklinton, La., this week

Bally To Build Ray-Rifle Target

CHICAGO, Oct. 10.—Bally Manufacturing Company has now completed several months of development work and is going into production on a radio-light-type rifle-target machine which will be named Eagle-Eye.

The machine is said to embody a number of innovations in "ray-rifle" design, the makers claiming that Eagle-Eye is as distinct an advance in this class of equipment as the present day pin tables are in comparison to the marble games of three years ago.

Strongly featured on Eagle-Eye are the eight different targets, which may be shot at in motion or standing still, depending on the player's choice. This feature is said to attract play from all types of people, from the amateur to the expert rifle shot, as the degree of skill required may be adjusted by the patron to allow for his particular proficiency. Adjustable target, speed is also said to insure longer life, because as the player gets more skillful he can "step-up" the target speed and again enjoy the thrill of overcoming obstacles.

In announcing Eagle-Eye, Ray Maloney, president of Bally Manufacturing Company, said, "Wait till you see Eagle-Eye and its 20 great features. You'll be as tickled as I was when I played the first production model. And you won't have to wait long. Delivery starts October 20."

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS

how about it Operators?

Are you going to keep on buying and buying batteries for your games when you can eliminate them forever with

ELECTROPAK

ELECTRICAL PRODUCTS COMPANY, INC.
6527 RUSSELL STREET - DETROIT, MICH.
CHICAGO OFFICE: 2726 W. JACKSON ST. - CHICAGO, ILL.

WANTED

Used Screws, will pay \$5.00 each, F. O. B. Philadelphia, Pa. Write or visit immediately.

GLICKMAN CO.
4733 Rorer St., Philadelphia, Pa.

SPALDING COUNTY FAIR

GRiffin, GA., OCTOBER 19 TO 24.
PLAOF Concessions all kinds, one more Show.
Write or wire
GREAT AMERICAN SHOWS
Central, S. C., This Week.

CIRCUS ACTS WANTED

FOR OLD ESTABLISHED SOUTHERN CIRCUS. Novelty and Comedy Acts for Big Show, one Act to feature. Also Fill-ins that do two or more turns. Long season. Address or come on. New Iberia, October 15; Franklin, 16; Morgan City, 17; Houma, 18; Donaldsonville, 19; All Louisiana.

G. K. Wilson, Mgr. Circus

CAPITOL SHOWS WANT

Chairpersons, Shows of all kinds, Cook House, Grind Concessions.
Show will stay out all winter.
Address Selmer, Tenn., This Week.

SCIOTO VALLEY EXPOSITION SHOWS

Want Rides, Ferris Wheel, others that don't conflict, Shows with own outfit, Concessions, Cook house, Bingo. All Legitimate open except Photo and Milk Bottle. Address W. E. LAMB, Mgr., as per route: Cardington, O., Centennial, this week; Arlington Heights, Cincinnati, O., week October 19; Hernan, Tenn., week October 20.

ALAMO SHOWS WANT

FOR GEORGIA STATE FAIR
Ball Game and Grind Shows Agents for my Concessions that positively will work at Macon, Ga. State Fair, October 19-24. Apply in person, ALAMO SHOWS.

ISLER GREATER SHOWS

Out all winter. Want Ferris Wheel. Furnish Show to load on. Loop-o-Plains, Shows and Concessions of all kinds, Concession Agents, Ride Help, Musicians for Minstrel Show. Must be sober. Bill Stroud wire, Arkadelphia, Ark., week October 12; Hope, Ark., week October 19.

WISH TO BUY

15 Shooters, Dodgem Cars, in good condition; also Kiddie Auto Bids.

H. HINOJOSO

Juan Olegado "F." Vibora, Havana, Cuba.

SHRINE INDOOR CIRCUS

MAOON, GA.
Will Be Held Municipal Auditorium Entire Week November 18th, Through 21st.
For information write SHRINE CIRCUS COMMITTEE, Care Shrine Mosque.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

ROUTES

(Continued from page 84)

- Spencer, O. L.: (Fair) Henderson, Tenn. State Fair: (Fair) Denton, Tex.; (Fair) Leonard 19-24.
- Strates Shows Corp.: (Fair) Washington, N. C.; (Fair) Emporia, Va., 19-24.
- Sutton: Steele, Mo.
- Tassell, Barney: Shipman, Va.; Greenville, S. C., 19-24.
- Terrill's: (Fair) Commerce, Ga.
- Tidwell, T. J.: (Fair) Graham, Tex.; (Fair) Haskell 19-24.
- Tilley: Gridley, Ill.
- United Shows of America: Houston, Tex., 13-22.
- Valley: (Fair) Centerville, Tex.; (Fair) Franklin 19-24.
- Wallace Bros.: (Fair) Kosciusko, Miss.; (Fair) Carthage 19-24.
- Ward, John R.: (Fair) Prentiss, Miss.
- West Bros. Am. Co.: (Fair) Danville, Ark.
- West Coast Am. Co.: Coalinga, Calif.; (Fair) Redley 19-25.
- West Texas: Slaton, Tex.
- West, W. E., Motorized: Waynoka, Okla.
- Western State: Lamesa, Tex.
- West's World's Wonder: (Fair) High Point, N. C.; Burlington 19-24.
- Work, R. H.: (Fair) East Bend, N. C.; (Fair) Troy 19-24.
- World of Myth: Raleigh, N. C.
- Yellowstone: (Fair) Tucumcari, N. M.
- Zimdars Greater: (Fair) Yazoo City Miss.; (Fair) Clarksdale 19-24.
- Zeiger, O. F.: Dqited: Glendale, Ariz.

Additional Routes

(Received too late for classification)

- Cannon Show: Rural Retreat Va., 12-17.
- Felton, King, Magician: Clinton, Mo., 12-17.
- Gladdstones, The: (Hillsgrove Club) Providence, R. I., 12-17.
- Harris Road Show: Winthrop, Minn., 12-17.
- Larsen, Harry & Eva: Crockett, Tex., 15-17; Trinity 19-20.
- Memphis Minstrels: Pine Bluff, Ark., 12-17.
- Miller, Al H., Show: Desoto, Ga., 12-17.
- Pardon the Glamour: (La Porte) La Porte, Ind., 17-19; (Ma.) Seymour 20-22; (Eucler) 23-24.
- Pavan Show: Bloomington, Tex., 12-17.
- Princess Edna Show: Centerville, Tex., 14-17.
- Valentinos, Flying: Anniston, Ala., 12-17; Charlotte, N. C., 19-24.

Ted Sterling, Concessioner, Dies in Charleston Hospital

CHARLESTON, W. Va., Oct. 12.—Theodore (Ted) Sterling, also known as "Slick" Starr in circus and carnival concession circles, died here yesterday in the Staats Hospital at 9 p.m.

Sterling is reported to have succumbed to injuries inflicted by a Clay County, W. Va., constable on the fairgrounds at Clay some weeks back. Reports from the best informed sources state that no possible motive for the shooting has yet been determined.

Altho quite young, Sterling served with the United States Army during the late World War and later spent most of his time operating concessions with circuses and carnivals. He is said to have worked 13 years with the Ringling-Barnum Circus and later with the Sheeley Midway. Mrs. Sterling was at his bedside when he passed away.

Western Offers Two New Tables

CHICAGO, Oct. 10.—Western Equipment and Supply Company hits the automatic amusement machine market in big strides with Top 'Em, a de luxe one-ball automatic payout table, and Country Club, a 10-ball straight novelty table. These are offered by the firm as "two of the most original amusement creations of the year. And the tremendous volume of orders now being

shipped is merely indicative of what should be one of the biggest booms in the industry.

