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OCTOBER 16, 1937

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# The Billboard

The World's Foremost Amusement Weekly



TED LEWIS

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# The Billboard

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1937

The World's Foremost Amusement Weekly

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## REVOLT OVER FILM SONGS

### Impresarios Next Step in AGMA; Plan To Tie Up Concert, Opera

NEW YORK, Oct. 9.—American Guild of Musical Artists, newly formed unit of the Associated Actors and Artists of America, expects to announce soon that it has signed up impresarios. Plans call for organizing every opera company in the United States, and AGMA officials feel the new season will see this accomplished. Investigation of abuses in the concert field is being carried on preliminary to drawing up a set of standards, which the profession has always lacked.

Guild has already officially notified the smaller companies operating out of New York, including those of Salmaggi, George De Feo, Bagarozzy-Viola, George D'Andria, Enrico Odierno, Fortune Gallo and Amedeo Posseri. San Francisco Opera Company, Chicago City Opera and Southern California Symphony Association are all aware of AGMA's intention to bargain collectively for its members. Only immediate condition which AGMA

seeks to impose on the impresarios is, besides recognition, acceptance of the AGMA shop.

AGMA now represents over 80 per cent of the artists at the Metropolitan. No difficulty is expected organizing the Met, insofar as the Guild regards wage and rehearsal conditions there exemplary.

Next AGMA forum meeting will be held November 2 at the Plaza Hotel, at which time the developments since the last AGMA meeting, which was in April, will be explained.

### Garden Rodeo, Under Colburn, Knight Wing, Starts Off Good

NEW YORK, Oct. 11.—Madison Square Garden Rodeo here has played to near-capacity houses since its opening October 6. Attendance figures are not available as yet, but it is understood business over first five days is just about equal to business for the corresponding time last year. Houses have been fairly heavy with paper, but number of free ducats will be cut considerably beginning this week.

Walter Cravens, 29, of Butler, Okla., died Sunday morning in Polyclinic Hospital of injuries received during Saturday night's steer-riding contest. Cravens was kicked by a Brahma steer when he fell from its back. He suffered five fractured ribs and a pierced lung. Cravens was considered one of the best

### N. Y. Music Men Furious at Hollywood's Poor Song Output

Claim two-thirds of film songs published are mediocre —Robbins-MGM break first in crack pub-studio deals— only one-seventh of film songs are hits

NEW YORK, Oct. 9.—Two-thirds of the picture tunes published today are mediocre, second-rate stuff which Hollywood songwriters are turning out without inspiration and which Eastern publishers are printing against their better judgments. Most important, band leaders are forced to play them because there is nothing else or because song pluggers put the heat on them. This is the feeling of most local music men today. First explosion in the growing tension between film producers and pubs cracked last week when Jack Robbins, whose Robbins Music is controlled by MGM, refused to exploit Metro songs any more. Drastic

### Trade Practice Rules Up

WASHINGTON, D. C., Oct. 11.—Suggested trade practice rules for the pop music industry and the transcript of the trade conference held Monday will be submitted to the Federal Trade Commissioners within the next two weeks. Just as soon as the rules have received commission approval there will be a period of 15 days to file amendments or objections, according to officials.

Altho a lengthy code was suggested to the commissioners thru Joseph V. McKee and John Payne, of the Music Publishers' Protective Association and American Society of Composers, Authors and Publishers, informed sources say that all is not well with the publishers.

Considerable support is behind the open stand of Louis Fishbein which blames movie musicals for business headaches. Fishbein contended that song plugging was necessary for the independents, that the ASCAP policy of ratings dictated song plugging and that a blind banishment of plugging would cause more grief than that already experienced.

Some of the independents believe that there is such a thing as legitimate song plugging to be differentiated from song plugging purely for the purpose of ballyhooing a new celluloid extravaganza. This group intends to file amendments or objections to the code if it is reported as it now stands.

### Warning From Puerto Rico

SAN JUAN, P. R., Oct. 9.—Bob Brookings, ventriloquist, says he was stranded here for 53 days before he could find room on the packed steamers heading for the United States. As a result, he warns performers to forego booking dates here unless return passage is guaranteed.

### Estimate 25 G's To Run 4 A's; Per Capita Tax Parleys Soon

Confab expected shortly after Gillmore's return—Dullzell figures at least 75-cent increase—squawk likely from Four A's units—what in return?

NEW YORK, Oct. 9.—Return of Frank Gillmore to New York some time after the termination of the American Federation of Labor convention in Denver next week is expected to be followed by action on matter of raising the per capita tax of members of the Associated Actors and Artists of America. Paul Dullzell, executive secretary of the Four A's and now handling Gillmore's Equity duties, said this week that such a development, as outlined in early reports on the Four A's reorganization, was likely. Dullzell estimates that \$25,000 per year will be necessary for the International to function along the lines indicated in the new setup.

Present per capita tax is 75 cents. Figure will have to be at least doubled, according to Dullzell, to furnish enough money to take care of the added duties of the Four A's office, which will probably (See ESTIMATE 25 G's on page 9)

steer riders at the Garden this year and was runner-up in that contest in 1935. For details see Final Curtain department in next issue.

### Ringlings Mum On Loan Note

N. Y. meeting reported as prelude to payment and regaining control of R-B

NEW YORK, Oct. 11.—Management of the Ringling-Barnum Circus and members of the Ringling family had no statements to make last week concerning the report that stockholders and New York Investors were convening here as a prelude to full payment of the note on the show held by the finance firm. Rumors have been circulated of late to the effect that settlement would be made before the show's current tour ends November 9, and that S. W. Gumpertz, general manager and vice- (See RINGLINGS MUM on page 83)

shakeup which followed moved Jack Bregman (Robbins' general manager) to Feist, another MGM subsidiary, which will handle Metro ditties from now on. First reports had Robbins selling out his interests and retiring, but he is definitely remaining in the music business, stronger than ever. Robbins had been (See REVOLT OVER on page 9)

## In This Issue

### Whalen President N. Y. World's Fair

NEW YORK, Oct. 11.—Grover A. Whalen has been elected president of the New York World's Fair Corporation to serve until the close of the fair, it was announced at the office of the corporation today.

For nearly two years Whalen has donated his services as president on a part-time basis. At the request of executive and finance committees and the board of directors he is now relinquishing administrative and executive business responsibilities elsewhere and will devote nearly full time and attention to the activities of the fair corporation.

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### Paralysis Scare Blow to Gruberg

Vicksburg fair off and show forced to cancel other Mississippi dates

BATON ROUGE, La., Oct. 11.—Max Gruberg, owner of the World's Exposition Shows, on arrival here last week stated to a reporter from *The Billboard* that he got a tough break during the show's four-week tour in Mississippi. (See PARALYSIS SCARE on page 83)

## Hub Bookers Set Pay Scale

Licensed club bookers' group set minimum pay for acts—AFA pact postponed

BOSTON, Oct. 9.—Massachusetts Theatrical Agents' Protective Association, chartered since October, 1936, has changed its name to the Massachusetts Association of Entertainment Bureaus. Lou Walters, newly elected president, announces the agreement on a minimum wage scale of \$5 per day and \$25 per week. These figures, Walters stressed, are not to be construed as being a standard salary but simply a minimum level. Figure includes two shows nightly at one spot. Doubling calls for duplicate compensation.

MAEB also went on record as definitely against agents furnishing acts to benefits or similar performances unless approved by the organization.

Also it won't use any act which breaks a contract to accept another for more remunerative or other reasons once a contract is signed. Further, MAEB agents will ignore acts who work for offices under the set minimum scale. MAEB won't permit an act to double unless the act receives the consent of both agents so that time arrangements may be properly made.

Affiliation with the American Federation of Actors was brought up for discussion, with the MAEB deciding that any time the AFA is in such a position that the MAEB could offer its clients talent from the AFA membership on an adequate basis, the MAEB would enter into an arrangement with the AFA. Walters claimed that the source of supply of AFA talent is so limited that agents not members of the MAEB would receive the cream of playable non-AFA acts. This would mean that the non-AFA acts would of necessity flock to non-member agencies.

An advertisement and listing of all MAEB agents in the telephone directory has been arranged. Walters said that non-members of the MAEB cannot join unless they have a State booking license.

### Attention, Rita Kelly!

CINCINNATI, Oct. 9.—Theresa Kelly in a wire to *The Billboard* states that she is anxious to contact Leah Parker, known as Rita Kelly, acrobatic dancer and comedienne, who may be with Mitchell Lavelle, dare-devil rider, or Ducky Rhodes' *Pretty Baby* Company, tent show. Rita's mother is seriously ill, according to Theresa.

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### Next!

LOS ANGELES, Oct. 9.—Picture people suffering from delusions of grandeur, phobias, persecution manias, Napoleonic complexes and plain lunacy will have a chance to have their hat racks examined when Dr. Louis Montgomery opens his office. He's a New York psychoanalyst who's due to open a mental clinic for them what needs it.

Yes, there's a free list.

## Mormon Convention Helps Salt Lake Biz

SALT LAKE CITY, Oct. 9.—Semi-annual conference of the Mormon Church always brings close to 10,000 visitors to Salt Lake City. Naturally shows and dance halls reap unusual benefit. Utah State Fair, from September 28 to October 2, also helped swell the crowds.

Roxy Theater featured the Hilton Siamese Twins as main attraction. Manager Andy Flor getting a special stage show with Roy Duncan's Roxy Orchestra playing. Utah Theater opened under its new name, formerly the Orpheum, and featured a unit show and stage band. By Woodbury's local band finishing its engagement. Jerry Jones, at Rainbow Rendezvous, featured a Major Boos night for conference visitors with crowded house. His own orchestra plays at this dance and dining place. Manager Covey, of Coconut Grove, featured Adolph Brox and his orchestra. Manager Fred A. Jackson, at Jackson's, features two old-time dances, Wednesday and Saturday, with Carter's Old-Time Orchestra. Manager Guy Toombs, of the Hotel Utah, featured a floor show in addition to Bob Sander's Orchestra in the Empire Room and has had an orchestra installed in the Rendezvous, with Saturday matinee dancing a feature, something new for Salt Lakers.

### B. C. Ops' Strike Ended

VANCOUVER, B. C., Oct. 9.—Strike of the projectionists' union, which closed nearly all British Columbia theaters for one night, ended Thursday noon, when the Famous Players' Canadian Corporation came to terms with the operators. Terms of the settlement provide for a 5 per cent increase in wages, retroactive to September 1, and a second 5 per cent advance next year. Agreement is for a two-year term and covers all the Famous Players' houses in British Columbia. Projectionists had asked for a 10 per cent increase.

### Duffy, Pickford Found School

HOLLYWOOD, Oct. 9.—Henry Duffy, who for years has been a producer of stock and legitimate shows on the Pacific Coast, has combined with Mary Pickford to found in Hollywood the College of the Theater, a school for dramatic teaching, plus a commercial show production, department and an artists' bureau. Duffy has taken over the huge Masonic Temple on Hollywood boulevard, next to the El Capitan Theater. Institution will cover all branches of the Thespian art from playwrighting to false toupes.

## European Song Writers Better; But U. S. Boys Still Way Ahead

NEW YORK, Oct. 9.—Altho European songwriters are improving their technique, reports Jack Mills back from a tour of England and the Continent, they're still way behind American music men. Foreign tunes, he said, lack punch and swing. Some of the sweeter London ballads, however, looked good to Mills and he brought two home.

Curiously enough, one of the tunes is partly authored by an American. Plenty English music is produced by Yankees,

## Vallee Clicks Before Lawyers

Symph ork and mike blow-outs don't scare him — 12,000 see Bar Assn, show

KANSAS CITY, Mo., Oct. 9.—Working under poor conditions before a banner crowd of 12,000 persons, Rudy Vallee proved his mettle as a showman here last week when he scored a smash hit as emcee at a program concluding the 60th annual convention of the American Bar Association in Municipal Auditorium.

The first bad break came when Vallee saw the 25-piece orchestra which accompanied him. It was composed of local Philharmonic men, all unfamiliar with pop music, under the direction of Harry Kaufman. Rudy lost no time in announcing to the crowd that his Connecticut Yankees were en route to the Coconut Grove, Los Angeles, and could not be with him.

Second break came when Cyril Smith, comedian, broke a tube in the big auditorium amplifier with a Bronx cheer, a part of his act. Two mikies were put out of operation temporarily.

Besides Vallee and Smith, other artists who scored heavily were Roscoe Ates, Baron and Blair, Al Bernie and the Gentlemen Songsters. Vallee brought

(See VALLEE CLICKS on page 9)

## More WPA Retrenchment

NEW YORK, Oct. 9.—Latest retrenchment activity in the WPA Federal Theater Project has been focused on about 300 of the 400 supervisors in the non-security salary class ranging from \$120 to \$225 per month.

Government policy is to pool personnel until members can be assigned to a specific project, upon the completion of which the supervisors may be summarily dismissed, rehired for another project unit or reduced to the security wage workers' group at \$28.86 a week. Piece-work plan will permit gradual reduction of higher salaried class so that reduced budget can be spread out over wider group of lower salaried workers.

### Sanford Plans Girl Show

NEW YORK, Oct. 9.—Bobby Sanford, show producer and erstwhile showboat impresario, is planning the production of an all-girl revue shortly. Already cast are the three Reeves Sisters, Maud Hilton and Company, Lee Elliott and her all-girl band of 12 and 18 dancers and show girls.

### Ball Joins Monarch Chain

NEW CASTLE, Pa., Oct. 9.—John M. Ball III has terminated his association with the Newcastle Theater Corporation's Cathedral Theater here as publicity director to join the Penn Theater here, of the Monarch chain, as assistant to Manager M. D. Cohn.

### No Escape

DETROIT, Oct. 9.—Michigan State Prison at Jackson, Mich., has earned a reputation thruout the State and elsewhere for its prison entertainers, some of whom have appeared on professional stages during their terms of incarceration. Now the court has evidently figured that having to be an actor or musician in addition to being a prisoner is almost too much and justifies an attempt to escape.

At any rate, Judge John Simpson at Jackson ruled Monday that George Washington Woodruff, who escaped from the prison band when it was playing at Ypsilanti, 40 miles away, didn't really escape and could not be held for trial therefor. Acts and musicians are wondering what kind of a slam at them that is intended to be.

## Special "Victoria" Press Previews

BOSTON, Oct. 9.—An orchestra full of New England press people, a novel innovation to take care of the multiple calls for passes, were guests at a special Friday matinee performance of Gilbert Miller's *Victoria Regina* at the Shubert Theater. Helen Hayes performed without pay, although the rest of the large cast and the stagehands received extra money for the show.

Unusual response to see *Regina* from the paying public has caused the newspaper folk to call for free ducats. En masse matinee for press thru New England filled the floor to the seat. The first and second balconies, however, were open for public sale, the money accruing from this source expected to take care of the day's nut. Miller okeed the idea, and it is certain that the same gimmick will be arranged for newspapers of Indiana, Wisconsin, Michigan, Ontario and Illinois when the play is housed in those territories.

William Fields, *Regina* p. a., sent 50 ork seats to each of the octet of Hub dailies and from four to six each to 71 other sheets in Massachusetts, Rhode Island, Vermont, Maine and New Hampshire.

## ASCAP Earnings Hit New High

NEW YORK, Oct. 9.—Third-quarter earnings for members of the American Society of Composers, Authors and Publishers were estimated this week to be \$984,000, the peak figure for any similar quarter in the Society's history. Figure for last year's third quarter was \$949,000.

ASCAP's earnings hit the record despite no revenue from States which have passed anti-ASCAP legislation, namely, Florida, Montana, Washington, Nebraska and Tennessee.

### TED LEWIS

(This Week's Cover Subject)

Few performers have so indelibly established their trademark as has Ted Lewis with his battered high hat. The hat is to Lewis what "My Time" is to Vallee; "Rhapsody in Blue" to Whiteman. Lewis (right name Theodore Friedman) started to use his prop topper years ago when filling a date at Rector's, the story being he won the hat in a dice game from a Negro caddy. Regarded as one of the best orchestra and band showmen in the business, the high hat gesture is typical of Lewis.

Lewis started playing the clarinet in a school band and eventually went into vaudeville by way of a Coney Island dance hall. His date at Rector's, in 1917, really established him and was his first major triumph. He was at that time doing a single but organized his own band and has had it ever since. His band introduced such novelties as laughing trombones and crying saxophones, which style, coupled with songs he wrote—"Me and My Shadow," "When My Baby Smiles at Me," "Three o'Clock in the Morning" and others—established him internationally. Lewis' records have been consistent best sellers.

Any attempt to record his appearances would be futile. Lewis has appeared everywhere—theaters, legit musicals, radio, night spots and pictures. He and his band are among the first five theater attractions, according to box-office receipts.

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# Credits Asked By Arrangers

### Guild seeks recognition for the "forgotten man of show business"

NEW YORK, Oct. 9.—No longer content to sit back and let the front man grab all on their efforts, the music arranger is now making a grand-stand front for recognition. While the musicians' union has regulated their remuneration, boys feel that they should share in some of the glory being showered on the ork leader, composer and publisher. Characterizing his clan as the "forgotten man of show business," music arranger Joe Glover is lining up the lads to bind as an Arrangers' Guild, figuring that a united front will make their feeble squeak sound more like a squawk. At the same time Herb Sanford will do similar crusading on the West Coast.

At the present time arrangers get credit announcements on musical films and musical stage productions. Such puffs are usually lost in the rush. Arrangers are of the opinion that the only glory that might result in cash is credit announcements on their efforts for all radio and recording work. In that connection Rudy Vallee has been the kindest of broadcasters in that direction, occasionally recognizing the music arranger by name on his network shows.

In view of the fact that dance orchestras always carry an arranger credit, Glover feels that the batoneer should shell out a bow in their direction. Claims that while outstanding orchestras help to keep a leader on top, the bandsmen like to give the impression to the public that musical interpretations are their own brainstorms.

# Stagehands Sign With Legit Mgrs.

NEW YORK, Oct. 9.—Stagehands' union, Local 1, yesterday okeed a new two-year contract with League of New York Theaters, latter representing the legit managers. Provision made for restoration of salary out so that wages will equal the 1932 level. In addition, 25 cents per hour overtime is stipulated for some categories. Hancock the agreement expected early next week.

Agreement between managers and musicians' union, Local 802, expected to be toned out Tuesday.

# "Prancing Nigger" Soon

NEW YORK, Oct. 9.—Prancing Nigger is to be produced shortly by Dan Tolero, who has been under contract to MGM. It is rumored that Angela Bennett, Richard Bennett's ex-wife, is among those interested in producing it. James Shelton has written the music and lyrics. Songs include *Little More Nigger Boy*, *Why Do You Ask What Time It Is?* and *Kiss Me, Miss Mouth*.

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# Sex Rears Its Head

NEW YORK, Oct. 9.—What has heretofore been a closed shop as far as the shemales are concerned, now shapes up as an avenue of employment for the shapelier of the gals. Matching the hot tunes in their catalog, Exclusive Publications is now using the revealing photos of the female flutters for the song-plugging. Nifty models show all, practically all, to center attention on the stomp series. Eyelets are senders, and if the trend tempts the cycle, ork leaders may expect the weaker of the sex hounding the band stand for a major plug.

# Syracuse Managerial Shifts; 4 Days From P. A. to Mgr.

SYRACUSE, N. Y., Oct. 9.—Three shifts in managerial posts in the RKO-Schine pool here were made swiftly last week. Clifford Shaufele, of the Paramount, resigned, and Charles Buddy Freeman, of the Eckel, was transferred to replace him. Into the Eckel went Harold Pearl, one of those caught in *The New York American* holocaust, who was in Syracuse as advance man for United Artists and Walter Wanger's *Vogues of 1938*. Pearl came in with a bundle of press books under his arm and within four days found himself appointed manager of the Eckel.

This completes a general revision of the RKO-Schine picture, for Jay Golden, who had been house manager of the Keith house, representing RKO, went back to the Palace in Rochester, and Harry Unterfort, his assistant, became house manager. This move indicated that RKO now is satisfied with Schine operation and doesn't feel an RKO representative is needed. The pooled theaters are under supervision of Gus Lampe, one of Schine's aces.

# Doc Perkins New Manager

BUCKEYE LAKE, O., Oct. 9.—Buckeye Lake Hotel Company, operator of the Lake Breeze Hotel and Night Club and the Lake Breeze Pier Ballroom here, has appointed Doc Perkins as general manager for the coming year, following the sudden death of B. C. McKinstry, manager for the past five years. Perkins has been in charge of the Pier Dance Hall.

# Hy Green Rejoins Grove

NEW YORK, Oct. 9.—Hy Green, back from a trip to the Catskill Mountains, has returned to his post as booking manager of Grove Orchestra Units Artists' Bureau, Inc.

# Waring's Court Victory of Vital Concern to Radioers

PHILADELPHIA, Oct. 11.—Decision by the Pennsylvania Supreme Court upholding injunctions granted to Fred Waring against WDAS and other parties, holding them from playing phonograph records made by him or recording his radio programs off the air, has far-reaching implications which may vitally concern broadcasters generally. WDAS suit, in which both the NAB and RCA backed the station in its fight against Waring and the National Association of Performing Artists, ended just as broadcasters planned a general discussion of the music problem at a special convention in New York.

The court's decision was unanimous, but there were two opinions, each of which arrived at the same conclusion. Judge Stern declared that the performing abilities of a performer were unique and should not be taken away from him in any form. On the other hand, Judge Maxey stated flatly that in his opinion acts had a property right in a record or program, which radio broadcasting of records or programs without authority violated. This is the first decision by a State Supreme Court and will, it is felt, be followed by many other States.

In Pennsylvania and any other States following suit artists making recordings now have the right to stop a radio station from broadcasting records, authorities declare. Furthermore their right is now established to bargain with recording companies for some sort of remuneration if broadcasting or other commercial use of the records is permitted. Decision upholds the conten-

# "Show Is On" Flops in Chi

CHICAGO, Oct. 9.—Last season's jinx on musicals which curtailed the life of Vinton Freedley's *Red, Hot and Blue!* here returned to close *The Show Is On* at the Grand Opera House Saturday after only a two-week run. Despite favorable reviews, business did not come up to expectations and the Shuberts decided to call a halt.

The unexpected availability of the Grand changed the plans of the American Theater Society, which expected to lease the dark Studebaker for its season's series. Consequently ATS is moving into the Grand next Monday with a two-week engagement of Benn W. Levy's *Madame Bovary*, a pre-Broadway showing, and is following November 1 with an indefinite run of *Yes, My Darling Daughter*.

# Bowl's Banner Season

HOLLYWOOD, Oct. 9.—The 1937 season was the most successful in the 16 years of the Hollywood Bowl's history, according to Mrs. Leland Atherton Irish, executive vice-president of the Southern California Symphony Association. Attendance, including the post-season Gershwin Memorial Concert, ran close to 300,000, with operas drawing best.

Cost of performances, including directors, orchestra and soloists, amounted to \$86,435. Greatest expense after the orchestras was the production of operas, which amounted to approximately \$27,000. Administration costs this year were the lowest in Bowl history, only 11 cents on the dollar going to cover costs of administration, publicity and general campaign, with the remaining 89 cents devoted directly to the programs.

# Peggy Fears as Backer

NEW YORK, Oct. 9.—It is reported that Peggy Fears is to back Leonard Sillman's fourth production of *New Faces*. James Shelton is the only member of the original cast who will appear in the play. Music and lyrics have been written by him. Some of the songs that will be featured are *Must Have a Dinner Coat* and *I Turned Off the Lights*.

# Paris Theater for Magic

PARIS, Oct. 2.—Isola Brothers have acquired control of the Potiniere, midtown house, and will open with vaude shows featuring illusion acts. The Isolans, who began their career as illusionists, at one time were leading theater directors of Paris, but financial reverses forced them to go back to their illusion number.

# Who Doesn't?

CHICAGO, Oct. 9.—"Chicago Loves the Women" reads a new window card teaser distributed by the Erlanger Theater management in the interest of *The Women*. Since the local company has been panned by the critics, an intensive exploitation campaign has been under way to stimulate interest in the show.

# More Info by Equity On Talent Swap Plan

NEW YORK, Oct. 9.—Performers in any of the units of the Associated Actors and Artists of America signatory to the recent interchangeability pact will be required when changing jurisdictions to pay dues to each one of the units under which they work. Thus a performer who works in four fields during the usual half-year dues period will have to pay dues four times. Actors' Equity, however, points out that this is not as bad as it sounds, in that dues to Four A units are payable semi-annually, and one-half of a half year's dues would amount to one-fourth of the yearly amount. Should a unit's full dues be \$12, an actor contemplating a short excursion into that field would pay \$3.

Equity holds that when a performer enters another field it is assumed that he will make money. In justice to members of the field he is entering and as compensation for securing benefits accruing from union supervision, the signatories to the pact feel the levy is justified.

Paul Dullzell reiterated that the system developed is to be regarded as a preliminary rather than final disposition of interchangeability, with changes probable after a period of trial.

HOLLYWOOD, Oct. 9.—Manner in which the interchangeable membership card for groups chartered by the Associated Actors and Artists of America works was explained here in an important mass meeting held at the El Capitan Theater by Frank Gillmore. Actors' Equity and American Federation of Radio Artists members attended the affair.

According to Carlton KaDell, local president of the AFRA, who spoke on the aims of the organization, demands of the AFRA will include a wage tilt for transcription work, shorter hours and pay for rehearsals as well as other improvements. This was in answer to question of Lionel Stander, who wished to join the AFRA.

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<b>QUALITY STOCK TICKETS</b>	NOthing NEW UNDER THE SUN? Oh, Yes, It's the Service You Get on Your	<b>SPECIAL PRINTED</b>
ONE ROLL... \$ 5.00	<b>TICKETS</b>	PRINTED
FIVE ROLLS... 2.50		10,000... \$ 6.95
TEN ROLLS... 1.50	SPECIAL PRINTED OR OTHERWISE	30,000... 9.85
FIFTY ROLLS... 3.50		50,000... 12.75
ROLLS 2,000 EACH.	When Ordering From	100,000... 20.00
Double Coupons,	<b>THE TOLEDO TICKET CO.,</b>	1,000,000... 150.50
Double Price.	TOLEDO, O., The Centralized Ticket Town.	Double Coupons, Double Price.
No C. O. D. Orders Accepted.		

# SEE LITTLE HOPE FOR CZAR

## Talk Considered Waste of Time; More Urgent Problems Face NAB

Musicians' question, research, legislation and need of strengthening broadcasters' association merit more attention, radio men say—FCC enough of a boss

WASHINGTON, Oct. 11.—Whatever time is devoted to consideration of a czar for radio broadcasters will be complete waste, is the consensus of informed opinion here on the eve of the National Association of Broadcasters special convention in New York's Waldorf-Astoria tomorrow. Idea is not new because it was discussed at the St. Louis NAB convention some years back. One radio lawyer stated that "you can safely bet your last dollar that the NAB will not vote for a czar." Continuing in this vein, one broadcaster said that the czar idea appealed to the emotions or to those broadcasters with motion picture affiliations. He outlined his objections to a czar by saying that radio is already regulated by the Communications Commission and a broadcaster's license would be revoked if things got too rough. "The industry never has got to the stage experienced by baseball and movies and at that time refuge behind a czar was taken by those industries because of public indignation," he said, "but there is no aroused public in radio. The problems are more or less economic in nature and no czar or front will well-nurse the broadcasters into industrial health. Each NAB member will have to solve his own particular problem, which he would do anyway, even tho a czar were appointed." Then he suddenly asked, "Do you think that those broadcasters are going to sell their souls to a czar?"

One trade observer decided against the czar in the following points of order: (1) The czar's salary would make everybody sick thinking about it. (2) If a czar were hired most of his salary would be paid by the networks, so the czar might lean toward the freight-paying customers. (3) There is no one to front for the industry who is familiar with the complexities of broadcasting. (4) There is nothing the czar could tell them about the business that the FCC couldn't also in short order. (5) The czar's salary would be a waste to broadcasters who are already depriving themselves of necessary things like an NAB legal section, promotion research and engineering experts.

An out-of-town broadcaster believed that a czar might be all right, "if he could pick the czar." He said, "Of course there will be some fireworks but it will be a mere avoidance of the issues. Too many have put NAB up on a pedestal instead of regarding it exactly what it should be—a trade association, a lobby, or a clearing house for radio information. Joe Doaks down in Whoosit finds something wrong in the industry which is working to his disadvantage. So he immediately thinks that NAB should clamp down on everything so that he can go along peacefully. No other trade association will do that for their members, yet how can he still be thinking that NAB should do that for him?"

### AFM

"I am going up to New York to hear what the musicians want. I want to know what kind of a proposition I am up against. Also I expect to find just how much more I will have to pay for my membership in NAB. And I want to know if NAB is going to conduct some badly needed research. I expect to make my own decision on AFM and no amount of NAB debate will take that power away from me. I think that this czar business better be dropped because the sooner we are told just what position the musicians have taken, and just what strength they can command, the better off everyone will be.

"In my mind a great many expect this convention to completely dissipate threatened legislation and complaints of education. Well, they will be disappointed. The only way that can be done is to individually correct some situations on either programs or something else. There are some legitimate complaints against broadcasting, but no czar can dismiss them with a wave of the hand."

By no means without support, the czar (See LITTLE HOPE opposite page)

## Paley Sues CBS, But It's Not Wm.

NEW YORK, Oct. 9.—Henry H. Paley has filed suit in the New York County Supreme Court against Columbia Broadcasting System and the Columbia School of the Air Corp. Paley charges that between June 16 and August 20, 1936, he wrote material to be presented by the Science Division of the American School of the Air and that CBS used his material without credit or pay.

Suit is for \$5,000. Attorney Charles J. Kemins filed suit October 8.

Henry H. Paley is understood to be no relative to Mill Paley, CBS prez. Such understatement.

## Another Station Slated For St. Petersburg, Fla.

ST. PETERSBURG, Fla., Oct. 9.—Officers of the Pinellas Broadcasting Company declined today to make any public statement regarding an application to the Federal Communications Commission for authority to build and operate a radio station here. James R. Bussey, secretary-treasurer of the new company, had no comment to make Tuesday other than to say that his firm intended to get another radio station here. He said details would be announced later.

Other officers of the company are Sam H. Mann Jr., president, and McKinney Barton, vice-president. All are members of a local law firm, Bussey, Mann & Barton.

## New Agency Formed

CHICAGO, Oct. 9.—The McDougall & Weiss advertising agency was formed here this week and an announcement of a branch to be set up in New York soon was also made known. Both Charles H. McDougall and Edward H. Weiss are former members of the staff of the Henri, Hurst & McDonald agency here. Weiss headed radio there, while McDougall was on the creative staff as vice-president.

## Joint Committee Names Bureau To Handle Rural Market Survey

NEW YORK, Oct. 11.—The Joint Committee, established by broadcasters, advertisers and advertising agencies to study and evaluate methods of radio research, is expected to announce this week the selection of the Hooper-Holmes Bureau to make the rural radio study decided on some time ago. This is Hooper-Holmes' first major radio research job, since the organization has, heretofore, primarily limited its data seeking to studies for insurance companies.

Groups represented on the committee are the National Association of Broadcasters, American Association of Advertising Agencies and Association of National Advertisers. Committee re-

### FCC Pastoral

WASHINGTON, Oct. 9.—Farmer's don't go to bed with the chickens anymore. Instead they stay up to 11 p.m. and listen to the radio. That's what Bill Wynne, WEEB, Rocky Mount, N. C., said at a FCC hearing when the question came up. W. Wright Esch, of WMPJ, Daytona Beach, Fla., asked Wynne if the farmer didn't retire at 8. Esch said that Ohio farmers did, but Wynne said they stayed up later in his part of the country.

Commission is to decide if station gets a power boost to 500 watts and unlimited time instead of the present 8 p.m. curfew.

## FCC Acts To Aid Tele Frequencies

WASHINGTON, Oct. 11.—The Federal Communications Commission will shortly announce the reservation in high frequencies for television, if and when it comes. No television licenses are even contemplated, but the commission is taking this step to protect available frequencies in the ultra frequency bands for possible television use.

It is understood that the announcement is designed to be a prior claim on these frequencies if discussion of television arises at the coming Havana Conference. Another factor forcing the commission stand is the desire of British aviation to have radio facilities for trans-Atlantic flying. It is believed that the announcement would tend to notify the British just what would be available.

When the announcement is made great emphasis will be made that the FCC is not recognizing television but merely safeguarding television when it does become practical.

## Lady Esther Leaves For New York Show

CHICAGO, Oct. 9.—Bess Johnson, Lady Esther of the ether for the last six years, is leaving that berth October 20 for a better proposition in New York set for her by the William Morris agency. Miss Johnson recently left the Stack-Goble agency here to go with Lord & Thomas, taking the Lady Esther show with her. Basil Loughrane, of the Lord & Thomas radio production department, will succeed Miss Johnson, dishing out straight commercials instead of the femme patter.

## Vaughn DeLeath—Mgr.

PHILADELPHIA, Oct. 9.—Henry Patrick, former WIP singer and winner of the WIP-Stanley Theater-Bing Crosby contest in 1934, has been taken under the personal management of Vaughn DeLeath. Her first move was to change his name to Pat Henry. Auditions are now going on in the fields of radio, records and motion pictures, and a network buildup for Pat is in the offing.

## AFM-Chain Deal To Be Set Soon

NEW YORK, Oct. 9.—According to word from the American Federation of Musicians' headquarters here, contract between the Federation and the networks regarding employment of musicians in key city stations will not be definitely settled until October 15. AFM executive board will convene on that date.

Accord between the Federation and networks thus far is more of an "understanding" than anything else. Judging by the ease with which Joseph Weber, AFM president, manipulated the Independent Radio Network Affiliates contract, no serious backfire on the part of the nets is anticipated.

Weber is now in Denver attending the American Federation of Labor confab.

## Doulens Heads New Chi Office for Ferris

NEW YORK, Oct. 9.—A new Chicago office will be opened by Earle Ferris' Radio Feature Service to replace tieup formerly in effect with Tom Fizdale. Fizdale's buy of the Bob Taplinger publicity organization places him in direct competition with Ferris, whom he formerly represented in Chicago. This had been a mutual arrangement with Ferris covering New York and the Coast for Fizdale while the latter looked after Ferris accounts in the Loop city.

Roger Doulens will head the new Ferris office in Chicago and Norval Burch will work under him. Taplinger has been signed for an executive publicity position by Warners.

## KSFO Produces Show For Frisco Stations

SAN FRANCISCO, Oct. 9.—KSFO has been appointed by the Electrical Appliance Society of San Francisco to write and produce a series of electrical transcription dramas. Programs are part of a \$40,000 campaign to run this month in the general interest of selling new and high fidelity radios.

All San Francisco area stations are contributing time, aggregating \$18,000 in value. J. C. Morgan, KSFO production manager, is preparing the productions.

## Ferguson's New Name

CHICAGO, Oct. 9.—There will be no change in staffs or offices, tho a new firm name is being adapted by Ferguson & Aston, station reps. Gene Ferguson & Company will be the new title. S. M. Aston will handle Detroit territory, while Bill Lintecum will work out of Kansas City.

Jimmy Wade and Pete Wasserman continue as New York vice-presidents, handling Eastern territory. Gene Ferguson will stay in Chicago.

## Braucher Heads WOR Sales

NEW YORK, Oct. 9.—Frank Braucher will assume the post of vice-president in charge of sales at WOR, October 18. This is Braucher's debut in radio, hailing from the magazine field. Before joining WOR, Braucher was vice-pres and director of the Crowell Publishing Company. This is the first time WOR has had a vice-president in the sales department. Actual sales management has been vacant since Bill Gellatly left WOR some months ago, with Eugene Thomas, assistant sales manager, handling the chores.

## Busted Beans, Spielers, Get Dual WMCA Showings

NEW YORK, Oct. 9.—Audiences will get some idea of radio's backstage when WMCA airs the local election results. Special events men will be spotted in "trouble districts" and other polling places by the station. Their activities and reports will be supervised by a commentator who will broadcast directions to each man.

Fans will thus be able to see how announcers operate and how election results and brawls are handled.

## NBC May Take Over Warner Coast Plant

HOLLYWOOD, Oct. 9.—Following weeks of negotiations by NBC for the Vine-Sunset site for its new studios, a new deal is now hot between Warners and NBC for the latter to take over the Warner studios on Sunset boulevard, now partially occupied by KPWB.

Tieup of Warners with American Tobacco and use of studios at the Sunset plant by NBC on a lease arrangement from KPWB is said to have paved the way for a new possible deal. With the Warner roster of stars on the NBC-Lucky Strike broadcast, continually plugging the Warners product nationally, vital importance of its own station to the studio has been considerably lessened, causing them to pay heed to the old offers.

It is common knowledge in Hollywood that the Warners contingent were definitely committed to having a network of their own and that this was the reason for setting up KPWB so elaborately at the big studios on Sunset. However, the new arrangement will be so much more effective and cheaper for the studio that it is unlikely that these original plans will be pursued with any ardor, according to local report.

## Hold Hearing for Havana Conference

WASHINGTON, Oct. 9.—A hearing to get the radio industry's slant on frequency allocations which will be discussed at the coming Havana Conference in November was held Friday morning (8) but after informal debate it was decided to hold the hearings some time after the NAB special convention (October 12) when the NAB engineering committee will have had time to make known the association position on allocations.

Commissioner Craven reported to the assembled broadcasters that he was very optimistic over the coming conference and that he was sure that the Mexican delegation can be counted upon to work closely with the delegation from the United States. He hopes to arrange an open conference so that the broadcasters themselves will be able to play a part in the conference. If this is made possible broadcasters may be able to present their own version of needs, but to do so the broadcasters would have to be called upon by their official delegation to do so.

In the past some difficulty was experienced thru faulty translation of English into Spanish or vice versa so that misunderstandings between delegations was created. Steps will be taken to avoid translation errors and every precaution is being taken to insure the proper presentation of American needs. Copies of proposals advanced at preliminary conferences were distributed to broadcasters so that they could familiarize themselves with the problem before the hearings next week.

## WCAU's New Faces

PHILADELPHIA, Oct. 9.—A number of new voices will be aired over WCAU during the next few months. Five new singers have signed contracts with the station for exclusive broadcasting. Among them are Robert Grover, baritone; Marjorie Dunn, soprano; Ann Gilpin, soprano; Craig Cambell, tenor, and Junia Culbertson, soprano; Dornan Brothers and Mary, a new vocal trio that made its debut several weeks ago, will be back on regular schedule beginning next week.

## ACCOUNT PLANS

Hyde Park Breweries have taken over sponsorship of all sporting events on WIL, St. Louis, for the winter. Only exception being collegiate football, which is sponsored by Industrial Bank of St. Louis.

Hartz Mountain Products Company has contracted with WIL, St. Louis, for time on Sunday morning for a program featuring Jerre Cammack at the organ and a trained troupe of Hartz Mountain canaries.

Adam Hats, New York, is using WIL, St. Louis, to publicize opening of its first outlet there.

## Record-Smasher

NEW YORK, Oct. 9.—On September 18 the Independent Radio Networks Affiliate sent questionnaires to 290 stations. October 6 was named as the deadline for the return of the questionnaires. Emille Gough, of Hearst Radio, reports that all but 23 affiliates had their returns in—and on time.

## WFIL Hits Snag With Musicians

PHILADELPHIA, Oct. 9.—Possibility of the Philadelphia Orchestra being carried by the chain and not by the originating station looms as WFIL comes to a headlock with the musicians' union, Local 77. Station is outlet for the NBC Blue, carrying the village band's commersh, and has hit a snag on the ticklish studio band situation. Series starts October 18 and Station Manager Donald Withycomb complains that there is no room for a house band at WFIL, station having moved last month into uncompleted studios.

Despite that both Samuel R. Rosenbaum, WFIL prexy, and Withycomb have offered to make up for the lost time to the local musicians by later expenditures, A. Anthony Tomei, union prez, is sticking to his guns, saying "No house band, no Philadelphia Orchestra broadcasts."

Station heads want to sign for an orchestra on a yearly percentage basis, promising to spend 5 per cent of the station's annual income for music. However, they don't want the tooters until they've found room for them and can use them. Tomei flatly refused the proposition.

Impasse has attending circumstances of an embarrassing nature to the principals involved, especially prexy Rosenbaum. Apart from the fact that the station head is also chairman of the board of the Philadelphia Orchestra, he was instrumental in smoothing relationships with the AFM for the IRNA. While he was able to pacify Joseph N. Weber, AFM head, in drawing up a contract that killed chance of a national music strike, Rosenbaum is stumped in his own backyard.

## SEE LITTLE HOPE

(Continued from opposite page)

idea does seem to have the odds against it. Even the NAB directorate recognizes that discussion of a czar might consume more valuable time than it deserves. Most organization attention is being paid to musicians, transcription programs and other labor angles and efforts to devote most discussion on these subjects will be discernible. At any rate everyone realizes that something concrete must develop which will make the association stronger.

## AP Mulls Structural Changes For Possible Entry Into Radio

NEW YORK, Oct. 9.—Altho official "denial" was made by Associated Press execs that the subject of radio had been as much as discussed at this week's sessions of AP officials, it is understood that the matter of prestige and revenue caused plenty of "unofficial" discussions. Credit given to AP on the *March of Time* and the tremendous free advertising given United Press, International News Service and Transradio in radio credits has, it was learned from reliable sources, AP inner men wondering if a complete revision of the present AP attitude isn't in order.

Should the Associated Press attempt to change its charter to enable it to sell news to radio stations, it would, of course, face some opposition from members still opposed to radio. But the trend for dailies to get on the radio bandwagon being as pronounced as it is, would probably mean a far greater radio-minded group than existed a few years ago.

It is known that the wire service has been keeping a close watch on radio and, particularly, radio operations of its member papers. Facsimile broadcasts have interested newspapers for several years and, tho no practical commercialization of facsimile has been developed, activity is greater than ever. A score of stations have applied for experimental licenses within a short period

## CBS Firing of Announcer Gives Radio Actors' Union First Case

NEW YORK, Oct. 9.—The recently organized American Federation of Radio Artists had its first major case on its hands yesterday, when a complaint was filed with the National Labor Relations Board charging discrimination against Bill Seymour, announcer, writer and AFRA organizer at WKRC, Cincinnati. Station is owned and operated by CBS.

According to information received here, Seymour was written a letter by the station advising him he need no longer report for duty. Claim made is that CBS used "an excuse" in the discharge, stating that Seymour had omitted a line from a commercial plug. AFRA representatives had been in meetings with CBS officials since September 30, when Seymour was fired, with yesterday the deadline on Seymour's return. When this didn't take place, the complaint was filed under the provisions of the Wagner Act.

This is the second time CBS has been named in a complaint filed by a union with the NLRB. The American Communications Commission (CIC) has filed, claiming it merits recognition for all CBS engineers.

SAN FRANCISCO, Oct. 9.—Studio executives here are apparently unopposed to their station staff members joining the American Federation of Radio Artists. Sixty additional studio workers were reported to have signed with the local unit, bringing the total to 125 since an organized drive for recruits began two weeks ago. This figure is slightly less than one-half of a potential full membership.

Election of officers was the principal order of business at a membership meeting October 3. Those elected were John E. Hughes, KFRC newscaster, president; Ted Maxwell, NBC writer, vice-president; Jack Moyles, KSFO announcer, second vice-president; Vic Connors, KLLX, secretary, and Ted Hale, attorney and San Francisco representative of Actors' Equity Association, treasurer and counselor.

A governing board of nine members was also named. It consists of John B. Hughes, Ted Maxwell, Jack Moyles, Ira Blue, Sam Melnikow, Earl Lee, George Nickson, Reland Quinn and Rod Hendrickson. No announcements were made as to when negotiations would begin with managements.

CHICAGO, Oct. 9.—A special board meeting of the local American Federation of Radio Actors group was held here Thursday chiefly for the purpose of local members becoming acquainted with Emily Holt, national executive secretary, who presided over the confab.

Main biz taken up was the establish-

ing by Miss Holt of several committees to go out into the local field here and cement friendship among the radio actors with the AFRA. Another committee was formed to investigate existing wages and working conditions for the purpose of fixing a set AFRA scale in these lines. A meeting for radio singers only is scheduled for Wednesday.

CHICAGO, Oct. 11.—AFRA offices will be opened here this week, according to officials of the Chi local, and another general meeting of all members will take place Sunday. Probable issue at this meeting will be the planning of a concentrated drive to round up all radio actors to clear a path for negotiating with employers.

## CIO Union Appeals To NLRB Over WOL

WASHINGTON, Oct. 9.—The American Broadcasting Company, of this city, operating WOL, is named in a petition filed with the National Labor Relations Board by the American Communications Association's local organization. Union asks that it be recognized as the sole bargaining agent for WOL engineers and announcers.

Altho a petition for recognition is already on file, it is reliably reported that the union may cite WOL for discrimination. Announcer T. A. (Ted) Ostenkamp, who has had six years of service with the station, received a notice of discharge by registered mail last Monday (4) from station manager William B. Dolph. Ostenkamp declares that the discharge is not because of inefficiency but because he has been blamed by the management for the union organization. Ostenkamp further stated that organization of the station workers was done during his vacation, but that employees delayed negotiations with the management until after he, the oldest employee, returned.

Two courses are open to union officials according to WOL employees. The union may demand a Labor Board hearing on employee discrimination or it may wait for NLRB recognition as the sole bargaining agent. If the latter plan is used the first step in negotiations with the management would be a demand that Ostenkamp be replaced on the pay roll from the date of discharge. According to union members, no agreement could be reached unless that were done. Altho there is a strong union sentiment to cite discrimination and to let the Labor Board decide the issue on its merits, the union advisers favor the recognition method because a petition for this purpose is already on file at NLRB offices.

WOL union members state that they will demand a discontinuance of hiring apprentice announcers for a basic salary of \$15 a week. Most of the announcers have had long service with the station and feel that in view of this long service there can be no question of inefficiency arising at this time.

Station manager Dolph, a former NRA official, could not be reached for a statement. Station owner LeRoy Mark because of health has more or less turned administration of WOL over to Dolph, and was not available for a statement.

## Ladies' Show Uses Two Advance Agents

NEW YORK, Oct. 9.—Now it's a woman's program that's using advance agents. Estella Karn, "radio columnist," on Columbia for General Foods' Minute Tapioca, does a three-a-week stint for the Young & Rubicam account. There are two agents "working" towns in which stations pickup the show.

Advance men contact newspapers and seek to sell the program to every department, rather than directing fire on the radio editor. Hand-out ambassadors have material, or will get it, for every department editor, whether it's cooking, used cars, parrot editor or obits—all tied up with the program.

Stanza may jump to a five-a-week. Miss Karn used to be Martha Deane's p. a.



# THE COLUMBIA BROADCASTING SYSTEM

*Radio for the nation*

## Shrimp Shows Back As Schedule Faves

NEW YORK, Oct. 9. — Tabloid programs, capsule size for quick digestion, are finding a growing market, according to recent sales records. Five-minute shows aren't always relished by stations, because they tend to scramble attempts at program structuring, but on the other hand they help fill out spots broken by five-minute newscasts. They take a higher rate, proportionately, than the quarter-hour price on many stations.

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

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

**GUS VAN**  
STAGE - SCREEN - RADIO  
Direction  
CENTRAL BOOKING OFFICE, Inc.  
54 W. Randolph St., Chicago, Ill.

**D'ARTEGA** AND HIS ORCHESTRA  
Admiracion Shampoo  
6:30-7:00—WOR  
Commencing  
Sunday, Oct. 17

**Public Service**  
DENVER, Oct. 9.—KPOF has "prevented suicides, welded broken families and has been a vital force in Colorado." Dr. Ray B. White, general manager of the station, so testified before a Federal Communications Commission hearing in asking that the station be permitted to raise its transmitting power from 500 watts to 1,000 watts. Station is non-commercial and operated by the Pillar of Fire Church.

Several months ago NBC-Thesaurus experimented with the short ones, distributing 13 as a cuffo proposition to see if stations could sell them. Stations found sponsors. Sixty-six such programs are now available in this length and, according to NBC, are finding markets. Programs are limited to dramatic shows, including *Five-Minute Mysteries*, and each one is complete in itself. It was not considered feasible to attempt to serialize the shorties.

NEA, Scripps-Howard syndicate, which recently went radio, opened with seven five-minute programs in script form. The NEA string includes talks on child welfare, etiquette and kindred matters. This plan, however, is regarded as an opening wedge for the syndicate to get into bigger things.

Last year Kings Features considered the idea of issuing five-minute dramatized comic strip cartoons but vetoed the idea. WMCA now has what it terms a "picket size" show. Douglas Lurton, editor of *Your Life*, talks. It's sponsored. Over at WNEW the five-minute shows pay more than half the quarter-hour rate. In Detroit WWJ, which is attempting to balance its shows, is grouping all short ones together.

# Air Briefs

New York By BENN HALL

IT'S a good stunt, but one of these days the radio editors will wake up. Meaning the calling of a program the same name as the product advertised. Latest is the International Silver show, *First Love*. It's also the name of a silver pattern, but some of the daily radio editors didn't know it and gave it listings that way. Last season Diamond Crystal Salt got itself free advertising in program listings with its *Captain Diamond* show. . . . Lucille and Lanny, after two guest shows on *Town Hall*, are being held over for some more appearances. . . . Frank Parker at WMCA is a tenor and station execs don't want to confuse fans, so they changed the Frank to Bob and it's Bob Parker.

All Postal-Telegraph programs are being microscoped by Western Union to see if there's any immediate business in it for Postal. For a month after Postal placed its program on Hearst's New York network, a drop was noticed in all Hearst business placed with Western. Western Union is particularly interested in seeing who Postal uses as guests and then watches to see if switches to the other service following. So far, with the Hearst exception, no hits, no runs, no errors. . . . Russ Morgan wants it known that that Broadway columnist report that Morgan was hit by a bugler is not so, but definitely not so. But Russ can get no retraction because the column was slugged—"Tain't Necessarily So."

Maybe there should be some way of

checking new programs. Last Thursday night *Five Star Final* on WMCA dramatized the plight of the man whose farm sunk several hundred feet. At WABC at 7:30 *We, the People* guest-starred the gent and told all about the tricky pastures. . . . J. Winchester, former WHN sportscaster, to Coast . . . and C. A. Kracht has joined the Schillin agency. Formerly with WHN, WMCA, CBS and this journal. . . . Harry Hoff, now with Consolidated Radio Artists as associate to Earl Thomas. Hoff left Cleveland Chase agency.

*March of Time* wants to use NBC's sound man, Clem Walter, and Charlie Martin wants to keep him for his Philip Morris show. Clem's in the middle, as Martin claims he has first claim on him and *Time* should get its own man. So there. . . . Gladys Swarthout to guest on the Packard show October 19. . . . Two WPA shows going network. James Trulows Adams' *Epic of America* goes on Mutual in November as a half-hour Sunday show, while Mary Roberts Rinehart's *Tish* will go on Columbia October 14. . . . Jack Latham leaving Young & Rubicam to go as assistant to American Tobacco's George Washington Hill Jr. . . . *Life* to give Al Jolson a nice spread of pictures.

Beg pardon. Bert Swor and Lou Lubin are on that *Bicycle Party* and the show didn't end. It just started. Sorry. And Swor and Lubin have been signed by Warners for a string of minstrel shorts.

## Chicago By SAM HONIGBERG

FOOTBALL side dish programs are getting to be as numerous as those of baseball during the season. Stations here are now eager to pick up rallies on college campuses, interview coaches and prominent players prior to game time and permit dope talk by noted commentators. . . . Kay Armin, WAAF vocalist, signed with Stan Norris' Band, which is engaged in a local ballroom. . . . Add marriages: Betty Caine and Raymond Johnson, of *A Tale of Today* cast. . . . Smlin' Ed McConnell is up and around again following injuries suffered in an automobile accident. . . . Tommy Tucker's Band recording for Standard Radio. . . . Robert W. Fling, of that firm, off on an Eastern biz trip. . . . The Charles A. Stevens Company here contracted Clifton Utley in *Foreign Affairs* for 26 weeks over WGN. . . . Two song discoveries of Ben Kenter, WJJD musical director, have been added to the station's *Song Bag* show. Newcomers are Virginia Price and Clayton Richotto. . . . Irving H. Grossman, director of WHO -Artists' Bureau, Des Moines, visiting here. . . . Helen Shervey, of the NBC program department, off on a vacation cruise in the Caribbean.