"Top 'Em has all the thrill and fascination of the universally popular card game of black jack. The interest of Top 'Em is increased by the clever combination of mechanical features that add a 1937 kick to the old-fashioned card game. Upon the insertion of a coin the odds dial on the illuminated backboard starts spinning. A big bronze ball after reaching the top of the table rolls down any one of the various channels, ranging in numbers from 16 to 21 Black Jack and "Bust." This number immediately is registered and signifies the amount to be topped. Coming down the field, the ball then must enter a pocket whose number is higher than this house number in order to win. If ball goes thru the "Bust" channel the player wins regardless of his eventual number. "The quick action of the ball and the thrill of the changing odds combine to provide unusual suspense and excitement. Western's double-action motor-driven payout unit automatically takes care of all winning awards. This unit is fast acting, positive and proven in its mechanical perfection.

"Country Club, a complete innovation and a sure profit maker, possesses all the thrill of shooting par golf. Cleverly designed, this 10-ball straight novelty table also contains a light-up backboard and the spinning changeable odds feature.

"Calling for the skill and consistency of golf, it draws proportionately the tremendous response of the actual sport. Both dubs and par shooters will repeatedly play to make profits go sky high.

"The field contains nine numbered pockets, a double pocket, two water holes and two sand traps; 10 balls are shot and only consecutively numbered holes, starting from one, are registered. Payouts are made on scores ranging from one to six successfully played holes up to one to nine. The odds are designated on the spinning dial that adds interest with its constantly changing payouts.

Approve Bowling

NEW YORK, Oct. 10.—Local coinmen were told today that they will be able to obtain licenses for the bowling or alley-roll type of coin-operated games, beginning October 12. The entire trade here was highly elated by the news. The city will license the games at \$50 per year per machine.

The city authorities are being congratulated on their fairness to these modern games and to the industry in granting license privileges.

If a ball lands in a hazard, represented by sand traps and water-hole pockets, its play is void until another ball lodges in an adjacent trap pocket, releasing both for replay.

"The cabinet of each game with a definite purpose is entirely in keeping with the refined atmosphere of any location. Wide open are the channels of distribution leading to large profits, for these games both in interest and design are placeable in all locations.

"Tested by actual performance on location, these games immediately drew heavy play and consistently held it. Within the short period that these games have been on the market reports have already been received that assure the huge success of the Western Equipment and Supply Company's newest creations.

"Western Equipment engineers thru intensive research have perfected all mechanical details to assure against breakdowns that mean lost operating time and money.

"Production is going full speed, but thoro workmanship is still Western's rigid policy. With marvelous efficiency the tremendous rush of orders are being immediately filled."

LEGION MEMBERS

(Continued from page 3)
engaged for the evening, its program being a concert from 8 until 9:45 p.m. for approximately 260 townsfolk. Suddenly the musicians stopped and packed their instruments as the assembly expressed an aura of quizzicality. The WPA musicians bluntly explained that "their time limit was up."

The Legionnaires pleaded with them that the playing of *The Star-Spangled Banner* at such functions was necessary and that, in addition, they had planned an evening of dancing for visitors following the formal installation of officers.

The musicians, however, continued their exit operation and the hall was left bare of musical accompaniment as the crowd threw up its hands.

WNRC ORGAN

(Continued from page 3)
knowledge as being a clever team but literally "drowned in tomato juice." Philip Lord's "Gang Busters" was also planned.

Many complaints from women listeners were received on the matter of too many sports broadcasts. Monopoly on all the chains by the World Series was decried by many women. From an editorial point of view the WNRC asks that radio study the history of motion pictures in regard to turning out a better product by the simple method of paying attention to expressions of opinion from discriminating groups.

Acme NOVELTY CO.
25-25 NORTH 12th ST.
BUSINESS APPOINTMENT BUILDING
RECONDITIONED USED PAYOUT TABLES
Compare Our Prices

PROSPECTOR—
1 Ball
BIG CASINO DE LUXE "46" \$19.95
DAILY DOUBLE BIG SHOT

JUMBO 1 BALL \$35.00

HOLLYWOOD—
1 Ball
BAFFLE BALL REPEATER MAMMOTH \$25.50

SUNSHINE DERBY \$39.50

BALLY DERBY
1 Ball
BALLY ALL STARS PINCH HITTER PAMCO SPEEDWAY \$49.50
RED SAILS GALLOPING PLUGS

CREDITS \$47.50
1 BALL—Like New

BALLY MULTIPLE HIALEAH—
Floor Sample
PAMCO PALOOKA \$69.50

BALLY ROUNDUP CHALLENGER PAMCO BALLOTS WRITE FOR PRICES

Sold on 7 DAY MONEY BACK Guarantee



\$23.75 TAX PAID

WURLITZER AUTOMATIC PHONOGRAPH Model P12 Like New \$179.50

5 STAR BALL GUM \$4.95
Case of 50 Boxes

It Will Pay You To Be on Our Mailing List — Write Now for Complete List.

GUARANTEED O.K. USED SLOT MACHINES



Mills Fox Escalators With Double Jack Pots	532.50
Mills Fox Bull's-Eye Double 5c Jack Pots	25.00
Mills Bull's-Eye Single 5c Jack Pots	20.00
Jennings 1c Dukes	18.00
Pace 10c Bantam Jack Pots	20.00
Jennings Today Venders	7.50
Jennings Today Venders With Jack Pots	12.00
Celle 5c Jack Pots	25.00
Celle 25c Jack Pots	15.00

Purchases of \$10.00 or less, full amount with order required. All other purchases 1/3 with order, balance C. O. D. Canadian shipments 50% with order, balance C. O. D.

TWIN CITY NOVELTY COMPANY
246 W. Broadway Minneapolis, Minn.

WE'LL HAVE IT FIRST!


A STARTLING NEW STRAIGHT PIN TABLE BY A MAKER FAMOUS FOR SENSATIONS! FOR COMPETITIVE INFORMATION AND QUICKEST DELIVERY WRITE US AT ONCE!

You'll Always Do Better at Atlas!

Atlas NOVELTY CORPORATION
2200 N. WESTERN AVE., CHICAGO, ILL. 8505 15TH AVE., PITTSBURGH, PA.

Personal Service

Get a Gobbler!
Select Your Favorite Turkey Name and Get a 10 Pound Turkey



Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

HAMILTON MFG. CO. MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

1c to 25c Cards with 10 Free	1c to 50c Cards with 10 Free	Per Doz.	Per 100.	Per 500.	Per 1,000.
50 \$11.45	\$14.50	\$0.84	\$5.97	\$23.94	\$44.01
75 15.20	18.00	.93	8.44	26.99	48.14
100 18.45	21.50	.98	9.71	27.21	50.19
150 21.45	24.50	1.01	9.70	28.34	52.29
200 21.45	28.50	1.17	8.12	32.83	60.51

We furnish Turkey Cards with take-ins as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35c."

DIGGER BARGAINS

2—BUCKLEY DE LUXE . 95.00 Ea.
3—TREASURE ISLAND . 55.00 Ea.
2—MUTOSCOPE—
1934 Models . . . 55.00 Ea.
1—IRON CLAW—
1933 Model . . . 39.00
Digger Merchandise Half Price
ALL IN EXCELLENT SHAPE—
—MONARCH COIN CHUTES

KEMO NOVELTY COMPANY
7833 W. Greenfield Ave., West Allis, Wis.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

WHAT A DIFFERENCE A FEW DOLLARS MAKE!