Short short story in the current *Liberty (Last Public Appearance)* is by the local Don Thompson, of the NBC production staff. . . . Jack Brinkley, Tom Shirley, Dick Wells, Burr Lee, Elizabeth Reller and Dorothy Day have been signed for the *Court of Missing Heirs* show which premieres over WBMB Monday. . . . Vocalists lost a good arranger in Davey Rose, who decided to accept an offer from Paramount Pictures. He was a likable chap on radio row here. . . . The Continentals, quartet on the *Contented Hour*, leave on a tour next Tuesday and will take in cities in Illinois,

Wisconsin and Michigan. . . . Weekly *Opry House* on WGN again, starting this week with the premiere of *The Lone Trail Opera*, hour variety show.

Jolly Gillette (Eileen Barton) is returning as a regular member of the *Variety Fair* show next week and will make her home here with her parents. . . . Dick Marvin, radio head for J. Walter Thompson here, is getting pats for his idea of bringing to light good local script shows with network possibilities. Agency is buying up the better scripts which have developed a following in certain sections of the country and plan is to sell them to the bigger clients in the market for such material.

Mr. and Mrs. Alex Robb (he's the NBC Artists' Service exec here) and Ted Husing, announcer, among a party of radio notables catching the opening of the new *Chez Paree* show. . . . Joe Sanders, who is now spending a three-week vacation after closing a long engagement at the Blackhawk Sunday, is planning permanent settlement on the Coast. . . . Doris Keane, of WWAJ, is station manager of Hammond's newest 5,000-watt Station WHIP, which formally opened Saturday.

Ranson Sherman replaced Morey Amsterdam as emcee of the NBC Night Club Show. Formerly the audience was allowed to dance in the studio during orchestra selections; now they are given an opportunity to broadcast thru a portable mike. . . . El Prow, announcing for WDAY, Fargo, N. D., visited his home grounds at WIND. . . . Ben Kanter now interviewing celebs over WJJD, his first guest on Tuesday having been Lois Wilson, former screen star, now working in *The Women* here.

## From All Around

ORVILLE FOSTER directing a new show for KSO, Des Moines. Frank Jaffee is production manager. . . . Jack Rachman doing a daily gossip stint for KOIL, Omaha. . . . Emerson Smith now at KOH, Reno. . . . Leo Bolley, WFLB, has interviewed more than 50 sport names since January on his Syracuse program.

George Johnson doing the chores on the organ at KOIL. . . . Pappy Cheshire, of KMOX, St. Louis, Mo., received a swell

letter of appreciation from the Illinois State pen. . . . Jerry Hoekstra doing a candid microphone show at KMOX. . . . Hubert Kockritz, of the Cincinnati Conservatory, is presenting three 15-minute programs over WKRC. . . . Joe Dunlevy getting some nice fan mail over that Cincinnati station. . . . Russ Davis is now production manager of KCKN. . . . Bob Shelton, formerly of WSMB, is now announcing at KSL, Oakland, Calif. . . . Ralph Patt, WJR announcer, is moving (See FROM ALL AROUND opposite page)



# Victor Coins It; But Why?

Dorsey, Fields sell as Goodman lags — record firms can't understand the public

NEW YORK, Oct. 9.—A dummy in wax seems to go hand-in-hand with the mechanical phases of the recording industry. And now that Charlie McCarthy gets bigger billing than his master, Edgar Bergen, Victor is considering the team for its disc library. However, the recording company is viewing the advisability of chatter platters with caution, scoffing the conviction of ARC's recording director Higgins that the right talking record would hypo the industry.

Victor seems to be doing alright by itself without the tonsil splicing, feeling that the backbone of the industry is in music. Ken Murray platters failed to stimulate a grand rush to the music stores at the height of his radio popularity. And there are no standards upon which to base Bergen's selling pull. Nor is there any clear indication of trends in the sales of musical novelties. While Tommy Dorsey's satirical session on *Are My Favorite Bands Playing or Am I Dreaming?* fails to come in the top money class, Cyril Smith's *Sow Song*, marketed with a Rudy Vallee label on Bluebird, is almost bringing in as much money as Dorsey's *Song of India*, company's best seller to date.

Latest reckoning on RCA-Victor's biz shows a healthy \$1,600,000 for the first seven months of this year. But with a fickle public pulling the purse-strings, there is no telling or forecasting on the appeal. Shep Fields is doing better than ever in leading the Bluebird label, but one guess is as good as another. And for the same unknown reasons Benny Goodman, seemingly a best bet, has been below par since his return to the six-bit listings.

While there is much to be said pro and con in awarding the tiara to either Goodman or Dorsey as far as Victor is concerned, Tommy can have the diadem. In fact, for the first time in the history of any recording company Victor releases for the week of October 27 will carry nothing but Dorsey labels. The Dorsey clambakers will split the sweet and swing on one number; full band gives all for pops on two sides and a two-some to show tunes; with the piece de resistance going to a number split between Larry Clinton's newest, *Dixie Doodle* and a *Marie*-inspired *Who?*

## Philly Ballroom Sets String of Band Bookings

PHILADELPHIA, Oct. 9.—Don Redman's Band is scheduled to play Reese Du Free's Strand Ballroom October 18. On the 22d Andy Kirk is set. Mills Blue Ribbon Band booked for Thanksgiving.

Bill Doggett and his Harlem Playboys, organized by Reese himself two years ago, are Strand house band. Du Free hopes to take them on tour next spring.

Business survey by Du Free: "Looks like best season in good many years. People are in a better mood for dancing."

## ARA Signs Colored Bands

NEW YORK, Oct. 9.—Associated Radio Artists is advancing strongly in colored dance band bookings. They signed Lucky Millinder this week after his release by Mills, Inc. Fats Waller and Eddie Mallory are two other ARA orks, with Mallory set to make the music for an all-colored show that goes on tour next month. Millinder starts a series of one-nighters for ballrooms, colleges and private parties, starting October 15.

### Bruno Kern's Forecast.

Note: This new weekly feature is designed as a service for band leaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

This week's selection:  
THE MORNING AFTER, published by Irving Berlin, Inc., New York.



JACK MILLS, head of the Mills Music Company, New York, has returned from a European tour and brought back this picture of himself in pleasant company. Seated are Roland Young and Jessie Mathews, while standing are Sonny Hale, who is Miss Mathews' husband, and Mills himself.

## Band Review

### Howard Baum and Orchestra

Reviewed at the Hotel Schenley, Pittsburgh. Style—Dance band.

Instrumentation: Howard Baum, leader and first piano; Buzz Aston, second piano and vocalist; Hud Davies, drums; Phil Sheetz and Joe Bellotti, trumpets; Al Eaffy, trombone; Ossie Kirschbaum, first sax; Bob Poland, second sax; George Youngling, third sax and arranger; Buddy Osborne, bass, and Fresa Lazier, vocals.

Only strictly local band to have a radio commercial, Baum's outfit shows promise of being future big-time timber.

The group averages about 26 years old, are all Pittsburgh boys who have been playing together for about a year. Most of them were with Will Roland's crew that originated at Carnegie Tech five years ago and stuck with pianist Baum when Roland left town last spring for a Chicago MCA job.

Gang also has local prestige advantage, playing only spot in city that caters to formal crowd.

Featuring pianos, the band plays mostly just nicely danceable tempo, sweet without being sickly, and mix it up occasionally with a swing tune. Flashes of promise of bigger fields come on a few arrangements that make them sound like the heavy dough.

Miss Lazier, veteran blues soother for all her 20-some years, doubles with the band and on a couple radio shows.

Frank.

# Road Brighter for Band Boys; CRA Sets Whiteman One-Nighters

NEW YORK, Oct. 9.—Stanford Zucker, general manager of Consolidated Radio Artists, points to the solid route of one-month of one-nighters set for Paul Whiteman by his office as indicative of returning prosperity in the single stand field. Mr. FW's trek takes him from the Dallas ranches to the Pacific Coast at guarantees ranging from \$1,500 to \$3,000 a night with percentage arrangements.

Besides the dance dates thruout the mapped-out territory, Whiteman will play several theater and club locations. Appearances at the Fox houses in Salina, Hutchinson and Wichita, Kan., will also mark the first showing of a stage attraction at those theaters for two years. Band hits the Coast October 30 for a week at the San Francisco Auto Show, then routed eastward on one-nighters, terminating at the Drake Hotel, Chicago, where he opens a return engagement November 19.

New Year's Eve will find Whiteman at the Ambassador Hotel's Coconut

# Mills May Drop Band Booking And Produce All-Colored Pix

CRA-Mills deal ending January 1—R-O'K may buy Mills bands—tieup didn't work so well—Mills, Rockwell, Green now on Coast—may publish fan mag

NEW YORK, Oct. 9.—Once again Irving Mills becomes a key figure in booking circles, now that it is being bruited about that he will drop his band booking in favor of picture production and other allied activities. Upon the inception of his recording enterprise Mills assigned his bands to Consolidated Radio Artists. And now that discussions are in order on the renewal of the Mills-CRA relationship, report has it that Mills will sever the tie. Rather than throw the bone to any other office, Mills, it is understood, will sell out his bands contracts, Rockwell-O'Keefe looming prominently in the picture.

## Old AMU Injunction Finally Dissolved

CHICAGO, Oct. 9.—As a result of the Chicago Federation of Musicians' absorption of the American Musicians' Union last month the 30-year-old injunction restraining the CFM from interfering with its rival formally was dissolved, Thursday by Circuit Judge Cornelius J. Harrington.

The injunction was the oldest active one on the Cook County records and was taken out in the days when the two unions were battling for supremacy here. As reported in *The Billboard* last summer, James C. Petrillo, CFM head, started negotiations with AMU to avert any possibility of the CIO encroaching on his territory. Thru a deal to let all the AMU members into the CFM with just their union card as an initiation fee the amalgamation was formed.

## Gale Band for Harrisburg

NEW YORK, Oct. 9.—Howard Gale, Pennsylvania maestro, is scheduled to open dinner dancing at the Penn Harris, Harrisburg, Pa. Ork will be broadcast over WHP, Columbia outlet in Central Pennsylvania. Gale recently had his fourth engagement within two years at the Hershey Ballroom.

## ROC Band Bookings

NEW YORK, Oct. 9.—Paul Tremaine opens at the Stork Club, Providence, October 28. Expected to get a WOR wire.

Blanche Calloway gets a WOR wire out of the Southland, Boston. Contract originally called for two weeks, but the torcher will remain until June. Booked by Radio Orchestra Corporation.

## Millinder Band Leaves Mills

NEW YORK, Oct. 9.—Lucky Millinder and his Blue Rhythm Band terminated their association with the Mills Artists office at the conclusion of their run at the 125th Street Apollo Theater this week. Future plans or possible tieups with other offices were not disclosed.

Grove, Los Angeles, set by Ed Fishman, Rockwell-O'Keefe West Coast biggies.

CHICAGO, Oct. 9.—Fall season finds the road enriched by a goodly number of local name maestros who previously refused to budge from their snug quarters. A steady job that pays only the minimum scale no longer keeps the band boys satisfied, all figuring the time is ripe to take advantage of the improved conditions in the one-nighter lane reported by their barnstorming brethren. New faces for the hinterlands will include principally those combos who have been doing a long stretch in a single spot. The feeling of security a most dominating factor in the depress period, tooters were quite content to remain in one living-wage spot rather than tackle the hazardous state of the road.

Beginning to take stock of themselves again, band leaders find themselves getting in the deep-grooved rut by hanging (See ROAD BRIGHTER on page 13)

Deal with CRA, which comes up for renewal in a couple of months, brought the Mills lineup on the CRA lists. Mills retained credits and accounted for commissions on theater, radio and picture dates, while the CRA peeled itself the 10 per cents on all location and one-night stands. While it had been generally believed that everything was sugar and honey on this arrangement, it is now brought to light that the deal was not without its attending headaches to both sides.

The availability of the Mills bands was a continual bone of contention, especially for the CRA bookers lining up the barnstorming tours. On more than one occasion, it is said, CRA has found it necessary to make last-minute cancellations, jeopardizing their other band booking, because Mills came thru with a theater date for the routed band. Not a healthy situation when every effort is being made to build up the road work. CRA continually found itself in hot water when selling its own bands to the peeved operators.

Matter of availability is quite a sore spot to CRA, especially when they have gone out of their way to hold back some of their own bands in order that they might put in scratching sessions for the Mills recording outfit.

Squawks from the Mills front have been just as plentiful, feeling being that CRA has been slighting the Mills music makers in favor of their own combos. Nor has Mills been any too happy over the competition exploited by CRA against some of his top-notch money makers, especially when the setup pitted CRA's Fletcher Henderson and Earl Hines against Mills' Cab Calloway and Duke Ellington. And after bringing Ina Ray Hutton to the top drawing class, CRA is matching the Mills satellite with Rita Rio.

While the actual severance won't come up until the first of the year word has it that Mills has already made definite plans as to his future activities. Principals involved are now on the Coast, and the putting of house in order will proceed from that point. Without the attending bally that preceded his previous jaunts to either Hollywood or Europe, Mills made a quiet exit last Saturday for filmland. For divers reasons Charles E. Green, CRA domo, proceeded in that direction on Wednesday. And with Tommy Rockwell, R-O'K head, permanently located there, Mills will have the proper setting to dispose of his bands. More so in R-O'K getting the plum now that their relationship with Mills is of smoother standing than when the books were turned over to CRA last winter.

Mills has had his heart set on producing colored musical pictures and the time seems right for the development of his plans once the booking biz is disposed. Distribution companies formerly turned a deaf ear to the selling possibilities of all-colored productions, feeling below the Mason-Dixon that armistice declared in the Civil War was still unofficial. Several other major studios which have been mulling over Mills' idea are now watching the outcome of Ralph Cooper's Argosy all-colored productions.

In leaving the booking field Mills will also be able to pay stricter attention to his recording outfit, business on hand for his Coast trip also including arrangements to record more Raymond Scott platters and line up new names for his labels, prominently Red Norvo. Reports also have the Mills enterprises dipping into the publishing field, a fan music magazine being all set to hit the news stand next month.

# Films Yield to Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, October 1, thru Thursday, October 7; and also, for comparative purposes, from Friday, September 24, thru Thursday, September 30. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEW, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

This census is collated and compiled by The Billboard staff from data supplied to The Billboard by the Accurate Reporting Service.

Position	Title	Publisher	Plugs	
			Oct. 1-7 Net. Ind.	Sept. 24-30 Net. Ind.
1.	Moon Got in My Eyes (F)	Select	34	18
2.	Remember Me (F)	Witmark	33	23
3.	Whispers in the Dark (F)	Famous	32	20
4.	That Old Feeling (F)	Feist	31	39
5.	Have You Got Any Castles, Baby? (F)	Harms	27	20
6.	Roses in December (F)	Berlin	25	20
6.	So Many Memories	Shapiro, Bernstein	25	13
7.	My Cabin of Dreams	Berlin	23	17
8.	You Can't Stop Me From Dreaming	Remick	22	15
9.	Harbor Lights	Marlo	20	19
10.	It's the Natural Thing To Do (F)	Select	19	17
10.	One Rose	Shapiro, Bernstein	19	10
11.	Blossoms on Broadway (M)	Famous	18	12
11.	You and I Know (M)	Robbins	18	5
12.	So Rare	Robbins	17	15
12.	Yours and Mine (F)	Robbins	17	14
12.	Tears in My Heart	Marks	17	4
12.	Is It Love or Infatuation? (F)	Famous	17	2
13.	Can I Forget You? (F)	Chappell	16	26
13.	First Time I Saw You (F)	Santley-Joy	16	9
14.	Getting Some Fun Out of Life	Donaldson	15	19
15.	Afraid To Dream (F)	Miller	14	12
15.	Stop, You're Breaking My Heart (F)	Famous	14	12
15.	Vieni, Vieni	Witmark	14	6
15.	Moon at Sea	Mills	14	6
16.	Me, Myself and I	Words & Music	13	11
17.	Goodbye, Jonah (M)	Robbins	12	7
18.	Am I in Love? (F)	Witmark	11	14
18.	Smarty (F)	Popular	11	13
18.	I Still Love To Kiss You Goodnight (F)	Feist	11	5
18.	An Old Flame Never Dies (M)	Robbins	11	4
18.	Big Apple	Exclusive	11	2
18.	Rollin' Plains (F)	Schuster-Miller	11	2
19.	Loveliness of You (F)	Miller	10	14
19.	If I Can Count on You	Ager, Yellen	10	13
19.	Josephine	Feist	10	13
19.	In a Little Carolina Town	Crawford	10	13
19.	Ebb Tide	Popular	10	7
19.	Lady Is a Tramp (M)	Chappell	10	7
19.	If It's the Last Thing I Do	Crawford	10	6
19.	At a Little Country Tavern	Superior	10	4
20.	I Know Now (F)	Remick	9	16
20.	Big Apple	Crawford	9	8
20.	My Secret Love Affair (F)	Movietone	9	7
20.	Lovely One (F)	Feist	9	6
20.	My Blue Heaven	Feist	9	3
21.	The Shag	Ager, Yellen	8	11
21.	Everything You Said Came True	Remick	8	9
21.	Something To Sing About (F)	Schirmer	8	6
21.	Moonlight on the Highway	Morris	8	3
21.	Farewell, My Love	Harms	8	1
22.	Heaven Help This Heart of Mine	Chappell	7	15
22.	Stardust on the Moon	Marks	7	14
22.	Caravan	Exclusive	7	11
22.	You've Got Something There (F)	Harms	7	11
22.	Posin' (M)	Chappell	7	9
22.	I'm Feelin' Like a Million (F)	Robbins	7	7
22.	You Can't Have Everything (F)	Miller	7	6
22.	Gone With the Wind	Berlin	7	5
22.	Summertime (M)	Chappell	7	4
23.	Snake Charmer	Marks	6	11
23.	Love Is on the Air Tonight (F)	Harms	6	8
23.	Old King Cole (F)	Harms	6	6
23.	Foiks Who Live on the Hill (F)	Chappell	6	5
23.	When You Dream About Hawaii	Kalmar-Ruby	6	5
23.	Life of the Party (F)	Berlin	6	4
23.	When Day Is Done	Harms	6	4
23.	Why Talk About Love? (F)	Hollywood	6	3
23.	Make a Wish (F)	Feist	6	3
23.	If You Were Someone Else (M)	Robbins	6	3
23.	Sophisticated Lady	Mills	6	3
23.	Honeysuckle Rose	Santley-Joy	6	2
23.	Have You Ever Been in Heaven? (F)	Select	6	2
23.	Out of the Blue	Mills	6	1
23.	Hot Lips	Feist	6	0

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending October 11.

## Spokane Gets Kraft Band

SPOKANE, Wash., Oct. 9.—Johnny Trotter and his Kraft Music Hall Orchestra will play at Natatorium Park October 21. Bing Crosby is bringing

them here to take part in his homecoming program and the regular Kraft broadcast will go out from here.

## Goodman Swings to Flats

BALTIMORE, Oct. 9.—Rift between hotels and musicians' union last week forced Benny Goodman and his boys to put up in a rooming house when they came to town to play the Hippodrome Theater.

I. Rappaport, Hippodrome manager, set for Willard Alexander, MCA, to help him get hotel accommodations for Benny, but to no avail.

## Too Good!

CHICAGO, Oct. 9.—A local drummer lost out on a job with a band that left on a road tour when he revealed to the leader that he can read music. "You're too good for us, then," the maestro retorted.

# Music Items

LANNY ROSS has personally selected a group of 70 songs for the Stasny Music Corporation folio, *Lanny Ross Song Treasures*, and contributed his own composition, *A Vision of Love*, and lyrics.

HAMILTON KENNEDY, English songwriter, makes his debut among American publishers with the composition *The Old Cowboy*. It's just a coincidence that A. J. Stasny Company, Ltd., published the first song Kennedy ever wrote, and that Stasny Music Corporation will handle his first American number.

Flashed by the success of their song, *Stardust on the Moon*, Emery Deutsch and Jimmy Rogan have turned over a new composition to E. B. MARKS. It is called *You Started Something*.

BRAUN MUSIC is to the fore with a spirited martial air, *Daniel Boone*. Joe Sanders is the composer.

E. P. La Freniere, of the ROY MUSIC COMPANY, has registered the title of a new song, *Ji-Ji-Boo*. The procedure was hastened thru many requests for rights to the caption from novelty games.

The writers of *Christopher Columbus* have completed a song further immortalizing Queen Isabella under the same name. However, the virtues of lady of history this time will be sung to the rhythm of the moment, swing. JOE DAVIS has it.

After three years away from radio, Eli Dantzig, who claims a record of 18 radio spots each week for a period of almost six months, returned to the air this week over WEAF from 12 to 12:30. Plays sweet swing music and features "chuck-a-chuckie" novelty arrangements.

Bing Crosby is a silent partner in SELECT MUSIC. That's why SELECT sometimes, as in the case of *Double or Nothing*, publishes BING'S Paramount tunes, even tho FAMOUS is the Para music outlet.

Contact man Larry Daniels has left REMICK and is going to CHAPPELL. . . . Mac Green starts this week as Charlie Warren's assistant over at REMICK. . . . Ticker Freeman, formerly with CHAPPELL, is going to help professional manager Johnny Green (SELECT) put his tunes up among the hit leaders, starting next month. Ticker is also reputed to be a pianist of no mean ability. . . . Publisher SAM FOX was down at the pier last week to welcome British songwriter Eric Maschwitz and his wife, who came over on the Ile de France. Maschwitz's professional name is Holt Morell.

REMICK is putting out a new Dick Powell dance folio. Book will contain pictures of Dick at work and play, as well as 14 songs, including *When My Dream Boat Comes Home*, *My Little Buckaroo* and three ditties from Dickie's recent film *The Singing Marine*.

PHILADELPHIA, Oct. 9.—There will be no name bands at the Arcadia International until the middle of next January. Benny Goodman outfit will be first, then Eddy Duchin. Both will do four-week stands.

## Invents Shrimp Trombone

NEW YORK, Oct. 9.—You cats who play in front of the trombonist and are afraid of getting your necks busted when he gets excited and forgets himself don't have to worry any more. Antonio Adriani has gotten out a patent for a shrimp trombone. Antonio has sawed down the slip-horn, and calls his instrument, a short-positioned trombone. Inventor claims the sawing operation doesn't affect the omph-omph. On the contrary he claims with his instrument "E Flat may be obtained." Wonderful as all this may be, it's going to make some brass men unhappy. They used to get a lot of fun of pumping their trombones and waving the long horn around in the air. Now they're going to be in the same class with mere trumpeters and clarinetists.

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# Schnick Senders Head for B'way

Overnight sensations due in N. Y. next month—set for Vallee program, nitery

NEW YORK, Oct. 9.—“Thar’s gold in them thar hills” was the battle cry of the Gay ‘90s. But a lad from Garnaville, Ia., which isn’t even a whistle stop on the r. r. maps, has also found out that thar’s cash in them thar cornfields. And with the harvest season at its height, Freddie Fisher and his Schnickelfritzers are Broadway bound to huck their corn for more of that filthy lucre.

Playing for pithy kernels in Midwest beer taverns, the Schnickelfritzers are buying new suits of long underwear for their Gotham jaunt, where they will serve their ultra corny music on a Vallee program and locate in a nitery some time in November, according to the RKO booking plans.

Uncovered by E. T. Christman, Decca record merchandiser, and already set for a WB flicker, the schnickeys owe their allegiance to Fisher for their unsophisticated playing.

In addition to his clary and tenor sax tooting, not to mention the ocarina, huskers are the musical elite of hickville. Pianist-arranger Paul Cooper hails from Newport, Minn., and has played with Paul Specht and Zez Confrey. Charlie Koenig is a donation from Superior, Wis., tuba, bass, bazoo et al. Stanley Fritts saw light of day and slide of trombone in Lyons, Neb., also a Paul Spechter. Owatonna, Minn., gave ‘em drummer Ken Trisko. And the corny cornet of Nels Laakso has a Wakefield, Mich., favoring.

## Ft. Worth Ballroom Closes

FT. WORTH, Tex., Oct. 9.—Casino Park Ballroom on Lake Worth near here has been boarded up and is to open weekends only until the first of the year. Ballroom will be open nightly during Thanksgiving and Christmas holidays. Ballroom did best business in several years during past summer when only name bands were booked.

## Sheet-Music Leaders

(Week Ending October 9)

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

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

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

PHONOGRAPH RECORD best sellers will be found on page 76.

## First To Take Own Natural Color Photos

NEW YORK, Oct. 9.—Irving Mills office claims the distinction of being the first artists’ bureau to make natural color photos for one of its acts.

Around \$2,000 was spent to have a set of lobby and publicity photos made for Ina Ray Hutton by Bill Miners. Ned Williams, Mills p. a., will try to plant the photos with the color roto papers. Photo frames are being insured, as it is expected there will be attempts to filch them.

Mills office also claims it was the first ever to use Sculptura photos of its attractions. These photos give the appearance of roundness and depth.

## Chi Music Notes

CHICAGO, Oct. 9.—Joe Weber, AFM prez, dropped off here for a few hours to confer with Jimmy Petrillo before going on the AFL convention at Denver.

Ted Browne, publisher, adding more pop stuff to his catalog. Latest is *I Found My Heaven Blue*, by Charles Harrison, which was introduced by the King’s Jesters. Another is *Little Sweetheart of My Dreams*, by Earl Haubrich and Roscoe M. Collins. Don and Helen feature it over the WLS Barn Dance programs.

*Big Apple* is starting to hit the burg, with several hotel-spots starting to run in dance lines for it.

Mrs. Fred Dempsey, wife of the local Words and Music manager, returned this week from an all-summer vacation in Michigan.

## Reviews of Records

By M. H. ORODENKER

### Variety

Hot sauce whipped to a pulp on the scat songology is up for consideration by the Hickory House’s THE THREE PEP-PERS (Bob Bell, Walter Williams and Toy Wilson). A git-box, bull fiddle and stomp-box strolling combo exhibiting a rare sense of rhythm in their singing and playing, giving vent to their emotional pourings for *Midnight Ride of Paul Revere* and *Swingin’ at the Cotton Club* (650). The revolutionary anecdota also carries some fast riding by the Marsals lads. Roy Branker has since replaced Wilson at the Steinyway, and we shall hear more from Harlem hot-shots.

NOBLE SIVELLE’S SWINGSTERS cut a couple showcases for Sidney Bechet, whose clary and soprano saxing made the European terp hounds do things as a member of the then famous Sam Williams’ Ork. Back again with Sissie, the shades of Boyd Senter are revived in his *Okey-Doke* side. Plattermate, *Characteristic Blues* (648), is low, low-downy, with Billy Banks giving voice to the race ditty. Both comps were criered by Bechet, who even today, we believe, still doesn’t know how to read music.

The Onyx Club’s FRANKIE NEWTON and his Uptown Srenaders (Pete Brown, Cecil Scott, Edmund Hall among others) turn in the rag cutting as it is authentically cut for the cat’s likings. Inspired by his bread-and-butter bunk, Newton has a high-powered opus in *The Onyx Hop*, coupled with a beat up and out *Who’s Sorry Now?* (647).

If you wonder about the sudden spurt in the sending emanating from CAB CALLOWAY, cast the nod in the direction of Chu Berry, whose inspired tenor tootings has the Sultan of Scat jiving jeep for the swing symphonies. Calloway goes violent for *Mama, I Wanna Make Rhythm*, with the band catching the fever for a trilogy from the new Cotton Club show, *Go South, Young Man* (644); *She’s Tall, She’s Tan, She’s Terrific* and *I’m Always in the Mood for You* (643), Chu Berry making an auspicious debut thruout it all.

For the smoother sort of rhythmation LOU RADERMAN fronts a well-knit ensemble for four sides, *I Still Love To Kiss You Goodnight*, *Don’t Save Your Love*, *It’s the Natural Thing To Do* and *The Moon Got in My Eyes* (646, 645). Joey Nash and Howard Phillips splitting the song selling. PAUL ASH is passed to stick to ditto the assignment for *Raggin’ the Scale*, and with Bob Murray the lead voice in the glee club to pipe the forerunner of hula-hula harmonies, *Yaaka Hula Hickey Dula* (649). Tenor man BABE RUSIN lends his

# Ex “Our Gang” Kid Now a Leader; Temperamental, But Plays Anyway

CHATTANOOGA, Oct. 9.—The show finally went on, but not until after considerable delay and a very busy day for “Freckles” Ray, former Our Gang comedy player now grown up and turned band leader.

Freckles and his “Gangsters,” including an orchestra and floor show, were scheduled to appear at the Memorial Auditorium Wednesday night for a benefit under the auspices of local Shriners. Rising early, the former kid player was given the key to the city by Mayor Ed Bass. At noon he was honored guest at a luncheon. But when the

hour for beginning the dance arrived only 600 customers greeted Freckles and his orchestra from the vastness of Chattanooga’s Memorial Auditorium. Accustomed to larger audiences, Freckles declined to appear despite all arguments of the committee. Finally the band capitulated and later Freckles put in a belated appearance when the committee started talking of refunding money to customers. This and not the great theatrical tradition made the show go on.

Among the “Gangsters” was found a number of clever aliases. The Dolly Sisters, two beauties, were very good, but they were not, the audience quickly discovered, the famous dancing pair who had made their name nationally known. “Singing Sam” sang *Stardust* in a high tenor, but not near so good as his namesake heard regularly over the radio. Ann Howe, blues singer, was right pleasing. Accordion Ann did not go on. She apparently had folded. Buddy Harris, harmonica master, played well.

Freckles delighted the “crowd” with some very good hoofing and the “crowd” forgot their peevishness enough to give him a good hand.

## ROAD BRIGHTER

(Continued from page 11)

on to one location for too long a run, particularly those spots sans a radio wire or any other out-of-town publicity angle. They find themselves the forgotten names in orchestradom, with odds against their ever reaching top recognition and the attending top dough.

Increased demand for orchestras on the road, now that the bigger names are tied up with radio and pix work, will give the up-and-coming bands a new lease on life. They will get the opportunity of testing their stylizations before diverse dance audiences and build their name worth in the surrounding territories. Exodus will not only affect the Chi bands, but also enterprising outfits in the neighboring cities, one-night-stand bookers here report.

## Invents New Musical Glasses

NEW YORK, Oct. 9.—Clyde A. Brauness, son of Alois Brauness, who invented musical glasses in the 1890s, has been able to perfect the Glassaphone thru the importation of a new type of large glass from Czechoslovakia.

(7168). Hugo Riesenfeld adds effective orchestral coloring, but the sound track transplanting is still unkind to the lad’s high-pitched pipes.

THE SWING BILLIES, for the coin-machine operators’ special, is one of those byheck string bands, their *Melancholy Baby* and *Every Day Away From You* (7161) offering nothing better, sounding worse, than the nasal tenoring of Charlie Poole and a one-finger sliding fiddle artist.

### Decca

EDGAR HAYES continues to carve his niche, among the sepia satellites, showing a well-groomed unit for *Stompin’ at the Renny* and with a bit of the Redman swing-choiring *Laughing at Life* (1416). No individual flashes save the keyboard knuckling of Mr. Hayes.

More of the hot piano style dominating the unwinding in FRANK FROEBA bettering his initial efforts with *Nothing Can Stop Me Now* and *Don’t Save Your Love* (1418). Kurt Bloom’s barying an item of minor import.

DICK ROBERTSON enhances his warbling with the jam-up backing for *You Can’t Stop Me From Dreaming*, tooters toning down, and wisely, to the straight stuff for *Blossoms on Broadway* (1415).

With Joseph Sudy adding the story body, HENRY KING cuts six danceable sides with *You and I Know*, *If You Were Someone Else*, *An Old Flame Never Dies*; *Good-by, Jonah*; *I Still Love To Kiss You Goodnight* and *I’d Like To See Somoa of Somoa* (1413, 1414, 1417), the synopation that of a smart supping salon. And for the hula-hula harmonies HARRY OWENS couples the victory march *Eka Ta Moena La* with a dreamy *Ua Like No a Like* (1392).

## It’s Swing Fashions Now

KENOSHA, Wis., Oct. 9.—The learned fashion editor of *The Kenosha Labor*, local gazette, has unearthed startling information of interest to all musicians, and worse yet, to their wives.

Swing, she tells us, has taken possession of feminine styles. Skirts, hats, coats, gowns and handbags are all going to town. A new number called “The Evening Swingown” has a terrific jam session with “frollesome little basques and peplums shooting out” from all sides. A “flared skirt” takes a hot chorus “in peplum frocks,” and the rhythm section is solid with tunics “that strike a high note for rhythm and grace.”

She was only a trumpeter’s daughter, but she could swing a mean peplum. Yeah man!

### Bluebird

Lacking the polished precision that lands orchestras in top drawers, WILLIE FARMER reads four sides in *The Lady Is a Tramp*, *Midnight in the Madhouse*, *Tears in My Heart* and *Alligator Crawl* (7170, 7171). Shirley Brown showing better for the lyricizing.

OZZIE NELSON makes it the smooth synopating for *You and I Know* and *Ebb Tide* (7169), lending his pipes for the warbling.

BOBBY BREEN has a vocal ensemble embellishing his sugary singing of *My Campfire Dreams*, carrying it alone for *Gee, But It’s Great To Meet a Friend*

# AFA STARTS N. Y. CLEANUP

## Night Club Agreements Provide Better Conditions for Actors

Contracts include ban on free shows, cancellations, short payoffs, trick options—French Casino, Hollywood, International Casino, Leon & Eddie's sign

NEW YORK, Oct. 9.—With all of the key night clubs here either signed to closed shop agreements or about to sign, the American Federation of Actors is already cleaning up ancient abuses, such as short payoffs, cancellations in violation of contract, free shows, doubling, trick options and lack of notice in indefinite run contracts. Contracts negotiated with the French Casino, Hollywood Restaurant, International Casino and Leon & Eddie's provide for a basic minimum salary of \$40 a week per person, no doubling without extra pay, no free shows or benefits, payment in cash on termination of contract and a "closed shop" for the AFA. The "closed shop" is really a preferential shop, in that the night club may book any act, whether AFA members or not, but the act must join the AFA after it opens. The AFA is insisting on use of the AFA standard contract forms when booking talent, but it made exceptions when a night club has been using a certain contract form right along, provided, however, that the contract is "not at variance with the AFA constitution and by-laws." If there is a "variance" then the AFA's constitution, by-laws and standard contract form prevail.

The French Casino signed with the AFA after a costumed picket line, including a trained dog picket, had assembled before the French Casino entrance. Harry R. Calkins, chief AFA organizer, and Jack Shapiro and Nat Harris, representing the Casino enterprises, negotiated the agreement after several meetings. The AFA had insisted upon use of the AFA standard contract form and the Casino wanted to continue issuing its special binders. The compromise was the clause permitting the Casino to continue present contracts, but with the AFA reserving the right to demand changes when the contracts were at variance with AFA rules.

In every contract the AFA constitution and by-laws are made part of the closed shop agreement. The AFA has also ruled that when a performer plays a night club on an indefinite time contract, then the performer must get a two-week termination notice. If there is an option attached to the termination date of a contract, then the option must be picked up at least four days before termination of the original contract. This is intended to halt the alleged abuse of options by night club owners and agents.

Performers violating any of the AFA rules when playing AFA night clubs will be liable to suspension or fine, in accordance to ruling by the AFA Council. AFA organizers are now in the field checking on conditions in night clubs.

Calkins, who is subbing for Executive Secretary Ralph Whitehead during the latter's absence on the West Coast, is now carrying on negotiations with John Roy, of the Radio City Rainbow Room and Rainbow Grill; Jay Faggen, of the Harlem Uproar House; Dan Healy and Herman Stark, of the Cotton Club; Larry McGowan, of the St. Regis Hotel; John Krinsky, of the American Music Hall (for renewal of present contract); J. Arthur Adler, attorney, for the Paradise Restaurant; Selbiger & Oufrecht, of the Broadway Hofbrau, and also the Barrel of Fun and the El Dorado Club.

A deal with the waiters' and cooks' unions is now being talked over with the AFA and will undoubtedly speed up the AFA's drive to organize the entire niterly field here.

### Mae West's Husband at \$300

BOSTON, Oct. 9.—Frank Wallace, Mae West's husband, and Trixie LaMae mixed a one-week holdover at the Brigham Palm Room niterly here. First week drew capacity biz with the management ready to sign papers for another week. Original deal set by Sammy Palne and Lou Walters for \$300. This is the first time this spot paid big money for a "name" act.

## Birmingham's 5 New Spots

BIRMINGHAM, Ala., Oct. 9.—Birmingham's night life took on new sparkle last week as five top spots opened the fall season with new bands, new acts and new policies. Not long ago entertainment here was confined to theaters and country clubs, but since inauguration of dance band programs and floor shows night spot popularity continues to grow. Pleasure seekers may see the greatest array of name musickers and acts ever brought to these parts.

Thursday night the Thomas Jefferson brought in Ken Moyer and ork with a five-act floor show. Last Saturday the Pickwick Club, Southside rendezvous, opened with new decorations and with Bill Schaefer in the band shell. Jack Saxon is emceeing, with Martha Peerman as featured singer.

The over-the-mountain Rex Club, once Hollywood Country Club, opens tonight with Oliver Naylor and tooters and with five acts, headed by Mildred Perless and Curtis and Clare.

Leo Lazaro and his Continentals, playing in the Tutweiler Hotel, have the addition of a floor unit headed by Chet and Jane Rodgers. Each Saturday night, beginning tonight, the Municipal Auditorium provides continuous dancing with Paul Smith and Coleman Sachs orks.

### Beauty Turns Performer

PHILADELPHIA, Oct. 9.—Catherine Case, Miss Philadelphia of 1937, is appearing at Benny the Bum's in a song and dance routine. Length of her engagement depends on outcome of screen tests for which she is preparing.

## Swing a Neurotic Influence? Now Just Look at Stravinsky

NEW YORK, Oct. 9.—It is commonly agreed that if you give a musician enough rope he will "swing" himself, but when Arthur Cremin, of the New York Schools for Music, started getting psychological about it and attribute the recent wave of sex crimes to swing, jazz maestro Duke Ellington became most indignant and dusted off his old school books. For Le Duke also took a course in psychology during his collegiate days at Howard U. And he remembers his teachings to point out that Cremin's experiment was unscientific in that he failed to provide for a "proper constant."

Music is known to be a stimulant, agrees Ellington, and while it invigorates emotions to certain degrees, so do checkers and ping-pong. Noncommittal on the report that he would engage Cremin in debate on the virtues and vices of *They're Hanging Danny Deever in the Morning* and similar swing opuses, Ellington challenged: "If music can be proved a neurotic influence, then I'm certain you will find Stravinsky's *Le Sacre du Printemps* a great

### Special Welcome for Benny

BOSTON, Oct. 9.—Ben Gaines, owner of Club Mayfair, hit on a good-natured prank the afternoon Benny Fields was to appear for rehearsal.

Gaines arranged to have spotters at the club, and at the moment Fields was to enter the Mayfair, Pete Herman, bass player in the Joe Smith Ork, was to go into a Fields impersonation, singing *Lullaby of Broadway*.

Fields caught the gag and commented on the extreme likeness of Herman's efforts, but said that he was the one who got the four-figured check.

## Pittsburgh Cafes In Mass Openings

PITTSBURGH, Oct. 9.—After delays due to financial, labor and booking conflicts all local niteries will be opened by next week.

Debuting this week was the Plaza Cafe, unshuttered by Freda Pope, with a band and girl-show policy and William Penn Hotel's new Italian Terrace, with Dick Stable on the band stand and Gracie Barrie as a one-night guest entertainer. Remodeling of the Italian dining room cost \$50,000 and succeeds the Chatterbox, which will be closed henceforth.

Suburban spots, New Penn and Bill Green's, have set themselves for the fall. Lou Passerello's Penn is currently featuring Jack Denny, and Green's is window-casing Sammy Kaye here for his second long engagement in six months.

Night spot diversion here is plentiful, with the Harlem Casino, Showboat, Nixon Restaurant and Club Petite all floor-showered, and the Schenley Hotel, Henry Rathskeller, Union Grill, the Willows, Longview Farms and Webster Hall spotting better class bands, with a couple dozen less costly danceries scattered thruout the city.

### Kenmore, Albany, Reopens

ALBANY, N. Y., Oct. 9.—Rainbow Room of New Kenmore Hotel reopened this week with a bill including Ted Mesa, Artino and Evelyn, Ming Toy, Jack Young and Estelle Sloane, Lynn Kirkland and Harold Stern's Orchestra.

### Indianapolis Floor Show Out

INDIANAPOLIS, Oct. 9.—Because of a current gambling clean-up drive, the Plantation Club, night spot northeast of here, has all but folded. Tho not raided, the management has been forced to close the casino, with crowds dwindling to almost nothing. Floor shows have been discontinued.

## Club Chatter

### New York:

AILEEN STANLEY is expected to return from England on the Queen Mary by October 18. THE LEONORA DEBS have left to keep a month's date at the Lotus Restaurant, Washington, while the Lenora Dolls are at the Savarin Restaurant, Buffalo. CLIFFORD C. FISCHER, producer, and Henry Lartigue, new general manager of the French Casino, were among the arrivals on the Ile de France last week. AL GROSSMAN set Louise Kline and Bill Ball, champion Apple dancers from Charlotte, N. C., for the Trocadero, London, as of November 1. BERT NAGLE sails for England October 23 on the S. S. Champlain to open at the Metropolitan, London, November 15. THEODORE AND DENESHA are back in town.

### Chicago:

GARRON AND BENNETT closed a four-week stay at the Bismarck Hotel and open at the State-Lake Theater Friday. BEN LENHOFF says he'll reopen the Ball Ball this month. PALMER HOUSE will change shows monthly for the balance of the season. RONALD AND ROBERTA have moved to the St. Paul (Minn.) Hotel after their endurance stay at the Blackhawk here. COVERT AND REED have moved from the Stevens to the Powattan Club, Detroit. MCA here set Noble Sissle and his revue into the Lookout House, Covington, Ky., October 29, setting a new policy in that club. WILMA NOVAK is the new vocalist at the Colony Club, which is now doing away with its week-day minimum. JIMMY AND NORA BELL lined up 14 weeks of hotel work in the Midwest.

### Here and There:

VALLEY AND LEE opened at the Stork Club, Providence, October 10. ROCHELLE AND RITA have been booked for an indefinite run at the Royal Hawaiian Club, San Francisco. JACKIE DONALD LANE has moved into the Moonlight Gardens, Springfield, Ill., with the Fay Norman Revue. AL AND FRANCES RAY, dance team, have split. Al will go on as a single, starting at the St. Francis Hotel, San Francisco, October 15. SHERMAN BROTHERS, formerly with the Sherman Family, have been engaged by the Town Club, Syracuse, N. Y. THE BARCLAYS have been doubling in brass at the Green Gables Club, Drums, Pa. STEVE MIACCO's booking at the Nixon Cafe, Pittsburgh, has been extended from the original two to four weeks. BOB BLAKE, Marie Miller and George Palmeri have been rating lavish publicity in local newspapers since their engagement at O'Brien's Chateau, Elmford, N. Y. NADINE AND CHARLES moved from the Hotel Roosevelt, Jacksonville, Fla., to the Maryland Club Gardens, Washington. CONNIE MITCHELL has recovered from injuries sustained in a fall at the Elks' Club, San Francisco, 10 weeks ago. GIVENS AND KAROL will remain at the Hotel Hildebrecht, Trenton, N. J., longer than they had expected. ROY CAMPBELL's choral Ambassadors will be at the Hollenden Hotel, Cleveland, an additional two weeks.

WOODS AND BRAY are being held over indefinitely at the Northwood Inn, Detroit. NORA AND JIMMY BELL have concluded a four-week stay at the Colony Club, Chicago, and are signed by Sigh & Tyrrell for 14 weeks of hotel and club dates. They open at the Washington Youre Hotel, Shreveport, La., October 14. LOUIS AND CHERIE opened at the Wagon Wheel, Akron, O., October 11. LOOKOUT HOUSE, Covington, Ky., has in its new show Zastro and Wells, the Eight Kretlow Girls and Haskell, magician. EVELYN TOWNLEY is the new featured attraction at the Nine-Mile House, Cincinnati. TYLOR AND ALLEN; the Three Burke Sisters, singers, and Eleanor Knight, dancer, are added attractions at Cincinnati's Arrowhead Inn.

**George Raft Big Hearted; Does Five Free Hub Shows**

BOSTON, Oct. 9.—Metropolitan Theater marquee changed top billing from *High, Wide and Handsome* to George Raft. Para star made unexpected surprise p. a.'s en route to the New York World Series.

Makeshift act with Buddy Abbott and Lou Costello, of the Met's regular bill, had Raft come out, spiel his reason for being in town after an absence of three and one-half years, worked some gags with Abbott and Costello and gave the audience a request dance to *Sweet Georgia Brown*.

Biz boosted the early part of the week. Raft received no stipend for the p. a.

**Salkin and Roemer On Own; Quit CRA**

CHICAGO, Oct. 9.—Leo B. Salkin resigned this week as manager of the local CRA office to become personal representative for bands. Salkin, managing the CRA branch since its opening some 15 months ago, will concentrate on personal representation rather than booking.

His successor for the CRA post has not been named as yet and the office will temporarily be managed by Ann Richardson, general secretary to President Charles E. Green.

Before joining CRA Salkin was president of Sligh & Salkin booking agency, which has since become Sligh & Tyrrell.

**Special! Employer Invites Union To Come on Over**

NEW YORK, Oct. 9.—American Federation of Actors seems to be running into plenty of popularity—and from hotel managers.

A letter was recently sent to hotels concerning their entertainment policies. The manager of one of the town's nicest places called up Harry Calkins asking him why his hotel had been slighted by not receiving a letter and asking him to come over for a talk.

Next time managers will probably send engraved invites.

**Only 18 Okeh Detroit Agents**

**Michigan license law to be enforced strictly — watching amateurs, too**

DETROIT, Oct. 9.—There are only 18 licensed agencies here, Joseph F. O'Sullivan, new State administrator of private employment bureaus, reveals.

"Our policy is strict enforcement of the act," O'Sullivan said. "We want to see that every club in the city lives up to the ordinance providing that every act must be booked thru a licensed agency."

"So far we have had little trouble from amateurs. We don't object to amateurs if they are under proper supervision, preferably of parents in the case of minors."

O'Sullivan's assistant, George F. Engstrom, made a tour of all colored night spots in the city last week. Situations affecting employment of acts and licenses were straightened out. In all cases, Engstrom reported, situations were due to misunderstanding of regulations rather than to any attempt at fraud.

List of the 18 licensed agencies in the city and suburbs. These are: Affiliated Theatrical Offices of America, Amusement Booking Service, Artists' Booking Service, Artists' Service Bureau, Dave Diamond Organization, Curtiss Booking Agency, Kay Davison, Delbridge-Correll-Berns and Schuller Booking Agency, Detroit's Supreme Entertainment Offices, Empire Theatrical Booking Association, Sally Fields, Gus Sun Vaudeville Agency, Highland Park Conservatory of Music, Jules Klein Artists' Bureau, Michigan Vaudeville-Betty Bryden, Corinne Muer, National Vaudeville Exchange (inactive) and United Booking Association.

**Cushman Units For N. O., Maybe**

NEW ORLEANS, Oct. 9.—Wilbur Cushman Circuit may open with a flesh unit at the St. Charles Theater here October 15. Announcement is made by Cushman, altho new management of house here refused to confirm. Theater closed its doors September 30 and new company, La Charles, Inc., capitalized at \$10,000, has been incorporated to bring back vaudeville. House played flesh last year to bring back acts to New Orleans for first time in several years.

Two uptown suburban movie houses began once-a-week vaude schedule last week. Garden Theater had Jimmie Cooper, Vernon and Wallace, Wilson Sisters, Eunice Conn, Reggie and Bob, and Ray McNamara and band. Show will continue each Thursday.

**Arren & Broderick to London**

NEW YORK, Oct. 9.—Arren and Broderick will sail on the Normandie October 15 for London, where they open with a new revue October 26. After a run in London the revue is slated to go on tour in the provinces.

**Buffalo Agency Adds Spots**

BUFFALO, Oct. 9.—Empire Vaudeville Exchange has added the following spots to its list of exclusive bookings: Broadway (formerly Roxy), Toronto; Embassy, Rochester; Palace, Buffalo; Rendezvous Club, Dunkirk, N. Y.; Eagle Grille, Elmira; Brant Inn and Sky Lido Club, Burlington, Ont.; Donowick's Grille, Lackawanna, N. Y.; Southern Hotel, Buffalo, and the Oasis Club, East Aurora, N. Y.

**Omaha Group Plugs Vaude**

OMAHA, Oct. 9.—Midwest Talent Association, organized to revive flesh attractions in 70 Midwestern theaters and aiming to provide jobs for 3,000 performers, will present 20 acts at the City Auditorium, October 30, to set an example. Dante Piccotte is president of the organization. Other officers include Harry Brader, vice-president; Margaret Arthur, secretary; Emilie Allen, treasurer, and Max Kaplan, business agent.

**Vaudeville Notes**

KAYE HEATHERLY, of Stems and Kaye, had a narrow escape from serious injury while playing the Empire Theater, Providence. A sandbag broke, spilling its contents into her nose and mouth.

ABE BERGER, Dallas publicity man, has been named advance man of the Nick Boila-Sam Roberts unit, *Can You Take It?*

RUBY COWAN, Paramount scout, in town buying specialties for firm's forthcoming musicals.

BURTON RIERCE will introduce his new S O S tap in the style of the Morse code signals at the Biltmore Hotel, New York, October 15.

MARVIN LAWLER, dancer, has been re-engaged for the new edition of *The Follies*, rehearsing in Chicago.

COLLETTE AND GALLE will return to United States after closing at the Capitol Theater, Lethbridge, Alta.

TRANSLATIONS of German reviews of the Berlin Scala Theater performances of Estelle and Leroy tax the supply of English superlatives.

STANLEY BURNS has signed up with Richard Wilbur's *Hawaiian Nights* for a 45-week tour.

LELA MOORE opened October 6 for three weeks at the Golden Gate Theater, San Francisco.

MILTON FROME will be held over at the Orpheum, Los Angeles.

EDISON AND LOUISE have been booked by Vic Oliver for the Pavillon Theater, Glasgow, on a 10-week contract.

HOLLAND AND HART have been placed by Norwood and Marwick for the Ritz-Cariton Hotel, New York, for four weeks beginning October 22.

CHARLES AHEARN and his Million-Dollar Jazz Band play a vaude date for the first time in two and a half years when they go into Fay's, Providence, October 15.

TED COOKE is going into the Denham Theater, Denver, October 20 with an enlarged pit orchestra.

Return of Kavanagh revealed him as probably the most popular of the comics who have played the Casino this season. The Harmonica Rascals are without the benefit of Minevitch's presence, but the leader was due in late this week. Barto and Mann have been well received. Nichols' advent will be the last change before closing of the Casino October 31.

**London Houses Go Vaude**

LONDON, Oct. 4.—Following the boom in British vaude, five London cinemas announce their intention to revert to straight vaude before January. Houses concerned are the Empire, Kilburn; Palace, Camberwell; Bedford, Camden Town; Empire, Islington, and Empire, Willesden. All five used to play straight vaude. Kilburn Empire currently runs three acts together with pictures.

The Hippodrome, St. Helen's, reopens with vaude November 15, and the Palace, Leicester, now a picture theater, reopens with a skating show plus vaude December 5.

**Healy Collects Salary Claim**

NEW YORK, Oct. 9.—Four-year-old litigations growing out of Roxy Theater receivership which left unpaid salaries for the show appearing just prior to the filing of the bankruptcy petition were adjusted this week in the U. S. District Court when Federal Judge Francis G. Caffey approved a settlement which allowed \$500 to Ted Healy and \$1,250 to Benedict Ginsburg. At the start of the suit Healy had assigned his claim to Ginsburg, but two years later filed an objection.

**Albany Vaude Clicks**

ALBANY, Oct. 9.—Change of policy at the Grand Theater from pictures to vaudefilms two weeks ago has met with success. Business continues heavy.

NEW YORK, Oct. 9.—Milton Roemer has resigned his post as manager of the local branch of CRA and will open up his own offices as personal manager of talent and bands here. Tho not definitely set, it is believed that Roemer will associate himself with Billy Kent, local personal representative, in his new venture.

No successor to Roemer's position has as yet been selected. Bill Burnham, associate to Roemer in the booking of hotels and night clubs, will carry on single-handed for the time being.

**Pan-Amer Dallas Show Ups Gross**

DALLAS, Oct. 9.—Audiences at the Pan-American Casino have increased 25 per cent since the fair took off its grounds admission charge of 50 cents last Sunday. Increase has resulted in turnaways at several performances.

Casino's final set of acts include Stan Kavanagh, Borrah Minevitch's Harmonica Rascals and Barto and Mann. Red Nichols' Orchestra will begin an engagement October 12, replacing Anson Weeks.

Return of Kavanagh revealed him as probably the most popular of the comics who have played the Casino this season. The Harmonica Rascals are without the benefit of Minevitch's presence, but the leader was due in late this week. Barto and Mann have been well received. Nichols' advent will be the last change before closing of the Casino October 31.

**Choo's Unit Gets Opening**

NEW YORK, Oct. 9.—Paris on Parade, George Choo's new unit, opens in Schenectady Thursday with a cast including Bert Walton, Helen Dennison, Kellar Sisters, Kirby and Duval, Four Craddock's and a line of 12.

**Little Bands Find Big Time Tough; But Just Won't Give Up**

NEW YORK, Oct. 9.—Ed Riley and Mike Farley together had little trouble in making the music go 'round and around. But when they came to the parting of the ways and broke out with an individual band rash the music failed to come out here, there or anywhere. Bunny Berigan, another luminary of the la-de-da lullabies, is still struggling to make a niche for himself in orchestradom as a big band leader. And now Joe Marsala, clarinet wiz, accounting for the heat emanating from the Hickory House, is the newest of the swing alley cats to set forth in fields his predecessors have failed to conquer.

First of the year will find Marsala blossoming as a big band leader, MCA's New Year's gift to the dancing public. Hickory House will remain the training grounds for whipping the new band's nucleus into shape before doing some wholesale raiding among other name maestri to grab off their swing satellites.

Danny Alvin, drummer man, leaves the combo this week to make room for Buddy Rich, a newcomer in swing circles, who fits in with Marsala's big band plans. Lad sold himself solid after sitting in for a bit of a jamfest. Alvin is slated to join up with Wingy Mannone. Git boxer and trumpet-doubling Ray Blandi, who also fiddles in a pinch, leaves for Chicago, with Bobby Hackett, the Boston satchmo, making the replacement. Hackett will do his guitar thumpings now, repolishing his trumpet when Eddie Condon returns for the big band.

**ARA Sets Tour for Ethel Waters Unit**

NEW YORK, Oct. 9.—Associated Radio Artists has put together an all-colored unit headed by Ethel Waters for a one-night Southern tour of theaters, auditoriums and armories next month.

First stop is Richmond, Va., November 8. Music will be supplied by Eddie Mallory Band. Company of 30 includes Sunshine Sammy, the *Our Gang* comic. In addition to the show a dance will be held in each city played.

This will be Miss Waters' first Southern venture since she appeared in *At Home Abroad*.

**British Vaude Union Votes Ban on Doubling**

LONDON, Oct. 9.—Extended use of vaude in provincial theaters, as well as here, is not likely, since the Variety Artistes' Federation voted to prohibit doubling. Up to now ruling applied only to London houses.

Union move followed rampant doubling of acts in near-by theaters by the Union Cinemas, Ltd., which maintained that it was unable to pay salaries demanded by good acts unless it could divide costs among several theaters. Returns on the ballot among the members of the VAF showed 943 opposed doubling while 49 favored what the English call "turn working."

**Billy Rose Unit Set**

FT. WORTH, Tex., Oct. 9.—Billy Rose's *Show of Shows*, road attraction, is to glorify the Texas girl, as well as Rose. Murray Korman, New York photographer, has been imported to aid this campaign.

Acts now slated for show include Hinda Wassau; Willie, West and McGinty; Stuart Morgan Dancers, Walter Dare Wahl, Frazee Sisters and Everett West.

Harpist Adele Girard has turned down Richard Himber to pot her luck with Marsala. Still carrying on will be Artie Shapiro, bass; Joe Bushkin, pianist, and frere Marty's trumpeting.

Building of the band will be accompanied by the usual raiding, Marsala already casting his eye the Phil Harris way for tromboning Floyd O'Brien. Sax stars will be tempted from sundry sources, MCA undoubtedly pulling strings to make the offer more enticing. Big band will also carry the element of sensationalism. It took more than nerve on Benny Goodman's part to break thru interracial barriers to have Teddy Wilson and Lionel Hampton accepted in best circles. And now Marsala is keeping a trumpet chair open for Henry (Red) Allen. The septa satchmo originally opened with the gang at the Hickory House and on more than one occasion Marsala admitted that no player in the world inspires and brings out the best jazz in him as does the trumpet ace.

Where others have lost the original qualities of their clambake crews in augmenting the band, Marsala aims to keep those features intact in his big band. No elaborate arrangements and tricky orchestral colorings will dominate their playing, nor will the band be built around his own clarinetting, as in the case of contemporary Goodman. All the boys will be strictly on their own to toot out as their spirit wills, a continuous round of hot choruses by the featured instrumentalists.

# Vaudeville Reviews

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# R K O THEATRES

1270 Sixth Ave.

Radio City, New York

### Loew's State, New York

(Reviewed Thursday Evening, Oct. 7)

Horace Heidt and his Alemite Brigadiers jammed the State to the rafters when caught. Pic, *Dead End*, helped the draw, of course, but the ovation accorded the ork left no doubt as to the real pull of the show.

Entire contingent comprises some 28, including the glee club and bandmen, and the show put on is a complete one including comedy, specialties and plenty of solid musicianship. Heidt himself, a personality in front of the band, gets his performers before the mike with and away to a good sendoff and adds a carefree comic spirit in exchanges with "Musclebound" Jerry Bowne and occasional asides to the audience. Bowne, a good funster, sings *Gypsy From Poughkeepsie* and takes occasional pokes at a picture of Heidt. Besides this tomfoolery, there are superb specialties, one of them being Alvina Rey.

Rey, playing *St. Louis Blues* on a singing guitar, makes the melody do unbelievable tricks. Received a grand hand and followed with *Flight of Bumble Bee* on Spanish guitar.

Bob McCoy unleashes a smooth bass voice in *Asleep on the Deep*, delivered with finesse and a tune well calculated to vary the usual band fare. Yvonne King, one of a three-girl trio, vivaciously renders *How Can a Good Little Girl Be Good?* Glee Club in *Johnny Smoker* and *Old MacDonald* drag plenty of laffs. Art Thorsen delivers excellent impersonations, including Lionel Barrymore, Boake Carter and Roosevelt. Tenor Larry Cotton clicks in *Night and Day*. In fact, list of specialties almost defies count, others spotted being a trumpeting trio, Four Kings of Rhythm, Charles Goodman, Frank Devol and Red Farrington.

Burton Pierce, tapster with the whirlring dervish technique, scores handily in two numbers, one of them an eccentric affair showing King Tut in a swing number. Pierce comes up to earlier reports of his ability.

Much enthusiasm created by the Heidt Band in its imitations of other orks, notably Jan Garber, Original Dixieland Jazz Band, Kemp, Kostelanetz, Duchin, Russ Morgan, Ted Lewis, Flo-Rito and Whiteman.

Band playing toy instruments and a *Big Apple* number with winners of the North Carolina contest also in the general melange. A swell show.

Paul Ackerman.

### Roxy, New York

(Reviewed Friday Evening, October 8)

Following a trend noted earlier in the year, Roxy has as one of the bright spots on its show a badminton exhibition between Kenneth Davidson and Thelma Kingsbury. It's grand entertainment and is heightened by explanatory announcing by Jack Negley, radio sports commentator. Miss Kingsbury wins a hard-fought game, but Davidson gets a load of spontaneous applause for his trick shots. Game, as played by this couple, is swell for vaude, incorporating exciting action, skill and speed. Players are introed by the Gae-Foster Girls.

Peg Leg Bates, one-legged colored hooper, opens with a novelty tune describing himself and then breaks into his routines. Does two clever numbers and then accomplishes a series of breakneck gymnastics drawing a splendid hand. Bates' showmanship is of a particularly virile sort and will click with practically any audience.

Frank and Peter Trado, male comedy team, offer two excellent pieces of business. First is a panto bit depicting two men seated in a movie theater. Entire sock of the bit is dependent on mugging and it's done beautifully. Second piece is amusing hoke, the team coming out one atop the other under a long cloak. Eccentric legwork gets over well.

Stuart-Morgan dancers, three men and one girl, do an adagio act that is tops for grace and poetic motion. Girl, a blonde, is formed as tho carved by a sculptor's chisel and presents an exceedingly beautiful picture hurtling thru the air in apparently abandoned but no doubt carefully regulated twists and turns. Men do their work excellently. Turn is a beauty.

Gae Foster Girls' most important num-

ber is a marathon routine based on the time step, the basic tap set. Go thru about 12 choruses of this and appear to work very hard. Seems to this reviewer to be one of the line's less showy routines.

Tom Harrigan, spotted with the Foster line during one of two production pieces, sings with a fine tenor voice.

Pic, *Life Begins in College* (20th-Fox). House capacity. Paul Ackerman.

### State-Lake, Chicago

(Reviewed Friday Afternoon, October 8)

A rather impoverished stage bill, comparatively speaking, the line girls used in dance school revue specialties to take up time. Screen attraction probably accounts for the mere four acts on hand, being a revival of RKO's Astaire-Rogers-Dunne musical *Roberta*. The production on the whole, as a result, is draggy and inauspicious. The acts in themselves, however, rate merit.

Particularly notable are Billy and Beverly Bemis with their breezy musical comedy and tap work and swell arm-in-arm unison. Accomplish a neat job with speed and youthful carefree abandon. At this showing they stayed on for five numbers in two spots and were warmly received.

Shanghai-Wing Troupe of nine Chinese novelty workers pleased with a routine of acrobatics, plate spinning, pyramid building, tumbling and balancing. Kid in the troupe good for laughs and very handy in several tricks.

Joan Britton, songstress, is too smart for this type of house. She has a gracious personality, a honey soprano and a winning delivery, qualities that are more appreciated in a classier house. She offered *So Rare, Yours and Mine* and a medley of star songs.

Paddy Cliff and Patsy Dell make a pleasing team, dishing out variety entertainment and sensibly emphasizing their stronger wares. Minimize comedy talk, Cliff scoring with his brilliant romantic tenor voice, and Miss Dell going over with a nicely routined acrobatic number.

The line girls are singled out in the finale, Orchestra Leader Verne Buck cutting up with the kids and producing laughs with streamlined hip movements.

Business good second show opening day. Sam Honigberg.

### Earle, Philadelphia

(Reviewed Friday Afternoon, October 8)

There's an impressive list of names behind the Earle footlights this week, headed by never-grow-old Buddy Rogers. Buddy offers his same line—sings, dances and plays an assortment of instruments—but manages to hold interest with his sheer vim and vitality. He's in town without his own band, using the Earle Orchestra for his maneuvers. Judy Starr, Rudy Vallee radio discovery, assists Rogers in the vocal department.

Toby Wing, looking pretty, does *The Love Bug Will Bite You* in professional style. Roy Atwell is still adept at tongue twisting and his lines are good for a few laughs.

A trio of comic dancers, the Nonchalants, do a good day's work. Another terpsichorean feature, the Ann St. George Dancers, completes the bill.

As come-on gag, signatur art of Buddy Rogers and Toby Wing was offered to first 3,000 patrons at opening show.

Film fare is RKO's *Annapolis Salute*. Joerafton.

### Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, October 7)

Victor Herbert *Melodies* garners the production portion of the showplace this week, sharing the enthusiasm of an overflowing house with *Stage Door* (RKO). That the eye-filling spectacle provided by producer Leonidoff drags at curtain raising with a tableau tidbit matters none. The familiar Herbert compositions compensating until the spark is set by Mary Raye and Naldi terp twain.

Rose Akerstein's coloratura range introduces the *Indian Invocation*, a huge redman figure facing the setting sun while the dancing chorus and glee club offer their *Dagger Dance* to the Indian dieties. A respite in offering the love

songs of the American composer follows. Jan Pearce, with the glee club, does lyric tenoring for *Ah, Sweet Mystery of Life*; Evelyn Case revives memories of yesterday for *Kiss Me Again*, and warbling of *A Kiss in the Dark* brings on the Raye and Naldi ballroomatics.

The epitome of grace and charm in their evolutions, the whirling and twirling makes for the most delightful of dance doings. House clamored for more, even after they obliged with a rumba twister set to the music of Herbert's *Pan-American*.

An excursion in toyland gives the Music Hall Rockettes, as the mechanical babes, another opportunity to cavort their precision plus.

All kinds rushed, clocking only 25 minutes. Surely more in the Herbert catalog that can stand the grandeur treatment for Music Hall divissement. *Gypsy Sweetheart* rates only the exit music pumped by Richard Leibert at the console. Erno Rapee paces the pit symphonists for *Rosenkavalier Waltzes*.  
M. H. Orendenker.

### Oriental, Chicago

(Reviewed Friday Afternoon, October 8)

Swing mania reaches a new height in madness here this week, both on screen and stage. The Ritz Brothers swing on down the football field in *Life Begins at College* (20th-Fox) and sexy Ina Ray Hutton with her Melodears continue in the flesh with this craze. There is little fault to be found with the individual contributions, but taken all in one lump it's just a bit too much to swallow.

For balance, Miss Hutton's band attraction can use one or two novelty numbers that not only will lend needed diversification, but also will put to front the female musicians who now are very much in the background.

Miss Hutton otherwise is still as bombshellish as ever and an eye-fil in her revealing costumes. She flits about the stage, sings, taps and lives up to her title as queen of the all-girl outfits. After a feverish opening she warbles *Born To Swing* and leads the crop in a swing version of *Trees*.

Elaine Merit, songstress, is not too prominent in this setup. Goes thru *Swing High*, *Swing Low* and *All God's Children Got Rhythm* in routine style. Jack Williams, now announced as the "nonchalant of the dance," show-stopped with his eccentric hoofing, immeasurably bolstered by his developed flair for comedy. His tap bombardment dressed with laugh-provoking movements single him out in this type of work.

Three more swing routines by the band, the last fronting pajama-clad Ina Ray in an eye-catching tap tease that scored big at this showing.

The Winsted Trio were another show-stopping act despite more swing-style efforts. Do harmony in a delightful fashion, the girl between her two guitar-strumming boy friends radiating with a sweet voice and personality. Their selections, special arrangements of pop tunes, are glove-fitting properties.

Shea and Raymond, funny-hoofing duo, who were slated to stay another week at the Chicago Theater, moved here when the picture fizzled at the box office of the latter house and another bill was substituted. The boys really belong here, their type of work being more appreciated by an Oriental audience. Scored very big.

A sizzling tune finale brought back the entire lineup for another bow. Excellent business opening show.  
Sam Honigberg.

### Golden Gate, San Francisco

(Reviewed Friday Afternoon, October 1)

The whole show at the Golden Gate is easy to take, what with Sally Rand, the lady who covers up a portion of her epidermis now and then with a pair of huge ostrich feather fans, and then doesn't cover it at all with an oversized and transparent balloon, startling some of the audience no end; Fred Scott's lusty singing and a generally entertaining vaude show.

Sally, of course, is the headliner. Does her dance more or less au naturel and a minimum of strip-tease effect. She introduced the Golden Gate Beauties in a flowing drapery and a pink light affair.

She appears on a stairway, sheathed in two huge fans of soft plumage and a chiffon gown which melted like dew as she stepped into her model's walk at a quickened tempo. Then the big moment. A big bubble balloon floated above her head. Sally walked beneath it, fanless and always with the purple light playing

on her. Publicized as daring, she daringly defies her publicity with graceful finesse.

Fred Scott, in his fourth week, is still winning the ticket buyers with his ringing voice. One of the fastest young tap dancers seen here in some time is Billy Burt. Jack Cavanaugh, dexterous rope twirler; the Radio Ramblers, who imitate the stars, and Bhebe, Bruce and Betty, first-class acro dancers, round out the varied bill.

*Saturday's Heroes* was the picture billing.  
Edward Murphy.

### Stanley, Pittsburgh

(Reviewed Friday Evening, October 8)

Xavier Cugat molds his orchestra and five talented acts into an entertaining show which moves much faster than the fare he last presented on this stage, although one that still doesn't completely click with Smoky City flesh fans.

All got good hands, with Marion Bellitt and the English Brothers a show-stop, although customers didn't show the solid enthusiasm they usually do for fare that hits home all the way.

Cugat displayed his usual suave emceeing, and the band seemed advantageously flashier than its last appearance. Pittsburghers, however, have been educated to swing, pop tunes and hoke, which may partly explain why Spanish tempos struck lukewarm ears.

Cugat mixed his blends fairly well, however, even tho he himself, for all his caressing voice and self-effacement as a major-domo, occasionally seemed a mite too conspicuous in the solo spots.

First act after the band's opening medley was Ann and Charlie, who lindy-hopped to the crowd's delight. Aurelia Colomo, who followed with two songs, displayed a piquant personality, but like others in the Cugat crowd no voice to write home about.

Crack dance duo, for both appearance and ability, was Nadine and Girardo. The blond miss seems to fly in the air, and Girardo twirls sure-footedly, looking, incidentally, a bit like George Raft. Sole demerit can be registered on ork's backgrounding with vocals near the end of the first dance.

Combining acros, terp and general tomfoolery, squatty Miss Bellitt and the loose-limbed English freres brought down the house. Trio should be a cinch film specialty if it cuts its unnecessary dialog, providing one of the boys' play at being cocky doesn't become too serious.

Desi Arnaz was spotted in a typical Cugat-style vocal, with the entire outfit rising to a flare finale.

A few standees, about average Friday night biz. On the screen *That Certain Woman* was some help to b. o.  
Morton Frank.

### Earle, Washington, D. C.

(Reviewed Friday Afternoon, October 8)

Because of a short feature this week's stage bill was augmented to six acts. *Annapolis Salute*, the flicker, may entice some ticket buyers, but it is the vaudeville that sends them away feeling that the admission wasn't entirely wasted.

Payne and Foster have a remarkable bell-ringing act which receives good audience response. Working in evening clothes, the man and woman go thru their numbers with interest-sustaining smoothness. Audience liked their version of *The Wash Blues* the best.

Josephine Huston sings some numbers which are slightly spoiled because of a faulty public-address system. Nevertheless she put herself over, and her arrangement of a medley of Russian songs made a decided impression.

Boy Roy, in Eton attire and astride a unicycle, does his juggling act with an appreciated precision. While pedaling his one-wheeled contrivance he expertly juggles Indian clubs, dishes, silk opera hats or balances big rubber balls. To top these accomplishments he brings out another unicycle with an extended frame so that he rides some 10 feet above the stage while continuing his juggling. Definitely an audience pleaser.

Beatrice Howell is new to Washington, but this audience will welcome her back for more of her imitations of screen stars. Immediately catching audience interest by tying in the current candid camera craze, she presented her candid snapshots of Hollywood figures. Voice inflections and facial characteristics are accurately presented, but her act would be more successful if some of the impersonations were deleted to lengthen the characterization of Joan Crawford ordering a Coca-Cola, Simone Simon and

Beatrice Lillie chatting and Sylvia Sid-nery making plans.

Shaw and Lee, comedy pair from Jack Oakie's radio program, stick to a tried and true routine of chatter, dancing and pantomime of the Laurel and Hardy type. Audience enjoys the act up to the pantomime dies because it is too protracted and purposeless: Act could stand faster pace.

Saul Grauman and his four girls have a decided novelty which should go big anywhere. Girls are pretty and are competent dancers. A pair of girls do a tap routine, after which Ina Scott appears for a solo acrobatic which has unique musit. She gives a good performance. Two girls costumed as fencers do a novel tap routine to martial music, in the meantime exchanging parries and thrusts. Number is well timed and gets a good hand. Climaxing the act is a number involving Grauman's Stair-o-Tone. The four girls do a tap routine on steps, which are hinged treadles connected to musical bells. *The Bells of St. Mary* and *Sweet Sue* are played in this manner to complete audience satisfaction.  
Edgar M. Jones.

### Michigan Theater, Detroit

(Reviewed Friday Evening, October 8)

Well-balanced stage show, aside from being a bit strong on steppers, greeted a house filled well into the back balcony, with a rather weakish film, *That Certain Woman*, helping out. Eduard Werner's house orchestra opens with a medley of collegiate numbers, played with all the zest and effects of a brass band.

Francis and Carroll, in schooldays costume, do burlesque on aesthetic and apache routines. Girl then does a repertoire of rubber-doll numbers, achieving the acme of limpness. A clever and skillful comedy number.

Frank Conville, introduced as a great tenor, is yanked back thru the curtain and carries on with adaptations of genuine vaudeville hokum, specializing in dance. His partner, a tall blonde, comes on for squabble patter, after which Conville does a long impersonation of Chaplin, perfect in gesticulation and pantomime.

Bob Hall does a rapid-fire topics-of-the-day spiel, winding up by skillfully weaving his lines into song and rhyme, taking the audience's suggestions.

Lottie Mayer's Disappearing Water Ballet, with 12 girls, is the high spot. They give two pleasing ballet numbers earlier, one being on roller skates in winter peasant costume. The aquacadeish finale is a skillful number, aided by good lighting and costume accessories. The girls do posing and ballet numbers, apparently walking right down into the tank in full costume and emerging in bathing suits. Exhibition diving by the entire company is a feature of the number, with a climaxed dive with colors, girls posed in special headresses and the star diver coming down from ropes just at the bottom of the flyloft.  
H. F. Reves.

### Empire, Liverpool, Eng.

(Week of September 27)

House is one of the most important of Moss Empire's theaters and runs first-class vaude thru the year. Current headliner is Harry Richman.

Doris Cuban, dancer and xylophonist, opens with a neat little act that has a fine appeal. Girl is pretty and has a nice personality.

Connor and Drake, male cross-talk team, working in one, are fair.


Masters and Rollins, American girl and boy team, furnish a sock act. Girl is funny with grimaces and postures that draw belly laughs, whilst the boy is a swell eccentric dancing comedian with plenty of original bits. Act is well routined.

Stainless Stephen is a wireless name here and proves that he has a large following. Has a peculiar style of delivery and scores solidly.

Stanley, Eddie and Mae, American aerialists, are a riot in closing intermission spot. The two men and a shapely girl bring the most thrilling act of this kind yet seen in this theater.

Gail, Morro and Powell rate well above the average in English dance trios and show poise and skill, together with showmanship, in their diversified stepping.

Coming on to a reception, Harry Richman stops the show cold. Down for 20 minutes, he has to stay 30 and still has the out-fronters shouting for more.



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Richman judges his audience to a nicety and he has the knack of using songs particularly suited to his style. Jack Golden at the piano.

Eric Mason does bits and pieces of everything from songs and mimicry to ventriloquism. A neat act.

Three Van Strattons close with a whip-cracking and baton-spinning act. The sight of a man stripped to the waist being lashed is a stunt that doesn't appeal to everyone's taste. Act would be better with this bit deleted.  
Bert Ross.

## Yacht Club, New York

Opening of the new site of this boite was as auspicious as a packed throng of well-wishers and friends and as big-timer an array of talent as was ever brought together under a night club roof could make it.

The new spot, still on 52d street but nearer Seventh avenue, is more than twice the size of the old place, with a seating capacity of 350, excellently lighted and tastefully decorated with marine murals and knick-knacks.

It looked like old home week with Henry Youngman, Frances Payne, Bert Frohman and Johnny and George all together on the same Yacht Club bill, for all of them more or less are children or graduates of the old spot.

Youngman has gone a long way in the last year and all along the way he has used successfully the gags, patter and delivery with which he won recognition. In his job as emcee on this bill it was clearly evident that the only thing that remained distinctly original with him was his delivery. His material has been worked to death, both by himself and his imitators. It is not likely that he is saving it all for the air.

Frances Payne pounded the stuffing out of the piano and worked up a lather in her inimitable shout with several renditions suitable to her style and was begged for more. The formidable Payne is no great shakes when it comes to a beautiful voice, but she has the stuff and personality that warm and win listeners.

Instead of the brace of songs that Bert Frohman did he could have stayed on that floor singing forever if he wanted to. That boy's delivery and expression are something to marvel at. He takes songs that have been kicked around and colors them with voice and expression to take on new meaning and life. Bert did *You Can't Take It With You* and *I Know Now*, with swell support by accompanist Bee Walker. He had the noisy first nighters eating out of his hand without resorting to *Glory of Love*.

Johnny and George, One of the

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# Night Club Reviews

smoother and more popular colored piano and song duos, earn a good hand for their harmonizing. Johnny, whose style is the major appeal of the combo, struck home with the offering of a Yiddish ditty done in swing tempo.

Peggy Seel, redheaded and fetchingly gowned in blue sequin slacks, did all right in a single tap routine.

Eddie Elkins and band of nine did a bang-up job for an opening night in accompanying the show and in providing dance music. Eddie and his boys can look forward to a popular stay.

Club plans three shows nightly, at 8, 10 and 2. Minimum of \$1.50 week days, \$2.50 Saturdays. *George Colson.*

## Rainbow Room, New York

John Roy's joy and pride made its fall debut Wednesday night, reverting to a formal dress policy and presenting a fine floor show and dance music by two swell bands, Al Donahue and Eddie LeBaron.

Bright light of the new floor bill is the acid-spraying Sheila Barrett. And right in Mr. Rockefeller's pet night club Miss Barrett lets them have it. She thrusts poisonous daggers into her pet hates, mainly dizzy dames and sundry people who take themselves too seriously. For 20 minutes she regales her ultra audience with an amazing routine of satirical impressions. In the parlance of ordinary night club reviewers, she slays 'em.

Dario and Diane, playing before a sympathetic first-night audience comprising several other dance teams, took their audience by storm. Had to do five numbers before they were let off. The girl is lovely and her partner handles her smoothly, the team impressing with their effortless style and interesting routines.

Senator Ford, offering a monolog, didn't do so well. Emphasizing such controversial subjects as strikes and politics, his puns and observations brought scattered laughs, but not enough to really put him over.

Durelle Alexander, comely vocalist for the Donahue Band, does a comedy Gay Nineties number with Donahue and the band, and spends most of her time warbling ditties pleasantly from the band stand. Donahue sings, too, and leads his fine band thru rhythms that are thoroughly danceable. He's an old favorite here and, like Miss Barrett, is understood to have quite a following among the society crowd.

LeBaron is still bouncing on the stand and leading his swell tango-rumba band thru titillating rhythms that attract full dance floors. Miss Helen Myers, statuesque blonde, fills in a few intermissions at the electric Wur-litzer organ and at the piano on the revolving floor. She is a slick pianist, doing requests from ringsiders as she moves with the revolving floor.

Business is still heavy here, the spot being definitely established now as one of the most popular rendezvous for the society crowd. *Paul Denis.*

## Rainbow Grill, New York

The adjoining room to the Rainbow Room, the Grill is also doing solid business, a combination of good dance music, pleasant entertainment, fine service and moderate-priced food doing the trick.

Eddy Rogers' Band is settling down to a long run here, having clicked from the start. Rogers himself plays his sweet violin and then leads his men thru saccharine melodies easy for dancing and certainly pleasing for the table sitters as well. A small floor bill is on twice a night and comprises Patricia Ryan, singer; Glover and LaMae, dancers, and Helen Myers, pianist; with Dr. Sydney Ross added for the supper show.

Miss Ryan, a cunning redhead, lends her contralto voice to pop numbers, a rumba and a comedy song-talk special—a diversified routine that is easily entertaining. Glover and LaMae, who are virtually playing stock here, offer a few interesting ballroom routines and then return for their popular "hour of instruction" in which they teach patrons the art of elegant stepping. Prizes to the best "pupils" and also a lucky number drawing add to the lure of lingering at your table right thru the evening.

Dr. Ross, doubling between the two

rooms as table entertainer, does a supper show from the floor. He's a facile, baffling deceiver who can drive you nutty right under your nose.

Maitre d'hotel Joseph Moscatelli is still your genial host at both rooms. *Paul Denis.*

## Chez Paree, Chicago

The new fall revue in this ace nitery is distinguished by the first-rank showmanship of Benny Fields, the silky smoothness of the Georges and Jalna dance work and the costume brilliance of Paul Osgard's production numbers. The 18 Chez Paree Adorables have seldom been seen in more colorful scenes that afford them to do more than mere parading. The most novel contribution in the show is the *Cockatoo Capers*, bird number, in which most of the line girls carry live birds and which features Rosita Royce in her exploited dove dance.

Sunny Rice, attractive tap-dancing brunet, is featured in the opening number and scores mainly with whirlwind spinning. Should use harder taps to put her well-trained routines across. Has a likable personality and a shapely figure.

Gracie Barrie, in the next spot, impressed with a grand voice and striking personality, even tho she does not look as prominent on a night club floor as she does on a stage. Her type of work demands a theater environment where absolute quiet is not a rarity. Is doing special arrangements of popular songs.

Dolly Arden, supple acrobatic control dancer, is doing an excellent number that is not far from the top in her field. Executes difficult tricks with little apparent effort.

Georges and Jalna are probably seen to their best advantage here, working to the capable musical support of Henry Busse's Band and on large well-lighted floor. They are extremely graceful, the compositions of their routines blending in perfect harmony. Delighted with waltz and musical comedy turns.

Benny Fields naturally was the hit of the show. He proved conclusively that his comeback is no accident. The man is a veteran showman possessing a magic personality. Milks the last drops of sentiment and feeling from his tunes. His talk between songs is, as he terms it, "no theatrical gesture." His natural sincerity goes a long way in keeping him in the class of favorites. Has a few new tunes but winds up with his old stand-bys. Opening night Fields worked both in his own spot and after the finale.

Business reaches its top week-ends when the management is forced to turn down many reservations. Never a cover, with only a \$2.50 and \$3.50 (Saturdays and Sundays) minimum in effect. Henry Busse's Orchestra continues with its excellent show and dance music. Busse is also something of a comedian in the show, taking the spot with Fields for a few bits. Intermission dance tunes still in the hands of Maurie Stein and his boys. Don Houston, of the Busse outfit, gets a break as emcee and production number vocalist and comes thru with a good job. *Sam Honigberg.*

## Chez-Mario, Philadelphia

Almost everybody in the theatrical and night club business in the city, besides the regular night owls, jammed the opening of Mario Vallani's Chez-Mario Friday night (8). Considering the small floor space, the show is satisfying and appropriate. Predominance of vocal and dancing solos, rather than becoming monotonous, imparts a warm, homey glow to the place. Altho not exactly scintillating, the performers do a noteworthy job. Songs are rendered by Boris Justin, Florida Marsh and James Craig. Heel-and-toe work is taken care of by Janette Barrett and Myra Lott.

There's a neat little novelty act by Henry Haviland that goes over big in the intimacy of the Chez-Mario, where the tables all crowd around the artist. Haviland rolls up, twists and turns sheets of newspaper in various ways to produce (presto) interesting designs. May sound simple, but is quite effective.

As advertised, "soft music by The Continentals in a refined atmosphere" is directed by anything-but-continental-

sounding Buck McGovern. There's no cover or minimum charge. All in all, setup has the makings of a prosperous enterprise. *Joe Grafton.*

## Levaggi's Flamingo Room, Boston

Back Bay's only major nitery is bidding well for big biz with current Lou Walters production. One or two fill-in spots n. s. g., but they can be discounted.

Sock septa tap team of Wade and Wade dish out a barrage of staccato taps, with shapely, good-looking lass interpolating snake hips and mild bumps. Challenge work is exceptionally okeh. A good act, with plenty of talent.

Sammy Burns romped in a big band with genuine tap-acro business and smash mid-air somers. Execution of a sideways somer without benefit of hands, from standing position, went over big.

Skating turn by the Carroll Sisters and Nelson won applause. Bits are whirlwind and showmanly, and wind up with their original aeroplane spin, with both femmes draped around Nelson's neck via their legs.

Tommy Foran is the amiable emcee, blond-haired and capable of wearing full dress. Style of speeing is okeh. Foran Sisters (Bernice and Mary) and Tom team for some light dialog as an intro to a tap stint in which they pull some legerdemain. They also combine for a fast military number. Vocals of Bernice can be developed into a tricky kid setup and Mary could hypo her part for more laughs.

Nedra Gordinier, femme vocalist of the Bundy Ork, comes on for Bundy's arrangement of *Swing for Sale* and *Lull in My Life*. Works best on the subdued, whispering type.

Marie and Joan Clark, culled from the line, offer *Loveliness of You*, with Marie offering a control-acro routine to the n. s. g. warbling by Joan.

Line of Lou Walters' Eye-Dears opens with a Tiller hi-kick routine. Eye-Dears later work a bubble dance, with Peggy DeCoursey spotted for an acro-bubble catch number. Ace production number is the finale takeoff on a football game. Tom and Bernice Foran featured, with the gal warbling *Varsity Band*.

Rudy Bundy's Ork carries the show to neat co-ordination. *Sid Paine.*

## Sawdust Trail, New York

The Sawdust Trail, a popular-price 44th street spot, made a neat tieup with the town's biggest event. The Rodeo's in town and the Trail has invited performers to the spot and billed it as the "cowboy night club." The motif is strictly in the alleged Wild West style and it fits together well—the cowhands in this Broadway spot.

The talent lineup, all rigged up as westerners, includes Walter Howard's Mesa Minstrels, trio; Peggy O'Neill, Rhoda Chase and Winnie Carroll, cowgirl singers; Lillian Fitzgerald, soprano, and Harry Caplin's singing "cook-house hands."

The Western idea is carried out in song and instrumentation and the menu features such dishes as chile con carne. Col. Jimmy Dwyer runs the Trail.

Monte Proser's office is doing the publicity. *Benn Hall.*

## Savoy Hotel, London

Eric Wollheim again presents a good supper show of three diversified and entertaining acts.

Joan Brandon, American girl conjurer, is a novelty here. Girl has looks and lots of personality. Her tricks are expertly performed and she has a big repertoire. Also essays several new effects that are baffling, chalking up a solid hit.

Anderson and Allen, Californian collegiate athletes, have achieved great popularity and success this side. Fine-appearing fellows, they present unusual leverage and endurance tricks that call for a keen sense of balance. Boys showstop, despite the fact that this is their eighth return engagement.

In their second week, Earl and Josephine, American ballroom team, make a decided hit with a graceful and rhythmic routine. *Bert Ross.*

## Little Rock Club Opens

LITTLE ROCK, Ark., Oct. 9.—Rainbow Garden will reopen new season October 15, with Ike Ragon and orchestra. Place has been renovated and a new stage installed.



**Broadway Hofbrau, N. Y.**

This popular Bavarian night club, right on Broadway in Times Square, has just reopened for the fall and winter and is once more doing solid business.

Offering pleasing Bavarian atmosphere, including waiters in costumes, it provides fair dance music and an entertaining floor show twice a night. Considering the low cost of dinner (85 cents), the show and food are a bargain combo.

Balasi and Skaren are here for their third season. Balasi, working in a tomato skin, is perfect for this spot. Hops on tables, sends the women into a panic and then takes the floor for nimble acrobatics. Miss Skaren, as a cute mouse, joins him for engaging clowning, the two providing a thoroughly entertaining novelty turn.

The rest of the show is heavy on music and singing. Duke Leonard, who staged the show, emceeds in poised manner, also offering snatches of song. Audrey Harris, pretty blond soprano, stands out with her interesting voice, but could do even better with a warmer delivery. Gregory Quinn provides variety to the Bavarian atmosphere by offering Irish tenoring in rather traditional style. Leonne De Marco, young and brunette, is on for a toe-tap novelty, winning quite a hand for herself. Lui and Freddie, Tyrolean dancers, offer a slap routine rarely seen outside of Bavarian spots.

Three girls (violin, accordion and piano) work in the show and provide between-dances entertainment. The violinist is especially good, the trio producing sweet music just perfect for the club's atmosphere. In conjunction with Walter Frankl's four-piece dance band they offer hitting melodies, mostly operetta pieces and Viennese waltzes. Singing waiters form a glee club, showing off best in an Americanized *Schnitzelbank* number. Al Greene, tenor, and Jackie Burns, dancer, were not in the show when caught.

Show as a whole is a curious mixture of Bavarian and American-style talent. It is a good compromise that ought to satisfy the mixed patronage coming here.

Paul Denis.

**Hollywood Restaurant, N. Y.**

Joe Moss' Hollywood is the last of the big five to open its fall show. Aware of the sharpened competition, Moss has brought in William Holbrook to stage the show, with music and lyrics by Abner Silver and Dorothy Gulman. The result is one of the best shows the Hollywood has had in quite some time.

Avoiding comparison with the other big spots, the Hollywood show makes it different by emphasizing informality. NTG emceeds, his casualness slowing down the show but, at the same time, pleasing the patrons. As usual, he often indulges in vulgarisms, but this time he's not especially offensive. NTG can be amusing when clean, and it's a shame he doesn't try to be so more often.

Anyway, the show has its usual quota of beautiful girls who parade and dance in various stages of attractiveness. The costumes are of the gaudy, eye-catching type that point up physical charms, if not revealing them altogether. The 12 chorines are shapely ones and their dance routines are much more interesting than the last show. The opening number has them out as gypsies, then they come on for modernistic number built around the new song *Snapshots of Manhattan*. Their third production number is built around Bill Spivey's three teams of kid *Big Apple* dancers, with the chorines doing the *Big Apple* with customers. The finale is one of those *Evolution of Swing* affairs, with charming Harriet De Goff singing the lead, the girls doing snatches of old and new dance rages and some of the boys out in intriguing masks.

The *Snapshots* number, with Miss De Goff singing Dot Gulman's snappy lyrics, is the best of the show. In fact, the music and lyrics are the catchiest this spot has had in some time.

Specialties are provided by Le Azzarino, an exotic and handsome ballroom team doing interesting ballroom routines; Stanley Meehan, young tenor with clear ingratiating voice, and Miss Denise, slender-bodied dancer, offering one of those Javanese dances comprising gentle waltzing.

Mells, Kirk and Howard, zany trio, are featured. They pile comedy bits fast, saving quite a string of laughs, but failing to build up to a sock finish. Chester Fredericks and Gloria, a shapely brunette, are on for novelty dancing, with

Fredericks' fancy hard-shoe tapping and acrobatics an easy standout.

Anita Jacoby, lithesome and blond, provides one snappy specialty—a fast routine that combines most of the more exciting tap and acro maneuvers.

Granville Gaye, a pleasant-voiced tenor, sings a few ditties. Marian Leeds (it used to be Bergeron) parades her gorgeous *Miss America* of 1934 body around and also sings nicely. Ann Anderson comes thru with a neat novelty dance, while cute little Kay Taylor slips thru a neat toe and tap routine.

Violetta and Rosita, comedy and vivacious senoritas, come as a pleasing relief with their Spanish and French singing. A dance trio (two boys and a girl) come thru with interest-holding modernistic dancing during the *Snapshots* number, and a charming little brunet is spotted earlier in a fast toe and spin specialty.

The *Big Apple* number is a standout, with NTG drawing plenty of laughs when he questions the three youthful teams from South Carolina, where this latest nut dance started. Partners with Billy Spivey are Betty Hamilton, Jean Forman, Ken Clark and Blacky Lower. Their version of the *Big Apple*, said to be the original, seems to be a rehash of truckin', Stutz-Quing, square dancing, shuffling and the shag. It's topical, anyway, and the audience gobbled it.

Leon Navarro and band play the show well and also provide thoroughly danceable terp rhythms. And Rita Rio, CRA's pet bombshell, leads her energetic femmes for the bulk of the dance sessions. The Rio engagement here is the first time an all-girl band is in a major Broadway night club.

Dinner is as low as \$1.50 and the show runs exactly an hour and a half—really too much show. Anyway, it's a terrific bargain any way you look at it. Shows are on 7:30, 10, midnight and 2. The 10 o'clock show is a partial one and fills in the after-dinner lull nicely.

Business capacity when caught. And, incidentally, service has improved vastly. Dorothy Gulman still press agenting.

Paul Denis.

**Silver Cloud, Chicago**

Fresh money reopened the renovated Northwest spot, which Jimmy Purcell and Eddie Panzek are operating with a pop-priced policy. It is probably the most modern cafe in that neighborhood, two streamlined bars preceding the entrance into the room, which now has an increased seating capacity of 325 and its indirect lighting arrangement improved with harmonious color effects.

A higher budget for the floor shows, too, judging by the opening bill set by Hal Lawrence. Only two acts, however, contributing quality, the remaining talent more or less accounting only for the quantity.

Dick Ware, veteran emcee, is a definite asset with his showmanly work. Knows how to handle hecklers, how to bring on an act and how to hold a hoofing and singing spot of his own.

Stephanie and Craig, young dance team, make another pleasing act and show promise of reaching better fields. Their graceful movements and fresh personalities lend themselves to proper execution of novel routines. Were well received with their waltz and impression of two puppets in motion.

Richard and Martin Twins, dancers, fall into the dance school talent classification with familiar mass tapping. Should now develop manner of presentation and work out more professional routines.

Dolores, in a Spanish shawl and little else, did a good teasing number and presented it with more taste than the average nude. Okeh for the smaller spots where the males come in for eye practice.

Eleanor Leonard, blond songstress, has a good ringing voice but does not use it to best advantage. Can stand coaching, mostly on how to restrain from shouting, and should shop for suitable arrangements.

Johnny McFall and orchestra occupy the band stand for the dance and show music. During intermissions, four lull singers wander about the place, taxing the customers with rasping voices. There's a more musical stroller trio doubling from the band, however. The boys are Johnny McFall, Raby Cummings and Dave Bohme. Ray Guido serves as intermission pianist, and Billie Fargo, attractive brunet, makes a fair band vocalist.

Shows are repeated thrice nightly. The 50-cent minimum in effect week-days is doubled Saturdays.

Sam Honigberg.

**This Is Original**

CHICAGO, Oct. 9.—A new type of "stand-in" came to light here recently when Martha Raye filled an engagement at the Chicago Theater.

When the Sligh & Tyrrell office claimed that they served her with a judgment to appear in court as she was giving out her autographs to fans in front of the theater, Martha responded that was her stand-in, wearing smoked glasses and posing for the star.

Other personages are saving themselves a lot of commotion the same way.

**Alpine Village, Cleveland**

Herman Pirschner, after an alleged loss of \$70,000 at the Great Lakes Exposition, has reopened his 17th street Alpine Village. Leon Worley redesigned the interior. A new cocktail lounge has been added.

Initial floor revue presents Joe Arena in comic dance, working with a blond acrobatic danseuse and Boston terrier. Otto Thurn's Band holds its own with the Bavarian version of swing. Lorraine and Renard add grace to the show with ballroom dancing.

Meanwhile plans are to transfer the expo show, *The Castle of the El Dorado*, to a spot next door to the Village, presumably effected before winter.

H. R. Hoyt.

**Club Paramount, Chicago**

Renowned spot of the speakeasy era had another reopening, this time thru the finances of one Louis Pines. It is the most typical Greenwich Village set-up around, from the mural nudes reposing between mirrored panels down to the Eves in the flesh parading on the small floor. The room itself (seating only 100) is on a third floor and the customer must climb a couple of padded stairways to reach it.

Strictly for the arty neighborhood, judging by the opening floor bill, and it will have quite a job on its hands combating the stiff competition of the near Northside's night club cluster.

Harry Vernon, retuned emcee, conducts the proceedings in host style and tenors on his own with popular tunes fashioned into a fairly impressive medley.

Best of the talent is the dance team of Harvey and Haxton with sprightly ballroom routines that make a nice showing, despite space limitations. They are particularly good here, compared to the weaker offerings on the same bill.

Sonya and Jeanne, two single dancers, display their shapely forms in daring costumes and teasing movements. The former has a clever umbrella routine in which she flirts with the front table customers. Dorothy Carroll is another hip shaker, prominent in a grass-skirted hula dance.

Mildred Kelly is on as a torch singer, not quite rivaling Libby Holman, but passable for dreaming patrons. Joe Musse's four-piece band furnishes ample music for this room.

Between shows, Elmer Marshall tickles the piano ivories, while Hortense Sims and Genevieve Frather take turns at table singing.

Never a cover or minimum. Shows repeated three and four times nightly.

Sam Honigberg.

**Mayfair Casino, Cleveland**

A costly piano-accordion, said to be the smallest in the world, is Mayfair Casino's most expensive prop this fortnight. The Balabanov Five, music and dancing, claim two more that make up the world's smallest trio of similar instruments, with brother Valentine working the costliest one.

Jack Gifford carries master of ceremony honors in the new show, augmented by his muggin' tomfoolery, which is going over. Ross Wise Jr., assisted by June Mann, combine for suave ballroom rhythms on the dance floor.

Motter and Davis stretch and strong-arm it under the titular guise of "poetry in motion."

Johnny Hauser's Band is playing for both stage show and dancing, with the Gae Foster Girls as the chorists.

Fred Heikell stays in the cocktail lounge, providing sentiment and dance music, while out in front, in the new bamboo and cocoa palm setting, Esther Shaw, sister of Winnie, leads the Hawaiian Serenaders. All this stays until October 22.

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**Tours for CRA**  
CHICAGO, Oct. 9.—Ann Richardson, general secretary to Charles E. Green, president of Consolidated Radio Artists, is in town on business at the local branch. She intends to be away from New York for several weeks and to make a tour of all the CRA offices.

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**Orchestra Notes**

CHAUNCEY CROMWELL and Commodores opened at the Brown Hotel, Louisville, October 8, replacing the Four Giants of Rhythm, who go to the Claridge Hotel, Memphis.

CONSOLIDATED RADIO ARTISTS is adding more and more cocktail units to its roster. Maybe they know something.

LUCKY MILLINDER has switched from Mills Artists, Inc., to come under the exclusive management of Associated Radio Artists.

CHARLIE ARMSTEAD, before starting an engagement at Coral Gables Ballroom, Lansing, Mich., November 12, will embark upon a series of one-night stands thru Illinois, Iowa and Missouri.

GEORGE HESSBERGER and his Bavarian Orchestra obtained a 35-week contract at the Lincoln Turner Hall, Chicago, starting October 15, thru CRA.

HAROLD STERN will go into the New Penn, Pittsburgh, November 5.

JOE HAYMES' Orchestra is the first band attraction at Ray Galvin's Aragon Ballroom, Boston. Assignment by CRA closes October 11.

HUDSON-DELANGE, during the week of October 29, will play ballroom dates in New England.

THREE VAGABONDS, cocktail unit, will be featured in an RKO film, starting next week.

SHANDOR, gypsy violinist, has been booked as a cocktail lounge attraction at the Hotel Buckingham, New York.

CARL (DEACON) MOORE will be at the Indiana Roof, Indianapolis, starting October 23.

JACQUES RENARD, musical director of the Eddie Cantor radio show, set for a two-week stand at Solomon's Ballroom, Los Angeles.

JOHNNY McFALL and orchestra, who played for nine seasons at the Kid Springs Park, Dallas, and later left the business for several months, are now filling an indefinite engagement at the Silver Cloud, Chicago night club.

HUGO DePAUL takes his band into the Yacht Club, Chicago, October 20, succeeding Ted Cooke's outfit.

EMIL VELAZCO'S booking at the Show Boat, St. Louis, starting October 10, will be for six weeks.

LEW DIAMOND has obtained the fall and winter season dates at the Covenant Club, Chicago.

HELEN BAKER, guitarist, formerly with Count Berni-Vici, replaces Lucille Hopper in Jean Wald's all-girl band on a 22-week run at the City Club, Erie, Pa.

WILL McCUNE'S Orchestra, featuring Hal Atkinson and Vincent Ladell, vocalists, will open the "61" Room of the Hotel Bossert, Brooklyn, October 15.

KEN HARRIS has just closed a long-term contract with Frederick Bros.' Music Corporation, Kansas City, Mo., and gets as his first booking the Sunset Inn, Santa Fe, N. M. Harris and his crew get about in a specially built trailer, which has been especially designed.

DUTCH SOLDWELL'S Band, which has opened for the season at the Flint Athletic Club, Flint, Mich., has been augmented by a swing trio composed of Les Cripe, Hot Vibes and Bill Snyder. Other additions include Hal Wasson, vibra-harp soloist.

MICHAEL BONELLI and his Bermudians have had their contract at the Hotel Bond, Hartford, Conn., renewed for another eight months.

LEE SCOTT will open at the DeWitt Clinton Hotel, Albany, N. Y., October 16, featuring Maxine Howe and Nino Varello. MCA booking.

WOODY JAMES' five-man band is being held over at the Palisade Club, Biloxi, Miss., from an original summer engagement as a result of good business.

SID DICKLER'S Kentucky Colonels will promote a "swing-o-pation" tempo. Eddie Beck, trumpet player, will shoulder

responsibility for the new type of manuscripts.

JOHNNY MULE, Tommy Fergusson and Mickey Ashley, sax men, have switched from Sid Austin's Band to that of Clyde McCoy's, which is now in Chicago.

CLARK RINGWALT, with a new outfit, opened The Place, Hempstead, L. I., last week.

BLUE BARRON becomes the first band leader booked for 1939 by CRA. Assignment will be a month at the Gypsy Village, Louisville, starting January 1. Barron is now at the Southern Tavern, Cleveland.

ROGER FOX and his 13-piece orchestra, who during the summer played Forest Park Highlands, St. Louis, are playing the Show Boat in that city for the winter. Mel Boonshurt is Show Boat manager. June Curran is vocalist with Fox's ork.

"SUGAR BLUES" CLYDE McCOY and his orchestra were the feature attraction at the Arcadia Ballroom, St. Louis, October 1, when they packed the hall at 55 cents per person.

PALMER WHITNEY and orchestra closed a two-year engagement at the Hotel Baker, St. Charles, Ill., Saturday and following a week's rest will begin an extensive Midwest tour. Band has 12 men and a girl vocalist.

EDDIE VARZOS and orchestra had their engagement at the Bismarck Hotel, Chicago, extended again, this time until January 6 next. Outfit is now under the CRA banner.

BOBBY SNYDER and orchestra are now under the management of Jimmy Daley Attractions.

FREDDY FUNK and his Rhythmeers, on an indefinite engagement at Hotel Abraham Lincoln, Springfield, Ill., are aired nightly over Station WCBS.

LAWRENCE WELK and band, who close a five-week engagement at the Rainbow Ballroom, Denver, October 15, begin a six-week return engagement at Hotel St. Paul, St. Paul, October 30.

**Boots McKenna for Chicago**

CHICAGO, Oct. 9.—Boots McKenna, New York producer, is coming in this week to produce his first show in this area. He has been engaged by MCA to handle the *Swing Fever* revue, which opens at the College Inn next week. In the lineup are 12 girls, the Six Singing Babies, Sam Barton, Dorothy Lang and Homer DiPietro. Frankie Masters' Band and Coleman Clark's table tennis act are staying over.

**Australian Bookers Here**

CHICAGO, Oct. 9.—George E. Dickinson, operator of the Tivoli Circuit, Australia, in this country in search for vaude talent, is coming in for his second business visit here October 21 to sign several acts thru the local Billy Diamond Agency. He is currently in New York on a similar mission. Dickinson reports that his circuit guarantees a theater tour of 10 consecutive weeks.

**Film Players in Accident**

FREDERICKSBURG, Tex., Oct. 9.—Lila Lee, film actress; Princess Luana, Jackie Coogan and members of his band were slightly injured Tuesday when bus in which cast rode overturned on a curve near here.

**Cleveland Club Opens**

CLEVELAND, Oct. 9.—First Saturday night supper club to open for fall business is Charlie Stout's Shaker Tavern. Stan Wood's Orchestra provides dance music. Paul Dannan maitre d's for spot.