Compare Them All—You Will Prefer Groetchen's



High Stakes

"Match-A-Color" Horses revolve swiftly and then click into place. A moment's suspense — and then the fourth reel announces position and a second later the odds reel quotes the Win, Place and Show odds for the race. Odds range from 2 to 1 to 50 to 1. HIGH STAKES takes pennies, quarters, nickels and dimes.

\$24.75 TAX PAID

TWENTY-ONE BLACK JACK

REAL BLACK JACK played according to the accepted rules. Here is a 21 BLACK JACK machine with absolute silent reels, which come to a perfect stop without a bounce. So positive is this mechanism that it is impossible to manipulate reels or shutters in any way. BEAUTIFUL NATURAL WOOD CABINET, smartly streamlined — gets the better class of locations and plays 1c-5c-10c-25c.

The Shutter feature on "21" is covered by GROETCHEN'S U. S. PATENT No. 1978395.

\$24.75 TAX PAID

21 Black Jack and High Stakes Can Be Furnished for the French Franc and English Penny Play.



GROETCHEN Tool COMPANY
124-130 N. UNION ST. • CHICAGO, ILLINOIS

Many Visitors to Pamco's Chi Plant

CHICAGO, Oct. 10.—A busy aspect presents itself these days at Pacific Amusement Manufacturing Company, with jobbers and operators from the far reaches of the coin machine world said to be making a mecca of Pacific's Chicago offices and showrooms. It is known that considerable activity and interest center around Pamco's new Marksman gun-lite game.

Fred McClellan, president, and I. M. McCarthy, general sales manager, claim that as many as 20 jobbers and big-time operators per day are calling at Pacific, laying down orders and deposits for Pamco Marksman. McClellan is said to be highly pleased with the new Pamco product in lieu of results obtained thru long location tests and early operating reports. He states that Marksman has already gone into heavy production under the critical supervision of Bon MacDougall and Erwin Eisenberg, chief engineer.

The new shooting game is described as representing a flock of 10 wild ducks winging their way across the waters of an inland lake just as the sun glides the eastern horizon with a glory of color. When coin is inserted duck No. 1 is emphasized by an outline of light. Should the man behind the gun focus his sights and squeeze the trigger with deadly accuracy, duck No. 1 passes out and duck No. 2 lights up in a different section of the sky. This occurs until all 10 ducks have been scored in consecutive order. However, ducks are so arranged that the marksman must change the angle of his rifle each time. It is said this feature eliminates any possibility of the play growing monotonous. Mounted on a pedestal adjustable to any desired height, Marksman will also be furnished in console, wall or ceiling models. Being viewed with much favor by Pamco's visiting friends, 'tis rumored heavy odds are being wagered by the boys at Pacific that the new gun-lite game will run well up into the thousands.

Poll Shows Popularity Of the Keeney Bowlette

CHICAGO, Oct. 10.—Results of a nation-wide poll indicate by a wide margin that Bowlette, manufactured by J. H. Keeney & Company, is outstanding as a popular machine in its field. In announcing the results of this poll, Ray Becker, of the Keeney organization, said:

FREE TRIAL FOR 10 DAYS

REEL "21"

\$23.75 TAX PAID



DAVAL'S RACES

\$17.50 TAX PAID



RUSH Your Order Now!
N. Y. DISTRIBUTING CO.
3682 Broadway, New York
Tel.: EDgcomb 4-3545

YEAH, MAN! HERE IT IS!!



THE DADDY OF ALL
"FREE PLAY" BOARDS
FREE-FOR-ALL
No. 4050 - - 4000 Holes
2000 FREE PLAYS

Takes in \$100.00
Definite Payout 50.00
GROSS PROFIT \$50.00

PRICE EACH, **\$4.80** Plus 10% Tax.
Price includes Easels and Fraud-Proof Tickets for Big Winners.

Get our Complete Catalog. Write, stating Your Line or Business, to

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO, ILLINOIS



YOUR BIG OPPORTUNITY!!

VANITY FAIR, the wonder sales display, is a large, flashy, attractive sales cabinet printed in multi-colors. Shelving on back of cabinet holds 150 individually packed boxes. Each box holds a boxed article. NO BLACK. Sells to dealer for \$8.00 per Display. Dealer takes in \$7.50. Regular quantity prices to Jobber \$3.75, but we will close out limited quantity for \$2.50 per Cabinet, F. O. B. Kansas City, Mo. Each display in individual shipping container. THIS IS A REAL BUY and your big opportunity for quick profits. This price far below production cost. They won't last long. SEND YOUR ORDER AND DEPOSIT TODAY. Give shipping instructions. IMMEDIATE SHIPMENTS. Shipping weight, 15 pounds per Cabinet. Price above in lots of 10 or more.

GORDON-HOWARD COMPANY
8th and Baltimore Streets, KANSAS CITY, MO.



B. D. LAZAR, who with his brother "J. D." operates the B. D. Lazar Company, of Pittsburgh. Picture taken in front of the Rock-Ola Manufacturing Corporation plant in Chicago.

"There is both rhyme and a reason for the Coast-to-Coast acceptance of the game.

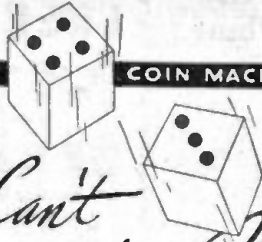
"Skilled engineers have scientifically designed Bowlette to make it a technically correct game in every part of its construction. The alley 'pitch' and the playing field proportions are constructed to permit 'bank shots' and expert play. The American public appreciates a finished mechanism perfected to the highest degree and while playing such a game they play well and to the best of their ability. This is an inherent characteristic of the American people. That is why Bowlette, purposely created with skill appeal, has become so universally accepted in its field.

"To further substantiate this claim, Bowlette leagues and associations organized by distributors all over the country demand and use Bowlette as their 'official game.' The growth of these leagues has been rapid and this is a true cross-section of the public's reaction to this device."

The makers proclaim Bowlette has consistently proved itself during actual location performance to be mechanically perfect. The game is constructed in a deluxe cabinet, beautifully finished. The operation is comparatively quiet, all these factors making it ideal for any location. It is cheat-proof and has an instant coin chute and ball release. Three Keeney factories are producing 100 Bowlettes each day to meet the tremendous rush of orders with immediate deliveries.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

TRIMOUNT COIN MACHINE COMPANY



You Can't Miss with a Natural

Neither can you miss with STONER'S TURF CHAMPS.

Win Yourself a big purse with the Discovery of Pay-Tables and you'll understand why the boys are still repeating.

Trimount

P.S.—In stock. Immediate delivery.
1298 WASHINGTON ST., BOSTON, MASS.

TURF CHAMPS

Dominates The Entire Field!

TICKET MODEL



\$137.⁵⁰

ELECTROPAK EQUIPPED

STONER

CORPORATION

Aurora, Illinois

IF STONER makes it
TURF CHAMPS \$137.⁵⁰
Write for Latest Price List of Completely Reconditioned One-Shot Automatic Pay Tables.
ATLAS sells it
2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH



SALESBOARD OPERATORS

A 2,500 hole Penny Deal complete with one Landscape Alarm Clock, two Pyramid Table Lighters and two Univex Cameras. Board pays out 38 packages of Cigarettes and \$1.00 in cash or trade. Clock is given for last sale on board.