**An Echo Act**

CLEVELAND, Oct. 9.—Hollenden's Vogue Room boasts an echo all its own. "Homer the Echo," otherwise Homer di Pietro, mimics the customers' voices, gestures and mannerisms to an amusing and sometimes uncomfortable exactitude. Linguistic facility enables him to take off other foreign accents, particularly French and Spanish, as well as do gymnastics with English and profanity.

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# Reviews of Acts

## Don and Shirley

Reviewed at the Oriental Theater, Chicago. Style—Comedy singing. Setting—in one. Time—Eight minutes.

A mixed team of "Broadway Hillbillies," the billing apparently stemming from their modern dress. Typical hill-billy songs delivered in the usual manner. Some of their tunes, however, make room for more comedy than they do at present. Their duet in particular makes way for individual bits for either one of them while waiting for the pipe-practice turn. Here they opened with a medley of old mountain carols and stayed on for *Cowboy Who Loved You So True* and *Hand Me Down My Walking Cane*. Are youthful and make a neat appearance. S. H.

## Frank Wallace and Trixie LaMae

Reviewed at Brigham's Palm Room, Boston. Style—Rag doll and apache dancing. Setting—in one and two. Time—Ten minutes.

Frank Wallace, Mae West's husband, and Trixie LaMae (Earl Carroll and Ned Wayburn gal), a team for eight years, have two offerings that rate both nitery and vaude patronage.

Their *Dance Features of 1937* include a rag-doll English inebriate piece, a take-off on *The Wizard of Oz*. Miss LaMae is a veritable rag doll and is okeh on the contortion biz. Wallace is nifty as a limbered inebriate. Spins, acro, whirlwinding and posing are applauded.

able. Pantomime, wardrobe nifty. Second part is an apache, in which Wallace tosses Miss LaMae around, followed by turn-about play in which Miss LaMae portrays how an American girl treats a Parisian apache. On the drag-off, Miss LaMae grabs Wallace's hair, a toupee, which brings the laughs. She finally pulls Wallace off with his sparsity of real hair.

Biz was terrific here as a result of their billing. Mae West publicity unnecessary for this act. Can operate on its own merits. S. J. P.

## Stanley Brothers

Reviewed at the Oriental Theater, Chicago. Style—Acro dancing. Setting—in one. Time—Seven minutes.

A pair of loose-footed maniacs, taking falls with the greatest of ease and combining agile acrobatics with eccentric dance steps. Do two numbers, both performed in a clean-cut and perfected manner. Both come on for a Continental-flavored acro routine, followed by one with a drunk takeoff. Have a fast finish in which they combine their acro tricks. S. H.

## Larry Collins

Reviewed at the State-Lake Theater, Chicago. Style—Musical novelty. Setting—in one. Time—Eight minutes.

A delightful trombone novelty presented by a personable chap in a gracious manner.

Opens with a Russian medley using some of the more popular tunes and goes into his "stripping the trombone" bit that is as musical as it is individual. Closed big with a medley of songs prominent in foreign countries. He plays the instrument quite well and with an eye on entertainment. S. H.

## Doris James

Reviewed at the State-Lake Theater, Chicago. Style—Singing. Setting—in front of band. Time—Seven minutes.

A roundish blonde with a repertoire of swing songs warbled in usual style. Can use better arrangements, more suitable for her personality. Her opening, consisting of a medley of tunes, for example, was a dull mixup. Continued with *Affraid To Dream* and *Cuban Pete*. S. H.

## Dancing Vogue of 1938

Reviewed at the Folly Theater, Brooklyn. Style—Dance flash. Setting—Full stage. Time—Thirteen minutes.

Five-people flash, two men and three girls. Heavy end of the turn is held by a femme team and one man, who hoof singly and together. Third girl plays piano, second man does vocals.

Male hooper comes thru with the best work, doing an interpretative tap to *Night and Day*, following with legwork to tango music. A slightly different angle and goes okeh. Gal steppers are blondes, youthful looking and do regulation routines. All three close the act with a fast tap.

Turn possesses some fair talent, but could certainly use a ballroom number or some other type of dancing to vary the tapping. P. A.

## Brown and Rice

Reviewed at the Folly Theater, Brooklyn. Style—Comedy acro and dancing. Setting—in two. Time—Seven minutes.

Male team. Open with hoke magic, chatter and go into falls and comedy acro, some of it rough. Vary the turn with a session of soft-shoe stepping and follow with straight acro.

Turn is one of many of its kind, but clicks okeh. Boys have a fair amount of skill and go thru the different routines with enthusiasm. Pacing is such that act does not lag in any spot. P. A.

## Tex Lewis and His Cowboys

Reviewed at the Folly Theater, Brooklyn. Style—Instrumental and singing. Setting—in two. Time—Nineteen minutes.

Colorful and talented outfit, four string instruments and one accordion.

Scored a solid show-stop here with such tunes as *Ridin' a Humpbacked Mule*, *Home on the Range*, *There's a Love Knot in My Lariat*, *Tiger Rag*, *Climbin' Up the Golden Stairs* and others.

Act has personality and plenty of novelty value, and in addition dishes out carefully chosen numbers. Vocal work is excellent, with the tenor simply bowling the audience over with *Love Knot* and *Range*.

Act has been around night clubs, and from the reception accorded here should do well at better houses. P. A.

## Siems and Kaye

Reviewed at the Folly Theater, Brooklyn. Style—Magic. Setting—in two. Time—Nine minutes.

Mixed team with a magic act which has potentialities. Siems opens with a variety of ace coin and card turns, getting the audience to participate. Later goes on to illusions of different sorts, including cloth work. Style is clean cut and not too fast, with Siems doing a bit of chatter.

Girl is a looker and does a few routines of her own besides handling props. Talks okeh, too, and dresses the act.

Siems, a native of Denmark, has performed in Buckingham Palace and really has plenty of moxey. Act should go okeh. P. A.

## Alec Templeton

Reviewed at the Chicago Theater, Chicago. Style—Piano act. Setting—in two. Time—Twelve minutes.

Blind pianist, who came from England with Jack Hylton's Band, doing arrangements of both popular and semi-classical tunes of mass appeal. Acclaimed by the audience not only due to his handicap but also because of his recognized talent.

Announces his own numbers briefly. Offers impressions of a short-wave broadcast and of radio notables such as Bing Crosby and Louis Armstrong. Popular tunes he played including *That Old Feeling*, *So Rare* and *All God's Children Have Rhythm*. S. H.

## Lai Founs

Reviewed at the Chicago Theater, Chicago. Style—Chinese contortionists. Setting—in two. Time—Nine minutes.

Three men and two girls doing out of the ordinary contortion work and simultaneous novel dish balancing. Their double-jointed tricks make them more of a freak attraction that palatable stage novelty, however. More concentration on their sight dish handling and elimination of some of their body-folding feats should make it a more desirable turn. S. H.

## Eileen Barton

Reviewed at the Palace Theater, Chicago. Style—Singing. Setting—in one. Time—Six minutes.

Eileen is the kid snogstress on Milton Berle's radio show, where she is billed as Jolly Gillette, the sponsor's daughter. Has a comparatively matured voice considering her age and is a surprisingly good salesman on the stage despite experience limited to the mike. Is best doing sentimental ditties such as *My Cabin of Dreams*, which netted her a big hand. Other tunes she did were *Johnny One Note* and a Hawaiian piece. S. H.

## Diaz, Don, Dolores and Demis

Reviewed at the Palace Theater, Chicago. Style—Adagio. Setting—in two. Time—Six minutes.

Three men and a diminutive blonde, caught with Milton Berle's show, in a thrilling adagio turn. Perfectly timed and executed to music that mounts the suspense of their effort.

While some of the tricks are of the stock variety, they are dressed up well enough to pass as innovations in the adagio art. Manly attributes of males and graceful femininity of the girl make for striking contrast. S. H.

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# BLUE LAWS TO STAY

## Bumps and Bits Tamed To Suit Censor; N. Y. Election No Factor

Lid stays, whether it's Tammany or Fusion, in N. Y.—co-operation of theaters suits censor—femmes, comics chided for overzeal—undercover spotters used

NEW YORK, Oct. 9.—"Burlesque censorship will continue," said J. F. X. Masterson, chairman of the committee supervising burlesque productions, "no matter which party wins the local elections." This is in direct answer to various rumors recently circulated that the election would mean an ease in censorship. Some burly operators had figured that should the Fusion party be re-elected, it would let down the barriers. Others predicted that a Tammany landslide would mean a wide-open town. Masterson's statement to *The Billboard* nixes both these hopes. While Masterson made it clear that any real strength his committee possesses would be based on co-operation from the city fathers, no matter what their political faith, he stressed that the committee had no idea of quitting after the final ballot count. The censorship setup, according to the attorney heading the committee, will continue indefinitely.

"Managers and theater operators are co-operating with the committee," Masterson declared. In addition to committee members, a group of business men and lawyers is also oking current productions. This is done to prevent any quick-cleaning jobs in case house managers should spot any known committee men making the rounds. No clergymen are included in this group of spotters. While occasional and isolated cases of "falling from grace" have been reported, (See *BLUE LAWS* on opposite page)

### Oxford Sentence Deferred; D. A. Frees Gals and Mgr.

NEW YORK, Oct. 9.—Sentence of the Unity Amusement Company, Oxford Theater, Brooklyn, operator, was temporarily deferred Thursday in Kings County Court. The indictments against four women, the house manager and ticket taker were dismissed. Assistant District Attorney Francis A. Madden requested that the charges be dropped. Judge Algeron I. Nova deferred the sentence. Arrests were made April 29, when the D. A.'s office raided three houses. Unity Corporation is liable for a fine up to \$500.

### Milwaukee Case Deferred

MILWAUKEE, Oct. 9.—A court decision as to whether an act two policemen saw October 4 at the Empress Theater was immoral was deferred to October 19 by District Judge George E. Page on motion of the defense. Facing charges are Jacqueline Roberts, Patricia Leipsig and Frances Parks, performers at the Empress, and William Decker, assistant manager of the house.

## Reviews

### People's New York

(Reviewed Monday Evening, October 4)  
This theatrical landmark has been revamped and dressed up. It operates as a grind house with a 25 and 35-cent scale evenings. Spot draws not only from the Bowery "hotels," but the neighboring East Side as well. About one-quarter of the ground floor was filled at the late show, but House Manager J. A. Miccio reports that grosses have been improving.

Jack Montgomery produces here and he puts out a rather colorful job considering the scale. Eight kids are used in the line and two show gals help dress up the stage. It's a fair lot and livelier than some of the uptown spectacles. Principals wearing trousers include Jack Sobol, Harry Blodgett, Bob Rogers, Harry Landers and Phill M. Fara.

Featured femmes number Delores Weeks, Loye Astrid, Evelyn Gray and Mafalda. Miss Weeks easily leads the congregation and her snappy and in- (See *REVIEWS* on page 34)

### Double Bounce

NEW YORK, Oct. 9.—Latest gag making the rounds is about those bouncing checks. Story is that performers who got the paper cashed it at the next house they played. Manager figured on paying them back with their own checks.

## U-Notes

By UNO

PATSY JOHNSON, Lou Black, Tangara and Barbara Brent recent placements by Donna Davis at the Red Ram Inn, Mountain Top, Pa.

LOUISE CLAYTON, last season a burly principal, is now a specialty worker at the Oliver Twist Club, Greenwich Village, New York, while her sister, Pat Callahan, is in the front line of the Eltinge chorus, New York.

DOANNE LEE is one of the featured strippers, besides doing her toe tap and Russian dance routines, in the *Cupid's Carnival* unit.

BOZO SNYDER show folded in Cleveland October 7, with Joe Yule, comic, and Joe Forte, straight, returning to the Coast, where Yule's son, Mickey Rooney, is in pictures. Lorrine LaMont and Countess Vanya Carinova engaged by Dave King for the Broadway, Toronto, (See *U-NOTES* on page 32)

## Apollo Comes Thru With Pay

NEW YORK, Oct. 9.—The curtain at the 42d Street Apollo was held up 20 minutes, Wednesday evening until the management came across with the previous week's salaries, according to American Federation of Actors' execs. The union claimed several violations of its agreement with the Wilners, Apollo operators, including pay in checks instead of cash and booking acts without contracts. After the payment Wednesday it was agreed that the current week's salaries, due Thursday night, would be paid (See *APOLLO COMES* on opposite page)

## Burly Tag Return Nixed by Commish

NEW YORK, Oct. 9.—Censorship committee will, it was learned from reliable sources, approve the request for license renewals for four houses which come up Monday. Altho this clean bill of health is not a final oke, it will carry much weight with the license department.

In addition to approval from the committee, Commissioner Paul Moss is studying reports from his own inspectors as well as those from police authorities and private individuals. Moss said that the title "burlesque" is out, but definitely.

## Briefs

LARRY NATHAN, still with the Ideal Exposition Shows, Inc., now traveling in North Carolina territory, writes he has about four more weeks to go. . . . Vic Plant replaced Jack Greenman with *Babes in Charms*, Hirst Circuit. Also new in the cast are Gladys McCormack, Three Lunatrix and Lew Brown. Exits were Jack Rhodora, Betty Burke, Bobby Bernard and Jack White. . . . Margie Hart moved from the Oriental, New York, to the Casino, Brooklyn, October 8. . . . Sonia DuVal on the same day moved from the Eltinge to the Oriental. . . . Annette (See *BRIEFS* on page 29)

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"Sea Racketeers"

(REPUBLIC)

Time, 64 minutes. Release date, August 16. Screen play by Dorrell and Stuart McGowan. Directed by Hamilton McFadden. Cast: Weldon Heyburn, Jeanne Madden, Warren Hymer, Dorothy McNulty, J. Carroll Nash, Joyce Compton, Charles Troubridge, Sid Saylor, Lane Chandler and Bryant Washburn. Reviewed at the Central, New York.

Made by the premier manufacturers of Saturday afternoon serials, this pretender to full-length status is just 12 gobes of serial spliced together. A home-too involved plot, a simple distinction between virtue and villainy, alternate slices of love and action, and, of course, perils and hair-breadth escapes from death. All these ingredients, it is true, compose the recipe of many a film which aspires to "A" classification, and one could make out a good case for the argument that the serial is the same thing only cruder.

It's the Coast guard versus fur smugglers, and a gambling ship is the locale of all the skulduggery. The gambling ship presents revues, which is a chance to sneak in some production numbers and a few medecore tunes. (Every film today seems to feel lost without some song and dance.) Dorothy McNulty, who has Miriam Hopkinsque touches, looks good. Otherwise this film will just appeal to the week-end juvenile trade. Maurice Zolotow.

"Annapolis Salute"

(RKO RADIO)

Time, 60 minutes. Release date, September 10. Screen play by John Twist, from a story by Christy Cabanne. Directed by Christy Cabanne. Produced by Robert Sisk. Cast: James Ellison, Marsha Hunt, Harry Carey, Van Hefflin, Ann Hovey, Arthur Lake, Dick Hogan and others. Reviewed at the Palace, New York.

The United States Naval Academy ought to do something drastic about this one. Designed to fill American youth with love and honor of the mid-dies who infest Annapolis, it turns out to be a double feature of approximately Class Double Z caliber. If it's not the worst picture that's ever been produced it at least makes a gallant bid for the honor.

Every hunk of Rover Boy romance and meller known to man or scenario writer is thrown in and badly presented. Bill Martin, whose father, a chief petty officer, has always wanted him to go to Annapolis, goes there and is set off against Clarke Parker, son of a rich family, who thinks that the whole setup is a joke. In their second year they are at loggerheads over a girl who favors Bill. Bill's father tells him that love and the navy won't mix (a somewhat startling statement!) and tells the girl the same thing, the girl renounces Bill in a so-so sad note, Bill breaks boundaries in order to see her, he is caught by Clarke in her room as she reiterates her denial of him, and he's then, as the finishing touch, landed in hot water because a drunken Delilah has snatched his cap and then got herself bunged up in an auto accident. But Clarke depressingly turns Rover Boy, too, at the eleventh hour and goes to the hospital

to get the girl's confession—which clears Bill of suspicion, reconciles Papa to young love and unites the cooling doves. That's really what happens on the screen.

Harry Carey's quiet, fine sincerity is shamefully wasted on the o'pry house character of Papa, and Van Hefflin does needlessly well as the naughty 'Clarke. Jimmy Ellison and Marsha Hunt are at least unobjectionable as the lovebirds.

Impossibly awful details crowd the seemingly interminable 60 minutes of the running time. For example, Bill as a sophomore—or whatever they call it at the Naval Academy—becomes stroke of the varsity crew. It could happen, but there's no need for it. And the junkerism handed out in large slices weighs down the film like slabs of underdone karpotfuklaes.

Bob Sisk, who produced it, had taste and intelligence far above the average when he was just a press agent for the Theater Guild. Eugene Burr.

"It Happened in Hollywood"

(COLUMBIA)

Time, 63 minutes. Release date, September 7. Screen play by Ethel Hill, Harvey Fergusson and Sam Fuller, based on story by Myles Connolly. Directed by Harry Lachman. Cast: Richard Dix, Fay Wray, Victor Kibian, Franklin Pangborn, Charlie Arnt, Granville Bates, William B. Davidson, Arthur Loft, Edgar Dearing, James Donlan, Billy Burrud, Sessie Tibury, Harold Goodwin and Charles Brinley. Reviewed at the Rialto, New York.

Here's a comely and amusing trifle of Hollywood in informal attire. It may surprise the trade, but this back-stage view of the film city isn't a nauseating stalemate. The script does build up a director as a mild-tempered soul and paints a couple of pretty pictures about studios, but the offense isn't serious. It may be that It Happened in Hollywood will please even the upper strata.

In this narration of the up-again, down-again, Finigan fate of one Tim Bart, Columbia offers a neat play of the vicissitudes in the career of an actor and cites this typical example of what the talkies did to talent. Specifically, here is Tim Bart, a fine example of the sure-fire cowboy in our classical Westerns. His producers smear him across the front page news sections with exploitation stunts such as visiting children's hospitals. Then come the talkies and the trend toward more sophisticated rubbish. Cast in the part of a living-room dandy all bedecked in bib and tucker, Bart flops in his talkie test. Since the market for his cowboy pictures has dwindled measurably, the hero is almost washed up. He has to thank a young boy for the happy ending. Having worshiped Bart from a hospital cot, the romantic kid one rainy day sneaks off to pay him a visit. Not to let the boy down from a promise he had made in his heyday, Bart throws a sham party. His guests are the stand-ins for the great, but the lad doesn't know that. Ere the would-be Mae Wests, Joan Crawford, W. C. Fields, Charlie Chaplin and Clark Gables depart Bart comes to the rescue of a bank during a holdup and uses his marksmanship to pop the gangsters as if they were just so many bulls-eyes. The movie producers, brought back to their senses, revive the heroic romantics and re-star Bart.

It's a likable yarn, handled admirably by a more than satisfactory cast. Sylvia Weiss.

"The Life of the Party"

(RKO-RADIO)

Time, 79 minutes. Release date, September 3. Screen play by Bert Kalmar, Harry Ruby and Viola Brothers Shore, from a story by Joseph Santley. Lyrics and music by Herbert Magidson, Albia Wrubel, George Jessel and Ben Oakland. Directed by William A. Seiter. Cast: Joe Penner, Gene Raymond, Parkyakarkus, Harriett Hilliard, Victor Moore, Helen Broderick and others. Reviewed at the Rivoli, New York.

One gender at the billing will suffice to let you know whether you are going to like this picture or not, even before you view it. It brings to the screen that comic blubberer, Joe Penner, and that hybrid dialectician, Parkyakarkus, in a series of songs, gags and situations that will neither win them new adherents nor entirely dissipate their rabid followers. Some of the audience howled at Penner's caterwauling and at Parky's one gag, done over and over again. Our sympathy

goes to Harriett Hilliard, who screens a personality that is both winsome and sweet, and her voice loses none of its warmth over the sound track. Gene Raymond is nauseatingly sugar-coated, but that's not saying that the girls won't like him. With the same reasoning, the picture will probably be a colossal box-office smash and confound us. But as for us, give us Victor Moore, Helen Broderick, Miss Hilliard and the lovely Let's Have Another Cigarette—but in another picture.

Story has Gene Raymond, a wealthy youth and about to inherit millions more in less than three years, running into and falling in love with a young but poor socialite, Miss Hilliard, who would rather embark on a singing career than marry some rich fop as her mother schemes. The girl also falls in love with the boy, but of course does not tell him. Rather she tells him he's a bore, but undaunted he gives chase cross country, thru a maze of hotel rooms and even becomes a party to a fake marriage. Gene's persistence and sweet nature finally break down her resistance. The ambitious mother, who had opposed the affair because she did not know at first the social status of the boy, is happy beyond words when she also finds out that he is just the thing she has been chasing all along. George Colson.

"Back in Circulation"

(FIRST NATIONAL)

Time, 83 minutes. Release date, September 25. Story by Adela Rogers St. John. Screen play by Warren Duff. Directed by Ray Enright. Cast: Pat O'Brien, Joan Bondell, Margaret Lindsay, John Litel, Eddie Acuff, Regis Toomey, Craig Reynolds, George E. Stone, Walter Byron, Ben Welden, Herbert Rawlinson, Spence Charteris, Raymond Brown, Gordon Hart, Granville Bates.

It seems as tho you meet a lot of interesting people in this mad business of ours, but the picture business doesn't believe. Hence they continue to dish out a lot of pled tripe, in this case effluvia from the pen of Adela Rogers St. John, who used to be a newspaper woman herself. Not only is it unvarnished guff, it's a combination of all the old and time-worn glub that the film business has been long representing as portrayals of the newspaper business. If the film business wants to continue producing newspaper stories, then let them do as they have in other fields—base pictures on those historically great. Horace Greeley, Bonfils and Tammen, Joseph Pulitzer, for instance, offer exciting material for pictures. The trouble with this, however, is obvious. There won't be tough and bloodless managing editors to browbeat suffering reporters. Suffering reporters, for example, who have to sit thru such unmitigated oat soup as Back in Circulation.

It seems Joan Bondell is The Morning Express' star reporter, Pat O'Brien is the aforementioned managing editor of aforementioned type, Margaret Lindsay the widow of a dead louse, John Litel is her true boy friend, Walter Byron knows about her affection for Litel and is shaking her down. Our star reporter turned detective, as star reporters always do, digs up the lowdown on the widow, finds that the deceased was poisoned and didn't die of heart failure and starts the scandal story, resulting in the widow's sentence to death. Then our lady scrivener gets soft-hearted, realizes how terrible she's been, and turns and gets the widow to tell all. The widow was shielding her boy friend, figuring the scandal might ruin his medical career. The acting is as you expect. Jerry Franken.

"This Way, Please"

(PARAMOUNT)

Time, 72 minutes. Release date, October 15. Screen play by Grant Garrett, Seena Owen and Howard J. Green, based on a story by Maxwell Shane and Bill Thomas. Directed by Robert Florey. Cast: Charles (Buddy) Rogers, Betty Grable, Ned Sparks, Mary Livingston, Rufe Davis, Jim and Marian Jordan, Porter Hall, Lee Bowman, Cecil Cunningham, Wally Vernon, Romo Vincent, Jerry Bergen, Akim Tamiroff, John Patterson, Terry Walker, and Alma Ross. Reviewed at the Criterion, New York.

Actually, This Way Please is a good vaudeville bill interspersed with the beauty of Miss Grable, the handsomeness of Rogers and a bit of a story which gives all these good folk an excuse for carrying on.

Plaudits for the comedians making their debut in this film. They are Rufe Davis and the radio hillbilly team of Jim and Marian Jordan. It's a good start also for the Mary Livingstone-Ned Sparks combination. Miss Livingstone gets along well without her Jack Benny, and if her script never gets worse, and Sparks continues to come thru as an old faithful, the team should be good for some heavy gold in personal appearances on straight flesh tickets and radio commercials.

Married life has somewhat subdued Rogers, for he does lack dash. As likely as not, tho, he'll still go over big with the girls. In the film he is Brad Morgan, heartbreaker, who walks out on the theater manager when his pet usherette, Jane Morrow, is bounced. Angered further when the manager rehires the beauty as a song-and-dance number "who broke the heart of Brad Morgan," he plots an unfavorable bit of publicity for the theater. The plan is to set the stage for the marriage of Morgan to Miss Morrow, and then fall to appear for the "I do" before a packed theater. When Stu Randall offers to stand in for the bridegroom Morgan lays aside all original intentions to get his woman. Thereafter the theater books Morgan and his bride.

There are many good laughs and not too awful music. Sylvia Weiss.

APOLLO COMES

(Continued from opposite page)

Thursday or another curtain delay would be staged.

No salary or rubber-check squawks were reported to Chorus Equity by its members playing in the line, the American Federation of Musicians and International Alliance of Theatrical Stage Employees' representatives also had sessions with the management.

Mrs. Max Wilner, when questioned Wednesday by The Billboard shortly before the meeting, denied any salary "difficulties." Mrs. Wilner reported that "there were no 'rubber checks' issued." She also denied the report that Emmett Callahan had severed connection with the Apollo.

BLUE LAWS

(Continued from opposite page)

The censorship chairman said that these have not been serious. In several instances strip women became overzealous and tossed in an extra grind or bump too many, but Masterson reports that such businesses were immediately axed out by managers. The same reason and cutting also applied to bits which went too far into the blue with lines, business or the combo. It is understood that Masterson's committee will report that houses "co-operated" when the renewal question comes up next week for four theaters.

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OUT-OF-TOWN OPENINGS
"This Side of Twenty"
BEN BARD PLAYHOUSE
(Hollywood)

A three-act comedy by Emerson Treacy. Presented for a six weeks' run by the Ben Bard Players at their own theater, commencing October 8. Directed by Ben Bard, settings by Edmund Glover, stage construction by Victor Kolberg. Cast: Walter Sande, Grace Hamilton, Wallace Pindell, Bill Thomas, Douglas Meins, Barry Bernard, Stephen Lott, Ralph Bowman, Greta Phillips, Kay Ladd, Lee Partridge, Alice McCarty.

This Side of Twenty is an amusing comedy of adolescence presented by a group of youthful players who are right at the age they so ably depict. The romantic yearnings and sentimental forays of growing youth in its late teens is most amusingly seen.

Plot concerns itself with three pretty girls who have been giving their high school boy friends rough treatment, ordering them on errands, belittling them, acting scornful. The boys, in retaliation, form a Hermit's Club whose countersign is the figure of a woman outlined with the hands, followed by thumbs emphatically down.

Everything is going swell until Alla May, a little gal from the South, arrives as house guest of one of the girls. This Dixie beauty turns things upside down, captivates the boys, making them forget their pledge where she is concerned, infuriating and dismaying the other girls. In the end, she is revealed as a famous bubble dancer and a fraud, and the repentant boys return to the open arms of their girl friends.

Emerson Treacy, the author, noted for his studies of adolescence on the screen before he turned to radio, understands well the psychology of young manhood and womanhood. For his dialog is accurate and realistic. Ben Bard has capably and effectively carried out the author's mood and sucked all the possible humor from each situation in his direction.

The performances are uniformly good, with Walter Sande, Barry Bernard, Greta Phillips and Bette Grayson doing outstanding work in the lead roles.

David Arlen.

Changes Fail To Help "Virginia"

NEW YORK, Oct. 9.—Virginia, recently cut and rearranged, failed to impress the critics as having been hyped into a good book show. The more usual elements which go into the making of an outstanding musical continue to be lacking, specifically, comedy, hit tunes and a number of specialties of better entertainment value than an audience is likely to find on a vaudeville stage.

But the element of production, which in the average musical is important mostly thru its setting off of talent, in Virginia assumes a significance which, rightly or wrongly, places the talent and book in a secondary position. To that percentage of the audience particularly keyed to visual perception, Virginia is breath-taking in its cunningly contrived melange of colors and sets. The girls are pretty, the ballets are nice, but the cast principals do not register. Much, though, of the latter failing is traceable directly to a script presenting scant opportunities.

Schwartz's music, while pleasant, is not up to a top flight musical score.

Summing up of the matter seems to indicate that this excursion of the Rockefeller into showbiz was a result of hasty judgment rather than foresight.

P. A.

London Hot for Cutrates

LONDON, Oct. 2.—The "two tickets for the price of one" policy, inaugurated in London some three years ago, is expanding, and the operators claim to have over 200,000 annual subscribers on their registers. Some round dozen West End theaters are operated or controlled by the "two for one" policy, which is at present confined to that area. Main squawk comes from the fact that the policy only operates when a play is not proving a success and calls for cuts in the running costs, including the salary list. Another squawk comes from those West End theaters currently presenting hit plays. They hold that a majority of English patrons cannot resist a bargain and that they would fall for a cut-rate mediocre show in preference to a successful play at recognized full prices.

New Plays on Broadway

Reviewed by Eugene Burr

PLYMOUTH

Beginning Thursday Evening, October 7, 1937

SUSAN AND GOD

A play by Rachel Crothers. Settings by Jo Mielziner. Presented by John Golden. Setting constructed by Vail Scenic Construction Company and painted by Robert W. Bergman. Production under the supervision of Miss Crothers.

Irene Burroughs..... Vera Allen
Michael O'Hara..... Douglas Gilmore
Leeds..... Bigelow Sayre
Charlotte Marley..... Eleanor Audley
Hutchins Stubbs..... Fred Leslie
Leonora Stubbs..... Edith Atwater
Clyde Rochester..... David Byrne
Susan Trexel..... Gertrude Lawrence
Barrie Trexel..... Paul McGrath
Blossom Trexel..... Nancy Kelly
Leonine..... Katharine Deane

ACT I—Scene 1: The Terrace Room in Irene Burroughs' House in the Country—A Saturday Afternoon in June. Scene 2: The Same Room—Four Hours Later. ACT II—Scene 1: A Guest Room in the Same House. Seven o'Clock the Following Morning—Sunday. Scene 2: The Terrace Room. Eleven o'Clock the Same Morning.

ing. ACT III—Scene 1: Susan's Sitting Room in Her House in the Country. Three Months Later—Late Afternoon. Scene 2: Two Days Later—About 9 o'Clock in the Evening.

The theatrical millennium arrived at the Plymouth Theater Thursday night under the sponsorship of Mr. John Golden. Miss Rachel Crothers, that most subtle and vicious of all playwright feminists—subtle and vicious because she manages to cloak her pernicious propaganda beneath a veil of intelligence and wit—finally wrote a play that sympathizes primarily with a man. It is called Susan and God, and it has Miss Gertrude Lawrence as its star.

Aside from suffering a startlingly the probably temporary change of heart, however, Miss Crothers has done little more than to look upon light and frivolous society in order to dredge up once more the somewhat hoary truism about God helping him who helps himself. For three amusing and sometimes effective acts she examines the case of the unhappy Trexel family in order to drive home the point that in order to obtain

From Out Front

By EUGENE BURR

A couple of weeks ago gallery crowds in London laid the foundation for another of those international incidents that are flooding in lurid headlines across the pages of the public prints. They had the temerity to hiss an American musical that opened at London's famous Palace Theater; they practically hissed it off the boards. It was a musical presented by an American—the Miss Barbara Blair, who labors under the somewhat trying pseudonym of Snoony



EUGENE BURR

state wrote a note. In view of such unprecedented sanity, the affair came to the attention only of those scattered peasants who are interested in the theater—and, of course, Miss Blair and her unfortunate cast.

At the risk of precipitating an Anglo-American crisis (in case any of the state department boys should stumble over this column) I mention it simply to draw attention once more to the wholesome and salutary British practice of hissing when hissing seems to be in the cards. In general terms a discussion of the practice has been printed here several times before; surely if applause is allowed hissing should be similarly allowed; surely it is best for the theater to do away as quickly as possible with all of the misfits that are spawned to encumber unwilling stages; surely a customer taken for his admission price has a right to express his displeasure as well as his pleasure. It's all been said here before—with length and heat—and there's no use going into all of it again.

But the gloriously untrammeled lack of enthusiasm of our British brethren does bring up once more the vagrant wish that, in this free and liberty-loving country, a customer confronted with a ripe play, a hunk of garbage-pail acting or other manifestations of glaring theatrical incompetence could similarly express himself, without being kicked out of the theater. It seems only fair. A reviewer, sitting in desperate attention before the crop of peculiarly unhappy dramas that the young current season has disgorged, can at least quell his rising spleen with thoughts of his typewriter awaiting him at the office. The average playgoer has no such safety valve—and, in addition, he has had to pay for the privilege of being bored. Sometimes I wonder, in ill-concealed awe, at the restraint displayed by those average playgoers.

Certainly the current season has given them ample opportunity to indulge in a choice and juicy barrage of hisses. The examples multiply endlessly—three or four outstanding ones in every new play that has come to Broadway so far this season—and there's no use going into them one by one. The general fact remains that the new season has yet to produce a good or even an adequate drama. (This, it is to be noted, is being written before I have seen the Theater Guild's To Quit and Back and Mr. John Golden's Susan and God; for decisions as to whether or not they continue the general trend, you'll have to refer to the individual reviews herewith included.)

There has been no good play or even adequate play as yet—and the effects of that lack are far-reaching and devastating. With the results of the previous season tabulated sadly and tucked away with mignonette and myrtle in the statistical vault, the present season assumed particular importance. A lot of plays had been announced, but very few had advanced as far as actual production talk; the obvious conclusion (at least to me) was that everyone was waiting to see how the season turned; if a couple of hits had come in during the first few weeks, the waiting schedules would have been dumped wholeheartedly into production; with no early hits, it was figured, the schedules would continue to wait, and the season would turn out to be statistically devastating. There have been no early hits; it looks now as tho the current season has a good chance of diving beneath even last season's all-time low. It's not a pretty picture.

God's aid we must first dig deep within ourselves and root out the manifold rottenness. Heaven knows that that is true—but it is hardly a startling discovery. Miss Crothers takes the case of Susan Trexel, a flighty and revolting woman who lives entirely for herself and her cheap sense of the dramatic, a sort of upper crust American Katie Roche. Her husband, inexplicably but madly in love with her, has become a dipsomaniac. Her adolescent daughter yearns vainly for a home and a family life as Susan wanders giddily about Europe, busily occupied in expressing herself.

But Susan encounters one or another of the phony cults that are the last refuge of dilettantes and scoundrels and, sensing its personal dramatic value, takes it seriously, trying to convert her friends. And Barrie, her husband, being very drunk when he runs into her at the height of one of her conversions, takes her seriously, too. Sincerely sorry for their daughter, he offers to stay away from liquor if Susan will give the girl a summer at home with father and mother in attendance. Susan, seeing her selfish flutterings threatened, refuses; and she only yields when Barrie promises that, if he goes off the wagon once during the summer he won't stand in the way of the divorce she wants.

Needless to say, the summer is a success, and Susan rejoices dramatically in the joy that she has brought and sometimes forgets to remind herself that she has had a simply dreadful time of it herself. As a matter of fact she has had a fine time, allowing human sympathies to steal into her cold and sterile heart. But she refuses to admit that Barrie has won her back and throws him into the arms of a girl who loves him. Barrie refuses to be thrown, but he does go out on a bat.

It is while he is away, Susan thinking that he has gone off with the other girl, her friends coming to grief because she has influenced them with her ridiculous chatter of her cult, that he realizes how rotten she is—and that she does love Barrie. When he returns she gasps out Miss Crothers' pivotal truism and falls into his arms.

There's only one major trouble with all of that; that sort of woman would be as bad as ever again within a week.

There are several other minor troubles, too. For one thing, Barrie, a supposedly sympathetic character, becomes cheap and sleazy because of his continued love for so cheap and sleazy an emotional harlot as Susan. For another thing, a play touching lightly upon superficial and artificial people must necessarily become a superficial and artificial play. Miss Crothers does her best to cover such superficiality with her deft and excellent dialog, with her sparkling wit and her superlative sense of stage values. But even she can't hide it completely.

On the other hand, when she does dig into Susan she produces sections that are both blistering and virulent—vicious dissections of a selfish and flighty woman. Attendance, at those sections at least, should be compulsory for nine women out of every ten.

Miss Gertrude Lawrence is quite as vicious as Miss Crothers in her delineation of Susan, making her even more despicable than, perhaps, the author intended. Marring her performance pretty badly by ridiculous overemphasis in the early sections—at times she seems like a burlesque of Beatrice Lillie burlesquing a society matron—she comes thru in the final act with playing that is splendidly effective. But walking off with the

BROADWAY RUNS

Performances to October 9, inclusive.

Table with columns: Dramatic, Opened, Perf. Lists plays like Abbey Theater Players Repertory, Katie Roche, Plough and the Stars, etc.

honors of the evening, turning in a performance that even now can safely be figured as among the 10 best that the season will produce, is Paul McGrath, as Barrie. Stepping into the role at a moment's notice during the tryout to fill the gap left by the tragic death of Os-good Perkins, McGrath did so fine a job that Mr. Golden decided to hold him in the part for the New York run. That decision is amply justified. It is an outstanding performance.

Also helping immensely are Nancy Kelly, who gives a tender, amazing and sympathetic interpretation of the young daughter, and Eleanor Audley, whose smooth and detailed playing brings fine effect to the other woman in the case. Practically all of the subsidiary roles are excellently filled, and the direction is uniformly and finely effective.

**GUILD**

Beginning Wednesday Evening, October 6, 1937  
**TO QUITO AND BACK**

A play by Ben Hecht, featuring Sylvia Sidney and Leslie Banks. Directed by Philip Moeller. Settings and costumes designed by Aline Bernstein. Scenery built by Nolan Brothers and painted by Center Studios. Presented by the Theater Guild, Inc.

- |   |                      |
|---|----------------------|
| Railway Official                            | Joseph M. De Villard |
| Howard Evans                                | Francis Compton      |
| Lola Hobbs                                  | Sylvia Sidney        |
| Alexander Sterns                            | Leslie Banks         |
| Zamiano                                     | Joseph Buloff        |
| Officer                                     | Walter Armin         |
| Francisca                                   | Virginia Holden      |
| Tomas                                       | Eugenia Rawls        |
| Florinda                                    | Isobel Donald        |
| Maria                                       | Virginia Gregori     |
| Alfredo                                     | George J. Lewis      |
| Captain Stewart                             | Horace Sinclair      |
| Fifi Stewart                                | Lena Peters          |
| Harold Frazer                               | Walter N. Greza      |
| Countess Rivadavia                          | Evelyn Varden        |
| Dr. Durgess                                 | Jack Scanes          |
| Manuela                                     | Natalia Danesi       |
| A Soldier                                   | Manuel De Moya       |
| Colonel Pizarro                             | Manart Kippen        |
| Diaz  | Charles H. Pinkham   |
| An Officer                                  | Albert Allen         |
| Fortune Teller                              | Sidonie Espero       |
| Dr. Morodin, Minister of the Interior       | Henry Levin          |
| Sanchez, a Guitarist                        | Alfonso Chavez       |
| Comrade Santoya, Minister of Transportation | Jan Ullrich          |
| Comrade Patavo, Minister of Finance         | Harry Bellaver       |
| Comrade Rienza, Minister of Education       | Samuel Brown         |
| Comrade Gonzales, Minister of Agriculture   | Fred Clegg           |
| Muggsie                                     | Himself              |

**NATIVES, SOLDIERS, ETC.**—Mildred Levin, Michael Lackman, Louis Halprin, Don Kelly, Lone Mountain, Fredricka Fortello, Juan De Aguenta, Manuel Risto, Sheila Richard, Tommi Bissell, Edilberto C. Burgos, Tuan Garcia, Jose Ramirez.

ACT I—Scene 1: The Waiting Room of a Railway Station on the West Slope of the Andes on the Ecuadorian Coast. An Afternoon in April. Scene 2: The Living Room in the Villa of the Countess Rivadavia, 20 Miles Outside Quito, Ecuador. A Week Later. Scene 3: The Same. Three Hours Later.

ACT II—Scene 1: The Same. Three Months Later. Scene 2: The Same. Three Weeks Later. Near Midnight. Scene 3: The Same. The Following Morning.

That antic fellow, Ben Hecht, has perpetrated an excursion into serious dramaturgy which, under the title of *To Quito and Back*, was presented Wednesday night by the Theater Guild at its home playhouse as the first production of the organization's 20th subscription season. Assisted by neither Charles MacArthur nor any sleight of hand, Mr. Hecht has written the first worthy effort of the current theatrical year and the first play since Maxwell Anderson's *The Wingless Victory* that might conceivably be included in an anthology of the best 20th century drama.

Not that *To Quito and Back* is faultless; far from it. Mr. Hecht, in presenting the desperate plight of the individualist in this horrible, uniform, regimented, modern world—in presenting the desperate plight of the individualist intellectually, emotionally and morally, caused, of course, by the unfortunate fellow's inability to find a faith to which his soul may grapple—has made many slips. Particularly he has made the mistake of attributing the individualist's isolation to an emotional falling. He has Alexander Sterns, his hero, unable to espouse either Fascism or Communism (the Og and Magog that guard the entrance to all life in this muffling, beefy present) because Sterns is unable to become passionate in the interests of any idea. With Communist leanings, with a sense of the justice of the belongings of the common man, Sterns still finds himself unable to arouse emotion or passion for any cause. That may be the case

as it affects Mr. Hecht, but it is not the case of the majority of intellectual isolationists.

Sterns' plight, even in the Hecht version, is fundamentally traced to a lack of faith. That is just. But the lack of faith in most of us comes not from emotional inability, but from the curse of clear sight. That clear sight pierces thru the words and theories that surround any cause and stares bleakly at the utter and inescapable futility beyond. It is far more tragic even than the case of Mr. Sterns.

But because Sterns' lack of faith is based on an emotional perversion, Sterns, at the end of *To Quito and Back*, is able to provide Mr. Hecht with a ringing and oblique affirmation. Seizing himself at a moment of positive emotionalism, he throws himself finally into a cause and, tho dying, sets in motion a fluttering hope for the future. It makes for a powerful play, but the true outlook of the individualist—gazing forever, everywhere, upon futility—is a far bleaker tragedy than that told by Mr. Hecht.

In his depiction of the personal individualism which, expressed in a super-egotistic refusal to hurt anyone else, prevents the unfortunate man from taking any definite course, from making any clear-cut decision even in his emotional and private life, Mr. Hecht is far more successful. His Alexander Sterns becomes a man wrecking his own hopes—hopes of honesty, of self-respect, of a guiding reason for life, of happiness in short—upon the wave-fretted shoals of indecision, upon the vicious rocks of an egotism that will not allow him to make a decision when such a decision will break a bridge behind him or hurt what has once been a dear part of himself.

The story is simple enough. Sterns is a successful novelist escaping from a round of literary teas and a humdrum existence with a dull wife by flying to Ecuador with Lola, his fine young light of love. They will be married as soon as Sterns' wife gets her divorce; meanwhile they will live in Ecuador and what was once quaintly known as sin.

But Sterns involves himself with Zamiano, the simple, naive, idealistic leader of a Communist revolt, who loves the people with all their faults, whether they support him or not. Sterns aids Zamiano in getting money thru the government lines and then, thru no fault of his own, executes a coup d'etat that gives Zamiano control of the government and makes Sterns, willy-nilly, a leader of the Communist regime.

He goes about carrying out his own ideas, but never intrinsically tied up with the party. And a sense of his own individualistic tragedy is brought full on his head when Lola discovers that he has never told his wife about their affair. She finds that he, unable to hurt his wife, has let her believe that he has gone to Ecuador to write a novel. He writes a telegram telling his wife the true state of affairs—but Lola, seeing that it was done unwillingly, tears it up and goes away. All the while the man really loves her, insofar as he can love anything outside of himself.

Zamiano is defeated by a new Fascist army but, still loving the people, he asks Sterns what to do. Sterns tells him to gather his 700 survivors around him and die fighting, becoming a legend to uplift the hearts of the people and urge them on in the days to come. And Sterns, at an emotional crux, goes with him. They

(See *TO QUITO* on page 29)

**AMBASSADOR**

Beginning Saturday Evening, October 2, 1937

**KATIE ROCHE**

(REPERTORY)

A play by Teresa Deeevy. Directed by Arthur Shields. Settings uncredited. Presented by the Abbey Theater, in association with the Messrs. Shubert.

- |                  |                  |
|------------------|------------------|
| Stanislaus Gregg | F. J. McCormick  |
| Katie Roche      | Eileen Crowe     |
| Reuben           | Michael J. Dolan |
| Michael McGuire  | Arthur Shields   |
| Amelia Gregg     | Ria Mooney       |
| To Mahony        | Dennis O'Dea     |
| Margaret Drybone | Maureen Delany   |
| Frank Lawlor     | Austin Meldon    |

ACT I—The Sitting Room of the Greggs' Cottage in Lower Ballycar. A Late Afternoon in August. ACT II—The Same on an Evening in the Following December. ACT III—The Same. The Following August—Late Afternoon.

When the Abbey Players came here on their two previous recent trips (they're back at the Ambassador now, having opened last Saturday under the sponsorship of the Messrs. Shubert) I felt that it was in some measure unfair to have a variegated crop of reviewers covering a

(See *KATIE ROCHE* on page 37)

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**AMBASSADOR**

Beginning Thursday Evening, October 7, 1937

**THE PLOUGH AND THE STARS**

(Repertory Revival)

A tragedy by Sean O'Casey. Directed by Arthur Shields. Settings uncredited. Presented by the Abbey Theater, in association with the Messrs. Shubert.

- |  |                                      |
|--|--------------------------------------|
| Commandant Jack Clitheroe              | F. J. McCormick                      |
| Nora Clitheroe                         | Eileen Crowe                         |
| Peter Flynn                            | M. J. Dolan                          |
| The Young Covey                        | Dennis O'Dea                         |
| Fluther Good                           | P. J. Carolan                        |
| Bessie Burgess                         | Maureen Delany                       |
| Mrs. Gogan                             | May Craig                            |
| Mollser                                | Aideen O'Connor                      |
| Captain Brennan, of the I.C.A.         | Joseph Linnane                       |
| Lieut. Langon, of the Irish Volunteers | U. Wright                            |
| Rosie Redmond                          | Ria Mooney                           |
| A Barman                               | Austin Meldon                        |
| The Voice                              | Corporal Stoddard, of the Wiltshires |
| Sergeant Tinely, of the Wiltshires     | Arthur Shields                       |
- ACT I—The Living Room of the Clitheroes' Three-Room Flat in a Tenement House in Dublin. ACT II—A Corner Public House in a Street Where a Meeting Is Being Held. ACT III—The Outside of the Tenement House in Which the Clitheroes Live. ACT IV—Bessie Burgess' Room in the Same Tenement.

The Abbey Players have revived one of the classics of their repertoire and of the Irish Renaissance, and if their treatment of Sean O'Casey's drama of the 1916 Dublin rebellion lacks emotional intensity and profound drive it is as much due to the deficiencies of O'Casey's play as to the often uninspired and poorly timed interpretations of the Gaelic actors. Where they should be most robust—in the pungent farce and meaty folk-slang—P. J. Carolan (who is entrusted with the lively role of Fluther Good that

Barry Fitzgerald had almost made his own in previous Abbey tours and in the recent film version), M. J. Dolan and May Craig fail to act with gusto and verve. And where O'Casey has been weakest, because he has left so much unexplained, in the relations between Jack Clitheroe and his wife, Nora, the parts have been handsomely played by F. J. McCormick and Eileen Crowe.

Much of the play is dated. The portrait of the windbag Marxist who is always quoting from high-sounding economic pamphlets is to us already obvious and worn. But the poetic, the common folk-diction, the suggestive figures of speech and the vulgar comedy remain. It is because the Irish theater is so full of this spontaneous, melodic poetry that we can return to it and still get solid pleasure there. Unlike much of contemporary drama, it isn't burdened with a stolid prosiness. Unfortunately, this year the players failed to speak their beautiful lines with an understanding of their rich qualities. Except for Maureen Delany, who interpreted the shrewish English sympathizer always bickering with the Fenians, the players who were given the

(See *THE PLOUGH* on page 29)

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FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

# Thru Sugar's Domino

## Stray Shots

WE TAKE back everything derogatory we have ever said about night clubs after getting an ogle the other night at the new show at the Paradise. . . . Nicky Blair's got something that he can be proud of, something that show business can be proud of, too. . . . This show has speed, zip, beauty, talent, youth, originality and a high standard of cleanliness. . . . And one more thing, if there has been at any time in recent years a more breath-taking collection of gals in the pony and showgirl lines of a Broadway night club we must have been under ether. . . . Yes, Nicky can be proud of that show, and if we know anything about what the public wants this one will be running along gayly long after some other gents on the street—particularly the ones who think night clubs are brothels and patrons lechers and suckers—have had to have changed their sixth show of the season.



E. E. SUGARMAN

IT MAKES us feel pretty good to note that the various exhibitor organizations are trying to do something at last about eliminating give-aways. . . . We hope that goes for chance games, too. . . . It is really about time the bulk of the country's theaters returned to the show business. . . . It is about time also that exhibitors began to realize that the public is growing tired of the generous doses of diluted entertainment in cans, that the public will get its flesh entertainment in cafes if it doesn't get it in theaters. . . . Maybe it is because exhibitors already realize this that their organizations are starting to pave the way by working towards the goal of eliminating the various practices and bargain feature policies that are holding up the works. . . . We hope. We hope. . . . We hope.

WE USED to have a lot of respect for Mayor La Guardia of New York. . . . We still have, but not as much as before. . . . This is not political propaganda, because we're going to vote for Fiorello anyway. . . . But what we started to say was that the mayor has lost caste with us because as far as burlesque is concerned he made a mountain out of a molehill, put a lot of people out of work, knocked hell out of an A. F. of L. union by taking a life preserver in the form of membership from it and throwing it to another. . . . If as a result of what the mayor has done conditions were better morally in burlesque today we would be quite willing to admit that Gotham's doughty mayor did it all for good old Mr. and Mrs. Johnny Public's boy Sonny and their daughter Sue. . . . But burlesque, now parading under the sobriquet of Follies, is just about the same as it was. . . . The mayor's committee of regulation hasn't meant a thing except for getting some publicity from time to time. . . . The same things are going on. . . . Maybe a trifling change here and there in the technical aspect of the high art of stripping. . . . Otherwise it's the same old burlesque that had the churchmen on Commissioner Moss' neck. . . . And we go so far as to state that the scenes are more disgustingly lewd and degenerate. . . . Many of the burly actors who lost their jobs when Commissioner Moss closed the theaters are back on the grease paint diet. . . . Everything is practically the same except that the operators had to take "burlesque" off their marquees and substitute "Follies," and Tom Phillips had his prestige and everything that came with it shot from under him. . . . Looks like it is kind of late for Mr. Mayor to do much rectifying now.

NOW that many of the performing mainstays of vaudeville's heyday are buying one-way tickets to the Coast and accumulating there a mess of talent big enough to choke even a circus work horse, it seems logical that circuit that we know is being planned by Hollywood's film barons will be located there, that the spokes in the half hub of the circuit will shoot out from the film capital instead of from New York as in the days of Keith, Albee, Proctor, Moss, Murdock et al. . . . A circuit headquartered on the Coast would be a swell idea. . . . Actors could break their jumps east and west. . . . The circuit could get the names the public knows and wants hot off the sound stage and broadcasting griddles. . . . And maybe the same circuit could (slower, of course, than radio or film) build up names that would wind up at the end of the sunset trail with contracts for the more substantial branches. . . . Lemuel, give me another sniff.

# The Broadway Beat

By GEORGE SPELVIN

IT MAY or may not be true, but a story trickles back from Europe concerning a blond lovely who checks hats at a local hotspot, now on vacation on the Continent; according to the legend she caused embarrassment and no end of eyebrow lifting when, waiting for her escort to check his belongings in a swank London spot, she reverted to type and, in slinky evening gown and orchid corsage, absentmindedly began to go around to the male standees in the foyer, relieving them of their cloaks and toppers. . . . If Dan Walker, who pillared a piece in *The News* concerning the sudden disappearance of Mary Nolan, is still looking for her, he won't have to look very far; she's being medicated by Dr. Ben A. Gilbert at the Fearless Hotel on 45th street. . . . At the Rialto Theater Wednesday afternoon, during the showing of a long-drawn-out clinch between Laurel (Laurel and Hardy) and a vamp aiming to make her husband jealous, the management's loudspeaker system, installed to keep patrons informed of the progress of the World's Series, suddenly shouted: "Beginning of the seventh inning—Yankees, 8; Giants, 1." . . . It seems that Helen Deutsch started something when she, as press agent of the National Theater Convention, included herself in all lists of among those present; at any rate Mr. Spelvin, in a single week, received two notes from publicity boys more intent on publicizing themselves than their clients: Noel Meadow wants everyone to know that he's now in charge of publicity for the Silk & Allied Industries Division to elect LaGuardia and Thomas Dewey, while Hy Green sends a note wistfully labeled "Press Release," reading: "Hy Green, (comma included in the original) is the youngest booking agent and publicity director on Broadway."