SAMPLE \$4.50. Lots of 5 or more \$4.00

H. G. PAYNE COMPANY,
312-314 BROADWAY, Nashville, Tennessee

Rush for Space In Full Swing

CHICAGO, Oct. 16.—From the headquarters of the National Association of Coin Operated Machine Manufacturers it is announced that the rush for exhibit space at the 1937 coin-machine convention is on.

Floor plans and contract forms have

been mailed to all 1936 show exhibitors and to a number of other prospective exhibitors, all of whom have until October 30 to file their request for space prior to the initial allotment.

The demand for space this year is expected to exceed even that of last year's exhibition, at which every available inch of display space was sold and many prospective exhibitors were unable to show their products.

Any who desire to exhibit at the 1937 convention and have not received the announcement and contract forms should write or wire immediately to NACOMM, 120 S. La Salle street, Chicago. All space assignments will be made directly under the supervision of the convention committee of NACOMM, of which N. Marshall Seeburg is chairman. All correspondence concerning the exhibition should be directed to NACOMM at the above address.

Joe Huber is convention director and as usual the slogan is "Bigger and Better Than Ever." Together with the committee Joe is planning several changes which will make the 1937 show even more interesting and valuable to operators, jobbers and distributors than any of the successful shows in the past.

For example, operators, jobbers and distributors will be supplied with forms for advance registration, which they may send in to NACOMM. This advance registration will entitle them without charge to a season badge when they arrive at the show. All who do not make an advance registration and all persons not connected with the industry will be required to pay an admission fee to get into the show. The new feature will greatly reduce the number of curiosity seekers who in the past have crowded the exhibits and made it difficult for actual buyers to inspect carefully the products on display.

Full details of this new plan will be announced shortly.

DUCK SOUP 1c Skill Game



IT'S LEGAL

100,000 LOCATIONS
Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES	Sample . . . \$1.90
1/2 Deposit	Lots of 6 . . . 1.40
Bal. C.O.D.	Lots of 12 . . . 1.20

No Personal Checks, Please.

Protect Your Route Without Delay
STAR SALES CO.
3901-09 Wayne, Kansas City, Mo.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL
50 WINNERS
COSTS YOU \$5.50

48 Boxes of High-Grade Candy—1 Lb.—1/2 Lb.—1/4 Lb.
6 Bars of Assorted Filled Candy.
1 300-Hole Salesboard.
• TAKES IN \$15.00

QUICK TURNOVER DEAL
24 WINNERS
COSTS YOU \$4.25

24 1-Lb. Boxes of Candy.
1 24-Hole Salesboard.
• TAKES IN \$8.00

CANDY HOLIDAYS FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. 65c
Per Box
5-Lb. Box of American Mixed Hard Candy. Per Box. 55c
All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

20% Deposit With Order, Balance O. O. D. Send for FREE Illustrated Catalog.
DELIGHT SWEETS, INC. NEW YORK 50 EAST 11th STREET N. Y.

Thank You for Mentioning The Billboard.



50"
x
24"

SINGLE
NICKEL
VISIBLE
Escalator
COIN
CHUTE

U. S. PAT. 2,029,177

**LARGEST SALE
OF PAYOUT TABLES
SINCE 1932!**
500 JOBBERS ORDERED 3000 SAMPLES
1500 OPERATORS HAVE THEM INSTALLED

**PAMCO
BELLS \$89
and PAMCO
SARATOGA**

Are 2 payout tables that will
DOMINATE any location—return your
investment in a short time—and provide
a LONG-RUN of RICH EARNINGS for
MANY MONTHS to come!
PAYOUT \$119 TICKET \$129
CHECK SEPARATOR—ELECTROPAC
EQUIPPED
WIRE FOR SAME DAY
SHIPMENTS AT ONCE!



1 NICKEL
1 CHUTE
1 BALL
PLAY
50"
x
24"

U. S. PAT. 2,029,177

PACIFIC AMUSEMENT MFG. CO.
4223 WEST LAKE ST. • CHICAGO • ILL.
1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

YOUR JOBBER CAN MAKE IMMEDIATE DELIVERIES!

YOU CAN'T --- YOU WILL

YOU CAN'T—make money with claims by SDME that they are the world's largest, country's best distributors and so on.
YOU WILL—make money using only the best machines—WE ENDORSE NO OTHERS and we recommend them conscientiously and fairly.
Coin Operated Machines of Every Description.

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.

**PUT & TAKE
"THE PROVEN WINNER"**

Don't experiment! Get in the money! Operators everywhere are reporting big profits with this item. Send your order today! Prices F. O. B. Omaha.

Takes In \$75.00
Pays Out 43.30

PROFIT \$31.70

Dozen Complete, \$28.00 Refills, \$3.25
Empty Jars, \$3.60 per Dozen
1/3 Deposit, Balance C. O. D.

**NATIONAL
PREMIUM CO.**
1312 FARNAM ST. Omaha, Nebr.



**St. Louis Shindig
Is a Gala Affair**

ST. LOUIS, Oct. 10.—Big outing of the Missouri Amusement Machine Association held last Sunday at the farm of Dewey Godfrey near Barnhart, Mo., was pronounced a real success by all those who attended the gala event. Baseball, horseshoe pitching and outdoor events of all kinds were participated in by those present, with indoor sports during the evening. Shindig ran until the wee small hours of morning, climaxing a day and night of fun and hilarity.

Several hundred pounds of barbecued meats were consumed by the 100 people present and, needless to say, refreshments of all kinds were also on hand for everyone and partaken of freely. Due to the absence on account of illness of Frank Joerling, Dewey Godfrey acted as emcee and really entertained the members, their families and employees.

Entertainment committee, comprised of Carl F. Trippe, Abe Jeffers, Dick Westbrook and Carl Luyties, really "did its stuff" in arranging a grand program of fun and amusement. Among those in the limelight at the festivities were: Jack Rosenfeld, Abe Jeffers, Dan Landsbaum, Mr. and Mrs. Dick Westbrook, Lee Turner, Mr. and Mrs. Fred Pollnow, Mr. and Mrs. John Beckmann, Mr. and Mrs. Lee James, Mr. and Mrs. Ray James, Mr. and Mrs. Earl Bowman, Mr. and Mrs. Joseph Dreher, Mr. and Mrs. N. Westfall, E. Wickman, Walter Bowman, D. Neauert, Barney Fredricks, Herman Potts, Mr. and Mrs. James French, Mr. and Mrs. Walter Koch, Nathan Wolff, Mr. and Mrs. Caesar Pollnow, Mr. and Mrs. George Jacobson and others.

and convenient location will mean a saving in both time and money to Eastern Washington, Idaho and Montana operators.

Harry Wolcher, who made the announcement, advises that there is plenty of parking space around the new quarters. The same high-type service which Western Distributors has made famous during the last three years will be in effect at the new spot.

This is Western Distributors' third branch, the other two being here and Portland, Ore.

A big time and pleasant surprise is promised everyone attending the grand opening of the new salesroom October 15.

**BETTER THAN A
PUNCH-BOARD!**



**O.K.
5 BALL GUM
VENDOR**

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200.

Capacity: 1200 BALLS

TAKES IN \$60.00, PAYS OUT \$30.00 IN TRADE AWARDS.

A STEADY MONEY MAKER AND WONDERFUL TRADE STIMULATOR.

PRICE ONLY \$15

For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.

WRITE FOR QUANTITY PRICES

D. ROBBINS & CO.
1141 DE KALB AVE. B'KLYN, N.Y.

BIG PROFITS--FAST PLAY

8 Large Assorted, Pearl Colored FISHING KNIVES and 300-Hole 5c BOARD Pays out \$2.10 worth of Cigarettes (14 Packages). Net take, \$12.90.
NO. 8115—Sample, \$3.25. 12 Lots, Each \$3.00
25% with Order, Balance C. O. D.

OPERATORS!! Write Us for Prices on All the Latest Coin Operated Counter Games. Our New Colored Price Catalog Full of New 1-2-3c Assortments and Boards Now Ready. Send for a Copy and Save Money!
LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.



**Western Distributors
Opening Spokane Branch**

SEATTLE, Oct. 10.—Of interest to the operators in the inland part of Washington is the announcement that Western Distributors, Inc., of Seattle, will open an office at 2 Bernard street, Spokane, about October 15. The new

The BIG 3

OPERATORS—JOBBER—
IN THE FOLLOWING STATES RUSH
YOUR ORDER FOR "THE BIG 3" TODAY!

ARIZONA — COLORADO — IDAHO — ILLINOIS — INDIANA —
 IOWA — KANSAS — MICHIGAN — MINNESOTA — MONTANA —
 NEVADA — NEBRASKA — NORTH DAKOTA — SOUTH DAKOTA —
 UTAH — WISCONSIN — WYOMING.

Daval's RACES

•• THE ONLY

SILENT

RACE HORSE COUNTER GAME!
 THE MOST BEAUTIFUL REEL
 RACING GAME IN HISTORY
 WITH LIFETIME GUARANTEED
 PRECISION PERFECT
 MECHANISM

ONLY **\$17.50** TAX PAID
 4-WAY PLAY



DON'T WASTE TIME EXPERIMENTING!
 SAVE MONEY—BUY
 THE BEST—ON OUR 7-DAY FREE
 TRIAL GUARANTEE!!!

EXCEL

EXCELS ANY PIN GAME IN HISTORY
 PLAY "21" OR "BLACK JACK"
 STRICTLY "ACCORDING TO HOYLE"

Sweeping the Country as the
 Biggest Money-Making, Most
 Sensational Speed Playing, Non-
 Payout Pin Game in the Last
 3 Years of the new "Magical" Bu-
 tory: With the new "Magical" a
 Chance to "Out Guess" the
 Game! Thrilling! Fascinating!
 Different! Live Action!

\$54.50 TAX PAID

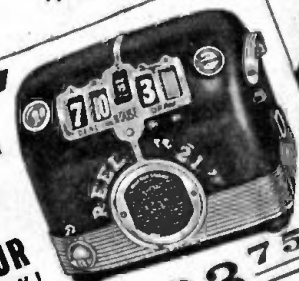


IMMEDIATE DELIV-
 ERY GUARANTEED!

REEL "21"

FREE-7 DAY
 TRIAL-RUSH YOUR
 ORDER INSTANTLY!

The Biggest Money
 Maker in All World
 Coin Machine
 History!



\$23.75
 TAX PAID
 4-WAY PLAY

"The World's Foremost Distributors of Winners for Operators!"
GERBER & GLASS, 914 DIVERSEY, CHICAGO

Superior

"WORLD'S
 FASTEST GROWING
 SALESBOARD FACTORY"

Operators Are Making Money With
TWO-THIRDS GRATIS
 Player Buys 5 Punches, Gets 10 Free.
 Board Takes In \$25.00
 Pays Out 13.80

PROFIT 11.50
 Price \$1.46, plus 10% U. S. Tax. THE BEST
 MONEY BOARDS FOR OPERATORS.
 Write for Sales Messenger.
SUPERIOR PRODUCTS, Inc.



14 No. Peoria St., Chicago

SALESBOARD OPERATORS

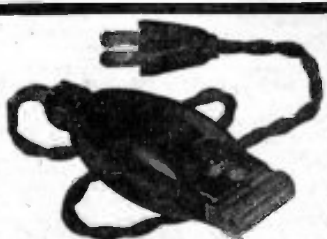
Clean Up on the Most Sensational Deal of To-
 day! Featuring the Nationally Advertised

PACKARD LECTRO-SHAVER

The Packard Lektro-Shaver is taking the country
 by storm. The manufacturers are spending
 thousands of dollars in Saturday Evening Post,
 Esquire, Cosmopolitan, Literary Digest, Collier's,
 Time and Good Housekeeping magazines bring-
 ing the Lektro-Shaver to the attention of every
 person in the United States.

Live Wire Operators Can Make Fast Money!
 Write at once for Sample 100 Hole Salesboard and
 full particulars.

BEST DISTRIBUTORS CO., 110 West 42nd St., New York, N. Y.



MONARCH—THAT'S THE NAME

REMEMBER IT FOR EVERY GAME!

PIN GAMES	
ANGELITE	\$ 6.45
BIG GAME	9.45
CHEER LEADER	12.45
FIVE AND TEN	13.45
3 IN LINE	9.45
GOLDEN GATE	3.45
TRIA-LITE	0.45
PAR QOLF	9.45
KINGS	7.45
ORIS CROSS LITE	6.45
ROOK-OLA 21	6.45
BEAMLITE	6.45



PAYOUTS	
SUNSHINE DERBY	\$47.50
PAMCO PARLAY, SR.	62.50
GOLDEN HARVEST	37.50
WAMOO	12.50
ROCKET	9.00
SPORTSMAN, Vis. Lts	12.50
CAROLCA	18.00
PUT A TAKE, Side Or.	10.00
HIT OR MISS	12.50
EXM. RODCO, 10 ball	22.50
EXM. FOOT'LL, 10b.	22.50
TRAFFIC	16.00

SALES BOARDS, COLLECTION BOOKS, FREE PRICE LIST.
MONARCH COIN MACHINE CO., 2304-08 Armitage Ave., Chicago, Ill.

LOOK!-OPERATORS AND JOBBERS-LOOK!

MOSELEY CAN MAKE PROMPT SHIPMENT OF
 THE FOLLOWING NEW MACHINES

THE LEADING MONEY MAKERS TODAY

PACES RACES, BALLY'S PREAKNESS, ROOK-OLA'S BIG BANK NIGHT, ROCK-O-BALL,
 MONTE CARLO, OVAL'S 21, RACES, EXCEL, MARBLE GAME, PACIFIC'S MARKSMAN,
 WURLITZER'S SKEE BALL, GROETCHEN'S BLACK JACK 21 and HIGH STAKES, STONER'S
 TURF OAMP and SHORT BOX, and also ODUK SOUP, the penny game that gets all the pennies.
 If you are a jobber write us and we will quote you prices.