Speaking of press agents, Mack Millar has gone to the Coast to publicize Shep Fields' first venture into films. . . . And Press Agent Coleman Jacobs used to be a child-prodigy painter. . . . The seven-and-a-half-foot doorman at the International Casino used to be stooge for Lewis and Ames. . . . Della Carroll is being featured at the Claridge Club, London, with the advertising blaring the claim that she is Clark Gable's girl friend—basing it on the snapshot they had taken together on a vacation cruise; throwaways for the club feature nude pictures of Della in conjunction with photos of Gable. . . . There ought to be some way to stop stuff like that by law. . . . Nifty garnered last week from the ad columns of *The Times*, no less: Wanted—the tallest and the shortest woman in New York, for custodian of the door and stooge to the custodian; must be attractive, intelligent and willing to wear uniform. . . . It was for the Harlem Uproar House. . . . International political note: The Chinese Hand Laundry Alliance, Inc., has issued a throw-away against Japanese aggression in China. . . . Broadway sandwich-counter men are being lined up by the CIO and there's been much pamphlet passing, whispering and meeting prior to negotiations with the managements. . . . A stickler for carrying out instructions to the letter is the youthful doorman of a Broadway picture palace who hesitated to admit a lone reviewer the other night because the p. a. had left reservations for two; the impasse was avoided when the critic offered to use up the second pass at a later date. . . . Marie Dumont, local night club owner, is proud of her smooth-haired fox terrier, which frequents the club every night from 7 to 5 a. m.; the pup's favorite drink is Scotch and soda, but she'll drink beer if necessary; her name is Terry Duggan, and she doesn't like women—in keeping with night club tradition.

# Chicago Chat

By NAT GREEN

THIS chat mugg sneaked away from the comparative quiet of Randolph street for a few days to buck the hurly-burly machhouse called Broadway and will spend this week heaving sighs of relief that we don't have to live in the big burg. Which, of course, proves our thoro provincialism! Not that a jaunt to Broadway isn't pleasant. *Au contraire*, as the French would say—unless our parley vous is screwy, which is quite possible. But as a steady diet we'll take the friendly, if somewhat crude (according to New Yorkers) capital of the prairies. Chicago has practically anything that New York can offer when it comes to the worth-while things of life, and they can be enjoyed under so much more pleasant conditions. It can't compete with Manhattan in bigness, but bigness and pseudo sophistication quickly pall.

We found many reminders of Chicago in the Broadway district. At the Hollywood, one of the finest of the after-dark spots, Dorothy Gulman, who used to write an interesting column for *The Billboard* from Chi, is doing a grand job as public relations counsel and has branched out into the song-writing game with some success. . . . Hazel Flynn, former amusement writer on *The Chicago American*, holds a responsible publicity job in Radio City and it's more difficult to see her, than the President. . . . Ray O'Connell, formerly with Orpheum and RKO in the Twin Cities, and now operating a theater in Lancaster, Pa., is a frequent Broadway visitor. . . . Lou Breese, ork leader well known in Chi niteries, is doing a bang-up job at the International Casino and will soon be heard on a radio commercial. . . . Frank Burke, former manager of the Aragon Ballroom in Chicago, has made good in a big way with Consolidated Radio Artists—and he hasn't "gone New York." . . . Frank now resides in a small Long Island town, where he can enjoy all the advantages of his old home town and still be convenient to Broadway. . . . Lloyd Lewis, dramatic editor of *The Chi Daily News*, is having a grand time reporting the world series. . . . Dick Cook, who used to be on *The Chicagoan*, now working for *Spur* and *Aero Digest*. . . . Ed Fox, proprietor of the Grand Terrace on Chicago's South Side, has been looking over talent on Broadway and left for Chicago Friday. . . . Probably will have Fletcher Henderson's Ork, now at Loew's State in New York, at the Grand Terrace some time during the season. . . . Henderson has a route that will take him to the West Coast. . . . Gene Gaudette, a Fond du Lac, Wis., boy formerly with MCA, is back with ork leader Don Bestor as personal manager. . . . Paul Sabin, band leader who was at the La Salle Hotel last season, is back on Broadway.

Back to the Loop: Vivian della Chelsea, radio warbler, celebrated a birthday October 9. . . . Dorothy Miller, secretary to R. J. (Bob) Barrett, local WOR representative, has a birthday October 16. . . . A blessed event in the family of Jack Ryan, radio publicity man, soon after the first of the year. . . . A Loop hotel night spot is negotiating for the services of Marek Weber, well-known Berlin and Vienna conductor, famous for his interpretation of Strauss waltzes. . . . George Overson, formerly with MCA, now managing the Gypsy Village, Louisville. . . . Charles Green, president of CRA, off for the West Coast, after looking over the local music situation and conferring on changes in the Chi office.



## Ed Myhre in Barn; Season Is Average

GRAND MEADOW, Minn., Oct. 9.—Myhre's Novelty Entertainers, tent show under the management of Edward E. Myhre, has gone into winter quarters here after winding up its 29th season in South Dakota October 1. Business was up to the show's usual average, Myhre reports, with no real red ones and no bloomers.

Roster included the following: Ed Myhre, magic and musical acts; Blanche Myhre, contortion, traps and rings; Kenneth Spencer, vent and Punch; Prince Elmer and Mabel, crystal ball and hypnotic act. Troupe also presented a talkie serial.

Show played all week stands under a 60 by 120 Baker & Lockwood dramatic end top, purchased new this season. Outfit moved on four trucks, two trailers and two cars.

## Billroy Briefs

LITTLE ROCK, Ark., Oct. 9.—A four-day stay in Russellville, Ark., gave everyone a much-needed rest. We lived there and commuted to the other towns on the route. Edith Farley and the writer were lucky in obtaining a nice apartment and really cooked up a storm. Had as guests Art Farley, Bessie Bartlett, Billy Wehle (of course, you always have to invite him as he happens to be the manager), Mrs. Wehle; Bonnie Mack, who wasn't speaking to her husband for a few days an account of a card game, and the landlady, who when last seen was carting empty beer bottles down the stairway that someone had discarded before we rented said apartment.

The strait-jackets that Wehle has ordered for the company are being held up at the factory on account of the re-enforced one that is being manufactured for Morris Nelson.

"Bird-Dog" Lewallen, after playing Ft. Smith, Ark., is seriously considering middle aising; Daisy Mae Murphy, head of the entertainment committee on Billroy's, has been ailing lately and has not been able to fulfill her duties; Marie Wilson has overcome her homesickness for Miami and from all indications is really in love this time.

Gus Schulze and Elihu Dobbs have collaborated on a new tune, which they have titled "Sweet Sue," and which they have already sold to Boob Brasfield for his winter show; Margie Noble's maid is on vacation and Margie is finding it difficult to make the bus on time each evening.

Wonder if Mack Ferguson, Dome Williams and Bob Demorest recall playing Jackson, Tenn. WAYNE BARTLETT.

## Hollywood Tent Show Finds New Mexico Good

CLOVIS, N. M., Oct. 9.—Twenty-fourth week of the season finds the Hollywood Tent show, an all-talkie unit, playing Eastern New Mexico to business beyond the management's expectations.

Show has played seven States so far this season, all to good returns. One-night stands have been the rule, with the exception of several fair dates in South Dakota and Nebraska.

Personnel remains the same as at the beginning of the season and includes Tom McLaughlin, owner-agent; Elizabeth McLaughlin, treasurer; Mrs. Leslie Laplan, front door; D. Leslie Laplan, operator and boss canvasser; Joe Lampson, mechanic; Fred Lucas and Harold Miller, canvas, and Dick and Don McLaughlin, concessions.

Manager McLaughlin plans to remain out under canvas until November.

## Attention! Managers, Players

All managers and performers are invited to contribute news items to this page. Show managers who are anxious to keep their routes a secret and thus refrain from sending in news might be reminded that it is possible to contribute news items on their shows regularly without divulging their exact whereabouts. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

## Kansas City Jottings

KANSAS CITY, Mo., Oct. 9.—Billy and Buddy Ross, after a season with Eddie Hart's Players in Nebraska, have joined the Sid Kingdon circle in North Missouri.

Mona Rapier is a recent arrival here after closing with Neil Schaffner Players in Missouri.

Mr. and Mrs. Mickey Arthur, formerly with the Biehl Sisters' Stock Company, have joined the Princess Stock Company in Arkansas.

Buddy and Lois Leavelle recently joined the Kennedy Sisters' Stock in Texas.

Eddie and Lois Lane are recent arrivals here and were spotted on the main drag this week.

Roster of the Crago Players, who opened recently on their Wisconsin circle, includes Mrs. L. J. Crago, Bob Feagin, Gladys Feagin, Bud and Harvey Williams, Helen Crago, Jack Brown and Louis Crago.

Golden Rod Showboat, which closed a four-week engagement at Alton, Ill., last week, is reported to have opened at St. Louis for an indefinite run.

David and Mary Demille, of the Hila Morgan Company, sojourned briefly in the village this week en route to Carthage, Mo., where the show worked this week.

Maxene Marten, with Biehl Sisters' Stock all summer, has joined the Hazel McOwen Show in Nebraska.

Dick and Corinne Ward are recent arrivals from Cleveland, where they have been connected with a show.

Cleve Terhune, manager Biehl Sisters' Stock, is confined in a local hospital with a fractured arm.

Nell Epperson, formerly with the Paul English and J. Doug Morgan shows, has returned here after an absence of six months, during which time she visited England, Ireland, France and Germany.

Jean and Carlos Harvey recently joined the Princess Stock Company in Arkansas.

Blanche Bradley is a recent arrival here after closing with Harry Dunbar's Comedians in Minnesota.

Harold Gaudlin, manager of Boyes' No. 2 show, is a recent arrival here. He was accompanied by Mrs. Gaudlin (Billie) and Paul Weiss.

Original McOwen Stock Company closes its tent season tonight at Pawnee City, Neb. No plans have been made for the winter, but it is reported the McOwen sisters will play night spots in the East.

George Roberson Players closed the tent season recently at Galesburg, Ill.

Keith Gingles opened his lyceum attraction this week in Missouri.

Roster of Chick Boyes' No. 2 unit, which opens October 13, includes Harold Gaudlin, manager; Billy Gaudlin, Billy Cornish, Marie Belmar, Wayne and Loretta Huff and Paul Weiss.

Cliff and Helen Carl are resting at their home in Council Grove, Kan., after closing their show in Iowa.

Sid Snider, who recently closed a long season with the Wallace Bruce Players, is making arrangements to open a circle in Eastern Missouri, with headquarters at Herman.

Sid Kingdon Players opened this week on their North Missouri circle. Besides Manager Kingdon, roster includes Orion Marr, Dorothea Holt, Lodema Corey, Lou Fisher, Merle Zook, Buddy Ross and Did Kingdon.

Skeet and Pat Cross are recent arrivals here after closing with Chick Boyes' No. 2 unit.

Ernie Hawkins, after closing the season with Jack and Maude Brooks, is visiting friends and relatives in Clinton, Ia.

Bradley and Victoria Alexander recently joined the Auger circle in a Northern spot.

George and Ethel Adkins, after closing their show in Southern Missouri, were spotted on the local rialto this week.

Blanche Forbes, after closing a year's engagement with Chick Boyes' No. 2 company, is resting at her home in Olathe, Kan.

Billy and Mildred Baucum recently closed a two-year engagement with the Ted North Players.

Al W. Clark, past season director with the Biehl Sisters' Stock Company, has gone to Maine to visit his parents.

George, Bess and Jack Henderson have joined Toby Young's Comedians in a Southern spot.

Bob Bayley, past summer with Tilton-

Guthrie Players, has joined the Caylor Players in Minnesota.

Morris Faulk sojourned briefly in the village this week en route to a Western spot.

Carl Adamson, after closing the season with Bryant's Showboat, is sojourning in Chicago.

King and Hazel Felton have closed with the Darr-Gray Company and are resting at their home in Topeka, Kan.

Boyd Trousdale, after a 10 weeks' run in Sioux City, Ia., is playing an indefinite engagement in Sterling City, Ill.

Charles Rehl, after closing with Chick Boyes' No. 2 company, was spotted on the main drag here this week.

Goff's Comedians, now playing under canvas in Texas, are slated to open on a circle in West Texas soon.

Low Henderson and Cecil Vernon have opened their circle in Western Wisconsin, with La Crosse as the base town.

Andrew Leigh is visiting relatives in Alton, Ill., after closing the season with the Roberson Players.

Cliff and Mabel Malcolm, with Billy Remick and Charles Archer as partners, are now on their circle in South Georgia.

Art Names' Company has invaded Oklahoma. They plan to winter in Texas.

Terry O'Sullivan has closed with the Town Hall Players here and was replaced by Joe Haggerty.

## Dramatic Stock For Schenectady

SCHENECTADY, N. Y., Oct. 9.—Under the direction of Frederick Calvin and Beauvais Fox, New York theater men, Schenectady is to have a professional stock company this fall and winter. The new venture will be inaugurated October 11 at the Erie Theater. First offering will be *Boy Meets Girl*.

According to Managers Calvin and Fox, an excellent company has been engaged, including Barbara Willson as leading woman and Wylie Adams, leading man.

## Kinseys To Tour "Nights"

CANTON, O., Oct. 9.—Kinsey Comedy Company, with an augmented cast, will launch its fall and winter road season at Westerville, O., October 11 with a revival of *Ten Nights in a Barroom*. The bill will be offered thruout the season, with the company planning to tour the State on one-night stands. Ed Weaver, recently ahead of the Harry Shannon Players, has been retained as agent for the Kinsey Company, according to Frank F. Miller, general manager. Company will play under auspices in most towns, using school auditoriums when available.

## Town Hallers Doing Okeh

KANSAS CITY, Mo., Oct. 9.—Town Hall Players continue to do satisfactory business at the Apollo Theater. This week the company presented *The Price She Paid*, oldtimer with *Brother Against Brother* and *Lenz Riders* slated for future production. House was sold out last night to employees of the Sears-Roebuck Company. Players were engaged by Station KXBY to broadcast scenes from the current play.

CAROL MATHERS, well known in New England stock circles, is directing *Boomerang* under auspices for the Amateur Theater Guild of Boston.

ALDRICH BOWKER, veteran character actor, in stock the past summer at Rye Beach, Mass., is resting up on his farm at Ashburnham, Mass.

# Rep Ripples

JEAN AND BUDDY OXFORD are now with the Harley Sadler Show in West Texas.

WALTER S. WEEKS, veteran New England stock and repertoire actor, is now with *Room Service* at the Copley Theater, Boston.

DON AND MYRTLE KIMMEL, who have been playing night clubs and theaters in and around Detroit all summer, last week moved into their new de luxe trailer. They expect to head southward in a few weeks.

"RUSTY" AND DOT WILLIAMS, of the Odell White Show, and their daughters, Wilma and Billie, visited on the Kay Bros' Circus in North Carolina recently and are still talking about the courtesy extended them.

MR. AND MRS. GORDON FORSYTH, formerly well known in stock and rep circles, presented their new marionette attraction at the Nova Scotia Provincial Exhibition, Halifax, N. S., September 25-October 2, and are now arranging a tour of the maritime provinces and Quebec. They also played the Canadian National Exhibition in Toronto several weeks back.

JIMMIE O'HEARN is in Danville, Ark., after closing a long season as featured comedian on the Davis-Brunk Comedians. With his wife, Honey, and daughter, Sherry, he is playing theaters for a few weeks until opening with a Midwestern vaude unit. Jimmie says the Davis-Brunk organization will remain out as long as the weather permits. The show is doing good business in its established territory on three-night and week stands, O'Hearn postals.

## Ideal Comedy Closes; Goes Into Halls Soon

EATON, O., Oct. 9.—Bartone's Ideal Comedy Company, which closed a successful 22-week tent season here this week, will lay off here for a week before going into halls for the winter.

Roster includes Pearl and B. Bartone, managers; Sid (Paduckie) Householder, comedy; Boots Householder, straight; Frank and Blanche Reade, novelties; Dave and Ardeia Behne, wire act; Eddie (Jones) Vaughn, top and parts; Ellis Thornbrooke, piano; Jim and Ena, dancers, and Archie and Charlie, top and props. Behne also works Jackie, educated chimp.

The Bartones have taken delivery on a new Studebaker and trailer, while Paduckie and wife purchased a new Dodge. Frank Reade added a new vent figure.

Manager Bartone is slowly improving from an injury sustained in a fall down stairs last winter.

## WANTED

Young Leading Team, good Toby, General Business Man, other Useful People for Circle opening November 4. Must double. State everything first letter.

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# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**RUSSELL'S MAGIC CIRCUS** (Billy Russell), the "Bass Drum on the Band Wagon of Mystery," is well booked for the season, playing class and club benefits thru Central and Western New York. Show is a two-hour production. Magicians in vicinity will attend the show at Arcade High School, Arcade, N. Y., October 15.

AT A RECENT MEETING of the Atlanta Society of Magicians Wilbur Doak was chosen president for the coming year, succeeding Harold Friedman. Al-dine Terry was elected vice-president and A. P. Heck secretary-treasurer. Among the Atlanta sorcerers who will attend the coming convention of South-eastern magicians in Chattanooga are Julian V. Boehm, Dr. F. E. Vander Veer, Lindsey Hopkins, J. H. Smith, R. H. Wolcott, A. L. Terry, Harold Friedman and H. R. Hulse.

**EVANS BROWN**, who with his daughter-partner, Mary Davies, recently concluded a three-week engagement at Red Gables night club, Indianapolis, is now working single and began a 30-week tour for the lecture bureaus of the universities of Wisconsin and Kansas in Milwaukee September 27. Miss Davies made her debut to Chicago caferoom at the Pago-Pago Gardens on the same date, being held over for a second week. Johnny Platt, magician of ceremonies, was on the same bill.

**OPENING IN Sikeston, Mo.**, September 24, Loring Campbell last week played thru Arkansas and this week will make Mississippi and Louisiana en route to the Texas country. He has eight weeks in the South, after which he will head east until Christmas. At the conclusion of his present 30-week lyceum tour Campbell contemplates jumping to California for a several months' vacation. He recently was forced to build a complete new outfit to replace the one which was stolen from his car in Indianapolis some weeks back.

**EDUARDO THE MAGICIAN** (Clint Edwards), who closed recently with the Lewis Bros.' Circus, is now playing schools and churches in Northeastern Pennsylvania and Southern New York State. He has dates to carry him up to December.

**JERRY AND LUCILLE FURMAN**, of the Indianapolis magic clan, jumped into Cincinnati the October 2 week-end for a visit with Mr. and Mrs. Walter Labermeier, of the Cincy magic forces, and Jack and Ann Gwynne, who last week concluded a four-week stand at the Beverly Hills Country Club, just across the river from Cincinnati.

**LORING CAMPBELL**—The magic equipment stolen from your car in Indianapolis some seven weeks ago has been recovered by the police department there. They are waiting for you to identify and claim same.

**HENRY HAVILAND**, paper-tearing magish, and Ossie Wells, manipulator, appeared on the same program for the Retail Grocers' Association in Philadelphia Monday night of last week. Haviland refers to Wells as "a clever young chap with lots of audience appeal and some very, very good magic."

**BEN BADLEY**, St. Louis hypnotist-magician, cracked *The Peoria Journal-Transcript* October 2 with a two-column photo, showing him exerting his hypnotic powers upon Mrs. W. U. Jensen, wife of the magician, while Nicola, internationally known magician of Monmouth, Ill., looked on. Photo was snapped during the two-day magic conclave held in Peoria, Ill., Friday and Saturday, October 1 and 2.

**YOLANDE**, illusionist, is at the Petit Casino in Paris.

**ROLF HANSEN**, prestidigitator, is at the Arena in Rotterdam.

**COLLINET'S Magic Theater** is in Algiers, Algeria.

**RAY-MOND**, current on an indefinite engagement at the Nine-Mile House, Cincinnati, was a visitor at the magic desk last Saturday. His first week's presentation featured the floating light

bulb, cig manipulations, paper tearing and flower productions.

**JOHN BOOTH** has just finished a brief engagement at the Arcadia International Restaurant, swank Philadelphia spot, for MCA.

**MADAM PINKY**, Chicago, is issuing a new folder on Pinxy vent and Punch figures.

**MAGI CONCLAVE** staged by Midwest magicians at the Jefferson Hotel, Peoria, Ill., October 1 and 2, in honor of the Great Nicola, is reported to have been a grand success, both from an attendance and entertainment standpoint. Nicola gave an interesting talk on his experiences in magicdom on Saturday afternoon and also showed several reels of pictures taken during his foreign tours. Dealers who made the affair are reported to have been pleased with the results. Peoria magicians and their wives extended every means to make the visiting magi happy. Nicola was presented with a gold-tipped ebony wand by the visiting magi. More than 200 magicians and friends of magic took in the affair.

**JOHN MULHOLLAND**, editor of *The Sphinx*, official organ of the SAM, has just finished work on a book and has started work on another. He has also written several magazine articles recently, one for *Nation's Business* wherein he gives a grand plug to Jack Gwynne, magician.

**CECIL LYLE**, English conjurer, and his wife, Lucille Lafarge, who were slated to return to England on the Queen Mary from New York October 5, have postponed the return journey until October 20. The Lyles have been visiting American magic friends for the last month since arriving on the Coast after a 21-week tour of the Tivoli Circuit in Australia.

**CARYL S. FLEMING**, popular West Coast bachelor-magician, and Dorothy L. Wolfe, secretary to John Mulholland, are reported to be that way about each other.

**RAY-MOND** is currently winding up a fortnight's stay at the Nine Mile House, Cincinnati.

**DOC NOONAN**, veteran magician, after losing his worldly possessions in the Louisville (Ky.) flood last winter, is back in the running again with his one-man mystery opera, featuring three illusions. He is toting his equipment on a half-ton Chevrolet.

**SIEMS AND KAYE**, "modern mystics" (mixed team), opened at the Empire Theater, Providence, October 7 for a week's run.

**SINNETT**, mentalist, writes from Wisconsin that business is outstanding for him in that territory. He was held over for two weeks at the Hollywood Theater, La Crosse, Wis. Sinnett is booked in Paramount-Publix houses until the middle of November, at which time he will go to his home in Owensboro, Ky., for the holiday season.

**MILBOURNE CHRISTOPHER**, Baltimore magish, is currently doing magic and emcee in the Florentine Room of the Lord Baltimore Hotel, that city. Between shows he has been dashing about town, filling dates for such organizations as the Gas and Electric Company and the international convention of police chiefs. During the month of October Christopher also has an exhibition of magic at the Baltimore Municipal Museum.

**DOC MARCUS**, magician, who played the Southern Hotel Roof, Baltimore, all summer, was tendered a testimonial dinner at that spot last week.

**BARBEE**, Oklahoma City mystery worker, was a recent visitor in Baltimore.

**EDUARDO THE MAGICIAN** continues his tour of Pennsylvania and New York State, playing schools, churches and whatever he can get. "I am sorry to say that I have not held up the honor of the magic profession," writes Eduardo. "As I haven't turned down any \$100-a-



EDITORIAL DEPT.

**POSSIBILITIES**

**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 LEGIT MUSICAL

**MAE JOHNSON**—colored femme lead of the Cotton Club, New York, revue. A night club performer, she seems ready to step out into a first-line show. Is comely, young, vigorous and versatile—singing, dancing and handling comedy. Has plenty of poise and plenty of personality. Certainly rates a once over from legit producers.

**A. LEHMAN ENGEL AND AGNES MORGAN**—songwriting pair who concocted the score for the Federal Theater's *A Hero Is Born*. Miss Morgan, who wrote the lyrics, also staged the show. Tune which chiefly attracted attention is *Woe Is Me*, a satirical love ditty that steers clear of hackneyed phrasing in both music and

lyrics. Should be a welcome change from in-the-groove numbers.

## For FILMS

**LUCILLE JOHNSON**—blond and willowy beauty now at the Paradise Restaurant, New York. An outstanding singer whose voice is always interesting and whose beauty does much to make her singing even more attention holding. Seems to have all qualities necessary to make the grade in films.

**HUBERT GREGG**—personable and nice-looking juvenile now appearing in the Gilbert Miller production of *French Without Tears* at Henry Miller's Theater, New York. Acquires himself excellently in his present show; has talent and charm of the type to appeal to femme pix patrons. Rates a test.

## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**DAN QUINLAN**, veteran minstrel interlocutor, is touring New York State as an after-dinner speaker on the subject of the American theater. He is including high-school assemblies in his itinerary also.

**AL TINT**, yodeling minstrel, postals

week dates. To tell the truth, I haven't had any to turn down. In fact, I have seen a week or two when I would have been glad to get a date for any money." He reports business good at the present, however.

**KENNETH SPENCER**, vent artist, has just closed his sixth season with Ed Myhre's tent show and is back in Minneapolis for the winter, carving dummies and playing theater and club dates.

### London Magic Briefs

**LONDON, Oct. 4.**—One of the most successful magic acts seen in London for quite a while is that of Joan Brandon, 19-year-old American girl conjurer, who is proving a sensation at the Savoy Hotel, class London nitery. Girl is a smart performer with looks and a keen sense of showmanship. She will follow the nitery date with vaude bookings.

Grand Order of Water Rats, premier vaude lodge, entertained a large body of British and American magicians at their house dinner last Sunday. Magi reciprocated by giving an after-dinner show that was an immense success.

Russell Swann, American magician and emcee, is proving a huge favorite at the Dorchester Hotel, Park Lane. He is much in demand for private functions among the English aristocracy and last week entertained the Duke and Duchess of Kent.

Giovanni, the pickpocket conjurer, is back at the Trocadero, London, and chalking up a solid hit.

Levante, Australian magician, presents his unit at the Palace, Atercliffe, this week. He's topped several existing house records during his tour of the sticks.

Horace Goldin, Royal conjurer and magician, is another winner with his swell unit, which is playing big-time dates. Goldin recently introduced a bunch of new and baffling illusions that are causing much talk.

Jasper Maskelyne, the Royal Command Performance illusionist, is the current and successful headliner at the Theater Royal, Eastbourne.

from Nashville under date of October 3: "Here I am again, this time playing the Princess Theater here for a week. Met my old friend Skeet Mayo, who has a costume shop above the theater. Also met Billy Arnold, former advance man with various minstrel attractions. I trouped with both of them."

**BILLY DOSS**, black-face comedian and former end man with the Lassies White Minstrels, paid Al Tint a visit during the latter's engagement at the Princess Theater, Nashville, last week. Billy left Nashville early last week for St. Louis, where he has an air program.

**MANUEL ROMAN**, tenor; born in Cambridge, Mass., October 1, 1872; first minstrel engagement in 1893 with the Primrose & West Minstrels. Later he was with the Cleveland Minstrels and subsequently with Primrose & Dockstader's Minstrels, Lew Dockstader's Minstrels and many more of the leading burnt cork operas. He also met with success in vaudeville and musical comedy.

**MAJOR JOHN FINLEY** left Cincinnati October 7 for Saranac Lake, N. Y., where he will enter the Will Rogers Memorial Hospital to undergo treatment for tuberculosis. He would appreciate a line from old trouper pals.



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# Tab Tattles

By BILL SACHS

**SOLLIE CHILDS** will launch his new unit, *A Ton of Fun*, December 1, starting with six weeks for the Gus Sun office. Featured with the troupe will be Ethylee McDonald's *Beef Trust*, a chorus of seven talented fat girls, for the last 22 months at the Rainbow Gardens, Chicago. There also will be five acts of vaude. . . . Billy Van, formerly for 15 years in tab, rep and burly as a performer and producer, is now attached to the navy department in the U. S. Navy Yard, Mare Island, Calif., as a clerk under his real name of Ernest G. Ferril. "I wonder what has become of the old-timers," writes Billy. "Where are Frank Wakefield, Boots Walton, Bob Ferguson, Jack Wylie, Red Dulin, Chet Umpleby, Bert Southern and others? I was sincerely sorry to hear of Hal Hoyt's death. He was really a fine man; fair, honest and good timber for show business." . . . Slim Russell and his *Kwitzerkikkinn Revue*, after winding up the season with Jack Ruback's Western States Shows November 18, will enlarge to 18 people to play theaters in the Middle West and East.

**MR. AND MRS. CHAPPIE CHAPMAN** (Margaret Lillie), after closing shop on their beer and eats emporium at Lake Tanycomo, Mo., hit out for Cincinnati, where Margaret went to work for Station WLW on a new program last Saturday. They have with them their two-year-old daughter, Virginia. . . . Wally (Putty-Head) Brennan, singing and dancing juve, has just finished an emcee job at the Cave Night Club in his home town, Winnipeg, Man., Can. He was at that spot all summer. Wally is now making plans to return to the States. . . . Kathryn P. Watson, who recently quit show business to take the road for a New York cosmetic house, posts that she visited friends recently in Selkirk, N. Y., and met Charley Roth, who has a cottage on an island near the mouth of the Salmon River. Roth, quite a songwriter and pianist of the good old days, is doing very well for himself, Miss Watson says. . . . Jack C. Bell pencils in to say that he has had a pretty fair season with the Zimdar Greater Shows despite all the rainy weather. He is playing fiddle and baritone with the girl revue on the Zimdar carnival in addition to making openings and emceeing the show.

## BRIEFS

(Continued from page 22)

Ross, soubret, from niteries, spotted by Murray Rosen into the 42d Street Apollo, New York. . . . Stanley Simmons is a new principal at the Oriental, New York, along with Stump and Stumpy, colored dance team. Hank Henry left October 7 and Sam Raynor and Murray Briscoe opened October 8. . . . Lew Orth is operating a burly tab with 18 girls in the line at the Gayety, Boston, formerly a colored show spot. . . . John Grant, Lew Fine and Dorothy May featured in the opening burly stock cast at the Palace, Buffalo.

**AMY FONG** is at the Howard, Boston, as an added attraction, then moves into the Casino, Toronto, and then to Pennsylvania houses. . . . That Oriental title, *The Thighs Have It*, smacks of the old days. . . . Phil Rosenberg booked Jane Dobbins into Boston's Howard week of October 18. . . . AFA notified company playing the Palace, Buffalo, that it might hold a strike vote over that midnight show payment.

WHAT would happen if a new theater operator applied for a license to operate a burlesque theater? . . . What would be the license department's answer if he had a clean record in some other field and guaranteed clean burlesque shows? . . . Figure it out yourself, then look for an angel. . . . Paul Niles opened at the Republic Friday. . . . Troc, Philly, using burlesque billing, only it's "burlesk."

**BUDDY KANE** and Revelle Blair have succeeded Sam Mitchell and Dorothy Dee at the Empress, Milwaukee. Dorothy moved to the Avenue, Detroit. . . . National, Louisville, is closing Thursday.

## WANT

Colored Musicians and People for small Minstrel Tab Show or will book small Minstrel Show complete. Want Man to produce Show. Must be good Comedian. This is a real one-night Tent Show. heated tent, no junk. Small towns. All winter work. No booze. Will start one-night show October 21. State lowest salary. Money every night if wanted. **WILLIAMS AMUSEMENT CO.**, Petersburg, Va.

Harry Hirst, manager of the Gayety, Minneapolis, back from the West Coast. . . . William Pickens, of the Garrick, St. Louis, was in Chicago last week booking talent. . . . Homer Meachum has replaced Buddy Kane at the Princess, Youngstown, O.

**JUNE ST. CLAIR** and her mother escaped serious injury while driving back from the Coast recently. Their car was wrecked in Evanston, Wyo. . . . Dave Hamill, former manager of the National, Louisville, is back in Chicago. . . . Charmaine is an added attraction at the Grand, Canton, O., this week. . . . Milt Schuster booked Joe Devlin into the Gayety, Minneapolis; Zuzu Seror and Everett Sanderson and Nanon into the Garrick, St. Louis; Marion into Casino, Toronto; Vanya Karanova into National, Detroit; Jeanne Williams into the Gayety, Minneapolis, and Gaye Knight and June Marsh into the New Broadway, Toronto. . . . Milton Wolf, juvenile in the Chicago area, lost his mother last Thursday.

## More Burly for Boston; Michaels Opens Columbia

**BOSTON, Oct. 9.**—A new burlesque house starts operation next Monday at the Columbia Theater on Washington street. Max Michaels, former manager of the Park and Gayety theaters, is owner and operates under the Castle Amusement Corporation, Boston.

Shows will be booked on one or two-week stays. Line of 22 will remain as stock. Company will include about 20 principals, with two or three vaude acts set. Policy will be two four-hour shows daily with pix.

Set for the first week are Mae Brown, Shirley O'Dea, Harry Ryan and Arty Lloyd.

Ben Bernard is staging and Joe Reisman's *Ork* (8) in the pit will handle music. Scale will be: Matinee, 25 and 35 cents; evenings, reserved seats at 35, 50 and 75 cents.

## Roxy, Cleveland, Stock

**CLEVELAND, Oct. 9.**—Stock roster at the Roxy includes Jack LaMont, Art Gardner, Gordon Rydeen, Jack Richards, Milt Bronson, Evelyn Cushman, Sally O'Day, Cell Von Dell, Mary Woods, Phil and Yvonne. Zorita, snake dance, is an added attraction. Russell LaVallee produces the show, which has a line of 16.

**RENEE RODGERS**, Republic, New York, and Star, Brooklyn, showgirl eye-ful, is completing a set of dance routines in a New York studio.

## TO QUITO

(Continued from page 25)

are all killed—but the song they sang as they died floats up from the throats of the peasants whose defection was responsible for the Fascist rule.

It would be pleasant to report that the Theater Guild, in its first production of the season, did fine work. But the Guild, in its resolute refusal to pander to the dictates of money grubbing, saw fit to encumber the role of Lela with an interpretation by Sylvia Sidney, a motion picture performer with a box-office name. If the Guild—which, as everyone knows, does things for the sake of Art alone—had decided to get an actress rather than a box-office attraction Mr. Hecht's play would have seemed far better than it does. Miss Sidney gives an ineffective, silly, unsympathetic and often entirely inaudible

## 20TH CENTURY DERBY

### Sherman, Texas, Opening October 21st

Wanted Good Entertaining Teams with Wardrobe who can take a Real Show. Floor money. Good sponsors assured. Last show big success. Little Frankie Little and Uncle Joe Purtell wire at once. No collect wires. Air Mail letters to

**WALT GROSS OR CLAUDE MORRISON, Sherman, Texas.**

performance, climaxing her job of destruction by reading Mr. Hecht's most important speech (at the end of the play) in a voice so sob-choked in the best Hollywood tradition that only a word here and a word there can be understood.

Also unfortunate was the choice of Leslie Banks, once a fine actor, for the leading role. Mr. Banks, in the years since 1932 and *Springtime for Henry*, seems to have gone sanctimoniously op'ry house, and his interpretation fails to bring either clarity or effect to Mr. Hecht's unfortunate hero. Also hurting badly is the direction of Philip Moeller, direction which, taken scene by scene or character by character, is as fine as Mr. Moeller's usually is—but which, lumped as a whole, fails to give value or pace, allowing the play to sprawl unhappily all over the stage.

On the other hand, Joseph Buloff, from the Jewish stage, gives a magnificent character portrayal as Zamiano. Walter Greaza is tremendously and breath-takingly effective as a mere incidental reporter, and Evelyn Varden is acidulously heartbreaking and overwhelmingly excellent as an expatriate American countess. They offer three major performances.

It is a pity, however, that the Guild failed to do better with the two leads; as things stand, Mr. Hecht's play will be damned by unobservant spectators who should really save their curses for Miss Sidney and Mr. Banks. And the play deserves better treatment than that. The writing teems with fine, biting and incisive lines, with lines of arresting and bizarre effect. The concept, even tho it is in many respects at fault, is important and dramatic. The play itself will be considered in years to come as a fine dramatic picture of a harried era—and it will also be considered a fine play.

That certainly is as much as any spectator—or even any Guild subscriber—can reasonably expect.

## THE PLOUGH

(Continued from page 25)

comic half of *The Plough and the Stars* mumbled and slurred their lines. The second act in the public house, in which Miss Crowe doesn't appear, dragged terribly. It is in the first and fourth acts (which center on the struggle of Mrs. Clitheroe to keep her husband to herself and away from the meetings and revolution) that the second Abbey production was most impressive. But the selfishness of a woman's love is not the play's center of gravity, altho it is of this particular production because of the top-notch performances of McCormick and Miss Crowe. The play rather stresses the somber backdrop of a people's revolt, and the humorous, almost peasantlike reactions of its simpler members who plunder whisky and umbrellas from the shops while the battle between the English

and the rebels rages.

In the vista of the present and our more ferocious wars the significance of the Irish revolt is rather dimmed for anybody except Irishmen. One cannot help feeling that the most permanent and vital part of O'Casey's theme was Mrs. Clitheroe's fight for her husband and Jack's fight with himself. Jack, for example, leaves her too easily to join the Republican Army. There should have been more of an inner struggle.

But the power of the language is still there. And in the final act when Nora, driven mad by the loss of her baby and her husband, speaks her impassioned and even lurid nightmare speech, for a moment the poetry and the actor unite. That was the high point of the Abbey production, for in the comic scenes the poetry and the players were rarely one.

Maurice Zolotow.

## Chorus Equity Notes

Within the last week Chorus Equity has signed an agreement with the Republic Theater similar to those signed with the Eltinge, the Oriental and the Apollo, thus completing the list of Broadway houses in this particular field of entertainment to come under Chorus Equity's jurisdiction. The text of these agreements will be printed in the October issue of *Equity Magazine* and we urge all members to read it carefully.

Our members are not as careful as they might be in keeping us informed as to their whereabouts. Therefore it is often impossible to get in touch with them by mail or thru *Equity Magazine*. Generally when they do find us they are much surprised to find out that they did not notify us of a change of address. For that reason we suggest that it might be profitable for all members to watch for this column each week. Had the members who have been listed above done so it would have been decidedly to their financial benefit.

With five big musical shows in rehearsal, two more that should start shortly and several more in the offing, the season starts off most hopefully for our members. Last year at this time there were only two in rehearsal.

It is most important that all members keep us informed as to their present addresses, and especially so at this season. Your failure to keep in touch with us may cost you an engagement. If you can't call at the office in person you can always change your address by telephone or by sending us a postcard.

The first quarterly meeting of the members of the Chorus-Equity Association was called off for lack of a quorum, the quorum for that meeting having been set for 25. The meeting was set for 2 o'clock and was finally called off by the executive committee at 3 o'clock, it being felt that ample time had been given for all members who wished to attend to do so.

We feel that too many of our members come to meetings only if they have nothing else to do. If the membership feels that they should have more frequent general meetings it is necessary that each individual member should be prepared to make personal sacrifices to the extent of giving up something he might like to do on a particular day and hour in order to attend the meeting of his association. Obviously in an association of this size it is impossible to fix on any day and hour for a meeting that will not interfere with the personal plans of some of the members.

The dues period starts November 1. All members holding cards good to that time will on that date owe an additional \$6 to May 1, 1938. Remaining in good standing is your responsibility. Don't wait for someone to come and collect your dues.

If you plan to leave the profession for an indefinite period you should apply for an honorable withdrawal card.

**DOROTHY BRYANT,**  
Executive Secretary.

# Endurance Shows

## Austin Show Into Nonstop

**AUSTIN, Tex., Oct. 9.**—After passing the 1,012-hour mark the Austin Community Show being staged here under the direction of Lynn Smith, Buck Steiner and B. W. Johnson has gone into a nonstop, with three teams and two solos still in the running. Remaining contestants include Emory Hamby and Helen Hammrick, Tim Hammack and Dot Wilson and Corky Spiekerman and Betty Cross, and the solos, Vance Banelod and Cecil Allen.

**INQUIRIES HAVE BEEN** received during the past week on Larry Cappo, Frankie Little, Jimmie Bittner, Joe Good, Eugene (Red) Leinen, Bernie Martin,

Jerry Owen, Fred Sheldon, Billy Monroe, Bill Binner, Eddie Tetter, Lacy L. Kerner, Doug Isitt, Lew (Pop) Watson, Ernie Bernard, Frenchy LaRue, Peggy Quinn, Howard Evans, Ray (Popeye) Laub, Bing Bang Bixie, Alice and Jimmy Lynch, Tillie Sweet, Luell Davis and Denny Becker. Shoot in a line and let your friends know what you're doing.

**SKIPPER AND LUCILLE KENNETT** have been working in Wilmington, Del., for the last year, and Artie and Estelle White are currently keeping busy in Philadelphia. Artie and Skippie are out of the night club field for the present. Both teams advise that they would be pleased to hear from friends via *The Billboard's* mail department.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

Allen, Tom, 23c
Bill Coyne, 5c
Blair, Mrs. James, 10c
Bliss, Mrs. A. W., 10c
Cincinnati, 10c
Harris, Mrs. Bea, 10c
Larkin & Mae, 10c
Marino, 10c
Marion, 10c
Marlowe, 10c
Meyer, 10c
O'Connell, 10c
Palmer, 10c

Ladies' List

Abund, Mrs. Ben
Alden, Mrs. Alice
Alford, Mrs. M. J.
Alford, Mrs. M. J.
Alford, Mrs. M. J.
Alford, Mrs. M. J.
Alford, Mrs. M. J.
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Alford, Mrs. M. J.
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Alford, Mrs. M. J.

Hodgson, Caroline
Hoff, Mrs. Jack
Hoff, Mrs. Jack
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Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Miss. T. H. W.
Moon, Mrs. Walker
Moore, Mrs. James
Moore, Mrs. James
Moore, Mrs. James
Moore, Mrs. James
Moore, Mrs. James
Moore, Mrs. James
Moore, Mrs. James
Moore, Mrs. James
Moore, Mrs. James

Abund, Mrs. Ben
Alden, Mrs. Alice
Alford, Mrs. M. J.
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Beck, David
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Gentlemen's List

Abbott, Charles A.
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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



# The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views regarding current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given 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.

Mare Island, Calif.

Those of us who are now out of show business and who now watch the general trend of it from seats instead of from the tormentors are better able to get a more direct view and opinion of audience reaction, all of which tends to change a great many ideas and opinions that we

once held. For instance, so many times do we hear, particularly from managers and performers, the expression that "show business is dead and buried." I cannot abide by that, speaking for the business as a whole. It is only in a coma and needs only the right treatment to make it very much alive again. Whose fault is it that conditions are as they are? Partly the talking pictures, partly the depression, but mostly our own. Why? Primarily because we became stagnated, stuck in a rut and refused to accept new ideas. And if we did accept them we lacked the initiative to put them into practice. Any new idea put forth by a diligent person was promptly ridiculed by the "I told-you-so's," so that sooner or later that person was in the same rut as the rest were in. On most of the tabloid bills used in a week stand the kids in the front row could and frequently did yell out the tag before the performers had a chance to give it. That alone should have been a warning to us, but did we listen? No! Instead we cursed the kid for knowing the tag. We sat back with our tails between our legs like a pack of licked possum dogs and let ourselves slip so badly that soon we were out of the picture. There were some who did fight back, who did modernize, and they are still going and making money. Possibly when the rest of us get the idea firmly established that nothing can stand in the way of progress, that in order to keep going we must keep up with the times, then we will come out of our physical and mental coma and do something. I was as much at fault as the rest of you. I am admitting that I was wrong and I can see just where I was wrong. Wake up, tab. rep. unit and med showmen. Do something besides yelp. There are shows making money today. Surely they are not blessed with some sort of special right which allows them to have good box office. Are these showmen who go out season after season and make their share more intelligent than we or have they something we haven't got? Not necessarily, but they work, think and do. They give the people what they want. Get in and pitch, get new bills, get new ideas, work like the devil and you won't have time to cry and you will notice a worth-while increase on your front door.

BILLY VAN.

Lynchburg, Va.

Bill Sacha's idea of concurrent and succeeding gatherings of the IBM and SAM next summer at Cincinnati seems to have come to a bad end. John H. Davison, president of the IBM, has not

## Bad Ending For IBM-SAM Conclave Idea

deigned to answer my open letter in The Billboard of several weeks past. In The Billboard of October 9, on The Forum page, you publish a letter from Everett E. Ingram, who is evidently acting as spokesman for Davison, inasmuch as they are very intimate friends and associates, and Ingram, unquestionably would not care to go on record without consulting Davison. It is unfortunate that the gentlemen who criticized Sacha's idea and my open letter, insinuating upon interpreting that we desired a joint convention, did not consult their dictionaries as to the correct meaning of the words concurrent and succeeding. Concurrent, as you know, means in harmony. Succeeding means following one another. There has never been any doubt to most parties as to the interpretation of Sacha's original idea, nor to my letter, to anyone who would stop and think a moment. I must apologize, and I would like to have it go on record, for advising Davison to confer with Julien J. Proskator, when

the gentleman I should have advised him to consult is Theodore T. Golden, national president of the SAM. This error was made thoughtlessly and I wish to extend publicly my most humble apologies to Golden. I believe it would be a good idea to drop the matter. It is an idealistic hope that I am advised by realists cannot happen for the simple fact that the Hotel Gibson and the theaters are booked for the time intervening between the dates set for the assembly and the dates in June for the convention. It might be wise for you to check this with Harold E. Rice, of Cincinnati, who is in a position to advise you in detail thereabout. The fact that your columns and this controversy have been used by magicians, some of whom are members of no national organization nor any independent clubs, simply to boost their own publicity kills the idea we were endeavoring to put across. Sacha and I, and I am sure many hundreds of our associates, hope that some time intolerance and bigotry may be forgotten and that the clubs may join for the betterment of the magical fraternity.

JACK HANDY.

Rhamokin, Pa.

I trust this correction will be taken kindly by Frank Ward, of Dayton, O., who wrote in The Forum of October 2 regarding baton spinners. Mr. Ward mentioned Jimmy Delvin. It may or may not have been a typographical error, but the name should be Delvin. I knew Jimmy well, and the last time I saw him he was with the Primrose & West Minstrels. James O. Wernitz was another who was tops on baton, as was Bill Llewellyn on gun.

TOM WATERS.

Providence.

In the Forum some time ago I had a letter regarding the return of vaudeville and flesh shows to the theater. Now in Providence vaudeville is in full swing in two of the leading theaters and packing them in because, as I remarked in my letter, it is necessary to have good experienced managers

## Mentions Two More Who Were Star Spinners

## Real Managers Imperative for Vaude Revival

to do this. The bills are first class in every respect, two of the acts coming direct from Radio City. Of course, we miss such fine headliners as Sophie Tucker, Belle Baker, Pat Rooney and Company and many of the others who are either in Hollywood or playing night clubs because inexperienced managers have tried and failed to fill empty vaudeville seats. We have just closed a wonderful six weeks of engagements at fairs. It was interesting to hear people ask why it is that acts no longer appear at their local theaters and the applause received by the acts at fairs prove that the public wants flesh. Managers should throw their theaters into high gear and try vaudeville for those empty seats and then watch the results. But Mr. Theater Owner should be certain that his manager knows the game. Ask the fair booking agencies how their business has been for the season of

1937 and they will reply that it has been wonderful. That is the answer: the public does want vaudeville. DAN VALADON.

Pittsburgh.

The letter in The Forum of October 9, signed "Otis Manning," was the most entertaining and subtle I have ever read in this column. I have known Manning for several years and he is one of the top performers in the country in his line of work and therefore speaks with knowledge and experience. These so-called performers who write in and tell of refusals of \$100-a-week jobs hand all the magi a big laugh, and Manning, who is head and shoulders above any of them in showmanship, asks to be "allowed" to play those dates. Outside of Rouini, Le Paul, Gwynne, Swann, Hoffman, Pope, Booth and a few others, I would like to hear what other performers doing magic only earn over \$100 in clubs. These names come to me off-hand. I may have missed a few, but they are few and far between. Please, Mr. Manning, keep up those gems of wit and wisdom. I really enjoy your writing as much as I do your performing.

JEAN FOLE.

## Asks How Many Earn Over \$100 By Magic Only

write in and tell of refusals of \$100-a-week jobs hand all the magi a big laugh, and Manning, who is head and shoulders above any of them in showmanship, asks to be "allowed" to play those dates. Outside of Rouini, Le Paul, Gwynne, Swann, Hoffman, Pope, Booth and a few others, I would like to hear what other performers doing magic only earn over \$100 in clubs. These names come to me off-hand. I may have missed a few, but they are few and far between. Please, Mr. Manning, keep up those gems of wit and wisdom. I really enjoy your writing as much as I do your performing.

JEAN FOLE.

## Saranac Lake

By T. BODWELL

Joe Tio left for New York after spending several worth-while months here, a complete and natural cure. Joe expects to re-enter the amusement world after a few months of getting acclimated to city life.

Dr. Karl Fischer, superintendent of Will Rogers Memorial Hospital, has returned from a well-earned vacation abroad, looking both hale and hearty. Mrs. Anna Mayer and her two sons, Elmore and August, of Pine Bush, N. Y., and Mrs. Alice Logos, a nurse at Otisville, N. Y., came up to spend a pleasant two weeks visiting Tommy Abbott. Tommy is doing nicely.

Dr. Werner Muhlfeiler, WRMH interne, has left to spend a week in New York. Deconn Morrison has returned here after making a surprise trip to New York. Deconn is looking fine and has started getting up for meals in the dining room.

Mrs. Edith Gladstone, of New York, is visiting her daughter, Hazel Coleman, for two weeks. Hazel is the "hello girl" at the hospital.

New York State Nurses' Association held a convention at Lake Placid recently. While in the neighborhood they made a tour of the sanitariums, visiting Itaybrook, Trudeau and observing a demonstration clinic at the Rogers Memorial Hospital.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

## U-NOTES

(Continued from page 22)

and National, Detroit, stocks. Rest of cast included Mary Woods, Jack Lamont, Herman Ferber, Iezzer Marvin, Rita Devere, Eual Radcliffe and Wanda Kay.

ROSE LEE SMIG celebrated a birthday October 5, backstage of the Republic, New York.

DAQMAR, exotic dancer, following a week at the 42d Street Apollo and another at the Cavalier Club, New York, opens October 18 for a three-week engagement at the Hotel Bradford, Boston.

# They Never Sleep

IN NEW YORK and many other key cities movie theaters are extending their open hours more and more. Theaters with doors open 14 to 18 hours are no longer uncommon, and the night-and-day movie theater has already come.

Scores of New York theaters, for example, open around 9 a.m. It would have been incredible a few years ago to conceive of people wanting to see movies that early. But, for some queer reason, they do. Worse than that, the theater managers moan, audiences are being encouraged to drop in on movies after midnight. It won't be long when managers will have to sleep in their theaters. Some do already, but not in beds, like human beings.

Since few movie houses will hire two managers, the long-run houses compel the manager to come abnormally early and hang around until the wee sma' hours of the night. This routine has brutalized the alleged managerial profession.

Why can't the theater owners get together and agree to decent opening hours—just as certain types of stores agree not to open certain days or on certain hours? If this is impossible they should expand their staffs and give house managers a chance to become human beings once more.

# The Billboard

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No telegraphic advertisement accepted unless in duplicate is telegraphed or mailed so as to reach publisher office before noon Monday. The publisher reserves the right to edit all advertising copy.

Vol. XLIX, OCTOBER 16, 1937, No. 42

Then probably on a South American tour, according to plans of Helen Dennert and Jack Miller, of the Columbia Entertainment Bureau, New York.

JULIA BRYAN, one of the Oriental, New York, features, is now working talk scenes with comics.

OLGA PETROFF, a new face in the ex-burly houses in New York, uses her own gags, poems and lines and a novel introduction, all straightened by Frank X. Silk. Just finished three weeks of engagements in the Wilner houses in New York, Brooklyn and Philly.