9 PAMCO CHASE, cash payout	\$ 47.50	1 CHICAGO CLUB HOUSE	\$ 4.50
3 GALLOPING PLUGS, cash payout	60.00	1 RELIANCE, 25c play	80.00
2 DAILY RACES, cash payout	48.00	3 RHYTHMICS F. S., new	11.00
1 REPEATER, cash payout	28.00	1 MILLS, Blue Front J. P. Vender	55.00
1 TEN GRAND, cash payout	28.00	1 25c MILLS ROOK-OLA, Double Jackpot Front	40.00
1 JUMBO, cash payout	38.00	2 25c FUTURITY J. P. VENDOR	80.00
1 MCGOY, cash payout	50.00	10 CLEARING HOUSE MACHINES	9.80
1 DOUBLE HEADER, cash payout	42.80	1 PIRCH MITTER	40.00
1 HURDLE HOP, ticket model	68.00	3 PAMCO PARLAY	40.00
1 BALLY DERBY, ticket	62.80	1 CREDIT, like new	60.00
9 BALLY DERBY'S, cash payout	48.80	1 JENNINGS RED MAN	40.00
1 BALLY BONUS, cash payout	40.00	1 PACES RACES, 5c, F. S., novel on location	358.00
1 FLICKER F. S., new	85.00	5 LITTLE DUKES, to play, J. P. Vender	12.50
1 PALOOKA, Sr., cash payout	75.00	12 MILLS J. P. Side Vender, 5c play	12.50
1 PALOOKA, Jr., cash payout	68.00	1 DUCHESS J. P. Vender, 5c play	12.50
1 VELVET F. S., cash & ticket	70.00	1 JENNINGS BELL, 5c play	12.50
2 MULTIPLE, like new	92.80	DUCK SOUP, SAMPLE, \$2.75; IN LOTS OF DOZEN AT \$2.25 EACH.	
1 TRAFFIC	6.50		
1 PACES RACES, No. 1093, 25c play	225.00		
1 PACES RACES, No. 3798, 5c play	328.00		
22 TIT TAT TOES	6.75		

All orders must be accompanied by one-third deposit in the form of P. O., Express or Telegraph money
 order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., Inc., 00 BROAD ST.,
 Richmond, Va.
 DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. J. H. Keency & Co. Exhibit Supply Co.
 Pacific Am. Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
 Groetchen Mfg. Co. A. B. T. Co. Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts.
 PHILADELPHIA, PA.

When Writing to Advertisers Mention The Billboard.

MAGNETIC PROFIT MAKING
 PLAYER APPEAL IN THESE DIVERSIFIED
 WESTERN WHIRLWINDS



REEL RACES
 4 REELS NOT 3

SUPERIOR IN CONSTRUCTION, DESIGN AND PLAY TO COUNTER MACHINES PRICED \$4 AND \$5 MORE.



COUNTRY CLUB
 A STRAIGHT TABLE WITH PAYOUT THRILLS—SPINNING ODDS—NEW SUPERB ACTION—CONSECUTIVE SCORING—DOUBLE POCKET—AUTOMATIC ANTI-TILT—VISIBLE SLUG PROOF COIN CHUTE.
\$49.50

TOP'EM A REAL GAME OF BLACK JACK
 1 BALL—AUTOMATIC PAYOUT—SPINNING ODDS ON EVERY NUMBER ON THE BOARD—IT'S THE "TOPS" IN BIG PROFITS!
 Western Double Action Motor Driven Payout Unit.
 \$139.50 Power Pack or Batteries Optional.
 \$149.50 Ticket Model
 No Charge for Check Separator.

\$1950
 TAX PAID

Immediate Delivery

WESTERN EQUIPMENT & SUPPLY CO. 925 W. NORTH AVE., CHICAGO

READY FOR DELIVERY!

★ **EXCEL** ★ ★

"EXCEL IS THE BIGGEST PIN GAME HIT IT HAS EVER BEEN MY PLEASURE TO ADVERTISE! EXCEL EARNS BIGGER PROFIT THAN ANY PAY TABLE OR SLOT IN HISTORY! AGAIN WE ARE FIRST WITH DELIVERY. FOR WE HAVE PLACED A RECORD ORDER! TAKE MY ADVICE — RUSH US YOUR ORDER NOW!"
 Signed WM. BLATT



\$54.50
 TAX PAID
 Rush 1/3 with Order

SUPREME VENDING COMPANY INC.
 557 Rogers Av. | 1121 St. Nicholas Ave. | 922 8th Ave.
 Brooklyn, N. Y. | New York, N. Y. | New York.

BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075
 Takes In \$144.00
 Pays Out 112.00

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.
CHAS. A. BREWER & SONS
 Largest Board & Card House in the World
 6320-32 Harvard Avenue, Chicago, U. S. A.



TO LIQUIDATE ESTATE

We Offer Subject to Prior Sale
 125 BRAND NEW "SPELLING BEE"
PIN GAMES
\$15.00 EACH F.O.B. CHICAGO
 (Formerly Sold at \$39.50)

SAMUEL L. WINTERNITZ & Company
 Established 1894
AUCTIONEERS & LIQUIDATORS
 FIRST NATIONAL BANK BUILDING
 CHICAGO

BOWLETTE

KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME,
 9 Balls 12 Coin Escalator GUARANTEED 100% SILENT. Light-Up Score Board. Perfect Mechanism.
 IMMEDIATE DELIVERY!
 NEW! STOP and GO—1 BALL ODDS CHANGING PAYOUT
 VELVET—1 BALL PAYOUT OR TICKET TABLE

BABE KAUFMAN, INC.
 250 West 54th Street (Circle 6-1642) NEW YORK, N. Y.



A 9 FOOT GAME

PRICED AT \$75 LESS THAN OTHERS ON THE MARKET:

ROLA
SCORE

Electropak Equipped...
Electrical Scoring System.
Trouble-free Mechanism.
Animated Lights Flicker on Back Rack...
Cheatproofed Against Every Known Method.
No Lost Balls—Visible Ball Count.
Score Automatically Cancelled if More Than 9 Balls Played.

\$179⁵⁰

F. O. B. Chicago

IMMEDIATE DELIVERY BY

Ordering Direct or From Your Jobber.

CHICAGO COIN CORPORATION
1725 DIVERSEY BOULEVARD
CHICAGO ILLINOIS

BARGAIN SPOT

MULTIPLE \$72.00

It Will Pay You to Get On Our Mailing List.

TREMENDOUS VALUES IN PAYOUT TABLES

THOROUGHLY RECOGNITIONED BY FACTORY MECHANICS

Paces Races, late serial \$275.00	Jumbo	\$36.00
Challenge	Prospector	\$33.00
Sally Derby	Do Luse 48	\$28.00
Alamo	Safe-Ball	\$28.00
Broker's Tip	Big Five, Sr.	\$28.00
Bonus	Big Five, Jr.	\$25.00
Quilly Races	Age	\$22.50
Peerless	Old Award	\$20.00
Hialeah	Stampede	\$18.00
Sunshine Derby	Gold Rush	\$15.00

1/3 Deposit, Balance O. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.

RACES

Beautifully designed, Silent Mechanism, 4-Way Play—1c, 5c, 10c and 25c Play through same slot.

Proven by many weeks on test locations to be the biggest money maker of any counter game.



\$17.50

REEL "21" 10 DAY TRIAL \$23.75 Double Door & Register, \$2.00 Extra.

Order your Sample today. A few days on location will make you order more.

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES
Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces), \$12.00. Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio



100 Winners

MONEY TO BANK with BANK-O-MONEY

Fastest Money Maker ever made—100 Winners! EVERY STEP A WINNER! EVERYTHING GOES.

Takes In Four Beautiful Colors. \$50.00
Pays Out 23.10

PROFIT \$26.90

Price \$2.40

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.	227 S. Prosser Street, SAN ANTONIO, TEX.
416 South Wells Street, CHICAGO, ILL.	22 West 23d Street, NEW YORK, N. Y.
1352 N. E. First Avenue, MIAMI, FLA.	248 Marietta Street, ATLANTA, GA.
3802 1/2 McKinley Street, TACOMA, WASH.	

9-FT. SKEE BALL ALLEYS

TURF CHAMPS, \$137.50 GROETCHEN'S "21", \$24.75

Five Used Games (Your Choice), \$25.00

Complete Penny Arcade for Sale. (Also sold in parts.)

LEHIGH SPEC. CO., 2nd & Green Sts., PHILADELPHIA, PA.