FAY TUNIS, former burlesque, is now managing the Hotel Atglen, Atlantic City.

JUNE MORGAN, acro dancer, who just closed at the Eltinge, New York, and her sister, Dorothy, have decided to branch out as a sister team for niteries. Last team appearance for a break-in was at the Globe, Atlantic City.

GLADYS DOUGLAS, costumer for the Republic, New York, threw a party October 1 at her home to celebrate her mother's 75th birthday.

MABEL SLOAN and Jerri Mitchell, former burly chorines, have assembled a unit of their own labeled The Four Nor-elites. Other two are Marie Miller and Lee Graham. Each do specialties besides chorusing.

MOLLIE PEARSON, recently appointed captain of the Oriental, New York, chorus, doubles in the lineup and in tap dancing specialties.

JOE WINSTOCK, operator of the Republic, New York, and Harold Raymond, of the Star, Brooklyn, began alternating their respective shows last week, with Paul Kane, general producer.

HARRY J. CONLEY's show, Seen Do's, another of the Hirt units, folded in Boston October 2. Cast comprised, besides Conley, Mac Dennison, Lillian Dixon, Lew Brown, Eddie Lloyd, Connie Ryan, Wade and Wade, Peggy Dale, Joan Davis and Hilda Allison. Jack Garrison managed.

ANN VALENTINE and Roxanne changed theaters October 8, Ann moving from the Eltinge, New York, to the Irving, downtown, and Roxanne, vice versa. Mac Dennison became a new Eltinge comic the same day.

VIRGINIA MYLIE replaced her sister, Pearl, in Payment of Folly, Hirt Circuit, October 4 in Union City. Pearl remained behind in Washington, her home.

# The Final Curtain

**ADAMS**—Harry, 59, veteran pitcherman, at City Hospital, Boston, September 28.

**ALEXANDER**—Mrs. Natalie, actress, October 2 in Long Beach Hospital, Long Beach, N. Y. She had appeared in vaudeville and legitimate productions with Fritz Scheff, Lillian Russell and Weber and Fields. Her husband was the independent film distributor William Alexander.

**CARLTON**—Orrald, 21, this year with the W. A. Gibbs Shows, September 1 in a hospital in Lincoln, Neb., of an infection.

**CHAMBERLAIN**—Leonard, 19, Ferris wheel operator on the Katus United Shows, electrocuted on Halifax County fair grounds, Weldon, N. C., October 1. He came in contact with guard chains which became charged when a transformer for a high voltage line leading into the fairgrounds caught fire. Artificial respiration was applied for two hours in an effort to revive him.

**DAVIS**—Percy, former conductor at the National Theater and bandmaster of the Professional Musicians' Military Band, Sydney, Australia, recently in that city.

**DAVIS**—Carl, Ferris wheel operator with the Los Amusement Company, killed near Seale, Ala., September 7 when a trailer passed over his body after he fell from the rear of a truck. Survived by his widow, Mrs. Eunice Davis, of Hoganville, Ga.; his mother, Mrs. S. E. Pittman, of New Orleans; a stepson and a sister, Mrs. J. W. Hayes, of Atlanta. Body was sent to Hoganville for burial.

**DE RAEBER**—Baroness Gertrude, 51, mother of Gertrude Michael, film actress, recently of an undetermined illness. Survived by her husband, Baron Richard De Raeber, writer; a son, Arnold Michael, and a daughter.

**DRUMMETT**—Jack, 50, killed by one of the elephants in his charge at Parkes, Australia, September 7.

**ERB**—Henry, 50, formerly pianist for the Los Angeles Philharmonic Orchestra on the West Coast, of privation and exposure after escaping from a sanatorium.

**EVANS**—William, 55, well-known actor in Vitagraph and D. W. Griffith productions and also known to radio as "Deacon Brown," in St. Vincent's Hospital, Hollywood, recently.

**FROELICH**—Mrs. Manna, 56, wife of Max Froelich, former cellist with the Cincinnati and Philadelphia symphony orchestras and now first cellist with a concert band of the National Broadcasting Company, in Deaconess Hospital, Cincinnati, October 8 after an illness of 10 months. She was a talented pianist and dramatic soprano and in recent years played accompaniment for her husband in recitals. Until recently she was active in several New York musical organizations. Survived by her husband; a brother, Dr. Arthur Vos, and a sister, Mrs. Yetta Herrlinger, both of Cincinnati. Services and burial in Spring Grove Cemetery, Cincinnati, October 12.

**GARGAN**—William, 68, father of William and Edward Gargan, actors, recently in Hollywood Hospital, Hollywood, after a long illness. Survived by his widow and two sons.

**GOMME**—William M., 55, manager of Pinellas County Fair, Largo, Fla., in a Clearwater, Fla., hospital October 5 of cerebral hemorrhage after a brief illness. He served as superintendent of county exhibits at Florida Fair, Tampa; was dean of South Florida agricultural agents, and had served as county agent in a number of Florida counties. Survived by his widow, Mrs. Mattie Gomme, and one son, William L., Clearwater.

**GORDON**—Edward Breier, 47, musician and vaudeville actor, in New York October 5 following an appendectomy. Gordon entered the amusement business as a violinist and later became professional manager for E. B. Marka. He wrote many songs, managed Paul Specht and organized his own orchestra, the Philadelphia Ramblers. At other times he staged shows, including the Powder Puff Follies. He played in a singing-comedy vaudeville act called Gordon and Bell. Gordon was one of the originators of the NVA clown nights. At Philadelphia he promoted the Boulevard swimming pool. He joined *The Billboard* advertising staff in 1935 and was associated with this publication for a year and a half. Burial October 3. Survived by his widow and two children; his parents; a brother, Francis, and a sister.

**GRESHAM**—Mrs. Eva (Freckles), 37, of Lexington, Ky., and member of the Hot Harlem Rescue on Gruber's World's Exposition Shows, of high blood pressure, September 8 in Mary Fletcher Hospital, Burlington, Vt., after an illness of nearly two months. Survived by her

husband, George W. Gresham, and a son, Edward Boling Gresham, of Manchester, Ky.

**HARDING**—Mrs. Lois Frances Clark, 74, actress, October 1 in Brentwood, L. I., N. Y. Born in Dubuque, Ia., she played in many of Charles Frohman's productions during the 30s and supported William H. Crane in *David Harum*. Her last Broadway appearance was in *Old Men Smith*. Survived by her sister, Mrs. Francis Melver, of New York. Services October 4.

**HEATH**—Thomas, 67, for many years associated with shows in the circus and carnival fields, of bronchial pneumonia at his home in Evansville, Ind., September 27. Survived by his widow, Hazel Heath; a daughter, Mrs. Hazel Hellman, and a stepdaughter, Mrs. Otis Butler.

**HOLLINSHEAD**—Redferne, 52, radio singer, October 6 in St. John's Riverside Hospital, Yonkers, N. Y., after an illness of three weeks. An English-born tenor, Hollinshead sang in church choirs for many years before doing more popular music at the Strand Theater, New York. For many years after that he sang classical and semi-classical compositions over both the Columbia and National broadcasting systems. Survived by his widow and a brother, Harold, of England. Services October 8.

**HOLT**—T. H., former pop corn and candy show commissioner with Kaus United, C. D. Scott and J. J. Page shows, at his home in Greenville, Tenn., September 24.

**HUFFMAN**—William A., night club operator, at his club near Benton, Ark., October 6. Survived by his widow and two sisters.

**HUNT**—William F., Elk City, Okla., theater owner, in that city recently. Services and burial September 25.

**ISHAM**—Edwin S., 70, light opera baritone, at his estate near Bristol, N. J., of a cerebral hemorrhage October 6. Singing and playing Gilbert and Sullivan roles with the Savoy Opera Company, he spent most of his career in England, altho he had appeared with the Bostonians in many productions, including *Robin Hood*. Services October 8.

**JOHNSON**—Mrs. Addie Mae, 75, mother of Fred Johnson, who was formerly the well-known acrobat Freddie Fisher of the Original Flying Fishers, October 7 at her Pawhuska, Okla., home. Her grandchildren are Althea and Patsy, child swinging-trapeze performers. For years her home was Bloomington, Ill. Burial at Pawhuska.

**KENNARD**—Mildred Lawrence, former cashier at the Star Theater, Cincinnati, and sister of Wava White, former burlesque principal and of late active in amateur theatricals in McConnellsville, O., killed in an automobile accident October 3. Services and burial in McConnellsville October 5. Survived by her parents and sister.

**KRAUS**—Henry, 87, former theater operator and uncle of Sam Kraus, manager of the New York Eltinge Theater, October 1 as the result of a broken hip. Kraus was a life member of Munn Lodge No. 190, P. and A. M.

**KRIES**—Frank, 47, actor, singer, musical director and well-known mad showman, October 6 at State Hospital, Scranton, Pa., where he had been undergoing treatment. As a young man Kries turned to the profession of acting and for a number of years was a member of Poli's Stock Company, Scranton. He later went to New York and played with organizations under the direction of William Brady and Charles Frohman. He had a prominent character part in *Maytime* and for many years thereafter was engaged in the operation of a mad show. Returning to Scranton recently, Kries became engaged in WPA educational work. Survived by his mother and one brother. Services from St. John's Catholic Church and interment in St. John's Cemetery, Scranton, October 9.

**KUTTNER**—Edward Mozart, driver of the original Tom Thumb coach and at one time owner of the Mozart Theater Circuit in the East, recently in Los Angeles. Going to Los Angeles in 1912, he built the Mozart Theater and is credited with being the first to show five and six-reel films. He later entered the novelty business and was a charter member of the Pacific Coast Showman's Association. Services from the Crewe Mortuary, Los Angeles, October 6, with

PCSA ritual services read by Chaplain Harry G. Seber at the grave in Forest Lawn Cemetery, Los Angeles. Pallbearers were John Miller, Pat Armstrong, John Bigelow, U. G. (Doc) Harris, Frank W. Babcock and Ed P. Maxwell.

**LA HITT**—James J. Jr., 25, nephew of the late Billy LaHitt, night club operator and cousin of Nancy Carroll, film actress, in an automobile accident near Portsmouth, R. I., recently.

**LEINHART**—Paul, 66, said to be the first man to be shot from a cannon, recently in Berlin. He formerly appeared with the Ringling-Barnum Circus in the United States and twice with Bertram Mills' Circus in England.

**LEVY**—Harry, former Salt Lake City film salesman and branch manager, in Los Angeles recently of heart trouble.

**LUZ**—Ernst, 59, formerly general musical director of Loew's, Inc., after a lingering illness at his home in Flushing, N. Y., October 2. Born in Allentown, Pa., Luz began his career as trumpeter at the old Niblo's Garden. In 1911 he became associated with Marcus Loew and was pianist-conductor of the Broadway Theater. In 1912 he was made Loew's musical director, which post he held until 1931, when he assumed active management of the Photo Play Music Company, which he had founded and which was the first music publishing house to publish expressly for motion picture use. Luz was a member of the Music Publishers' Protective Association; the Exchange Lodge, P. and A. M., and the Shriners. Survived by his widow and two sons, Charles and D'Arcy, of Luz Bros. music publishers.

**MCGEARY**—Joseph P., 67, well-known outdoor showman, at General Hospital, Cincinnati, September 29. Survived by widow.

**MCGRANE**—Paul, son of J. L. McGrane, of the Orpheum and Central Park theaters, Buffalo, recently in that city following a short illness.

**MEYERS**—John, 43, for many years a well-known carnival and exposition talker, suddenly September 12 of appendicitis in Dallas. Body was sent to East St. Louis, Ill., for burial.

**MUSCO**—Angelo, called the greatest Italian comedian, October 6 of heart attack in Milan, Italy. Musco visited America in 1927.

**NEWMAN**—Lewis J., 67, personal manager for Ethel Barrymore and manager of a New York theater corporation, recently. Survived by his widow, Mrs. Dolly Newman, and a daughter, Jacqueline.

**PAGANINI**—Armanda, well-known concert violinist and grandson of Paganini, Italian master violinist, September 28 at his home in Detroit of a heart ailment after a long illness. He was born in Imola, Italy, but had made his home in the United States for the last 30 years. At one time he played under the late John Philip Sousa. Survived by his widow, Les; three sons, Charles, Selso and Louis, of Detroit, and two brothers in Italy. Burial in Oakview Cemetery, Detroit.

**PARKER**—Jim, 28, property man with Barney Bros' Circus, in an auto accident near Booneville, Ark., September 29. Body was taken to the Robert Bryan Funeral Home, that city.

**PROSCHLODT**—Frederick, 74, retired New York music publisher, composer and organist, recently at his home in New Rochelle, N. Y. Three daughters survive.

**RYOTT**—Harold, 49, known professionally to European side-show audiences as Tiny Tim, at Hemel Hempstead, England, where he had been appearing at the Statute Fair. He was born in Stockport, Cheshire, England, September 23, 1887, and at one time traveled to South Africa with Postock & Wombwell's Menagerie. During his career he appeared with many well-known showmen in England in addition to touring thru Belgium, France, Germany and Switzerland. In recent years he had played fairs.

**ROLAND**—D. D., 42, aerialist and human fly, a native of Pennsylvania, killed in a 62-foot fall while performing at Greeneville (Tenn.) Community Fair October 7.

**SEARY**—Peter H., for many years stagehand at the Poli Theater, Hartford, Conn., in that city October 1. He was a member of the Hartford stagehands' union.

**STRELLINO**—Frank, 56, lieutenant commander, U. S. N., retired, manager of Atlantic City Steel Pier water circus six

years, of a heart attack following a show on the pier October 3. He was rushed to Atlantic City Hospital and pronounced dead upon admission. Survived by his widow, Mrs. Selma Sterling.

**SUTTON**—Fred E., 77, veteran frontiersman, trapper, author, prospector and hotel proprietor, at his home in Kansas City, Mo., October 3. Survived by widow, two sons, five brothers and three sisters.

**TOMADA**—Kiyosuka, one of the best known Japanese tragedians, October 6 while fighting with the Japanese army near Shanghai, China.

**TUBBS**—John L., former showboat trapper and musician on the Mississippi and Ohio rivers and brother of Arthur Lewis Tubbs, dramatist and former dramatic and music editor of *The Philadelphia Evening Bulletin*, at his home in Warrensburg, N. Y., October 5 after a long illness. He was editor of *The Warrensburg News* for 43 years. Services at St. Cecilia Church and burial in St. Cecilia Cemetery, Warrensburg. Survived by his brother.

**WELL**—Louis, 62, former owner of the Broadmoor Theater, Kansas City, Mo., and the Royal Theater, Sioux City, Ia., at his home in the latter city September 27. Survived by a son, Leon. Burial in St. Joseph, Mo.

**WERNER**—Charles, 74, former St. Louis branch manager for the Metro Pictures Corporation and for many years identified with the film distributing field in St. Louis before his retirement in 1925, recently in that city. Survived by his widow; two daughters, Mrs. Beate Markham and Mrs. Birdie Ekeles, and two brothers, Sam, of Los Angeles, and Abe, Philadelphia.

**WHITNEY**—E. E., 82, for 25 years a member of the fair board of Hilldale County, Michigan, at his home in Hilldale September 25.

**YARELL**—George, 21, property man with Barney Bros' Circus, in an auto accident near Booneville, Ark., September 29. Body was taken to the Robert Bryan Funeral Home, Booneville.

## Marriages

**ALBRIGHT-HEATON**—Eugene T. Albright, of Omaha, and Elizabeth Jane Heaton, former stenographer in Republic-Midwest's exchange, Omaha, in Yankton, S. D., recently.

**ATHENA-ARDELY**—Edward Athena, of Los Angeles, acrobat, and Ely Ardely, Russian trapeze performer, who appeared in French Casino shows in New York and also in Bertram Mills' Olympia Circus, London, in London recently.

**AUSTIN-CAMPBELL**—William Austin, accompanist and arranger for the Songfellow, former NBO quartet and now with Station WIO, Des Moines, and Harriet Campbell, nonpro, of that city, September 24.

**BARRON-SASSO**—Karl Barron, Station KYA announcer, and Gwendolyn Sasso in Lakeside, Calif., October 10.

**BINDER-COOK**—Joe Binder, radio singer, formerly with the CBS and now heard over Station WKRC, Cincinnati, and Marjorie C. Cook, bookkeeper, in Sacred Heart Church, New York, September 4.

**DAY-ROBERSON**—Charles Day, one of the Four Eton Boys, and Betty Roberson, dancer with the Gas Poster Troupe in Detroit, in Marble Collegiate Church, New York, October 6.

**EICKELBERG - LEONARD**—Wilbur Eickelberg, Station KPRO manager, and Eibyl Leonard in Reno October 2.

**OLYNN-GANNON**—J. J. Olynn, non-professional, and Mary Gannon, musical comedy actress, in Sydney, Australia, early in September.

**CREEL-WEAR**—George Estes Creel, San Francisco Golden Gate International Exposition photographer and son of George Creel, federal commissioner to the exposition, and Barbara Jane Wear in Reno October 2.

**JOHNSON-CAINE**—Raymond Johnson, NBC artist, and Betty Caine, free-lance radio artist, in Chicago October 1.

**MACK-BLUMENTHAL**—Russell James Mack, operator of the Colonial Theater, Portland, Me., and Reva Joan Blumenthal, of Portland, October 3.

**MITCHELL-DEDMENICO**—William Jennings Mitchell, of Pittsburgh, and Jeanette Marie Dedmenico, of Rochester, N. Y., on the midway of the Legion Fair in Woodruff, S. C., September 29.

**QUINN-DE MILLE**—Anthony Quinn, actor, and Katherine De Mille, daughter of Cecil B. De Mille, in All Saints' Episcopal Church, Beverly Hills, Calif., October 3.

**REICHERT - BURTON**—Edward J.





ACTS, UNITS AND ATTRACTIONS

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

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-house; mh-music hall; nc-night club; p-amusement park; ro-road house; r-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Humby, Arthur (Troyville) NYC, c.
Hunt, Pee Wee (New Yorker) NYC, h.
Hunt, Josephine (Katie) Washington, D. C., t.
Hulton, Ina Ray, & Melodram (Oriental) Chi, t.

Abdell & Costello (Loew) Montreal, Can., t.
Adami, Dell (International Casino) NYC, cc.
Adler, William (Ambassador) NYC, h.

Alford & Deores (Loew & Edie's) NYC, no.
Aron, Bebe (Village Brewery) NYC, c.
Aspert, Pauline (Radio City Rainbow Room) NYC, cc.
Alvarez, Sofia (Hollywood) NYC, re.

American Rocket, Seven (Orpheum) Memphis, t.
Amsterdam, Morey (Vista Modern) Chi, cc.
Anderson, Avis (Cotton Club) NYC, no.

Apple Dancers (Pal.) Chi, t.
Arabian Trio (Belmont) Canton, O.
Ardon, Dolly (Radio City) NYC, cc.

Arday, The (Terrace Gardens) Rochester, N. Y., no.
Armsida (Hi-Hat) Chi, cc.
Aricid, Jack (Gay '90s) NYC, cc.

Arnell, Gooey & Elizabeth (International Casino) NYC, no.
Artoon, Hal (Harriet) Brooklyn, b.
Aitch, Roy (Katie) Phila, t.

Coe & Duda (Spanish Port) Mobile, Ala., cc.
Cole, Lester & Leionnairre (Met.) Boston, t.
Cole, Sherida (Belmont) NYC, b.
Collette & Harry (Park Plaza) St. Louis, h.

Comptrol, Frank & Co. (Michigan) Detroit, t.
Cook & Brown (Kit-Kat) NYC, cc.
Cooper, Una (Cotton Club) Chi, cc.

Corcoran & Palmer (Loew & Edie's) NYC, cc.
Cooper, Una (Cotton Club) Chi, cc.
Cordova Sisters (El Dorado) NYC, cc.

Cosack, Three (Palmer House) Chi, b.
Costello, Diana (Yamart) NYC, cc.
Courtney, Anne (Gay Nineties) NYC, cc.

Craig, Fred (Palmer House) Chi, b.
Crawford & Crassey (Piccadilly) London, h.
Cugat, Xavier, & Orch. (Stanley) Pittsburgh, t.

Forrest, Helen (Hooverette) New Orleans, b.
Fox, Dave (El Dorado) NYC, cc.
Foy, Hoy (Met.) Washington, D. C., t.

Franklin, Caa (Chapel) St. Louis, h.
Fredrickson, Poppy & Les (Hungry Wolf) Sacramento, Calif.
Fried, Carl & Harmonica Lads (Tower) Kansas City, Mo., t.

Frisk, Wilbur (New Yorker) NYC, h.
Frohman, Bert (Yacht Club) NYC, cc.
Gainsworth, Marjorie (Astor) Reading, Pa., t.

Gale, Dick (Saks) Detroit, cc.
Gale, Diana (Berlitz) NYC, re.
Gall-Gib (Met.) NYC, cc.

Garcia, Lucio (Hilmark) Chi, b.
Gardner, Muriel & Marvin Kase (Orpheum) London, h.
Garr, Marilyn (Show-Bar) Forest Hills, L. I., cc.

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

D'Alvala, Rodolfo (El Chico) NYC, cc.
Dario & Drazz (Radio City Rainbow Room) NYC, cc.
Darcy, Jean (McAlpin) NYC, h.

Dartico, Yasha (Russian Art) NYC, re.
Darin, Ted (Loew & Edie's) NYC, cc.
Davis, Louis (Hi-Hat) Chi, cc.

Day, Gloria (Dorobester) London, Eng., h.
De Costa, Vincent (Palazzo) NYC, c.
De Forest, Philippe (Yamart) NYC, cc.

Orank, Arlene (Greenwich Village Casino) NYC, cc.
Oray, Alexander (Palmer House) Chi, h.
Orin, Al (Pioneer) NYC, cc.

Orin, Al (Pioneer) NYC, cc.
Orin, Al (Pioneer) NYC, cc.
Orin, Al (Pioneer) NYC, cc.

Orin, Al (Pioneer) NYC, cc.
Orin, Al (Pioneer) NYC, cc.
Orin, Al (Pioneer) NYC, cc.

JACKIE GREEN
4th Week
COLONY CLUB, CHICAGO.

Patent, Helen (Hooverette) New Orleans, b.
Pat, Dave (El Dorado) NYC, cc.
Pez, Hoy (Met.) Washington, D. C., t.

Perkins, Caa (Chapel) St. Louis, h.
Peters, Poppy & Les (Hungry Wolf) Sacramento, Calif.
Pier, Carl & Harmonica Lads (Tower) Kansas City, Mo., t.

Phisk, Wilbur (New Yorker) NYC, h.
Pohlman, Bert (Yacht Club) NYC, cc.
Pugh, Marilyn (Show-Bar) Forest Hills, L. I., cc.

Pugh, Marilyn (Show-Bar) Forest Hills, L. I., cc.
Pugh, Marilyn (Show-Bar) Forest Hills, L. I., cc.
Pugh, Marilyn (Show-Bar) Forest Hills, L. I., cc.

Pyatt, Herbert (Edgewater Beach Hotel) Chi, h.
Pyatt, Herbert (Edgewater Beach Hotel) Chi, h.
Pyatt, Herbert (Edgewater Beach Hotel) Chi, h.





# R-B SHOW BREAKS RECORD

## Sets All-Time High in Houston

18,000 attend performance night of Oct. 4—big day at Ft. Worth

HOUSTON, Oct. 9.—The Ringling-Barnum Circus set an all-time record here Monday night. More than 18,000 people were packed into the tent and it was without exception the greatest circus crowd in history. Roland Butler, general press representative of the show, said.

"Up until Monday night, the biggest crowd in all circus history turned out in Bambooz, Wis., in 1933 for our 50th anniversary show," Butler said. "Our circus was 'born' there, and notables from all over the country came to the celebration.

"We thought that record would stand, but Monday night, right here in Houston, the 1933 record was smashed to a fare-you-well."

The show was here Monday and Tuesday. Houston quite definitely is a three-day circus town, Butler said, indicating that in the future the show will be here three days.

"As a circus town Houston takes its place with cities of 1,000,000 or more population," he said. "You can mark it down that Houston is just a rattling good town."

FT. WORTH, Tex., Oct. 9.—Ringling-Barnum Circus, playing here September 29, had biggest turnout for a circus in history of this city. While the afternoon performance did not have quite a full house, there was an overflow at night show. Many were turned away.

This was the first circus for Fort Worth in two years. New lot used this year, on Texas & Pacific Reservation, altho small for this show, was conveniently located near railroad yards as well as near the downtown section of city.

Press Agent Frank Braden was guest conductor for the day of Jack Gordon's amusement column in The Fort Worth Press while Gordon was vacationing.

## Cole Concludes California Tour

SAN DIEGO, Calif., Oct. 9.—Santa Monica was the opening stand of the second and final week in Southern California for Cole Bros.' Circus. Mrs. Homer Hobson Sr. lives in Santa Monica with her grandson, but has been visiting her sons and daughter-in-law on the show since Glendale.

The lot in Pasadena is still opposite the Rose Bowl or Brookside Park. The only difference this year is that actual grounds used are across the street from the former location. The reason is that the ground is being plowed preparatory to having it sodded. In another year the circus grounds there will be covered with grass. Last year the parade in Pasadena was not allowed to traverse the main street, but this year the city fathers took a different attitude and for the first time in the ken of the oldest settlers the parade went down the main stem of the Rose City.

San Bernardino, which was passed up last year, followed Pasadena. For the

(See COLE CONCLUDES on page 49)

## Inghams Visited By Many Showfolk

REIDSVILLE, N. C., Oct. 9.—Since opening a service station here last June Rex and Mrs. Ingham have been visited by many showfolk. In his many years of tramping Rex has met most everyone in the outdoor show game and being located on Highway 20 many folks that know him stop by to visit.

Among the people who have visited (See INGHAMS VISITED on page 48)



SENORITA ALICIA VILLA, daughter of the famous Mexican general, Poncho Villa, one of the features of the Wild West concert with the Hagenbeck-Wallace Circus.

## More Flickers For Tom Mix

KANSAS CITY, Mo., Oct. 9.—Tom Mix, hero of countless Western movie thrillers, is tired of the "rip-roaring two-gun" type of film long associated with his name.

Here with his circus for a two-day stand this week, Mix plans to go to Hollywood soon to make more flickers. "But they will not be like the ones I used to make," said Mix. "They will be historical pictures—accurate in every detail—and they will bring to life many of the most famous characters of frontier life in America."

Mix said he would like to play the role of Buffalo Bill and characterizations of other plainsmen himself.

## Miller Closes With Wallace

ALPENA, Mich., Oct. 9.—Dory E. Miller, story man with Wallace Bros. Circus, closed with Wallace Bros. Circus at Rock Hill, S. C., and returned here. He plans to spend several weeks at his camp near Alpena fishing and duck hunting. He then will book indoor attractions under auspices for the winter months and probably return to the Wallace show next season.

## Palmer to Return to L. A.

LOS ANGELES, Oct. 9.—Judge A. B. Palmer, assistant auditor and in charge of the Side Show door of Cole Bros. Circus, will return here this winter. Palmer, a native of Owensboro, Ky., will be associated with Charles Cook at the Paramount studios.

## McDougall Closes With Mix

HOLLYWOOD, Calif., Oct. 9.—Cliff McDougall, press agent, closed with Tom Mix Circus at Kansas City, Mo., and arrived here yesterday. Will be at a movie studio.

## Tom Mix Show Has Excellent Two-Day Engagement in K. C.

KANSAS CITY, Mo., Oct. 9.—Netting the widest publicity breaks given a visiting circus here this year, the Tom Mix Circus drew 30,000 persons to its matinee and night performances Monday and Tuesday of this week.

Weather was excellent and Kansas City, having seen only the Ringling-Barnum show this summer, turned out to cheer Mix and his troupe of entertainers. Cliff McDougall and Dan Fyne, press agents, did a thorough job of cracking The Journal-Post and Star with daily pictures and stories.

## Lewis Season Is Profitable

Early closing due to bad territory encountered—show covers 7,000 miles

JACKSON, Mich., Oct. 9.—Lewis Bros. Circus, which closed at Centralia, Ill., September 5, is already planning for next season. The early closing was due to bad territory encountered, with no possible encouragement to lift out of it, therefore it was decided to close rather than lose more money. However, season as a whole was more profitable than 1934.

Show carried around 200 people all season, 52 trained dogs, 28 horses and ponies, 15 trained goats, an elephant, 3 performing lions, monkeys and bears; 13-piece band, under direction of John Dusch. Show covered about 7,000 miles thru New York, Pennsylvania, Ohio, Michigan, Indiana and Illinois. Encountered some very bad rains and storms in the spring, it being necessary to take down the top on several occasions to avoid blowdowns.

Upon returning here a passenger car swerved into the lumber truck semi-trailer and demolished the tractor. No one was seriously injured. During the summer two trucks turned over on soft road shoulders, but there was no serious damage.

Vern Hall and Dorothy Campbell are no longer with the show. Mae Lewis will devote her time in putting animal acts in shape for winter dates, with two trainers coming on to assist her. The lion act will be discontinued and will be used only for menagerie. A winter unit, made up of small animal acts, and ground acts of the Ben Abdiddix troupe will be arranged to play indoor dates starting late in October.

Lewis management has modern quarters, consisting of seven large buildings, built to specifications to suit general needs.

## Speakers Lined Up for Tent Manufacturers' Meet

CHICAGO, Oct. 9.—Business problems and ways and means of improving the field will be discussed during the 26th annual convention of the National Tent and Awning Manufacturers' Association which opens with a directors' meeting at the Drake Hotel tomorrow. S. T. Jessop, president of the U. S. Tent and Awning Company and chairman of the event, reports that several speakers have been lined up, including James Edward Hooper, of Hooper & Sons Company, Philadelphia; George W. Reid, who will speak on Better Markets on Costras Goods, and James E. McGregor, executive secretary, who will deliver the initial address on Monday.

A night club party will be held at the Sherman Hotel Tuesday under the supervision of Walter Driver, co-chairman of the affair. The closing day Thursday will be marked with the election of officers and a grand wind-up banquet.

## New Orleans Mayor Friend of the Circus

NEW ORLEANS, Oct. 9.—Mayor Robert Maestri showed his friendliness for the circus world this week by putting to work a crew of more than 800 men, rushing an emergency repair job caused by rainfall of 16 inches here last week-end, in order that Ringling-Barnum Circus would suffer "the least inconvenience in playing its engagement here" today and Sunday.

"Our people must find it easy to get to the circus grounds when the show comes to town Saturday and Sunday," he said, in giving orders for quick work.

## Gainesville Ends Season

Eighth was most successful in history of organization—Santa Claus unit

GAINESVILLE, Tex., Oct. 9.—The Gainesville Community Circus closed a very successful two-day engagement at the Wise County Fair in Decatur, Tex., October 2, ending its eighth season, which, officials declared, was the most successful in the history of the organization.

During the season seven engagements, consisting of 18 performances, were played, including stands at the Spring Festival in Greenville, Tex.; the Pan-American Exposition, Dallas; the Golden Jubilee, Ardmore, Okla.; East Texas Fair, Tyler; Cooke County Fair, Gainesville, and Wise County Fair, Decatur.

Equipment has been placed in storage here, and plans are under way for the organization's Santa Claus parade unit, which will play one-day stands in a number of Texas cities and towns late in November and early in December.

## Around the Lot With R-B Show

HOUSTON, Oct. 9.—Ringling-Barnum Circus had straw houses at Dallas, Ft. Worth, Waco, Austin and San Antonio. Weather has been ideal. Police department at Dallas had to detour thousands of cars to pave way to main entrance of showgrounds. Handled crowds with utmost safety and caution. Personnel of Pan-American Exposition were in attendance. Billy Rose was guest of management. At Ft. Worth railroad lot. Was crowded, but at main entrance it was spacious for the natives. Doors opened before scheduled time. Moved to Waco, lot being at edge of city. Big day for all departments. At Austin grounds in residential district.

Long haul at San Antonio. Plenty of activity—football game, soldiers by the thousands and city was jammed. Every kind of transportation was available to grounds. Many showfolk visited the Alamo. Circus fans invited entire personnel to their annual hot tamale

(See AROUND THE LOT on page 49)

## Oliver LaVigne Injured

MONROE, N. C., Oct. 9.—Oliver LaVigne, target woman with Wallace Bros. Circus, was wounded night of October 1 at Rockingham when a bullet glanced from a target board and struck her above the left eye. She was brought to a hospital here the next day and attendants said she would probably be dismissed soon.

ELDON D'ORIO, xylophonist, drummer and emcee with L. Claude Myers' band on Russell Bros. Circus, visited Edward Weckener, bandmaster with the Barnes show, at Childress, Tex., and Altus, Okla.



# With the Circus Fans

By THE RINGMASTER

**CFA**  
President: **MELVIN D. HILDRETH**, W. H. BUCKENHORN  
1715 Hyde St., Washington, D. C.  
Secretary: **WALTER HORNADAY**, Editor  
(Occupied by "The White Top," care Historical Printing  
Company, Wichita, Ill.)

ROCHELLE, Ill., Oct. 9.—Karl K. Knecht, Central States vice-president, has mailed a questionnaire to members in his division asking their opinion of a divisional meeting to be held this fall. Territory covered would be Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin with the total of 158 members. The point to be selected would be one most central in this division. Divisional meetings are one of President Hildreth's plans and it is hoped that all four will hold one before the next convention. One suggestion has been made that the

central meeting be held at Rochester, Ind., November 13, which would give the Fans an opportunity to see Cole Bros.' Circus put into the barn for the winter. This should appeal to a majority of members, as most of them have seen show rehearse, have seen it indoors and under canvas, have visited winter quarters and have been on the lot the closing day, but we wonder how many have seen show tucked away for the winter.

When Ringling-Barnum Circus visited San Antonio October 2 members of the Alfredo Codomo Tent staged their usual party at the runs. Many of the Fans met their friends on the lot and some entertained them between shows. At night in front of the railroad cars, a party for staff and performers was held. A tent was erected and electric lights installed, a bar fitted up and here females and ice-cold keg beer were served. There was also Mexican candies for the women. A costumed Mexican orchestra played during the entire time, which was until almost 2 in the morning when the trains left. The following Fans were present: Al Bledenharn, Howard Pardue, H. L. Bridgman, J. O. Meusebach, J. P. Scaperlanda, Tom Scaperlanda, Harry Hertzberg, Paul McSween, Judge Frost Woodhull, Walter Loughridge and J. N. Pittluk. Practically the entire personnel of the performers was present, also members of the staff and nearly all of the Side Show people. Mrs. Charles Ringling was present and was given a splendid reception by the Fans. Everyone seemed delighted to see her at this gathering. Also present were Sam Gumpertz, Pat Valdo, Mr. and Mrs. Dexter Fellows, Edie Vaughan, Mr. and Mrs. Frank Walter, of Houston, and Sol Stephens Jr., of the Cincinnati Zoo, and wife.

Bugs Raymond, CFA of Norwich, Conn., who has been seriously ill for some time, is reported to be recovering rapidly and goes out for a while each day.

Louis Brown, CFA, has been elected State secretary of the Connecticut Grotes Association. Burt L. Wilson, assistant editor of *White Tops*, left Chicago October 4 for his fall trip to the Southwest. He issued a route card covering the first week, which brought him to Tyler, Tex., October 10. The card listed the towns, hotel and mileage for each day's jump. William Owsley, Aberdeen, S. D., has been appointed CFA State chairman. Storms H. Shultz Jr., CFA of Galesburg, Ill., and nine other Legion members made the trip to New York in the 40-and-3 locomotive and box car. He caught the WPA Circus at West Brighton.

## A. M. Smith Chairman Of Molly Bailey Top

SAN ANTONIO, Tex., Oct. 9.—Appointment of A. Morton Smith, Gainesville, Tex., newspaper man, as chairman of the Molly Bailey Top of Texas, Circus Fans Association, has been announced by Col. C. O. Sturtevant, Southern vice-president of the organization.

Colonel Sturtevant, well known to circus fans and circus people thruout the country, had served as chairman of the Molly Bailey Top since it was organized at a meeting in Dallas eight years ago. He was recently elected Southern vice-president at the Circus Fans convention in Norfolk, Va., and by virtue of his office made the appointment of Smith as his successor, under provisions of the CFA constitution and by-laws.

Smith has been a member of the CFA since 1930 and has been active in its accomplishments.

## Malloy Unit in South

CANTON, O., Oct. 9.—The J. R. Malloy Circus, motorized, after completing engagements at Eastern Ohio fairs, is now in the South, where unit has been contracted for several fairs and independent celebrations. Bookings will keep unit in that territory until after November 1, when it will return here to start indoor engagements.

## European Pickups

BRUSSELS, Oct. 4.—The Paludys, tetterboard, tumblers; Four Kentous, acrobats; Salvas, antipodists, and Bim and Bom, clowns, are at the Empire in Brussels. The Grand Cirquo Demunck is touring Belgium with the Breier Troupe, tetterboard; Four Wortneys, comedy jugglers; Rachellis, clowns, and Sanz, ventriloquist.

The Six Wong Chio Tching, bar act; Morocco Boys, jugglers, and Efor, armless marvel, are at the Arena in Rotterdam.

## Sawdust and Spangles

By CHARLES WIRTH

SOME nice comments have been received regarding the band with the Hagenbeck-Wallace Circus. It is under the direction of Henry Kyes, who for the last 14 years was assistant to Merlo Evans of the Ringling Bros. and Barnum & Bailey Circus. Kyes had bands on Howe's Great London, Robinson, Wheeler and Sanger shows.



CHARLES WIRTH

something different and at the same time pleasing. His excellent band plays a splendid concert before each performance that can be classed the Paul Whiteman style of music or, as some would say, classical jazz. It's a novelty under the big top. The public likes it. Every number was applauded when I visited the show recently. There was a nice trombone solo by one of the members and even an accordion solo.

The old familiar muzzo with that circus flavor is still retained, just as it should be, starting off with the grand fanfare of trumpets and the familiar strains of the grand entree march, led by a champion girl drum major—even that's something new. Thruout the program can still be heard the old circus galops that raise the dust; marches by Alexander, English and Jewell—the kind that go with the circus; popular numbers and waltzes, so the listener cannot say they have taken the circus effect away. Now and then there's a classical jazz of the Paul Whiteman type for certain acts. The band clicks with the public."

The city council at Chillicothe, Mo., recently made a wise move when it reduced the license for a circus to exhibit within the city limits from \$250 to \$150 a day. The license for staging a street parade remains the same, \$250 a day. This, in our opinion, should also have (See SAWDUST AND SPANGLES page 63)

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Lenoir City, Wednesday, October 12; Hazardsman, 14; Crossville, 15; Cookeville, 16; Murfreesboro, 17; all Tennessee.

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# Under the Marquee

By CIRCUS SOLLY

**SIG BONHOMME** advises that Haag Bros.' Circus is having good business in Arkansas and will soon enter Louisiana.

**JACK LAWAIN** company joined Dressen's Circus Capers and is doing three acts.

**BOB ORTH** saw Cole Bros.' Circus in Los Angeles, Pasadena and San Bernardino, Calif.

**JAMES McBORLEY** is again at the Gayety Theater, Cincinnati, on the front door. Jim was at Coney Island in that city during the summer.

**MARY ATTEBURY** finished six weeks of fairs and joined Mayne Butters' troupe with Downie Bros.' Circus. R. L. Atterbury is visiting friends in Texas.

**PEARL HANDEL** is doing heel and toe and cloud sailing with Wallace Bros.' Circus, second season under Manager R. W. Rogers.

**THE REASON** that some showmen fall is that they quit at the wrong time.

**O. W. COURTNEY** is back with Dressen's Circus Capers for the winter season. Show will open in Peoria, Ill., following its fair dates.

**CHARLES LAMONT**, uncle of C. R. Lamont, had a stroke at Salem, Ill. C. R. Lamont is asked to get in touch with him.

**BOB EUGENE TROUPE** closed fair dates at York, Pa., and opened indoors at Shrine Circus, White Plains, N. Y., this week.

**A NATIONAL** whisky firm used picture of Ed Raymond, clown with Wallace Bros.' Circus, in newspaper ads thruout the country.

**SHORTY HINKLE**, after Heals show closed, joined World Bros.' Circus at Huston, La., also Jo Purvis, who is doing menage and swinging-ladder acts.

**BRIGADES** of Tom Mix and Cole Bros.' circuses and billposters of Goodman Wonder Show are having a battle for space in Little Rock, Ark.

**WALLY AND JEAN WALLICK** are enjoying their new trailer on Russell Bros.' Circus. They visited the Barnes show at Altus, Okla., renewing acquaintances.

**AERIAL LAZELLAS**, after playing fairs in Canada and the States, have returned to the West Coast, where they will place their daughter, Millicent, in school and play vaude and night club dates.

**JOSHUA B. BAILEY**, justice of peace at Boothwyn, Pa., 72, was a circus man for 60 years. Frank D. Rubin, of Atlantic City, is an old pal of his. They tramped together many years ago with mud shows.

**EARL PHARES**, son of highway patrol chief of Austin, Tex., is assistant chief of circus police with Ringling-Barnum, and was given mention in a recent issue of *The Austin Statesman*.

**"CO.CO."** clown, on October 6 began a series of visits to public schools in Florida on an educational, health and entertainment program. His first engagement was at Fifth and Hubbard Street School, Jacksonville.

**BERTRAM MILLS**, of London, England, judged the heavy harness horses and ponies in harness at the St. Louis Horse Show.

**MINSTREL SHOW** with Haag Bros.' Circus includes Ernest Cox, band leader.

## Wanted for Australia and New Zealand

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**GREENHALGH & JACKSON, AUSTRALIA'S PREMIERE OUTDOOR SHOWMEN.**  
18 Corner St. Paddington, New South Wales, Australia.

Mr. Greenhalgh will personally be in Los Angeles and San Francisco at the end of December. N. B.—Mr. Al Richardson, of Oakland, Calif., is in no way connected and has no authority to look acts on behalf of Greenhalgh and Jackson.

**Joe Little, Jesse A. Watts, Angus Harley, Red Jones, Margaret Johnson, Viola Steptoe, Lillian Jones, Jelly-Roll Rogers, Fred Walker, Willie Spencer and William S. Goodman.**

**DON LAVOLA**, who has Spanish wire act and played fairs in Alaska and Canada, was at Post Street Theater, Spokane, Wash., week of September 25. House has only been open for a few weeks with picture-nude policy. LaVola will play the Bert Levey Time.

**RALPH H. BLISS**, of Al Hansen Shows, visited Norris Bros.' Circus at Kennett, Ark., and reports a neat show and good performance. Thru courtesy of Manager O. R. LaMont, several announcements were made during the performance for Hansen shows.

**THE KILNES** (Elmer and Elvira) were at the Cattle Congress, Waterloo, Ia., and Tall Corn Exposition, Marshalltown, Ia. Will be at a Lansing store for five weeks before Christmas. At Waterloo the Kilnes met the following clowns who were working there: Shorty Memm, Roy Barrett, Chester Barnett, and Whitley Harris.

**HELENE PENNY**, of the Bill Penny "Pennies," sports writer on *The Daily News and Evening News*, Los Angeles, entertained Jess Adkins and wife and Clyde Beatty and wife at some real despicable fishing while Cole Bros.' Circus was in that city. Beatty hooked a 178-pound marlin swordfish.

**CHARLIE BRAGG**, agent for You Can't Take It With You, was in Binghamton, N. Y., for two days. He and Frank Boteler, advertising agent for Mecca Theaters Corporation of Binghamton, have the town well billed. Boteler states that Ralph Locke, of Tom Mix brigade, is at his home with a bad ankle.

**CHARLES (KID) KOSTER**, in advance of *Brother Rat*, states that Louis Frank and his five billers at Shubert Theater, Newark, N. J., is a fine billing crew. Crew uses 20,000 sheets of printing to bill every attraction that plays the theater. The boys are old-time circus billers.

**HOWARD BRYANT** has received contracts to go to Hollywood to do comedy in two pictures with Tom Tyler. Bryant will leave Wallace Bros.' Circus October 17 and motor thru Texas to see his mother before going to California. His wife will remain with family on Walter L. Main Circus.

**REMEMBER** the old days when the circus came to town (no automobiles those days), when the parade marshal would loudly announce, "Watch your horses, the elephants are coming." Nowadays, rocks the only thing a horse is scared of is to meet another horse face to face. How times do change.

**CHARLES DAVITT**, Joseph Beach and Walrath Beach, of Springfield, Mass., have seen the following this season: Cole Bros., Ringling-Barnum, Tom Mix, Kay Bros., Eddy Bros., Downie Bros., all

of these twice; Walter L. Stain, Dan Rice; Eddy's Circus and Billroy's Comedians. Davitt also saw Hagenbeck-Wallace at Norfolk, Va.

**CHALMERS L. PANCOAST**, member of the Dexter Fellows Tent, CSSCA, New York City, while in Cincinnati last week visited *The Billboard* office. He is assistant manager of Hotel Lexington, that city, and also is Grand Commander of the Knights Templar of State of New York. Pancoast is in the Middle West on a visiting and business trip, and from the Queen City went to Dayton, O., then Chicago.

**BOB TABER**, of Riverdale, Calif., says that the circus has been recognized by school authorities in that State. Several State school bulletins have been issued for use of teachers. In these suggestions is made for a visit to circus or zoo to study the animals. One, titled "Circus and Zoo Mammals," gives a short sketch of the history of the circus and Wild West. Mention is made of the number of shows on road last year.

**AT NINTH** annual convention of the Circus Saints and Sinners Club of America, Inc., held in Richmond, Va., September 30-October 1, a resolution was passed directing the secretary to write and thank *The Billboard* for the fine co-operation it has given the club since its organization. Ches Colleton, national secretary, writes: "I assure *The Billboard* that it is indeed a pleasure for me to have the privilege of writing and expressing the appreciation (See *UNDER THE MARQUEE* on page 43)

## Howe Has Good Biz in Arkansas

**BOLIVAR, Tenn., Oct. 9**—Howe Bros.' Circus played 11 stands in Arkansas to good biz, entering at Trumann September 25. Marianna, DeWitt and England were the biggest melouts at each performance. Show made a 180-mile jump from Cotton Plant, Ark., to Bolivar. Three stands will be played in Tennessee. Will make one-day stand at Athens (Ala.) Fair October 12. Show will probably go to East Coast and to Gulf of Mexico before season ends in December. Show is putting up plenty of paper. Charles R. Coleman is handling billing brigade, including Roy Roberts, opposition biller; Douglas Speer, Harry Hones, W. Darr, Bandy Brothers, Walter Waite and Danny Osborne. Local contracting and press contracting is done by W. E. Jacks. R. Curran is handling display banners, car showings, gas contracts and is 24-hour agent. Gladys Admire is selling merchants courtesy tickets. J. C. Admire, general agent, visited show at De Witt and England, Ark.

## Notes From France

**PARIS, Oct. 4**—The Cirque Medrano "construction" opened its season at Havre October 1 with Maximo, Alex and Porto and big bill. Cirque Amar playing 10-day stand in Marseille. Lambert's Menagerie is at the street fair in Saint-Chamond.

The Cirque Poutrier playing indoor date at the Hippodrome in Valenciennes. Bill includes Algovia, flying trapeze; Paolo Bedini, juggler; Mago, elephant; Querre's sea lions; Tafari-Bedini, tumblers; Eby and Lole, clowns, and Paul Nova's Viking Giant.

## Dressing Room Gossip

**DOWNIE BROS.** — Noticed Rodney Harris and wife, Ella, rushing to get off early so they could tell Clint Shufford how slow he drives. Rodney arrived late the other morning—says he had a blow-out. Clint Shufford says he probably blew the arrow, as usual. The Shadow made its appearance recently by getting several awake at 3 o'clock one morning. Roy Leonhardt saw it at his window and said it was awful looking. Also aroused the occupants of Harold Hall's home-dwheels, as well as several others. Clint Shufford had to get a tow rope out to try to get him. I guess. They all finally caught up with him and found it was Lee Smith with a ratcoat on and dripping with rain, trying to tell them to get off the lot as it was getting pretty soft. Since then Smith has derived the name of "Shadow."

Rob Russell has added his trained horse, "Goldie," to the Wild West, presenting a motion picture scene. Going over nicely. Mary Atterbury has joined the Mayne Butters troupe. Charles Poplin is getting along nicely with his broken leg and is daily paying visits to the different house trailers. Mickey Larkins is kept busy in the dressing room, giving his daily lectures on the "Rebels vs. Yankees." He is well versed on both parties, so I guess he's a "red." Martha Principino is progressing with web act that she is rehearsing daily. Lena and Sue Eno made quite a nice appearance on Sunday in some classy new fall attire. Don't let them kid you, Lena, the veil looks swell on the hat.

Marlene Keck and Claudine Hodgini off for a trip to town, which will probably wind up at the beauty parlor or the nearest ice-cream parlor. Stuart Roberts has joined the "Sheik" Club. Roy Leonhardt, Karl Larkins and Frank Laughed busy entertaining the visiting fair sex. Karl has taken to taxi lately—I wonder why. Joe Gilligan is now a regular member of the band's rummy club. Joe seems to hold the record for losing. Albert White has opened an exclusive tailor shop in the dressing room. Lee-Smith's police coat has turned out to be quite a weather prophet. Every time he hangs it out it starts to shower. He had it in and out seven times the other day. Finally got it dried by sleeping on it between shows. Speaking about rain, it's starting to drizzle a bit, so I better get this column off and out of the rain.  
**EDDIE KECK.**

## Shows in Scandinavia

**OSLO, Oct. 4**—The big top of the Circus Schumann is installed at Oslo for long run. On the bill are the Cubanos, aerial; Four Kayes, jockeys; Five Redskins, bike; Three Allison, acrobats; Ramon Prieto's bucking mule; Harry (Philadelphia) Pulling's elephants; Capt. Williams' animals; Six George Wong, acrobats; Ben Abderrahman's Arabs; and Manetti and Ithum, clowns. Percott Sisters and Kiko, comedy jugglers, are at the Formolesea Park in Oslo.

The Circus Olympia playing Copenhagen—the eighth big circus at the Danish capital this season.



**THE AL G. BARNES-SELLS FLOTO CIRCUS BAND, Eddie Woekener, director.** Left to right: Harris Harding, G. C. Davis, Niklas Schwarz, Leon Darrow, Tony Balson, Willard Isley, William Taggart, Frank Tonar, Woekener, C. L. Karr, Joseph Fiore, Albert Mitchell, Andrew Grainger, Harry Fairbanks, Dallar Davis, Frank Luheig.

# The Corral

By ROWDY WADDY

**THE LUNSFORDS**, Rene, Red and Richard, have returned to Cincinnati after closing with the Hoxie Circus in Rosedale, Miss., where they took an active part in the big show and concert. They plan to winter in the Queen City.

**THERE** are about 10,000 telegraph and telephone poles and other wire-sustaining posts between New Orleans and Baton Rouge (about 100 miles by road) and not a one has been missed in advertising the rodeo feature of the East Baton Rouge Parish Fair.

**C. A. KLEIN**, who for some months has been active in promotional work in Eastern Ohio and Western Pennsylvania, is handling details for the four-day rodeo which is to be held in Dunbar, Pa., under Lazy Hour Ranch auspices. Klein has contracted the X Bar X Rodeo Company for daily performances.

**CLYDE S. MILLER** Rodeo Company has returned to its winter quarters on Miller's ranch in Western Kansas after concluding a successful three-night rodeo engagement at Merchants Baseball Park, Columbia, Mo., last week. Appearing with the show there was the veteran Roy Strauss.

**BUD McDANIELS**, of the Clyde S. Miller Rodeo Company, sustained a brain concussion and possible internal injuries at the rodeo held in Columbia, Mo., last week when the bronk he was riding fell and rolled on top of him. He was removed to the Boone County Hospital, Columbia, where he remained unconscious until 24 hours after the accident.

**NORTH ARKANSAS** Rodeo Company has filed incorporation papers at Little Rock, Ark., proposing to stage rodeos and other amusement attractions in that and surrounding States. Incorporators are T. E. Robinson, Otis Robbins and Nat T. Dyer, all of Mountain Home, Ark. Firm begins business with minimum allowed limit of \$1,000. Dyer will be resident agent.