BARGAINS—USED MACHINES GUARANTEED A-1 CONDITION

BALLY'S JUMBOS. \$30.00	REPEATERS \$27.50	BIG RICHARD, \$20.00
RED SAILS 45.00	PEERLESS 40.00	PROSPECTORS 22.50
PANIC CHASE 50.00	PAMCO PALOOKA JR. 60.00	ALL STAR 50.00
DOUBLE SCORE 30.00	BALLY DERBY 40.00	MAMMOTHS 30.00
GALLOPING PLUGS. 50.00	MULTIPLE 60.00	

Terms: 1/3 Deposit, Balance O. O. D.

COX VENDING MACHINE CO., 115-117 E. FISHER ST., SALISBURY, N. C.

OPERATORS—Make year 'round Profits with BAR-BOY



It's a brand-new fast action four reel game for Taverns and Bars. Gets the Best Spots. Make barrels of money all year round.

Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.

Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY \$14.95

7-Day Trial Offer

GARDEN CITY NOVELTY MFG. CO. 4347 E. RAVENSWOOD AVE. CHICAGO, ILL.

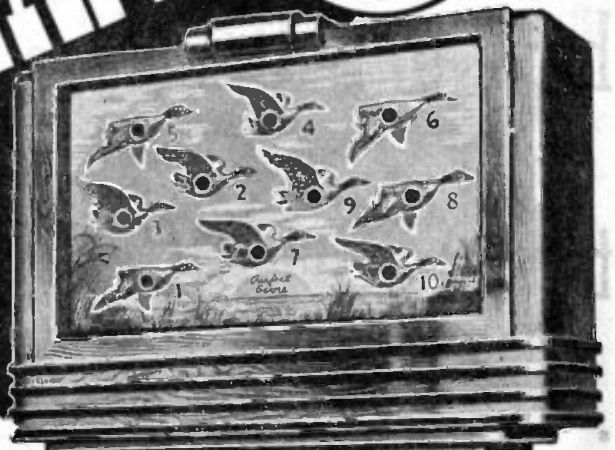
F. O. B. CHICAGO

COAST TO COAST!

**KIRK
MARKSMAN**

MODERN VENDING CO.
1000
NEW YORK CITY.

TROY SALES COMPANY
1000
LOS ANGELES



MARKSMAN

PATENTS APPLIED FOR



THEY SHOOT IN ORDERS FOR
THOUSANDS!

TRUE DUPLICATE
OF REGULATION
HUNTING RIFLE.

because it's NEW—because it's DIFFERENT!
Both MODERN VENDING—East—and TROY
SALES—West—placed bona-fide orders for
1,000 Kirk "MARKSMAN"! A mighty
Acknowledgment of the NATION-WIDE
POPULARITY accorded Kirk "MARKS-
MAN"!

... a **THOUSAND REASONS**

too numerous to mention—MANY NEW RE-
PLACEMENT TARGETS coming at regular
intervals—should cause YOU and every other
operator and jobber to ORDER—OWN—and
OPERATE Kirk "MARKSMAN" at once!

AND **YOU**
PAY AS
YOU EARN

from a part of
those HEAVY
EARNINGS you
make with Kirk
"MARKSMAN".

Buy it on...

**CRK
FINANCE PLAN**

Available to our Distributors, Jobbers and Operators everywhere. The "Marksmen" game pays your weekly payments from profits. Investigate today! Wire or write.

4 DIFFERENT
TYPES OF
INSTALLATION

- **HIGH STAND**
above booths and fixtures with adjustable pedestal.
- **LOW STAND**
to accommodate any location condition.
- **WALL BRACKET**
model with pedestal removed fits even the tightest locations.
- **CEILING**
Suspension offers still another method of ready installation.

ACT QUICK
Phone - Wire - Write
TODAY!

C·R·KIRK AND COMPANY 4309 West Lake Street, CHICAGO, ILL.
Manufacturers of Automatic Coin Devices
NEW YORK DISTRIBUTORS • MODERN VENDING COMPANY • 656 BROADWAY • NEW YORK CITY

Jobbers need no longer mention RAILROAD in mysterious whispers. Operators now don't have to pull strings or use abnormal influence to get RAILROAD. This great SPECIAL table is now roaring off our production line and going by trainload to all parts of the country. It has 7 slots, 27 pay holes, no outholes. There was never a game like it. Say "Railroad" to either your jobber or Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill. Price \$135.



THE BIG GOLD RUSH OF THE 20TH CENTURY!

PAMCO MARKSMAN



MARKSMAN

PATENTS APP'D FOR



LEGAL--PROFITS

TRUE DUPLICATE OF REGULATION RIFLE
Shoots Bullet-Size Beam of Radio-Lite — Accurately — Harmlessly — and Positively TRUE to the Shooter's Aim!

FOR EVERYBODY!

If you're a Progressive Operator or Jobber—if you want to put your business on a PAYING basis, with every location WIDE OPEN and UNMOLESTED—do as others are doing NOW! Install Pamco "MARKSMAN"! This ALL-LEGAL gun-lite game will positively PAY MORE PROFITS to YOU than any other kind of equipment!

ORIGINAL! Not a Copy of Any Other Ray Shooting Game!

Pamco "MARKSMAN" is an ORIGINAL IDEA with PATENTS APPLIED FOR by Pacific. Don't be confused by misleading statements of unethical manufacturers that Pamco "MARKSMAN" infringes on any other manufacturer's patents. Such statements are UNTRUE—being inspired only by the SUPERIOR MERIT of Pamco "MARKSMAN" at a MUCH LOWER PRICE!

Place Your Order for...

PAMCO "MARKSMAN"



Write - Wire TODAY!

Available for 4 DIFFERENT TYPES OF INSTALLATION

HIGH STAND

LOW STAND

WALL MODEL

SUSPENDS FROM THE CEILING

Remember . . .

You Can Buy On PAMCO'S PAY AS YOU PROFIT PLAN

Permits you to invest in Pamco "MARKSMAN" and pay as you EARN. Full Details furnished without obligation!

PACIFIC

AMUSEMENT MFG. CO.

4223 WEST LAKE STREET CHICAGO, ILL.

1320 SOUTH HOPE STREET LOS ANGELES, CALIF.

EARNINGS PROVE GOTTLIEB LEADERSHIP!

Operators all over the country are reporting exceptional "takes" with Gottlieb automatic payouts. The continuous avalanche of orders has made D. Gottlieb & Co. the largest manufacturers of payouts in the world. Operators have learned to look to Gottlieb for the latest and finest in payout games.

★ **MYSTERY SINGLE COIN SLOT**
The feature that made Daily Races the sensation of the year.

★ **IN-A-DRAWER MECHANISM**
Simple construction — all parts easily accessible.

★ **ESCALATOR**
A.B.T. or Gottlieb Belt Type Optional.

They know that Gottlieb is always **FIRST** with an idea. They know that these payouts are **BEST**, because earnings on actual locations prove Gottlieb leadership in the Automatic Pay-out Field.

★ **AWARDS**
Mechanically adjustable by invisible control in light-up sack.

★ **MAMMOTH**
Cabinet 54"x26"
Beautiful design—rigidly constructed by expert craftsmen.

★ **MOTOR DRIVEN**
Payout Unit
Accurate, jam-proof, smooth action payouts.

IMMEDIATE DELIVERY

Any of These Four Games

\$149.50

Mystery Single or Multiple Coin

- Slot Optional.
- Ticket Game, \$10.00 Extra.
- Check Separator, No Charge.
- D.C. Adaptor, \$5.00 Extra
- Electropak Equipped (Batteries Optional)
- Equipped with new A.B.T.
- No. 400 Slot



HIGH CARD

Deal yourself and your locations a winning game! **HIGH CARD** will prove to be your ace in the hole for profits. A game for card fans—for everyone! Players "go" for **HIGH CARD** because it gives them 28 chances to win—and a game of real fascination. Odds as high as 40-1 for Spades, 20-1 for Hearts, 16-1 for Clubs and 12-1 for Diamonds. Cash offered—striking scores of Monte Carlo activity in 12 beautiful colors. Be sure to order yours today!

DERBY DAY

Seven winners of every famous derby, lined up ready to give all the thrills and excitement of a real **DERBY DAY!** Odds up to 40-1. Pays off on Win, Place, Show and **FOURTH**. The original horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Put your money on the winner . . . **DERBY DAY!**

COLLEGE FOOTBALL

Here is College Football in all its pep and spirit represented by the seven sectional champions, performing in a new thrilling football payout. Soldier's Field in Chicago, scene of many a championship game from baseball, presents the colorful, picturesque Youcubdown pays out as high as 40-1. 20-1 may be paid for a Field Goal. A safety pays as much as 16-1 and a Place Kick up to 12-1. Cash in on **COLLEGE FOOTBALL** popularity—order today!

HIT PARADE

A line-up of baseball stars at bat to pay odds as high as 40-1 for Home Run, 20-1 for Triple, 16-1 for Double and 12-1 for a Single. The baseball game that gives 28 opportunities to win. **HIT PARADE** has everything to attract and hold play, plus handsome profits to the operator. Make your locations show champion earnings with **HIT PARADE!**

DAILY RACES STILL GOING STRONG!

D. GOTTLIEB & CO., CHICAGO, ILLINOIS

2736-42 N. Paulina St.

DAILY RACES STILL GOING STRONG!

Bally's **EAGLE-EYE**

RAY-RIFLE TARGET MACHINE

Ready for Delivery
OCT. 20

20 GREAT FEATURES

1. EIGHT DIFFERENT TARGETS to shoot at.
2. MOVING TARGETS or stand-still targets—at player's choice.
3. FOUR-SPEED TARGET permits player* to adjust target to his marksmanship.
4. GREATER EARNING POWER—appeals to everybody—the amateur and the crack-shot alike—because of Adjustable Target Speed.
5. TRIPLE SOUND EFFECT—rifle report, gong and crash of animals falling to the ground.
6. REALISTIC HUNT ATMOSPHERE — animals and birds in natural surroundings.
7. ILLUMINATED SCENE-IN-ACTION display.
8. BULL'S EYE VISUALIZERS—animals actually fall when hit.
9. LIGHT-UP TOTALIZER in addition to Scenic Bull's-Eye Visualizer.
10. REGULATION RIFLE has the right "feel".
11. ADJUSTABLE RANGE—target cabinet may be set any distance from rifle stand.
12. ADJUSTABLE HEIGHT means more locations for you, as EAGLE-EYE fits in anywhere—on metal stand, or attached to wall, or suspended from ceiling.
13. CHEAT-PROOF targets affected only by ray of rifle-light.
14. NOT AFFECTED BY STORE LIGHTS.
15. FAST PLAY—10 shots for 5 cents.
16. SIMPLE MECHANISM.
17. BEAUTIFUL CABINET, colorful scenic target field.
18. NO AWARDS NEEDED.
19. LEGAL EVERYWHERE.
20. PRICED TO PLEASE YOU.

Write—Wire for Prices

BALLY MANUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor,
453 W. 47th Street, New York, N. Y.

*Or operator can disconnect adjustable feature and operate at any one speed desired.

New ADJUSTABLE TARGET SPEED CONTROL

- PLAYER CAN SET TARGET TO ANY ONE OF FOUR SPEEDS
1. FOR THE AMATEUR
 2. FOR THE AVERAGE SHOT
 3. FOR "BETTER-THAN-AVERAGE"
 4. FOR CRACK-SHOTS

Only EAGLE-EYE gets play from all types of players, from amateur to crack-shot—and holds the play by enabling player to adjust target to his increasing skill!

Wait for **EAGLE-EYE** it's by Bally!

BIG BANK NITE

... still the
**BIGGEST
WINNER!**

NEW! NOVEL! COLORFUL!

**MONTE
CARLO**



★ The big mammoth one-shot automatic pay table . . . Rock-Ola's newest but already a positive sensation . . . the great game of color designed originally to sell for \$149, but with the tremendous Rock-Ola production facilities—the large volume turnout on first quota is the operators' good fortune, being able to secure the year's biggest bargain. . . . At this price it belongs on every one of your locations.

\$98⁵⁰



The **BIG**
Drawing Card''



DRAW BALL **\$67⁵⁰**

★ Everybody likes to play poker and, therefore, likes to play DRAW BALL—simply push button on front of machine to replay any of the five balls over again—just like having the dealer "fill your hand" with new cards—the re-draw enables you to make three of a kind—a straight, etc.—draw on your distributor for DRAW BALL and you will draw in big profits.

\$49⁵⁰

Continues to be the biggest producer of 1936 . . . original quota renewed TEN TIMES . . . almost every theatre throughout the United States is constantly advertising your BIG BANK NITE for YOU . . . no wonder operators are cashing in on this billions of dollars of advertising with the result that BIG BANK NITE is filling coin boxes with more money than operators ever dreamed of . . . at this EXTREMELY low price . . . BIG BANK NITE is a "good buy" in any language and a great big "hello" to operators' realization of a gigantic money maker . . . it fits in any and every location . . . getting your order to your distributor now is like putting money in the bank.



ROCK-OLA MFG. CORPORATION

800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS

"LOOK AT THEM ALL"



...then decide which
BOWLING GAME leads in
EYE APPEAL • PLAY APPEAL
SUBSTANTIAL CONSTRUCTION
MECHANICAL PERFECTION

With the interest of operators uppermost in mind, Wurlitzer urges that you personally inspect and honestly compare every bowling game on the market before you decide which game YOU will operate.

FIRST, compare them all for EYE APPEAL—the feature that attracts players to the game. You'll find WURLITZER SKEE-BALL styled in the modern tempo by Paul Fuller, who designed the beautiful WURLITZER-SIMPLEX PHONOGRAPH. Streamlined! Colorful, with impressive beauty that attracts crowds in any location. A design that will not quickly become obsolete—lose its appeal and so destroy your investment.

NEXT, compare them all for PLAY APPEAL—the factor that keeps the crowds playing. You'll find WURLITZER SKEE-BALL a big, substantial, full sized game with the athletic feel that invites continuous competition—more money for YOU. The original SKEE-BALL with tried and proven principles of play appeal.

FINALLY, compare them all for SUBSTANTIAL CONSTRUCTION and MECHANICAL PERFECTION.—You'll find that the Wurlitzer Skee-

And You'll Pick

WURLITZER'S SKEE-BALL

REG.
U.S.
PAT.
OFF.

Ball is solidly built of fine hardwood. It weighs 522 lbs. It is built to last—an investment that will pay big returns for many years to come.

Combining the best features of mechanical and electrical operation, the WURLITZER SKEE-BALL assures continuous operation without service tie-ups that eat into operator profits.

Again we say—“LOOK AT THEM ALL.” Then write or wire for full details on the WURLITZER SKEE-BALL.



Gets and holds the Best Location