**ED AND TILLIE BOWMAN** have returned to the Arrow-B Ranch, Placerville, Calif., after concluding a successful season which took them into Oregon, Washington, Idaho, Utah and Colorado. Ed, together with his mule Jiggs, will clown, and Tillie will present her trick roping act at the rodeo to be produced by Harry Rowell at Roseville, Calif., soon. The Bowmans plan to remain on the ranch for the winter.

**MEMORABLE** days will be relived, the Golden West will be reincarnated and the ghosts of yesterday will walk the Golden Stairs when the National Frontiersmen Association holds its annual convention in Houston, Tex., next month. Organization, which is a non-profit one, is designed to preserve and perpetuate the traditions and ideals of the Old West. Among the noted personages making the event will be Major Gordon W. Lillie (Pawnee Bill), Chris Madsen, Effego Baca, Dan C. Beard, George Coe, Col. E. D. Nix, Col. Zack Miller, Cy Compton, Capt. Irving O'Hay, Col. W. T. Johnson and General Roy Hoffman.

**X BAR X** Rodeo Company, under management of Ralph Becholdt, will conclude its season late this month after having been out continuously, since spring. Show, which confined its bookings to Ohio and Pennsylvania fairs, carries 55 head of stock and 35 people. According to Manager Becholdt, business has been exceptionally good. Roster includes Ann Doering, Beverly Harnett, Grace Jones, Margery Becholdt, Rebecca Daniels, Eva Weaver, Mary Cardinal, Pauline McCoy, Myrtle Whetstone, Princess Yellow Robe, Little Fawn, Little Bear, Chief Whitehorse, Ralph Johnson, Frank Daniels, Al Jones, Bill Harnett, Ray Doering, Tommy Hucks, Andy Daley, Bennie Bender, Chuck Dent, Bill Armour, Bird Heyder, Jack Barnes, Tex Spencer, Bill Sheppard, Charlie Stickle, Blinkey Hoffman, Tom Aumann, George Taylor, Red Gillespie, George Young and Pat Herman.

**J E RANCH RODEO**, which closed its 20-week season at the Mineola (L. I.) Fair October 2, has shipped its stock and paraphernalia to its Eastern holding ranch at Woodstown, N. J., for the winter with Herbert S. Maddy, general repre-

sentative, in charge. Season was one of the most successful in the history of the organization, states Maddy, who is already lining up the route for 1938. Col. Jim Eskew went to the Madison Square Garden show in New York. He will also make the Boston rodeo. Junior Eskew, who accompanied him, has been signed as one of the trick ropers for the Garden and Boston events. Others going to the Garden were Ruth and Leonard Wood, Bob Matthews, Bill and Mary Parks, Bart Clennon, Curley Bell, Speedy Dinsmore, Buttons Yonnick, Charles Aldridge and wife, Carl Beasley, Tony Travis, Ted Allen and the McLaughlin kiddies. Buddy Mefford, Eddie Davis and Curley and Thea McCall went to the Chicago Stadium show. Monte Reger and family and Glen Crouch hit the trail for their ranch near Buffalo, Okla., while Fog Horn Clancy, publicity director, was added to the Garden staff. He will resume his work with the J E Ranch about February 1.

**FAVORED** WITH ideal weather, the seventh annual rodeo at Deming, N. M., September 24-26 was one of the most successful in the event's history, according to Vera Daniel, secretary. Active management of the show was handled by Herman Lindauer, Deming Rodeo Association president. Johnnie Mullens furnished the stock and directed the arena, while C. A. Tyler held down the announcer and arena secretary posts. Other officials were Ed Godden, superintendent of grounds; Lee Wilkerson, Jim Coffey and Ed Eller, judges; Clarence McDermott, J. W. Phillips and Edgar May, timekeepers. Pinky Gist, with his mules, Micky and Freckles, clowning. Contracted performers included Paul Bond, trick rider, and Joe Williams, Charley and Billy Meyers, and Chet Burns, trick ropers. Art Kassel's Band furnished the music. Results: Bronk Riding—First day, Morris Cooper, Eddie Cain, Bob Thorn. Second day, George Richards, Bruce Ross, Leo Thorn. Third day, Leo Thorn, George Richards, Bill Hancock. Calf Roping—First day, Buck Sorrels and Raye Boss split first and second, Bob Crosby. Second day, Young Wells, Claude Gobble, Buster Prather. Third day, T. Thomas, Cecil Owsley, Padgett Berty. Bulldogging—First day, Jack Hitson, Smoky Edwards, Hugh Bennett. Second day, Hugh Clingman, Hugh Bennett, Shorty Matlock. Third day, Hugh Bennett, Bruce Ross, Shorty Matlock. Steer Riding—First day, Jim Coleman, Bob Wilkerson, Jim Coleman. Second day, Bob Wilkerson, Jim Coleman, George Richards. Third day, Jim Coleman and Bill Hancock split first and second, Lewis Cane. Wild Horse Race—First day, Woodrow Thorn, Lonnie Allen, Zack McWilliams. Second day, Woodrow Thorn, Paul Gould, Jim Brister. Old Men's Calf Roping—Dee Jernigan and Jim Coffey split first, second and third.

**SECOND ANNUAL** Oklahoma State Fair rodeo revealed in as much sunshine this year as it did in mud in 1936. Attendance was good the six afternoons, with near record afternoon crowds September 29. Beutler Brothers and Red Lyons furnished the stock. Most severe accident of the week occurred when Cliff Helm's bucking horse knocked down Charley Tompkins' horse, cracking several of the rodeo manager's ribs. A \$15 prize for the best dressed cowboy went to Hermann Linder, with Eddie Curtis, arena director, and Cliff Helm splitting second prize. Three go-rounds of two shows each was the list for calf roping, bronk and steer riding. Bulldogging paid day and final money, while wild cow milking paid day money only. Results: Calf Roping—First go-round, Jess Goodspeed, Everett Shaw, Herb Myers, Amy Gamlin, Slim Whaley. Second go-round, Jess Goodspeed, Buck Goodspeed, Everett Shaw, Ralph Bennett and Herb Myers split fourth. Third go-round, Jess Goodspeed, Cleve Kelley, Buck Goodspeed, Amy Gamlin, Houston Burns. Finals, Jess Goodspeed, Everett Shaw, Amy Gamlin. Bronk Riding—First go-round, Vic Schwartz; Leo Murray and Cliff Helm split second; Andy Curtis, Milt Moe and Paul Carney split third and fourth. Second go-round, Vic Schwartz, Paul Carney and Fritz Truan split first and second; Leo Murray, Dude Colbert. Third go-round, Paul Carney, Cliff Helm, Milt Moe, Leo Murray; Canada Kid and John Jordan split fourth. Finals, Vic Schwartz and Paul Carney split first and second; Leo Murray, Steer Riding—First go-round, Canada Kid, Dale Adams, Ken Roberts, Jimmie McGee, Charlie Colbert. Second go-round, Jimmie Olson, Dale Adams, Shorty Hill, Canada Kid and Jimmie McGee split

fourth. Third go-round, Ted Ferraro, Walter Craven, Jimmie Olson, C. J. Shellenberger, Ken Roberts and Paul Carney split fourth. Finals, Canada Kid, Dale Adams, Jimmie Olson. Bulldogging—First day, Rube Nelson; Homer Pettigrew and Gene Ross split second; Shorty Ricker, Herschell Ross. Second day, Shorty Ricker, Joe Thompson, Canada Kid, Homer Pettigrew; Morris Riley and Bud Spillsburg split fourth. Third day, Joe Thompson, Andy Curtis, Mike Fisher, Herschell Ross, Shorty Ricker. Fourth day, Joe Thompson, Shorty Ricker, Gene Ross, Mike Fisher, Herschell Ross. Fifth day, Gene Ross, Rube Nelson, Canada Kid; Mike Fisher and Herschell Ross split fourth. Sixth day, Joe Thompson, Rube Nelson, Gene Ross, Homer Pettigrew, Shorty Ricker. Finals, Shorty Ricker, Joe Thompson, Herschell Ross. Wild Cow Milking—First day, Herb Myers, V. E. Buckley, E. A. Alexander. Second day, Curtis LaMarr, Sebo Brown, Buck Goodspeed. Third day, George D. Kerr, Jess Goodspeed. Fourth day, Barton Carter, Cleve Kelley, Sonny Hancock. Fifth day, Homer Pettigrew, Cleve Kelley, Earl Moore. Sixth day, Curtis LaMarr, Slim Whaley, Amy Gamlin.

## Detroit Rodeo Plays to 40,000 at Halfway Mark

**DETROIT**, Oct. 9.—Attendance at the 11-day championship rodeo, being held at the Olympia Arena here, up to Wednesday (6), halfway thru the engagement, was estimated at 40,000 this week by Louis Giffels, general manager. Event, which got under way September 30 under the direction of W. E. (Candy) Hammer, is presenting matinees on Saturdays and Sundays.

Program is made up of 19 major events and some specialties with participants playing their first indoor event of the season. Majority of them having come from individual bookings and various fair dates. Among the features are Edna Alea and Company, Harry Greer; Col. Cy Compton, veteran trick roper; Pearl Tyler, Australian whipcracker; Carl Strong and George Tyler, clowns, and Johnny Grimes and his Brahma steer, New Deal.

Wayne Locher, of Gordon, Neb., sustained severe head injuries Friday (1) when he was thrown against a concrete wall by a bronk. He was removed to Harper Hospital here. General committee includes Louis J. Giffels, general manager; Joseph J. Innis, treasurer; Fred L. Haner, auditor; Fred Dawson, superintendent; Herman Pickle, chief engineer; W. E. (Candy) Hammer, arena director; Harry Greer, assistant director; Fred Kressman, arena secretary; Lonnie Rooney, superintendent of stock; Tom Manning and Fred Beeson, judges; Mike Barnes and Sam J. Levy, booking; Bob Hickey, publicity, and Pete Adams, announcer.

## Barnes Has Good Turnouts in Texas

**BONHAM**, Tex., Oct. 9.—After a week at Amarillo, Tex., the Barnes and Sells-Floto Circus went back into Oklahoma, leaving at Altus. The first Texas town, on return, was San Angelo, two packed houses, with Brownwood, Weatherford and Bonham giving very good turnouts.

A late arrival at Weatherford, via the Santa Fe. Did not arrive until 10:35 a.m., but matinee started on time. Robert Thornton, equestrian director, was presented with a fine 21-jewel Hamilton wrist watch by members of the women's and men's dressing rooms in acknowledgment of their high esteem for him.

Russell Bros.' Circus played Altus, Okla., one day ahead of Barnes, latter drawing two capacity houses. Editor Fred Winderly and Catherine Fuchit, of *The Altus Democrat*, drove to Wichita Falls and caught show a week ahead for special interviews, stories and pictures, which helped the Altus engagement. At Childress over 40 members of Russell show caught afternoon performance. In party were Mr. and Mrs. Fred Ledgett and Walter Jennier. Mrs. Claude W. Webb and Mrs. Albert McCabe visited show at Altus and spoke highly of program.

Orrin Davenport visited show at Bonham, Tex., also Mr. and Mrs. J. Doug Morgan and several members of their company, which is now playing territory in Texas. Report business very favorable. Mr. and Mrs. George Duval visited both performances at Brownwood. Duval is general agent for Seal Bros.' Circus and states towns in Texas have been

# 15 Years Ago

(From The Billboard Dated October 14, 1922)

A wire from J. W. Fleming, manager of the South Carolina State Fair, Columbia, S. C., stated that he had closed a contract with Ringling-Barnum Circus to appear as the big feature of the fair October 27. Charles Ringling announced that the show would close at Greensboro, N. C., October 31. . . . The Great Keystone Show finished a week of good business on Maryland's eastern shore. . . . The Walter L. Main Circus, which closed its season at Crisfield, Md., October 7, announced that work at winter quarters would begin at once and that a new advance car, new canvas and an entirely new program would be had for the 1923 season.

Frank Loving and wife had gone to Cromanton, Fla., to winter, later to be joined by George Jennier and Harry Mick. . . . William J. and Mille Irwin, with the Lucky Bill Show, which closed October 14, reported that they would winter at their home in Steelville, Mo. . . . Gus Rippel, owner of Rippel Bros.' Show, announced that the show would close October 18 with the same people that opened with it.

The John Robinson Circus announced the closing of its season at Centralia, Ill., October 12. Early closing was due to shortage of equipment on the railroads. . . . The M. L. Clark Shows and Sanger Trained Wild Animal Circus did good business at Smithfield, N. C., October 2. . . . G. W. (Shanty) Emblem, who had the lights on the Sells-Floto Circus for the last 14 seasons, left the show at Wichita, Kan. . . . Wheeler Bros.' Circus, managed by Elmer H. Jones, showed at Diverson, Ill., September 28 to good business. . . . The Jack Moore Troupe of wire performers closed with the Hagenbeck-Wallace Circus at Anniston, Ala., September 9.

excellent. Capt. Red Hawkins, of Texas Rangers, visited with friends.

Sergeant Joseph Robinette, of Fort Sill, Okla., visited show several days prior to date in Lawton, which is near the military reservation, and being quite a circus fan, he assisted in every way to make the engagement pleasant. A special ticket sale was conducted at the Fort Sill headquarters, as well as the regular downtown ticket office. Both performances were capacity.

Sunshine Mathews, of *The San Angelo Times* editorial staff, renewed acquaintances with Bertha Matlock, who entertained her in the back yard. Vernis Mitchell and Hazel Moss celebrated a joint birthday anniversary party in the back yard. Both received many presents from friends in women's dressing room. Bertha and Skinny Matlock had a splendid reception from friends and press mention at Wichita Falls, their home town.

Philip Escalante can tell some wonderful tales of his trip to the Orient. He says his favorite trip was to the Hawaiian Islands with E. K. Fernandez. Walter McClain received an excellent panorama view of the elephant herd and trainers and girls that work the bulls. Al Humpke visited at Weatherford and stated he spent the past season with Billy Rose at the Fort Worth show.

Joe Glacey stopped off for a few hours and visited friends on show en route to Los Angeles and then on to Honolulu, T. H., from Cleveland, where, he says, he had a pleasant season at the Great Lakes Exposition. Show is rounding its 32d week and has had excellent weather and wonderful business.



## FOR SALE

This beautiful Snow White, 48 Hand Young Arabian Stallion, thoroughly high schooled, perfect mannered and sound, reasonable. E. W. BISHOP, 5052 Drexel Blvd., Chicago, Ill.

# A. C. JUBILEE SWITCH

## Pageant Might Go to City Aud

Beauty contest change suggested by mayor seen as no boon to amusements

ATLANTIC CITY, Oct. 9.—Operators of the Showmen's Variety Jubilee, with all their other troubles as outcome of this year's affair, including the runaway of Miss America, fraud charges against a promoter by three Southern beauties, a fur-coat mixup and beefs by newsmen and newsreel men, have two new ones on their shoulders if they wish to continue operations. One is announcement of Mayor C. D. White that the main events should be held in Municipal Convention Hall instead of on Steel Pier and the other is Hollywood's challenge in picking Betty Grable as Miss Ideal America.

The mayor has been lending an ear to proposals for the city to take an active hand in activities of the Jubilee and spreading its events to cover every section of the city. Taking of main events to the Auditorium and raising admission prices to one buck will not help amusement men of the resort or Steel Pier, it is declared. When the Jubilee was conceived Frank P. Gravatt, president of Steel Pier and member of Philadelphia Variety Club, was one of prime movers with the late Eddy Cochoran.

Since then things have gone into control of other hands. The last pageant brought rumbles in all sections concerning the conduct of it. While it brought publicity to the city thru natural channels, local merchants and other business men who were asked to take gobs of tickets and to discount bills up to 50 per cent to secure payment are not so sure that the pageant couldn't be slightly changed. In the Hollywood headache pageant officials say they feel it was done by movie officials because of the refusal of Miss Cooper, the runaway Miss America of this year's pageant, to accept a screen test.

## Class Vs. Mass Proposal in A. C. Hit by Operators

ATLANTIC CITY, Oct. 9.—City hall's parkometer system and proposal to "charge admission to the city" were roundly scored at a special meeting of Atlantic City Amusement Men's Association, called this week to consider what they declare is the one evil now operating which has already cost them plenty and proposed restrictions which they feel would completely wreck them.

The battle of class against mass started this summer has been gaining headway with all sorts of proposals by city officials to exclude the masses from the resort, such as admission charges to the resort proper, additional admission charges to beaches and boardwalk and restricted beaches. The amusement men denounced this attitude, stating that if there should be a dropping off of mass patronage the amusement industry would fold over night.

Amusement interests completely disagree with advocates of "admission charges" to the city, stating that such action would tend to discourage mass patronage and make coming to Atlantic City an expensive pastime. They look in the same light upon beach restriction, but feel that if the city wants to experiment, one beach should be thus restricted for a year and the reaction studied by experts.

DETROIT.—Gilbert E. Miller was reappointed by Mayor Couzens to Detroit Zoological Commission for a term expiring on September 23, 1941. He donated the new snake pit at the zoo.



CYCLONE COASTER, operated by Harry G. Traver, American ride builder, with Leonard Thompson, Blackpool, England, in the amusement park of Paris International Exposition, is known as the fastest gravity coaster in Europe. Total length is 3,000 feet and height of first of the 11 dips is 67 feet. Arch of the Coaster, 140 feet wide, is used as main entrance to the park in the heart of Paris in the Esplanades des Invalides.

## Paris Job Nets Traver Nervous Breakdown, But Cyclone Clicks

PARIS, Oct. 4.—Harry G. Traver, American ride builder, who in conjunction with Leonard Thompson, of Blackpool Pleasure Beach, England, constructed and operates the Cyclone Coaster in the amusement park of Paris International Exposition, has returned to his office in Paris from a rest cure in Russia which he was obliged to take owing to a nervous breakdown.

The Traver Cyclone in Paris is the fastest and most exhilarating gravity coaster in Europe. Total length is 3,000 feet and height of first of the 11 dips is 67 feet. Ride is in the form of a square, skirting the entire park, with arches spanning all gates to the park. Three trains are operated but are not sufficient to handle waiting crowds at peak hours.

Because of the 40-hour week and other French labor laws construction of the

## Park Island To Be Active

Lake Orion, Mich., spot is second in area to go in for 1937-'38 winter sports

DETROIT, Oct. 9.—Plans are on for extensive improvements at Park Island, Lake Orion, 40 miles north of Detroit, oldest popular amusement park in the Detroit area, having a history of more than three decades.

It was closed in 1936 when the ballroom burned and Douglas Glazier, lessee for several years, went to Indiana. Last summer bathhouse and roller rink were operated late in the season and a Merry-Go-Round and some concessions were installed.

Present plans reported call for extending the dance hall out over the lake. Heating plant is being installed to provide a heated shelter for skaters, and winter ice skating will be available, making this the second park in this territory to go in for winter sports for the first time this year. New penny arcade will be opened next year by Leslie Baldrige, who operated an arcade in Oakley Park, Commerce Lake, this year.

ride cost as much as it would have cost in America, it is said. Wages were increased continually, and by June carpenters were being paid the equivalent of 45 cents per hour. Two labor delegates were on the pay roll of the Cyclone all during its construction, and another man with a wheelbarrow was paid for simply hauling wine rations to workmen. There were many other difficulties, including four labor strikes in one day and the procuring of the necessary permit to operate the ride.

Before this official permit was issued 18 special engineers inspected the ride and a veritable "inquisition" was held at police headquarters. These officials took no chances and ordered chicken wire placed under the entire length of the ride to catch stray passengers or other objects which might leave trains (See PARIS JOB on page 48)

## Are You Merchandising the Pool?

By PAUL H. HUEDEPOHL  
Manager, Jantzen Swimming Association,  
Portland, Ore.

There is no doubt that swimming as a sport is rapidly increasing in popularity. As a health-building recreation, there is none better. Health educators, realizing the potential possibilities thru swimming, heartily endorse it for young and old. When a summer season arrives, swimming will partially sell itself to the public, because one looks for relief from hot weather; however, there are many people who do not realize that swimming not only keeps one "cool," but it also provides enjoyment, recreation and healthful exercise.

Many people who can swim, who would like to swim for exercise and recreation, will not avail themselves of this pleasure because many swimming pools are not equipped with modern filtration plants, sterilizing apparatus and modern, sanitary conditions. It is perhaps thru their physicians' advice that they avoid artificial bathing places, leading them to believe that all swimming pools are breeders of disease.

Progressive pool operators are naturally eager to increase their business each season. Is it not essential, therefore, that they first of all take into considera-

tion what is really offered to the public—what grade of merchandise they are really trying to sell? You should be prepared to sell your plant on these points: Advertising and publicity, courtesy and friendliness, clean and sanitary conditions of swimming pool water and pleasant general environment, comfortable water temperature and headquarters for fun, health and recreation.

### Courtesy Is Stressed

First and paramount phase of merchandising any article is proper type of advertising. There are many types of advertising that can be used. Some of them are newspaper advertising—display type, radio, billboards, hand bills, cards, illustrated pamphlets and newsettes and street-car bulkhead and inside advertising.

Letting the public know that your pool actually exists can only be attained thru concentrated advertising and publicity. Events of public interest such as swimming and diving meets, Learn-To-Swim campaigns, beauty contests, aquatic stunts, life-saving exhibitions and log-rolling contests all merit publicity and advertising. Short announcements over a popular radio station during a hot spell may reach hundreds of people (See MERCHANDISING on page 48)

## Too Flip for Cop

ATLANTIC CITY, Oct. 9.—The Million-Dollar Pier seals departed for Philadelphia Zoo this week, but not until they had caused one of the season's sensations along the Boardwalk. Escaping from their tank in wee morning hours, they lightly flipped their way out of the pier and started down the Boardwalk, giving the cop on the beat a severe case of jitters. The law could do nothing with them as they headed for the ocean, so Nick, a pier employee, who had been feeding them, was called from bed and got them back to their tank while a slightly upset officer asked for a change of beat. Next night they staged another escape, and when a watchman awoke from a snooze he found them sound asleep at his feet.

## Detroit Zoo's R. R. Scores Big Record

DETROIT, Oct. 9.—Miniature railroad in Detroit Zoological Park has operated 40,000 miles since it was opened on May 28, 1931, has carried 3,376,880 passengers and has not had an accident resulting in injury.

From May 22 to September 27 381,852 passengers were carried, an average of 4,810 a day. It is estimated that by end of the season on November 14 680,000 paid customers will have patronized the line this season.

The railroad has saved zoo patrons 3,376,660 pedestrian miles, has paid all operating expenses, increased rolling stock to four locomotives, two gas and two electrically operated; 21 passenger cars and has provided a surplus used to make park improvements and for purchase of animals.

## More Amusements for S. P.

ATLANTIC CITY, Oct. 9.—House cleaning is in store for Steel Pier, President Frank P. Gravatt said this week upon shutdown to winter schedule. He said workmen will go over the entire pier making improvements and that additional space will be sought for amusements. He added that the water circus, originated and operated for the past six years by the late Commander Sterling, United States Navy, retired, would be continued in his memory, as a highlight of summer programs.

## Take Up in Lakeside, O.

LAKESIDE, O., Oct. 9.—Receipts for Lakeside's 1937 season were about 10 per cent ahead of those in 1936, despite cool rainy weather during early summer, said K. E. Miller, assistant manager of Lakeside Association. As a result of increased revenue, defaulted interest on Central Auditorium bond issue has been paid in full. Resort is widely known as a convention center.

## Ohio Pavilion Biz Better

AKRON, Oct. 9.—Dance pavilion in Summit Beach Park here has closed for the season, having had its best year in more than a decade, said Lew Platt, managing director. Since Labor Day the pavilion had operated three nights a week, with an occasional name band. Platt will continue band bookings in several Ohio spots in addition to managing Spanish Ballroom, Dover, O.

## Brown Has African Portable

PARIS, Oct. 4.—Louis Brown, Franco-American outdoor showman, and M. Esterle are touring Algeria with a demountable amusement park, Luna Park. With rides, shows and games, it makes one to three-week stands in larger towns.

ATLANTIC CITY, Oct. 9.—Death of Frank Sterling, lieutenant commander, U. S. N., retired, reported in the Final Curtain in this issue of *The Billboard*, followed six years' service as manager of Steel Pier water circus, which has been an outstanding attraction there, featuring aquatic sports and stuntsters.



# American Recreational Equipment Association

By R. S. UZZELL

BRIDGEPORT, Conn.—Spent an afternoon in the Barnum Museum, a most interesting place, which most modern Bridgeport citizens have not seen, although centrally situated and magnificently housed. The great showman left the building and all to his beloved city, which seems to know it not at all.

What would New York, Chicago, Boston or Philadelphia pay for it? Try to remove it from here and the furor of the city would rise so strongly as to hang a man for attempting to remove so valuable a memorial from the rightful setting. It occupies all of a third floor of a large building and is now open daily except on Sundays and holidays.

The one exhibit of Tom Thumb and his wife is worth the time and expense of a visit to the master showman's home. The suit in which General Tom Thumb was presented to the courts of Europe is in the case with photos of the wedding of the world's famous midgets. A baby carriage, modeled after the tiny man's carriage, is still a curiosity. Clothing actually worn by the midgets is still in a fine state of preservation after this lapse of time since it was actually worn by these abbreviated people.

It does not seem to be known that the little fellow was only four years old when Barnum first engaged him. This accounts for the parents being included in the company. For 41 years the diminutive man appeared before the public. Several busts of Barnum, lifelike in appearance, are in evidence and a masterpiece of the beautiful Swedish Nightingale stands near one of the international showman. There is the record of the huge sum of over \$712,000 which her silver notes drew from her American audiences. She said it was the picture of his beautiful home here that induced her to sign the contract with him. She said a man who could lavish so much on a home must be substantial and could be trusted. He engaged Jenny Lind without having seen her.

## Mementos of Jumbo

Pictures of Jumbo abound, and one of Jumbo's widow, Alice, is here. One of the baby, of which Jumbo was so fond, is taken with the mammoth beast. The collection of coins which were exhibited in Barnum's Museum in New York and elsewhere are here. They have now greater value than ever. It is a large one and of great variety.

A store could be opened here with only this collection as an exhibit and make good returns without the name of Barnum. Then, after a month, add his name to it and receipts would no doubt quadruple. Yet, they do not go in to see it gratis. Your author has paid 50 cents to see a much poorer Egyptian mummy exhibit than the one contained in this museum, the one shown so long by its owner in his museum and carried with his side show. Furniture of ornate design and foreign vintage that he used in his palatial palace is in a fine state of preservation and on view in the museum. His library chair indicates his huge size. Like Abraham Lincoln, he was a tall man, 6 feet 4 inches, but much heavier than the great President. He knew Lincoln well and had Tom Thumb at the White House for Lincoln's entertainment.

Pictures of the three beautiful homes that were built here, the New York City (See RECREATIONAL on page 48)

## Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Oct. 9. — Indian summer is giving few more weeks of good biz weather and bathing continues, although untimely placement of horses on the beach on October 1 cut into this, as visitors pack up bathing togs and head elsewhere. Highlight of coming week is visit of Mrs. Franklin D. Roosevelt, booked to talk in the Auditorium on October 13. Week also brought the announcement that football will be held in the Auditorium with PMC-Delaware starting on November 6. Dirt gridiron will be laid. Workmen are putting down a new ice rink in the main hall and replacing concrete, a job necessary before the winter ice season starts.

With a gubernatorial campaign on

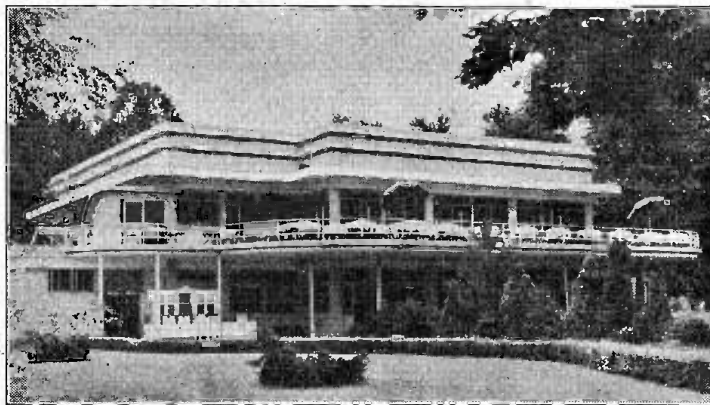
and neither party advocating racing in the State, amusement men are again hopeful. The Black radio speech completely ruined theater biz for that night.

Betty Jane Phillips, who summer soloed with the Alex Bartha Ork at Steel Pier, has become Ethel Rattay's star Saturday afternoon air soloist from the pier. Tom McDonough, whose Erie Cafe by Million-Dollar Pier was in center of resort night life last summer, is taking that long-put-off trip back to the "aud country." Garden Pier called it a day after *Children's Hour*. Trenton Fair was like old-home week to Atlantic Citizens, with Claude, who spent a couple seasons at Steel Pier and the Warner, doing his mechanical man act for one of exhibitors; Flying Earles, who spent a couple summers on the pier as Earl, Jack and Betty, doing a grand-stand act, and Zek Meyer, from Million-Dollar Pier, doing some trick auto driving.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Construction is sprouting on many highways leading to the 1939 World's Fair grounds, with most of the builders banking on benefits to be reaped from passing motorists. Attendance close to 7,000,000 for Long Island State parks system during '37, as officially announced, has pleasantly astonished even the optimistic authorities. Despite the record, which includes Jones Beach, officials are looking forward to establishment of a mark of more than 30,000,000 in World's Fair year.



AMBITIONS OF NEARLY A DECADE were realized by executives of Coney Island, Cincinnati, in erection and opening of the new clubhouse during the 1937 season. The modernistic building, part of the general reconstruction program following the destructive January Ohio River flood, replaces the squat dining hall which was washed away. It is built for permanence of steel, concrete and brick. Patrons were served in the open on the ground level and adjoining Rose Garden, on upper veranda or in the screened banquet hall. A mezzanine floor adds to capacity. Indirect lighting was carefully planned.

WPA circus showing in Forest Hills vicinity packed 'em in during two stands. World's Fair Club held its first social function of the season and had more than 500 guests. Eddie Hest, in town from the Coast for the rodeo in Madison Square Garden, gave the Long Island zone a look-see. Eddie Leonard is marking 10th year as a walkathon emcee in Jamaica. Sighted hereabouts: Tiny Dunn, dean of mechanical doll men. Sam Wagner in from Coney Island for Mineola Fair with his show. Mike Prudent closing fair season. Spied at Mineola Fair: Sadie Meyers, Mother Cushing, Doc Willard Foster and Fred Baldwin, ambitious fair sec.

ROCKAWAY BEACH: According to a survey just completed, there is room for five times as much in the way of amusement enterprises locally as there is at present. This may have much significance in 1938 and start of '39, when an intensive local building campaign gets into motion to accommodate the expected entrance of World's Fair visitors. Most seaside concessions that are open are spending the few days remaining before closing permanently auctioning off remaining merchandise.

Movement is in motion to permit a change in zoning locally to permit opening of amusements on certain side streets. Interesting showmen who made debuts here the past season: W. Engle, Danny Kalk and N. Salih, one-ring circus impresario.

LONG BEACH: Concessioners here

must have made coin last summer, because fully a dozen are already renovating their places for next season in a modernistic tone. Surfside, nitery, closes until early in spring. Likewise American Hotel and Maryland View Hotel, each of which featured big entertainment programs. West-end cabarets will buzz thru winter.

## With the Zoos

FT. WORTH, Tex.—American Association of Zoological Parks, in annual convention with American Institute of Park Executives here on September 26-30, elected Edmund Heller, San Francisco, chairman, succeeding Joseph A. Stephan, Cincinnati. Fred A. Stark, San Antonio, was named vice-chairman. Hugh S. Davis, Tulsa, was re-elected secretary, and Edward H. Bean, Chicago, was re-elected treasurer. M. J. Melroy, Memphis, and J. A. Stephan were chosen directors. Entertainment included a dinner party at Casa Manana, annual banquet, luncheon and sight-seeing tours of parks.

LANSING, Mich. — Privately owned roadside zoos will be under strict regulation for the first time in Michigan, beginning on October 29. As authorized by the game bill passed by the 1937 Legislature, State conservation commission had adopted rules and regulations. All wild animals and birds in captivity for exhibition must be confined in cages or inclosures. Proprietors are not permitted to tether wild animals or birds to stakes, posts, trees or buildings. All cages or inclosures must be sufficiently

## The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

### The Firsts

In mail arriving at this desk there are usually letters declaring someone as being the first in something or other in the aquatic profession. If all these claims are to be taken seriously, at least a dozen men were the first comedy divers in this country and no less than 20 men and women are credited by their respective loyal supporters with being the originator of marathon swimming in this country, etc.

Because of all these conflicting claims and because most records of this nature are not available, I should like to take this opportunity to ask readers of this column to send in a list of "firsts" as they believe them to be. And then, perhaps, if we air these various claims at a future date, we might arrive at some definite data and be enabled to give those who deserve it their rightful recognition.

For example, if any one happens to know who actually was the first American marathon swimmer, such information will be greatly appreciated by this column. Other "firsts" in which those in the swimming biz seem to be interested include:

The first commercial swim pool operator in the world, first pro high diver; first comedy diver, amateur or professional; first female high diver, first woman long-distance swimmer, first professional life guard in the world, first swimming coach and first swimming pool builder.

I know all of us would like to know the rightful possessors of those titles. Naturally, one person can't expect to know all but perhaps as you read these lines you are familiar with the names of a few whom you know as a definite fact or have heard of or read of some place as being first in their respective fields. If so, sit down and drop a card to this corner spilling the info. In that way if we get enough reports, some of these questions as to who was first will be answered.

### A True John J.

Operator John J. Carlin, of the amusement park bearing his name in Baltimore, which was almost completely destroyed by fire on September 30, proves that he is made of fighting stuff by going right ahead to rebuild the demolished playground. No sitting back and crying for Carlin. No, siree! He is said to have already started plans for rehabilitation. But what makes this a pool item is that I understand from good authority that one of the features of Carlin's proposed rebuilding calls for a mammoth new outdoor pool. Most park owners realize that one of the outstanding parts of any amusement center is a swimming pool.


When Rosenthal Brothers were deciding what to fill in on the cavity caused by fire in their Palisades (N. J.) Amusement Park last summer both agreed that an enlarged sand beach would be just the thing. The increase that additional beach brought the pool, as well as the park itself, confirms the wisdom of their decision. And so, apparently, Carlin feels the same way, and we'll have to look soon towards Baltimore for one of the most modern commercial pools, if the plans he has in mind materialize.

## LEAP FROG, THE NEW RIDE

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# RECEIPTS ZOOM IN SOUTH

## Oklahoma City Has Best Year Financially Since Peak of '29

State Fair and Exposition, with 281,031 and perfect weather, has second highest gate in 31 years, reports Hemphill—midway gross up 57 per cent over 1936

OKLAHOMA CITY, Oct. 9.—In sunshine that lasted all week for the first time in more than 10 years, Oklahoma State Fair and Exposition here on September 25-October 2 had two all-time attendance records and the best year financially since 1929, Secretary-Manager Ralph T. Hemphill said. Total gate was 281,031, second highest in the fair's 31 years and just 17,000 under the all-time peak of 1929. Grand-stand attendance, afternoon and night, was exceptional and the gross of the midway, with Beckmann & Gerety Shows, was up 57 per cent over 1936, Mr. Hemphill reported. Because city retail stores would not close on Wednesday, according to usual custom, Mr. Hemphill contracted with Barnes-Carruthers for Capt. F. F. Frakes' airplane crash for that afternoon to offset the stores' action.

The stands were filled for the afternoon, with about 12,000 watching the rodeo and waiting for the plane crash. The stunt was such a draw that at 6 o'clock of the evening of the crash it was decided to repeat on the closing Saturday, usually a weak day. A wire caught Frakes on the way to Birmingham, where he had a crash on Thursday, and the deal was made. Fair's publicity office scooped local news photographers and had the only good shots of the crash, which appeared in the morning daily, page one. During the night the publicity office turned out mats on the Saturday crash which were sent to papers in a 100-mile area. Saturday crowd was 34,597, again second to 1929. Quantity and quality of exhibits were (See OKLAHOMA CITY on page 46)

### Legion Greenville Sponsor

GREENVILLE, N. C., Oct. 9.—Kaus United Shows will be on the midway of Pitt County Fair here, and fireworks and Great Siegfried, ski jumper, will be attractions, reports William H. Finkle, assistant to Director A. J. Grey. Fair, sponsored by American Legion posts, will be on new grounds with a 10-cent gate. Advance ticket sale award will be made nightly. Promotional expense is being defrayed by sale of advertising space to merchants in a bulletin and premiums will be awarded for exhibits. Officers are D. J. Whichard, president; John Hill Paylor, vice-president, and J. Hicks Corey, treasurer.

RALEIGH, N. C.—Zebulon (N. C.) Five-County Fair, Inc., received a charter from the secretary of state, incorporators being given as C. V. Whitley, R. H. Bridges and T. D. Finch.

### Pop., 900; Gate, 43,500

BURLINGTON, Vt., Oct. 9.—The "World's Fair," Tunbridge, Vt., in a town with a population of less than 900, had total paid attendance of about 43,500 on September 21-23. President Mason Dodge said this exceeded last year's by more than 11,000. Chief feature is the stress on rural flavor, townsfolk appearing in costumes found in great-grandmother's trunk. There is a daily parade of old-time vehicles. Secretary Edward R. Flynn, in charge of publicity, while on a limited budget, obtained more free newspaper space than several larger fairs. Increased attendance necessitated adding several acres of parking space this year.

## Pomona Has Over 644,000

Huge county annual in Los Angeles tops 1936 by 55,000—finale is curbed by weather

POMONA, Calif., Oct. 9.—Altho attendance at the 16th annual Los Angeles County Fair here on September 17-October 3 did not reach the mark anticipated by the management, total gate was given as 644,890, a gain of about 55,000 over 1936. Adverse weather on the last two days held attendance to 39,975. A figure of 85,000 had been expected for the final two sessions.

Secretary-Manager C. B. Afferbaugh and other officials declared themselves satisfied with the 1937 success, Assistant Manager Clyde Houston claiming that on attendance the fair ranks fourth in the nation and first among county fairs. Exhibits came from all over the United States and from some foreign countries. Racing was of high order, increased purses in harness classes and for run-

(See POMONA HAS on page 46)

### Gross Acting in Vancouver

VANCOUVER, B. C., Oct. 9.—Frank D. Gross, a director of Vancouver Exhibition Association, has been appointed acting general manager, to remain in that post until a permanent appointment is made. He was acting general manager during March and April before Professor H. M. King, University of British Columbia, was granted leave of absence to manage the 1937 Canada Pacific Exhibition. Prof. King has returned to his regular duties.

## Gates and Revenues Are Up For Exposition in Knoxville

Tennessee Valley annual's attendance runs more than 250,000 and gross tops that of '36 by about \$15,000—directors plan new \$150,000 stock show arena

KNOXVILLE, Tenn., Oct. 9.—Tennessee Valley Agriculture and Industrial Exposition directors, meeting late this month, will glow over a fair week on September 27-October 2 that exceeded all records in attendance and revenue and will plan for a new \$150,000 Live Stock Show arena. Fine weather which had put crop money into visitors' pockets continued during the fair to bring out daily record crowds. More than 250,000 attended, an estimated 50,000 more than in 1936, said Fair Manager Hugh D. Faust. Throngs overflowed the open-air grand stands afternoon and night for Ernie Young's programs, overflowed on to the surrounding hillsides by the thousands at night and overflowed the stands at the finale Horse Show.

### Art Not Only Wins Again But Draws Some Customers

YARMOUTH, N. S., Oct. 9.—A nude painting in the art section of 1937 Yarmouth Exhibition, hung without blare of trumpets and unadvertised, became the fair's best puller of spectators. Artist Jack MacMillan entered the painting of the unclad feminine form in the annual art competition of the fair. On the first day, a local minister not only complained to the association about the painting but turned it around so the painting faced a wall.

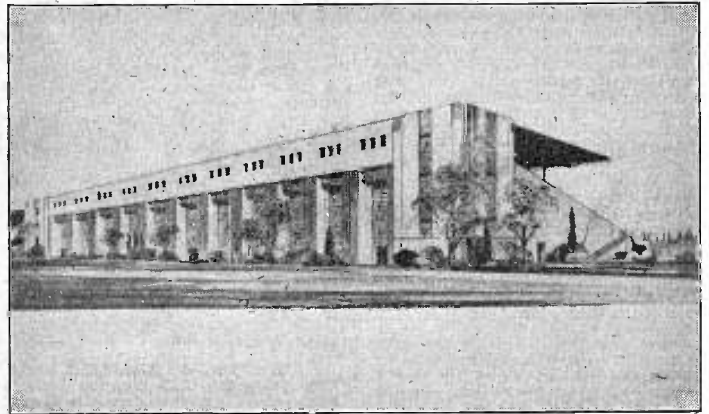
MacMillan, quickly notified, hastened to the grounds, where he turned the painting to face the crowds and warned the association that he would institute action if the picture were interfered with again or if it were withdrawn by the fair management. The latter announced the painting would not be withdrawn.

The artist then picketed his painting. There had been a report the picture would be snatched and destroyed. However, it remained on the wall and was a big draw at the fair box office, first time the art section had contributed anything tangible as a draw, it was said.

### New Features Tried

The 1937 exposition experimented successfully with a number of new features. City School Day with dime admission for pupils was moved up from Thursday to opening day, giving an opening crowd of more than 30,000, whereas before Monday had brought only a comparative handful. Nightly fireworks were moved up from closing time to 7 p. m., allowing family groups to get their children home earlier and avoiding fireworks conflict with the Horse Show and open-air show, both starting at 8 p. m.

Also new classes of draft horses and mules were shown at a matinee on Thursday, East Tennessee Day, when most rural folk were on hand, and the show filled the Horse Show stands. Also new was the State's all-time biggest show of road and farm machinery. Mike Hunnicutt, of The News-Sentinel's Station WNOX, broadcast fair atmosphere and informal interviews with visitors, picturesque concessioners and such. County and community agricultural booths, instead of being against the (See GATES AND REVENUES page 46)



STEEL AND CONCRETE GRAND STAND at Los Angeles County Fair, Pomona, Calif., which was jammed all thru the 1937 17-day annual which, with a gate of 644,890, went over that of last year by 55,000. Officials announced a further construction and beautification program on the 125-acre grounds for the 1938 fair.

## Virginia State Makes Record With a Paid Gate of 223,000

All attendance marks are smashed with total of nearly 250,000—Hamid show before grand stand plays to capacity—big biz reported by Linderman on midway

RICHMOND, Oct. 9.—All attendance records for Virginia State Fair were broken at the 32d annual here on September 27-October 2, when nearly 250,000 passed thru gates, 223,000 being paid admissions. Opener, Richmond Day and Farmers' Day each reached a figure surpassing any for those days in history of fair, altho the week opened with cold and raw. Opening day had 16,846 paid admissions, while 15,000 children were admitted free. On Tuesday, even colder than Monday, 11,947 paid admissions were registered. Richmond Day, Wednesday, brought somewhat

warmer weather, and 71,327 passed thru on paid admissions. Previous record on Richmond Day, General Manager Charles A. Somma said, was 58,000. Last year's Richmond Day attendance was 40,000. Thursday, Farmers' Day, brought sunshine and a rise in temperature of 15 degrees and total attendance reported was 26,302.

Grand-stand attendance reached capacity at nearly every performance, with a turnaway on Richmond Day. Roxy— (See VIRGINIA STATE on page 46)

### Speed Schedule in Frisco

SAN FRANCISCO, Oct. 9.—More than 1,100 men are speeding the plant for the 1939 Golden Gate International Exposition on Treasure Island. Construction is running six weeks ahead of schedule and the \$16,000,000 program is expected to be completed months before opening of the expo on February 18, 1939.

# Bloomsburg Paid Is Best

**Total gate 140,000, with 20,000 more cash patrons than at any previous fair**

BLOOMSBURG, Pa., Oct. 9.—Bloomsburg Fair on September 27-October 2 broke all records for attendance, total being 140,000, of which 90,918 were paid admissions, with 20,000 school children admitted free. Paid attendance was 20,000 more than at any previous fair. Grand-stand receipts were \$25,000, breaking previous records by \$5,000.

Saturday auto races, under supervision of Ralph A. Hankinson, drew 26,000, biggest crowd ever seen here at fair auto races. Weather was perfect with exception of Tuesday morning when rain interfered with Children's Day, but Friday was also made a Children's Day and grounds were packed. Admission price remained at 50 cents with advance sale of three tickets for \$1. Grand stand was 50 cents and \$1 during day and 50 and 75 cents at night. Night admission to grounds was 25 cents after 5 p.m.

All buildings were filled with fine exhibits for which this fair is noted, especially Floral Hall, with one of the most outstanding displays in the East. Four-H Clubs had notable exhibits. Improvements included new wire fencing and repainting of all buildings.

## Hamid Revue Praised

Four days' racing had trotting, pacing and running. Early part of Friday afternoon was devoted to Lucky Teter's Hell Drivers and Saturday to auto racing. Running races were the first since 1930, when an accident brought several damage suits but during the past year these suits were decided in favor of fair association.

George A. Hamid, who furnished grand-stand attractions, presented Emilio's Doberman Pinschers, in a fine dog act; Kanaza Japanese; Balabanow Revue, accordionists, dancers and contortionists; Sensations, aerial return act; Lodi (Ptochianis) Troupe, springboard; Pallenberg's Bears, Billy Ritchey's Water Circus. Night show, besides these acts, included George A. Hamid's *Revue of Tomorrow*, reviewed when presented at previous fairs and living up to its great reputation here, fair officials being extravagant in their praise of the whole show given under Hamid direction. Stetson Radio Band, under direction of George W. Ventre, furnished music for afternoon concert, acts and revue at night. A new feature was an organ recital, thru amplifiers, by Elsie Robbins Gross, Boston. Organ also accompanied Orsola Arella, prima donna in the revue.

## Strates Midway Is Large

Strates Shows, on the midway here for the first time, brought 25 shows and 14 rides, all bright in colors, brilliantly lighted and with some novel fronts. James E. Strates, who was given great credit for the organization he has

(See BLOOMSBURG on page 46)

## Record in Carrollton, O.

CARROLLTON, O., Oct. 9.—With ideal weather, first in five years, overflow exhibits and an enlarged midway, Carroll County Fair here on September 29-Oct. 2 had record attendance and gave the first profit in several years. Night attendance topped that of all previous years, while Saturday registered a new high for that day. X-Bar-X Rodeo presented a two-hour program twice daily, filling grand stand nightly. Credit was given T. W. Blazer, in charge of concessions, for one of the best midways in history of the fair. Attractions included F. E. Gooding Amusement Company's Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl and Kiddie Airplanes, in charge of George Boulc; Larry Larimore, 20 concessions; Johnny Enright, novelty stands; Jackie Andrews, Hum-a-Tunes; Phil Phillips, 115-foot Ten-in-One; O. G. Dixon, dislocation wonder; Fred Stires' What-Is-It Show; Texas Slim Collins, Pit Show; Wagner's Penny Arcade; Lester Rodgers, peanuts; Don Drukenbrod, scales, and Larimore's, Martin's, Russell's and Eddie Weekly's cookhouses.



CLARENCE T. RIDDICK, assistant general manager of Virginia State Fair, Richmond, who has rounded out 25 years' service with the annual, which this year smashed all attendance marks with a total of nearly 250,000, of which 223,000 were paid admissions. His service has included being superintendent of gates, superintendent of poultry, assistant general manager and member of the board of directors.

## New Bidder Seeks Chattanooga Lease

CHATTANOOGA, Tenn., Oct. 9.—Joe Engel, president of Chattanooga Baseball Club and called the "Showman of the Southern League," filed application with the city of Chattanooga for lease of Warner Park next year for a "bigger and better fair." Tri-State Fair has just ended its most successful year of the three since its revival by Secretary-Manager J. A. Darnaby, with record attendance of 126,000 and declared a success in every way. Darnaby's three-year lease expires this year.

Commissioner R. M. Cooke declined to comment on Engel's application, saying he had not as yet gone into details of the proposition. "The city's relations with Mr. Darnaby have always been very good," he said, "and I don't think it would be right to make any comment on the application until all fair reports are in."

Under the present lease, he said, city receives 5 per cent of the first \$12,000 and 10 per cent over \$12,000 of gate receipts and concessions, not including the midway. Darnaby is expected to apply for renewal of his lease.

## Definite Plans Indicated For Third Ft. Worth Show

FT. WORTH, Tex., Oct. 9.—After the first meeting of directors of Frontier Fiesta since the show closed on September 26 James F. Pollock, general manager (See DEFINITE PLANS on page 46).

## Atlanta Centen and Southeastern Gets Away to Big Opening Crowds

ATLANTA, Oct. 9.—Record attendance marked opening on Thursday of Southeastern Fair and Atlanta Centennial, to continue thru October 16 in celebration of this city's 100th birthday. Centennial features augment an enlarged program of agriculture, live stock, commercial and amusement presentations. Included are nightly fireworks in which the historic Battle of Atlanta is re-enacted in animated pyrotechnics, gigantic flaming pictures of pioneer Atlantians and special days on which Governor Rivers and his staff and Mayor Hartsfield will participate.

For the first time in several years the live-stock show was thrown open to breeders of the nation, resulting in largest list of exhibitors in recent years. Commercial exhibit space has been a sell-out for four months.

The midway in the natural amphitheater formed by the rolling contour of the fairgrounds is manned by shows and rides of the Rubin & Cherry Exposition, which came here from Knoxville last Sunday night and was set up two days in advance of the opening. Four days of auto racing with such

# Rain Reduces Alabama Gate With a Record Goal in Sight

**But Birmingham fair has more people on grounds during first four days than in any similar period—down-pour postpones auto races and Saturday night show**

BIRMINGHAM, Oct. 9.—Rain on the last two days of Alabama State Fair here on September 27-October 2 cut attendance figures and probably prevented an all-time record. With more and better exhibits than heretofore, with the Royal American Shows on the midway and Ernie Young's *Passing Parade* as main grand-stand attraction and with ideal weather on the first four days, thousands poured into gates and grand stand. But drizzling rain which began early on Friday continued, forcing postponement of auto races Saturday afternoon and grand-stand show Saturday night. Exhibits were greater in number than in previous years and booming prosperity of the Birmingham district sent more people to the grounds on the first four days than had ever been there in the corresponding period of previous fairs.

## Special Day for Vets

Special events before the grand stand included races on Tuesday, when more than a score of dirt track drivers participated before an unusual crowd. On Thursday, Thrill Day, Capt. F. F. Frakes crashed an airplane thru a house, while Jean DeLuca, Birmingham girl, overturned a car and drove another thru a wall of exploding dynamite. Late in arriving were the Five American Eagles, who did not get up their high-wire rigging until the second day. Fireworks were presented nightly by Thearle-Duffield Company, Frank P. Duffield being one of the officers of Alabama State Fair Association.

Monday was City School Children's Day and on Wednesday school children from outlying counties were admitted free. Thursday was Veterans' Day, when the overseas cap was open sesame to the gate. A crack battalion of United States Army troops from Ft. Benning, Ga., staged two days of exhibitions.

## Women Sell Ducats

A plan of having women from veteran auxiliary organizations sell tickets at reduced rates on downtown street corners placed tickets in hands of thousands in advance of the fair. Unusual displays of the United States Department of Agriculture were well received. A half acre of dahlias, grown on the grounds thru-out summer by an expert horticulturist and flowering their best at fair time, drew hundreds of visitors, as did a huge bed of flaming red cannas in front of the flower exhibit.

## Murfreesboro Crowds Big

MURFREESBORO, N. C., Oct. 9.—Carolina Tidewater Fair, September 27-October 2, was well attended, considering some adverse weather, and crowds jammed the midway nightly. Shows and concessions were furnished by General Manager N. P. Roland, World of Fun Shows. Riding devices were furnished by J. J. Stehlar and free attractions by George (Mechano) Stevens, who presented Harry Harris, contortionist, and slide for life; the Sky Lady, high swaying pole; Captain Cushing's fire and smoke leap; Uncle Cy Stevens and daughter, Sis Hopkins, and Mechano's act, followed by fireworks.

NACOGDOCHES, Tex. — Nacogdoches County Fair and Live-Stock Exposition was granted a charter by the secretary of state. Principals include R. G. Muckelroy, Sam Stripling and Rbo Cox.

## FAIR ACTS

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## B. & G. Smash '36 Okla. Take

Report 57% increase — publicity good—Hemphill pays tribute to Beckmann

OKLAHOMA CITY, Oct. 9.—With the second highest attendance figure in its 31 years, the Oklahoma State Fair closed here October 2, with Beckmann & Gerety Shows hanging up a 57 per cent increase over 1936. A week of perfect weather and two new record attendance days on city and State school children's days helped to swell the gross to a point near the peak of 1929.

Good advance publicity and three good feature stories during the week, with radio support both on and off the lot, helped in the general promotion. Twice during the week press agent Walter Hale rounded up some talent and put them (See B. & G. SMASH on page 63)

## R. & C. Up Gross In Knoxville

Midway benefited by rainless week—Show Manager Joe Redding was ill

KNOXVILLE, Tenn., Oct. 9.—The Rubin & Cherry Exposition opened in Atlanta after playing host to the biggest Knoxville fair crowds in its many years of showing here.

The midway had a double surprise for customers at the Tennessee Valley Exposition just ended. For the first time the "fun town" was all set up for business on the fair's opening morning and as well for the first time presented a towering front of columned architecture outlined in neon tubing.

The shows and rides drew 30 per cent heavier crowds than record-breaking last year and they spent equally as much. (See R. & C. UP on page 63)

## Dallas SLA Jamboree Nets \$566 for Fund

DALLAS, Oct. 9.—The second annual Showmen's League of America jamboree staged in the Show Boat of the Pan-American Exposition September 27 netted more than \$566, Joe Rogers, vice-president of the league, reported. Rogers remitted that amount to the hospital and cemetery fund, but said that a small additional amount is still expected from ticket sales.

The 1937 jamboree was far more successful than that of 1936, which was virtually rained out. Staged at midnight on the first day of Ringling Bros. and Barnum & Bailey Circus' two-day stand here, the entertainment included acts from the exposition and Casa Manana at Fort Worth. William J. Collins was general chairman.

### Midget Marries Midget While Midgets Look On!

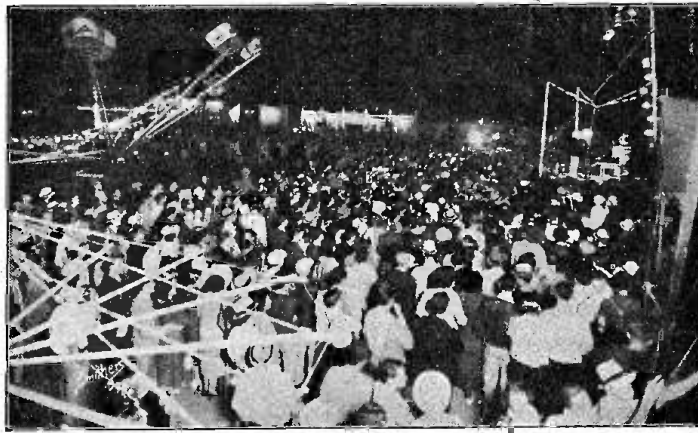
MUSKOGEE, Okla., Oct. 9.—As a feature of the Muskogee Fair, diminutive Midge took as his bride Wednesday night Luce, who is just three feet tall, with black hair and flashing black eyes. The little Texas girl and her sweetheart are featured in Midget City, attached to the carnival showing at the fair.

The romance of the Lilliputians began this spring in Cleveland, where both were appearing at the exposition.

Alyce, dainty dancing star of the midget show, was maid of honor.

Most midgets are married to normal husbands or wives, according to showmen, but Prince and Lady Denes, also with the carnival, have been married four years.

The Texas bride is 22; the groom, from Los Angeles, is 23 and four feet tall.



WITH NO INTENTION OF PULLING A PUN, THIS IS A "BUTTE" CARNIVAL SCENE. It shows the Siebrand Bros.' Piccadilly Circus as it appeared in Butte, Mont., week ended August 15. This "carnival-circus" appeared in that city under the auspices of the Better Butte Boosters, at which engagement Siebrand Bros. reported the biggest gross business of the season. The event was headed by Mayor Charles E. Housworth and supported by all the local civic organizations. On the night this photo was taken, August 14, by C. Owen Smithers, of Butte, 7,800 paid admissions to the grounds were recorded. John Hicks, who supplied this photo, states that all shows, rides and concessions were liberally patronized for the 10-day period. The profits of the committees' end were applied to the city park fund for building more recreation grounds in Greater Butte.

## Crafts Claims Pomona Record

17-day Los Angeles County Fair midway is augmented with shows and concessions

POMONA, Calif., Oct. 9.—Crafts' 20 Big Shows had the midway contract and, according to Orville Crafts, owner, and Roy Ludington, manager, the 17-day run at the Los Angeles County Fair was unprecedented for this date. There were several rides and shows added and also many concessions other than those that have been with the Crafts Shows this season.

The added shows were the Popeye Show, Ben Gridley, manager, with Bill Goins and P. J. Mahoney on the front. Monsters Alive, Johnny Ward, owner, with Jimmy Doyle on the front. Mile High Unger, Tex Johnson and Earl Kirby. Hollywood Puppets, Jack Shafter and Bob Humes. Humpty-Dumpty, Big Meiner, Harvey Thomas and Edith Warren. Midget Revue, K. Miller on the front; Charles Nunn, canvas; Jack Wilson, electrician. The artists are Mike Ballach, Lida Buresh, Karl Kosciusky, Jakey Gerlich, Fini Balluch, Kristie (See CRAFTS CLAIMS on page 63)

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Camp Meeting Mound, Ala., Highway Intersections 43-36, Week ended October 2, 1937.

Dear Red Onton:

This week found Ballyhoo Bros. playing first of our long string of bona fide fairs here, shattering all previous high midway grosses as well as enjoying first good rest of season. Furnishing for first time all attractions for Second Annual Colored Fair and Pit Barbecue. The exact location of showgrounds was never settled until after show arrived on a lumber camp railroad some 900-odd feet from location later decided on. First hauling distance was a big matter and second extra amount of extra side wall that show carried had to be checked. All was soon arranged to suit both fair board and bosses.

Lot chosen was located only a mile or two further into the woods than one used last year by Stop and Go Traffic Light Shows. Not only did size and greater earning power of our show go a long ways towards beating last year's

## American Legion Seeks New Location for Show

ALEXANDRIA, La., Oct. 9.—The American Legion found its way suddenly blocked this week for sponsoring of carnivals this fall here. Petition signed by many property holders protested to city council against shows at regular stands of the past. Legion officials say they will seek new location rather than dispense with proposed plans to bring in at least one more carnival.

## Rain Caused Francis To Hold Over Two Extra Days

GREENVILLE, Miss., Oct. 9.—Following two days of torrents, Greater Exposition Shows, sponsored here by Odd Fellows' Fair, caused John Francis to keep the unit on the grounds two extra days to make up for lost patronage.

## Monkey Business; Soules Has Six of Them Stolen

MONROE, La., Oct. 9.—Sheriff of Monroe County Monday was informed by John Soules, operator of monkey circus in the Dan Riley Carnival, showing on grounds of Ouachita Valley Fair Association this past week, that six young monkeys of his act were stolen from their cages. He said that the monkeys were tucked into bed Saturday night and were gone the following morning.

## W. of M. Tops At Va. State

Midway thronged during fair week—attractions liberally patronized

RICHMOND, Va., Oct. 9.—Max Linderman's World of Mirth Shows, the winter quarters of which are in Richmond, had a banner week on the midway of the Virginia State Fair, the 32d annual exhibition of which closed its week October 2, with an all-time record as to attendance. Approximately 250,000 people thronged the midway during the week, and what is more, they were not merely taking in the fronts, but they reached up to the ticket boxes and bought their admissions to the shows.

Max Linderman said: "Those crowds were really liberal. I've just finished (See W. OF M. TOPS on page 63)

## RAS Midway Scores in B'ham

Free gate Children's Day—rides get top play—ideal weather up to Thursday

BIRMINGHAM, Ala., Oct. 9.—One of the greatest crowds ever to attend the Alabama State Fair here greeted Royal American Shows when they opened for business at the fairgrounds September 27. Show was swamped with school children who flocked to the grounds under free main gate admission. Within a short time after all the show, delayed more than three hours due to railroad schedules, had been set up, long lines of youngsters waited patiently for their turns on the rides. New to Birmingham this year was Royal American's neon-lighted entrance to their midway.

Thruout the week all portions of the midway were well patronized, the rides (See RAS MIDWAY on page 63)

## Landes Folk Give Benefit for HASC

HILLSBORO, Kan., Oct. 9.—The J. L. Landes Shows gave a performance at Abilene, Kan., September 30 for the benefit of the Heart of America Showmen's Club. Show was produced and directed entirely by Ann Johnston, who has been managing the Showboat Revue with Landes all season. The event was most successful. Those appearing in the entertainment were Ann Johnston, J. R. Wright, Jimmie and Ruth Wagner, Beula Coots, Mabel Knauff, Mrs. Orville Cox, Mrs. Bradford, Mr. and Mrs. Cliff Swor, the Bradford children and Mr. and Mrs. Luck Ball.

A special number by the Showboat Revue cast opened the show. The surprise of the performance was Mabel Knauff, who came forward from a seat in the audience and did a number that had Connie Clark on the ground. He laughed so much that he nearly stole the show. Then Lucky Ball and Mrs. Ball had a sword-swallowing battle. They finished even. The Bradford children, who work with their father, got their share of applause. Mr. and Mrs. Cliff Swor put on a black-face act. The Wagner Sisters did several song and dance numbers. Walter Douglas did a special number that was dedicated to Mrs. J. L. (See LANDES FOLK on page 63)

## Dodson's To Stage SLA Show; Balzer Chairman

CHICAGO, Oct. 9.—Dodson's World's Fair Shows will stage a performance for the benefit of Showmen's League of America Cemetery Fund somewhere in Arkansas during the week of October 16.

Ray Balzer, who has worked hard all season in interest of the League, is chairman of arrangements committee and will also act as emcee. Balzer handled the show last season to good returns and is now busy getting the program lined up.



### Line o' Two of News "Flyer" Earl Behee Recovers

MEKIA, Tex., Oct. 9.—Earl Behee, aerialist of the Flying Behees, recently recovered from an automobile accident and is again at work. The act joined the Regal Amusement Company, of which Mrs. L. A. Newland is press agent.

### Kaus Shows Get Dillon Fair

DILLON, S. C., Oct. 9.—E. L. Reardon announced that the Kaus United Shows will furnish the midway attractions at the Dillon County Fair, which is to be held this month. The fair association, under the direction of Judge Joe Cabell Davis, will provide a program of professional free amusement during the event.

### Wade Rides Will Close at Salem

AKRON, O., Oct. 9.—The R. H. Wade rides will wind up one of the most successful seasons in more than a decade at the annual American Legion Street Festival at Salem, O., according to Harry J. Deitrich, manager. Ride equipment will be stored as usual at Canfield, O. Deitrich will resume his employment with the Ohio Bell Telephone Company at Youngstown, which he has done for the past several years during winter season. He formerly was with J. L. Cronin Shows and other carnivals in an executive position.

### Mrs. Barfield Returns to Show

ADEL, Ga., Oct. 9.—Mrs. C. E. Barfield, wife of the general manager of Barfield's Cosmopolitan Shows, returned to the show during the engagement at Dalton, Ga. She came on from New Orleans, where she had been for several weeks recovering from injuries received in an automobile accident in July. While in the Louisiana metropolis she underwent an operation but is now in the best of health and was given a royal welcome on her return to the lot and former duties. Mrs. Dave Winnie also came back to the show after visiting her mother for two weeks in Chicago.

### Sheesley Host at Press Dinner

CHARLOTTE, N. C., Oct. 9.—A press dinner for radio and newspaper men was given here Tuesday night by John M. Sheesley at the Carolinas Agricultural Fair, with more than 100 from North and South Carolina on hand for "liquid refreshments and steaks and trimmings" as the invitations read. Floyd Newell, press agent for the Sheesley Midway, acted as emcee and general entertainer.

### Reid Closes at Jax Beach

JACKSONVILLE, Fla., Oct. 9.—The Reid Greater Shows, after playing two years Jacksonville Beach, have closed the season temporarily and will take the unit of rides to Miami for the winter months. The Reids have taken a five-year lease on the Fox property for their major rides, location being on the Boardwalk here, which will be occupied following the Miami engagement. Earl Reid is general manager of the organization bearing his name.

### Rosenthal Convalescing at Home

DETROIT, Oct. 9.—Louis Rosenthal, veteran carnival supply man, is now at his sister's home, Asbury Park, N. J. He just came out of the hospital and is convalescing there. He will later undergo an operation to have tonsils removed.

### CONCESSIONAIRES!

The best portable Short Range Gallery built. Price \$300.00 complete, ready to do business. Consists of 4 Winchester 62 Model Rifles, 14 plates of steel, 3 spotlights, set of 30 signs, front counter, one bullet catcher box 8 ft. long, 5 bucket bullet catchers, 500 of No. 1 and No. 2 targets, 1,000 bullets and 2-jacks. Size of Gallery 10 ft. x 10 ft. We also sell cash awarded Targets. You don't have to buy our Gallery to buy Targets. We guarantee everything we sell. 50% with order. Balance C. O. D. Gallery weighs less than 1,500 lbs. Can be loaded on a six ft. trailer. All address.

RED CIRCLE GUN CLUB, or LOUIS GLOTH, 43 Hanover St., Boston, Mass.

**South All Winter?**  
YOU'LL NEED A **SKILLO**  
POP BAKER  
5161 Trumbull, DETROIT, MICH.

### Endy Has Bad Time on Move Into Warrenton

WARRENTON, N. C., Oct. 9.—Coming out of Marion, N. C., in a downpour of rain making the long distance to Warrenton many mishaps occurred on the Endy Bros.' Shows. First Harlem Broadcasters car skidded on the wet highway and trumpet player and driver had to be taken to a hospital. Car was a complete wreck. In helping them Jack Sommers led his trailer go ahead and when he reached his trailer 20 miles away he found it in a ditch but fortunately no one hurt. Johnny Ray also upset with his trailer on the wet pavement, the no one was hurt. In the evening fog made driving a very difficult feat.

R. Scott, who suffered face injuries and on arms and legs, will be released from hospital to join show here. Heavy rain that fell on the fairgrounds here made it in such terrible condition that plans to have the fair prolonged to next week are under way. Caterpillars pulled every truck on the grounds. Tons of shavings were hauled on the grounds to put it in shape.

Dave Endy and Eddie Lippman worked day and night and left nothing undone to get this year's fair ready for scheduled opening but to no avail.

### Canton Short Shots

CANTON, O., Oct. 9.—John T. Rea, whose Ten-in-One show has been on the Happyland Shows this season, will conclude season at the Loudonville, O., street fair. Rea's show was on the midway at the Cuyahoga Falls Exposition recently. He will launch a museum unit in the Pittsburgh district.

Johnny Enright, who for the past season has been identified with the No. 2 Gooding Greater Shows, is now making fairs and celebrations with concessions. He stated that the season has been the best in several years. His stands were on the midway of the annual Carroll County Fair at Carrollton. He will go to Florida accompanied by Mrs. Enright to spend the winter months. He recently purchased a new De Luxe trailer which he and Mrs. Enright will make the pilgrimage.

Phil Phillips, who managed the Ten-in-One and other shows for the J. R. Edwards Attractions, will wind up the current season within two weeks. The Ten-in-One is currently at the Fall Festival on the streets of Conneaut, O. He will store the canvas and properties at the Wooster, O., fairgrounds and will winter in that city.

C. D. Clark has established his residence here for the winter and will devote his time to indoor promotions. Ride roster of the F. E. Gooding

## KAUS UNITED SHOWS--2--

WANT—FOR DILLON, S. C. WHITE FAIR AND BALANCE OF SEASON—ALL FAIRS. Frozen Custard, Novelties, Diggers, Photo Gallery, Lead Gallery and Arcade; also Palmistry. Any Legitimate Concession, except Bingo. Rides: Pony, U-Drive-It Cars, Ride-o, Octopus, Caterpillar and Loop-o-Plane. Shows with own outfits only. Would like Fun House, Monkey Circus, Drama or any worth-while attraction. Can use anything new or novel. Want experienced Ride Help for Tilt-a-Whirl and Kiddie Rides.

Address all communications to W. C. KAUS, General Manager, at Winston-Salem, N. C.

Amusement Company unit, managed by G. A. Bouic, with Mrs. Bouic secretary, follows: Eli Wheel, Bill Hays, operator; Bill Eash, second. Merry-Go-Round, Cary Speaks, operator; Joseph White, second; Bill Morgan, third, and Mrs. Bill Hays, tickets. Kiddie Swings, Alfred Brayden, operator. Tilt-a-Whirl, Albert Barks, operator; Glen Hays, second, and Mrs. Glen Hays, tickets. The unit is currently at the annual Loudonville (O.) street fair.

### Bloomsburg Midway Notes

BLOOMSBURG, Pa., Oct. 9. — Sam Weinberg was again in his old location with bingo game and did business.

Fred Thomas' Side Show had good business. He reported only fair season account so much rain in territory he played. Has added a Kiddie Ride to his holdings.

Concession space was not all taken, but fair officials are satisfied, reported they would rather have a clean fair than a lot of money for concessions which they do not cater to.

Bingo games again in evidence, public likes them and know they get a straight play. Some fine frameups in bingo concessions.

Joe End had a doll wheel placed in such a position that all customers could see all around it, also offered reward for anyone finding anything wrong with it.

Fair officials well pleased with appearance and class of shows and rides brought in by James E. Strates. Fair closed week ended October 2. James F. Murphy was on hand to direct operation of concessions.

### Three Big Street Fairs In France Very Impressive

PARIS, Oct. 4. — October is marked by three extremely important street fairs, the "Fete du Lion du Belfort," in the Montparnasse quarter of Paris; the annual autumn street fair at Bordeaux, which runs four weeks and always groups 200 rides and attractions, and the Foire Saint Romain at Rouen.

The "Fete du Lion du Belfort" has a big midway with close to 200 rides and concessions, including four Auto Scooter rides, Pretzel ride, Caterpillar, Speedway, several flat rides, kiddie rides, the big Cirque Fani, Durwal's Dogs, Davier

## WANTED!

### Men To Cash In On These New Popcorn Machines



These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacities: \$8.00 to \$18.00 per hour. Low down payments, easy terms.

Write for Catalog!  
**ADVANCE MFG. CO.**  
6322 St. Louis Ave., ST. LOUIS, MO.

## LORD'S PRAYER PENNY MACHINES

### Newest Sensation

With four dies, Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion. Newest invention, biggest money maker. It's a knockout. Big assortment engravings, \$1.50 per 100. Bracelets 7 1/2 c each, samples and literature free.

PERFECTION MFG. CO., 203 So. Dearborn St., Chicago, Ill.

## TRUCKS

AUTOMOBILES—MOTORIZE YOUR SHOW

With  
**CHARLIE T. GOSS**  
with STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

## WANTED

AT ALL TIMES

Working and Novelty Acts Suitable For Museum  
EIGHTH STREET MUSEUM Philadelphia, Pa.  
253 N. Eighth St.,

Bros' Animal Show, Funhouse, Musee of Anatomy and Illusion Show.

## Dallas Midway

DALLAS, Oct. 9.—Sunday night the midway here for the first time during this exposition looked like the gala street that its name portends. Nearly 50,000 people paraded up and down enjoying the many concessions and thrilled to the many shows. Why? The free gate. After a week of consideration by the management of the exposition in answer to the request of the many concessioners, those gates, which had almost become rusty for lack of turning with cash customers, were actually swamped.

The principal shows reaping the harvest were the newly organized Road to Rio, Showboat, Casino and the Black Forest, all of them playing to packed houses at every performance during the entire afternoon and evening.

One of the most pleasing entertainers of the entire midway this summer has been master of ceremonies and ambassador of song, Frank Barden, who is now the featured artist at the Road to Rio.

Art Jarrett is also enjoying success at the Casino, which opened its last four-week engagement with a reappearance of Borrah Minnevit and his Harmonica Rascals and Stan Kavanaugh, eccentric juggler. Red Nichols and his Pennies open in a few days at the Casino to hold forth until October 31. The Gauchos and Chester Hale's Precision Line have been held over until the end of the season.

At the Showboat *The Drunkard* is playing to packed houses and Neeley Edwards is still the star of Bill Collins' production.

At the Black Forest Uksila and Vida and Donald Condon continue.

At the Bowery the show remains intact.

Ripley's Odditorium is one of the major show places of the grounds.

Jack Maggard, who was with the special events department, is now the manager of the Road to Rio. With big football games slated for the Cotton Bowl each Saturday until the close of the exposition, it is expected that the attendance will approach the 3,000,000 mark before the end of the month. Reported by Bill Barnett.

## Merchants Make Money by Having Carnival Appear

(From The Corvallis Gazette-Times, Corvallis, Ore., Friday, September 17.)

The proverbial phantasy of the carnival taking all the money out of town has been exploded, says C. M. Coe, manager of the Hilderbrand Shows, which have been here all week. . . the first carnival within the city limits in years. Mr. Coe knows Julian McFadden, having met him at various race tracks in the country where they both had entered racing horses.

"To begin with," said Mr. Coe, "the show pays the city of Corvallis a clean \$500 for the privilege of exhibiting within the city limits. The Mountain States Power Company was given \$100 for electric current, your newspapers got several hundred and so on.

### Merchants Patronized

"There are 250 on the personnel of this organization, a city within itself. . . two-thirds of these showfolks reside in local hotels and dine at local cafes. During their sojourn in a city they patronize the local merchants for clothes and personal necessities. . . their clothes must be cleaned and their linens laundered. The ladies must at all times appear beautiful, so the beauty parlors are visited, while the menfolks carry on in the barber shops for haircuts and shavers. On the first evening in town the entire show attends the local theaters as a diversion from their daily grind on the show lot.

"As showfolks are simply showfolks . . . a thirsty bunch at best, beverages are a sheer necessity. Last but not least, Hilderbrand's is a truck show comprising a caravan of 50 trucks, trailers and housecars. To move this mighty aggregation gallons of gasoline and oil are imperative, to say nothing of parts and repairs necessary after a long journey over the mountainous highways they progress en route. When breakdown and wrecks occur the expenditures increase heavily.

### Plenty Expenses

"Before the show throws open its gates for the first evening performance the expenditures are never less than \$1,200. . . this includes the operating expenditures such as licenses, lights, lot rents, water, sawdust, newspaper, billboard and radio ads. Added to this is the list of salaries paid to the performers. The two free attractions alone demand \$500 a week, consequently it is imperative that an organization of this size receive in return from the public substantial financial returns to meet these expenditures before it can realize any profit whatsoever from a weekly showing."



on any midway. Charles recently became the owner of a Ridee-O and he is happy to state that it has been doing quite well by him.

**FRED WEBSTER**, of Crowley's Shows, cards from Brownwood, Tex.: "Still putting up paper on the show. Met Pete Stanton, of the Barnes and Sells-Floto Circus; Claude Poe, of Russell Bros. Circus, and Red Duvall, of Sell Bros. Circus. All in the hot South, 96 degrees, and that is plenty for shows."

**IT IS A FACT:** The Art Lewis Shows do look good in the daytime. There is plenty of color on that midway at present.—Red Onion.

**STICK WITH IT:** Wonder why all independent carnival showmen cannot be like Walter K. Sibley and a few of the other old stand-bys who stick with the show they book with for the season. It is a terrible mania some have for running from one show to the other upon the slightest excuse or provocation.

**THE QUESTION,** "Did J. C. McCaffery, Lew Dufour and Joe Rogers buy the Rubin & Cherry Exposition from Rubin Gruberg?" was asked on the Cetlin & Wilson midway on the New Jersey State Fair grounds, Trenton, during fair week there. The answer is "Evidently not," judging by emphatic denials made by Lew Dufour at Cleveland, O.

**JACK E. DADSWELL'S** photography is real class. Would that more press agents knew the mechanical requirements for such work submitted for publication as Jack E. does. Photos without people in them and not properly underlined are of no use to *The Billboard* except when intended for use in display advertising. News photos will always be considered for publication.

**ALEXANDER BROWN**, of the Ben Williams Shows, still says: "You hold my horse and I will hold yours." He was the Brown of the once Brown & Dyer Shows and for some reason is still called "Shorty." It will also be remembered that he once went to some Latin American countries and made so much money he found it necessary to have a specially built trunk in which to carry it.

**IT NOW APPEARS** that everybody in outdoor show business is making plans to attend the big convention in Chicago this December. Event should draw a record crowd.

**Nina L. Remembers Late Walter F. Stanley Kindly**

**CHADRON, NEB.**—Am sorry to learn that no one seems to know the life of the late Walter F. Stanley. Walter Frederick Stanley was his right name. He was born in Brandon, Miss., October 9, 1869, and would have been 66 years old this month had he lived. He was married to Nina L. Peterson in Kansas City, Mo., in 1913 and divorced in 1931 at San Antonio. Walter was a life member of the E. P. O. Elks, Portage, Wis., and also a life member of the Heart of America Showmen's Club, Kansas City, of which he was a past president and founder of the cemetery plot. In 1910 he was manager of the C. W. Parker Shows and also manager C. A. Wortham, Con T. Kennedy, J. George Loos and for George F. Dorman. I have not been able to find out where he was buried as yet. One of his sisters took the body and am sorry I cannot give their names. He lived in San Antonio the past year, just visited shows as he was not in good health for some time. I want to thank C. B. Rice for his kind remembrances of Walter F., which appeared in recent issue of *The Billboard*. Trust this letter will be of some help to his many friends. It hurt me very much when I learned that Walter had died. I now think the same as The Mixer as to what is wrong with these showmen's organizations that they did not come forward in time of need.—**NINA L. STANLEY.**

**A LOT** of people seem willing to give three cheers for people in trouble simply because three cheers do not cost money and very little physical effort.—Wadley Tif.

**JACK LEE** cards from New Bremen, O.: "Left Harris Shows. Now playing independent spots to good business. My daughter, Jean, is attending school in Cincinnati for the winter. Wife, Anna Lee, and I are going to Texas. Bill and Mrs. Reese are going to help us frame a doings. Reese will handle the management and I will do the booking. Will see Mabel and Ralph Wade in Arkansas."

**PAUL CURTIS**, secretary Barfield's Cosmopolitan Shows, last week in Adel, Ga., seems to be getting along all right with C. E. Barfield and those around him on that show. Paul finally settled down to office work and other show matters. He used to advance shows but not now. Success, Paul. Remember the promotions with Leo Bistany in Georgia one winter when Red Onion was secretary of the Mohawk Valley Shows?—Soapy Glue.

**EVERY HUMAN** is a subject for discussion as no two in the world are alike except twins, and they do not count in this thought.—Tillie Few Clothes.

**POMONA, Calif.**—Roy E. Ludington postcards photo of the amusement zone and Crafts' Shows at the Los Angeles County Fair and said: "A trio from the old school, Roy Ludington, Harry X. Clark and Plain Dave Morris. We are all busy at this fair but find time out for some old-time jackpot cutups. This is a big fair, 88,000 Sunday and should go over 700,000 attendance for the fair period." The photo reveals the Crafts organization as being of considerable proportions.—Red Onion.

**BRUCE BARHAM** letters from Oskaloosa, Ia.: "Hated to leave Fairly-Martone Shows, as they have a wonderful show and are fine people, but it was nice to get back with J. W. and Virginia Laughlin, of the West Bros. Amusement Company. On my return I found their show much larger than when I left earlier in the season. It is not generally known,



**BEA BEA BROWN**, 18-month-old granddaughter of Mr. and Mrs. J. W. Willis, concessioners on the Yellowstone Shows. Her father is Smokey Brown, "human bullet," now with W. O. Parent and his cannon act. Her mother, Betty Brown, has ball games and is well known in the carnival world. All of them have been with the Yellowstone organization. Bebe is with grandparents and paid a visit to her great-grandparents at Elizabethtown, Ky. Note that Bebe is holding a balloon and seems contented. Photo furnished by Mrs. J. W. Willis.

but the Laughlins operate more rides than most shows in this section and they are still adding to them. Many thanks for all past consideration shown me by *The Billboard*."

**TAKE UP** the slack in that train. Wagons and general equipment have to be made to fit the train, not the train to the wagons. Steel cars neither contract nor expand to the needs for loading a show.—Soapy Glue.

**TOMMY RICE**, billposter with Marks' Shows, cards from Mount Airy, N. C.: "An interesting incident happened recently, and if more billposters were like this it would be a swell world. The Mighty Haag Circus was billing for Mt. Pilot and Dan Rice Circus for Mt. Airy, N. C., one-day stands, and I was billing the Marks Shows for Mt. Airy Fair. It would have made a swell picture of the three bill trucks parked together and all of us billposters sitting on a street curb allotting space to each other in that town, which we did."

**WALTER SAVIDGE**, ride operator, cards from Wayne, Neb.: "Closed season of 16½ weeks and played 22 stands. Season was good, as we had only one losing spot. Last played was Wayne County Fair. Rides had three other dates booked but were called off on account of

pollomyelitis, so we went in the barn and called it a season. All ride help was lucky in getting placed for the winter with the exception of our ride foreman, who will be kept busy in quarters repairing and painting for season 1938."

**WHEN PEOPLE** try to give you the benefit of their experiences in order that you may not suffer from rash actions as they may have done, do not call them "knockers."—Tillie Few Clothes.

**DAVE CARROLL** is well thought of around Dodson's Shows for which he is the press agent. He pens for C. Guy Dodson: "A few remarks remain in mind after listening to a number of speakers at a luncheon I attended in Hagerstown, Md., during the National Antietam Celebration there. . . . Whom you meet is more important than how you meet. . . . Respect for our fellow men and a sincere desire to treat them with courtesy and with kindness will tend to keep us out of trouble and make us more desirable in the community we happen to be visting. . . . Divided responsibility is always a weakness."

**JACK LYDICK**, of Branson's Autodrome, a feature at the Great Lakes Exposition, cards from Cleveland: "After 20 years in show business I have found that *Hell Drivers* are made in one season. My wife driving a car in the drome with a lion beside her. Mary Lou Mulroy, formerly a stenographer, is fighting a lion while the driver is on the wall. George Murray, trick rider, and Bernard Shaw met with an accident at first show Jubilee Day but escaped from the ambulance to make the second performance, which thrilled old drome riders. All are first-year riders. Our next step will be to acquaint them with the benefits to be derived by becoming members of the Showmen's League of America."

**PERSONALITIES** past, present and promising make up the interest in show business in general. Some showmen do not seem to know that there is always a man behind them to take their places if they fail to make good the obligations they are now assuming.—Wadley Tif.

**GEORGE PRONATH** letters from Great Barrington, Mass.: "Visited Art Lewis Shows on midway of Great Barrington Fair. Was surprised to note the growth of this show and it is easily much larger than the show Lewis had in previous seasons. Shows and rides are in first-class condition. Was particularly impressed with Barney Lamb's side show. It is well framed and has several outstanding attractions. Saw Doral Dina Deshon in the annex. Her work has improved immensely. She puts on an act with consummate technique and can say that I have never seen anyone before who can equal this artist's work. I was in show business for nearly 40 years but had some race horses this year."

**SOAPY GLUE** says he will not eat snowballs this winter as he has been working for a ride operator that paid off in "folding" and not "rattling" money for the past five months and he folded some of it in his jeans.—Tillie Few Clothes.

**FRANK STARKEY**, of Brown Novelty Shows, lettered from Swainsboro, Ga., re the late Charles Beasley: "Gloom was cast over the midway the morning that Charlie Beasley's death was announced. He was a showman, agent and concessioner and was an assistant to Fred Vashe, owner of the shows. His funeral was held in Jessup, Ga., Sunday, September 5, and all connected with the show attended the services and burial. Services were conducted by Rev. J. R. Smith, pastor of the Presbyterian Church there. There were many floral offerings from showfolk from many places. All who knew Charlie loved him for the man that he really was, loyal, efficient and kind."

**DOC HARRY McCULLOUGH** letters from Los Angeles: "Pleased to see Hewitt back on *The Billboard*. He seems to have

a purpose in life, and success to him. Has been years since trouping with tent shows at all. Last two years in stock with RKO pictures at a very nice salary. Might add in regard to real talkers and lecturers that there are very few of the old school orators left. The late George A. (Dolly) Lyons was a gentleman at all times and had a good, clean mind, God bless him. My chow dog won three first prizes at the dog shows here."

**R. M. AMES** letters from Oklahoma City: "Visited the State Fair here on the last day and had the pleasure of meeting an old friend, Blane Young. He is talking on Pete Kort's side show with Beckmann & Gerety Shows. The years have treated Blane kindly and he makes just as strong an opening as he did 20 years ago. He is one of the old school of talkers and really knows how to sell a show. Says he is beginning to get used to the 'mikes' but does not like them. He thinks shows would get more money

## EVANS

**MONEY MAKERS**  
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

**SHOOTING GALLERIES**  
IMMEDIATE DELIVERY.  
Complete line of shooting Galleries. Supplies for All Makes.

**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. Write for Prices.

**PADDLE WHEELS \$7.50 up**  
of All Kinds

**FREE CATALOG**

**H. C. EVANS & CO.**  
1522-28 W. Adams St., Chicago, Ill.

**LOADS ON ONE SEMI-TRAILER.**  
**EYERLY AIRCRAFT CORP.,**  
ABNER K. KLINE, Factory Representative.

## OCTOPUS

"World's Newest Ride Sensation"

**Unequaled For Performance and Profits**

**SALEM, OREGON**

without them. Beckmann & Gerety Shows are a thing of real beauty."

**WHY NOT** an old English Auction Show? Ask some showman from England about them. He will have to be an oldtimer, however, to know about them.

**CHARLES DOCEN**, of freak-animal show fame, letters from Blytheville, Ark.: "Notice that The Mixer wanted to hear from me and to know where I was and what I was doing. Well, I have been with Sol's Liberty Shows all season and have been doing very well, getting top money of shows. Freak Animal show went over exceptionally big at Wisconsin fairs. Started over good here in Blytheville and looks good for all. Plan to be at the big Chicago meeting this year. Sol's Show is a nice organization and Sam Solomon is one of the finest showmen I ever did business with."

**TOM F. O'CONNELL** letters from Chattanooga, Tenn.: "Am the new press agent for Rubin & Cherry Exposition. Took up my duties with this organization in Buffalo, and Frank Lee closed with the show in the town following Buffalo, viz New Castle, Pa. Am handling all publicity with the show and am looking forward to a most pleasant connection. Have been engaged in promotional work for the last 10 years and have been in and around show business for that length of time. Am a native of Chillicothe, O. Shall endeavor to furnish *The Billboard* with all the shows late news as it breaks."

**THE GIFT OF GAB** around some carnival cookhouses is possibly rivaled only by some of the babble that emanates thru radio broadcasts. —Soapy Glue.

**W. C. FLEMING** letters from Buffalo: "Quit the William R. Pollack Poster Print several weeks ago. Personally, he is one of the finest fellows in the country. While with him I had the good fortune to make some very fine connections and closed some mighty good contracts such as eight different units of the National Home Shows, majority of the carnivals, several circuses, some theater circuits, 63 State and county fairs, also centennial and homecoming and as well 51 firemen's conventions. Poster business in general for me was a big increase over 1936. Have two offers now, but have not decided on next poster connection yet. Recently set three towns



**W. C. KAUS**, general manager Kaus United Shows No. 2 unit. He was formerly associated with his brothers in the operation of the Kaus No. 1 show. So far W. C. has been most successful in the operation of his own carnival, which was launched in midseason of this year. Photo supplied by Bobby Korik, press agent for this organization.

for a friend of mine for some indoor lodge events. Will advise *The Billboard* as soon as I get set as to my next permanent position." Do we guess that W. C. may again become a carnival general agent?

**SOME CARNIVALS** may be 35 cars in the minds of the owners and managers, but they do not show up on the trains or lots as being of that magnitude.

**LOUIS BRIGHT** cards from Nacogdoches, Tex.: Bill Dearman's wife, Clemmie, loved by everyone, had a birthday September 28 and what a party. She was advised by one of her lady friends that she was going to have a big surprise, so she rushed out to the front of the hotel to find that Vera, Jimmie Hamter's elephant that just arrived on the show, had come to the hotel to congratulate her. Clemmie said here is where the largest elephant and the larg-

est woman in all the world meet. After the elephant had had refreshments with the bunch she and her trainer returned to the lot, seemingly to have enjoyed the party and to have known what it was all about.

**R. S. UZZELL**, of the R. S. Uzzell Corporation, letters from New York: "We did it again. We, as is known, built an entire amusement park for the government of Guatemala, in Guatemala City, their capital last year. We not only furnished all the devices but sent my brother, Frank, as engineer and my son, William, as assistant to erect the devices, train the operators and to remain with them thru the National Fair. This is what might be called routine copy, but the government has recently issued a postage stamp with this amusement park pictured. Is this news? It is the first time an amusement park has ever been pictured on a postage stamp. It is on the new 25-cent issue recently released."

**TOM LeROY** letters from St. Petersburg, Fla.: "How many remember that old dog and monkey trainer, Professor McFall? Found him on the streets here selling papers and he told of a place on Glen avenue he would like to have to live in. We looked it over and got a six months' lease on it with an option to buy for \$600. When we turned over the property to him he was very happy, saying he was and looked it. He started right then to get the money to make the payments. He is the champion optimist of this city. He would like his friends who come to St. Pete to look him up and if not coming to write him. He was a good scout in his day, and the files of *The Billboard* from 1910 to '13 had many items about him."

**Winchell, Condon and Carnivals**

**ALL SHOW BUSINESS** is interlocking despite various opinions from many sources to the contrary and *The Billboard* is the only publication in the world where the various units of the great amusement industry can meet on a common ground to exploit and discuss their various ramifications and problems. This assertion is prompted by a letter received by the carnival editor from Glen Condon, of Tulsa, Okla. Witness: Years ago when Walter Winchell was struggling for a foothold as a journalist Condon was editor of *Vaudeville News*, the Keith-Albee vaudeville house organ published in New York. Condon gave Winchell a chance to "do vaudeville items" for that paper prior to and following his career in vaudeville. Winchell made good and climbed up and on his way contributed to *The Billboard* at various times. Condon went west and now we find him as publicity director for the Tulsa (Okla.) State Fair and hobnobbing with folk of the midway that was recently furnished by the State Fair Shows, of which Mr. and Mrs. Mel H. Vaught are the executive heads. Glen Condon is proud of the fair he represents and of the accomplishments of the various men and women of the great outdoor show world who contributed their efforts to giving the Tulsa State Fair its greatest attendance in history, each day recording from two to four times as many patrons as it did in 1936. State Fair Shows played it in '36, but '37 was the banner season. The world moves on and men change positions in show business and other lines, but they forever remain showfolk at heart whether as journalist, editors or just performers. Winchell is off the broadcasts, but his talks and column are missed by millions and he doubtless thinks many times of Glen Condon.

**LOOKS** like almost all of them will be Expositions in 1938 instead of Shows. Why? Ask those who have expositions on wheels, those that the public and press call and will continue to call carnivals no matter what the owners title them.

**PARIS, FRANCE**—Dr. Ben Pardo (The Great Lorenzo) letters: "Following a splendid vacation in my native Holland I sustained a rupture which kept me in a hospital in Amsterdam for two months, causing me to lose my summer work with Pete Kortess' Side Show on the Beckmann & Gerety Shows. Worked for eight years on that show as a mentalist. Became connected with Okibo and Jan Hagoort, both fine magicians and countrymen of mine. As for the Paris Exposition, I cannot rave about it yet, but this Paris is a wonderful city. When this reaches *The Billboard* I will be on my way to America and San Antonio, where I will perhaps join Pete

Kortess again and will say hello to Fred Beckmann and Barney S. Gerety and all the showfolks there."

**STRANGE** are the rumors, false propaganda and what not which are making the rounds of carnival lots. When run down they in most cases prove as of no foundation in fact. Yet with all this smart showmen keep *The Billboard* fully advised of all important happenings on their shows.

**FLOYD NEWELL**, press agent Mighty Sheesley Midway, wired from Charlotte, N. C.: "After two days of rain and wading in muck and mud Old Sol finally came out and show enjoyed the biggest Kids' Day I have seen in many a day on any man's fairgrounds. Press dinner was attended by representatives of newspapers and radio stations of North and South Carolina, Georgia and Alabama. Friends of the show came from Washington and Baltimore to see for themselves that the "mighty thing" is everything that I proclaimed to press and public alike. To make a long story short, the Budweiser, Old Crow and steaks were swell. Sorry *The Billboard* staff was not here but will make up for it in Chicago. Love and kisses to show business."

**H. DOC ALLEN**, general agent Broadway Shows of America, letters from Warsaw, N. C.: "It was interesting to note the comedy vein of a recent Midway Confab item in *The Billboard* as to titles such as 'Modernistic' and 'Antique' shows. However, it is puzzling to this writer as to what kind of a title to apply to some of these 'Know the South' general agents and promoters who sell out their bosses to any carnival large or small at any price they can get. The writer and his boss have had several such approaches. Would like some of *The Billboard* readers to submit suggestions as to an appropriate term for this class of general agents and promoters who appear to me as getting money from their bosses under false pretense by such methods of doing business." J. F. Denhart, director of Broadway Shows of America, appends to Allen's letter: "Would appreciate this article in next issue Midway Confab." Well, J. F., here it is.—The Mixer.

**WHY WORRY** about getting credit for some idea, good deed or something like that. About all the credit one can expect is that if he has no money he will get credit for being broke, but not for anything else in particular. Human nature is strange, as you all should know by now.—Soapy Glue.

**ART LEWIS SHOWS' NOTES:** It is seldom that Art Lewis bursts into print, says Dick Collins, who hopes to be his press agent for a long time yet, but Dick thinks that Art is entitled to breaks as a news man, so here goes: Excerpt from a letter sent to Collins at Great Barrington, Mass., by Lewis, where Collins publicized the fair this year, of which his boss, Art Lewis, is president: "We finished up in Quebec to good business. Last day Chief of Police Trudel came out in his private limousine and took me out to his country home, where we had a wonderful dinner and a dandy time. Business was satisfactory and fair board was pleased with the show. We came from Quebec City into South Paris, Me., a jump of 400 miles, in record time, and Monsieur Morency was on the job at the border to clear everything. He



**HARRY A. ROSE**, veteran carnival general agent who is now serving Christ United Shows in that capacity. Harry A. is the father of Mauri Rose, the present AAA national champion automobile speed racer.

**ART LEWIS SHOWS**

**Positively Announce the Following Route:**

Week October 18—AMERICAN LEGION FALL FESTIVAL, Rocky Mount, N. C.  
 Week October 21—BEN HILL CO. FAIR, Fitzgerald, Ga.  
 Week November 1—WEST FLORIDA EXPOSITION, Tallahassee, Fla.  
 With Two More Dates to Follow.

**SPECIAL ANNOUNCEMENT**

This Show Plays 12 Strictly Bona-Fide Fairs in Florida, Starting JANUARY 3. Route Furnished to Interested Parties.

**NOW CONTRACTING**

**SHOWS** Especially interested in Monkey Circus, Mechanical City, MIDGETS, Big Snakes only, Fun House, Mickey Mouse. All must conform with our Standard.

**CONCESSIONS** Must be Strictly Legitimate and Work for Not Over 10 Cents. All Group Games and Corn Game, Popcorn, Peanuts, Candy Apples and Floss Have Been Sold. All Those Joining at Above Dates Will Be Given Preference at Our Florida Fairs.

**FAIR SECRETARIES** Desirous of Securing a Show That Carries the Latest and Most Modern of Riding Devices (14 in Number), and 12 High-Class Shows That Are Clean and Moral, It Will Pay You To Visit Our Show as per Above Route (SEEING IS BELIEVING). Our Equipment is Kept in First-Class Condition at All Times. We Carry 3 Sensational Free Acts. For Advertising Purposes, 1 Callope Truck, 1 Sound System Car, 1 Custom Built Aeroplane.

**COME LOOK US OVER AT ANY TIME AS PER ABOVE ROUTE**

Everybody Contact ART LEWIS, Gen. Director; L. B. LAMB, Manager, Week October 11, Harrisonburg, Va., then as per above route.

**Want-WALLACE BROS. SHOWS-Want**

FOR **MISSISSIPPI NEGRO STATE FAIR**

OCTOBER 18 TO 23 — JACKSON

FOLLOWED BY

FORREST COUNTY FAIR, HATTIESBURG; FRANKLIN COUNTY FAIR, MEADVILLE; PIKE COUNTY COTTON CARNIVAL, SUMMIT.

Can place any Stock Concession that can work for 10c. No exclusive except Cook House, Erie Digger, Frozen Custard, Photo, Corn Game. All exclusives sold. Want Motor Drome, Big Snake, Mechanical City. Magician and Performer for Minstrel, Acts for Ten-in-One. Can place Aerial Acts for Circus. All winter's work. Winter show opens Nov. 21, Mobile, Ala. **WALLACE BROS.' SHOWS**

Tylertown, Miss., This Week: Jackson, Nov. 18 to 23.

was accompanied by American Customs Officer George Scully, of St. Albans, Vt., and came with the show direct to South Paris. All seals on trucks, baggage and freight cars were immediately broken and show was unloaded without a moment's delay. Everyone appreciated co-operation given by Customs Officer Scully and Henry Allen, customs agent." As Dick has said before, Art is one manager who is not afraid to give credit where credit is due.



Several changes in the executive forces of the Veal Bros. Shows were noted as the organization pulled into Danville, Ky., for a week's engagement. J. K. Lawson, who had served as general manager, severed his connection with the shows, and the managerial reins were placed in the hands of David A. Wise, who formerly acted as assistant manager. V. A. Greevey was the new general agent, while M. L. Morris, former special agent and promoter, left to join the C. D. Scott Shows as general agent. . . . Chattanooga (Tenn.) Fair proved a real winner for the Wortham World's Greatest Shows. . . . United Amusement Company closed its season at East Brady, Pa., October 5 and immediately went into winter quarters there.

The West Texas Fair at Abilene, Tex., proved to be one of the most lucrative stands of the season for the John T. Wortham Shows. . . . Zeidman & Pollie Shows got off to a swell start at the Floyd County Fair at Rome, Ga. . . . Rubin & Cherry Shows enjoyed the biggest week of their season at Memphis Tri-State Fair. . . . T. A. Wolfe's Superior Shows concluded a successful week's engagement at the Trenton (N. J.) Fair. . . . Officials of the Wade & May Shows announced that they had just arranged to have the organization winter in Detroit. . . . M. L. Mathews Shows enjoyed the best still date of their season at Drakesboro, Ky., after having played several Ohio and Kentucky fair dates.

The Famous Nat Reiss Shows were playing to swell business on Chicago lots. . . . A. McLaughlin, of the Murphy Shows, was severely injured at Poplar Bluff, Mo., when he was hit on the top of the head by a piece of the Ferris Wheel as it was being erected on the midway. . . . R. C. Rockwell successfully underwent an operation at the Lucas County Hospital, Toledo, O. . . . Louie G. King announced that he had just terminated a successful season ahead as agent and promoter of the Frank J. Murphy Shows. . . . Henry Le Vardo closed a successful season with Gloth's Greater Shows and had his two rides stored in Hartford, Mich. . . . Mrs. Louis (Vivian) Bazinet, owner of the cookhouse with the Great White Way Shows, celebrated her birthday and ninth wedding anniversary September 29 at Oconomowoc, Wis.

**BILL TAYLER** writes from Marion, S. C.: After reading a recent issue of *The Billboard* I have decided it's about time we enlightened *The Billboard* regarding some of the folk who have been kind enough to be interested in our welfare and the personnel of New American Shows. We are happy to say in answer to inquiry regarding whereabouts of Herbert Tisdell and Benny Wolf that they are with us and are doing fine. Also listed in our aggregation is Bob Penny's rides, and, of course, everybody knows the one and only Bob Penny, of famous Penny Bros. Also I know you will be interested to hear that we have been fortunate in securing the services of the following well-known free acts that will make fairs with us. Ella Carver's dive, Captain Von Fendrick's cannon act, Yvonne and Vernon and last but not least well-known Florence Meeker. Florence is making her first public appearance with us since her return from the Orient, where she sustained that mishap of which you carried a story in one of our issues. No doubt you remember that it was in Nagoya, Japan, while performing at the Pan-Pacific Peace Exposition that she fell from her rigging to the ground, a distance of 64 feet, and was severely injured and laid up in a Japanese hospital for several weeks. Remarkable as it seems, she is actually back in harness doing same routine. Capt. Jimmy Jamison with fire dive was with us for a week. Our show is growing. Herb Tisdell is lot man. Bob Penny heads ride personnel. Bill Taylor in advance and Jack Roberts acting as drum major. Benny Wolf, the missus and daughter, Sweetie, and husband are doing a fine job with their corn game and fishpond. Mike Smith joined with concessions, also Dead Eye Dick Gullery with long-range shooting gallery. We opened Mullins Fair in South Carolina August 31 and closed September 4. Business was fair. Played Fair Bluff, N. C., September 7-11. Business good despite closing all day Wednesday and night. Played Marion County Fair September 14.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 9.—The members of the association will be pleased to learn that since the publication of the last column we have undertaken to assist William Ward Vars, attorney of Tallahassee, with reference to the Florida tax situation as it now affects carnivals generally and the members of our association in particular.

It is our understanding from correspondence with Vars that he plans to bring an action and ultimately take it to the Supreme Court of Florida to have the new tax laws adopted at the 1937 session of the Legislature declared unconstitutional.

From a brief examination of the subject it would appear that the statutes may be defective upon constitutional grounds for the reason that they impose a tax on business in interstate commerce.

So that we may be better informed on the subject so far as the membership of the association is concerned, we should appreciate it greatly if our membership would write us giving their views on the subject of Florida taxes as the same affect carnivals in general and our member shows in particular.

### Validity of an Ordinance?

During the off season last winter we discussed various municipal ordinances and their validity. A recent ordinance of the city of Cleveland, the validity of which was passed upon by the Court of Appeals of Ohio recently, and which ordinance prohibited the distribution of samples and similar articles to pedestrians upon streets in congested districts, was attempted to be made applicable to the taking of snapshot photographs upon streets in these congested areas. We (See *AMERICAN CARNIVALS* page 66)

## Philadelphia

PHILADELPHIA, Oct. 9.—Eighth Street Museum has had for the past two weeks a Crime Exhibition depicting various classes of crime; Electric Chair demonstration, Mysteria illusion, Poses Plastique; Bob Laverne, lecturer; Jack Garrison, glassblower. In the annex Dead End Street, featuring the Girl in Red. Gladys Farrington and Bonnie Croake are new girls in annex.

Earl Kerns closed with the Endy Bros. Shows and returned to the city.

John T. McCaslin, of Baltimore, was a visitor. Said his fair season was satisfactory.

Mike Zeigler closed his rides and will spend the winter in the city with promotions.

HE "DOES AT 'EM!" Red Onion had to pay 50 cents to enter the fairgrounds on the last day of the New Jersey State Fair, Trenton. He told Harry LaBrecque, the resident manager of the fair, about it and Harry said, "Good! Tell 'em thru *The Billboard* what a tight gate we had here this year," and The Onion said ah right, he would.—Soapy Glue.

# Truck and Trailer Legislation

ATLANTA, Oct. 9.—Marcus P. McWhorter, director of the Motor Vehicle Division of State Revenue Commission, this week modified the recent report concerning the Maintenance Tax Act, covering trucks, trailers, busses, ambulances, hearses and wreckers operated in Georgia, with the following:

"Under provisions of the Act the definition of a bus is given as a passenger-carrying vehicle which seats eight or



A Coach for all Troupers. Show people financed on convenient terms. Trade in Your Present Outfit for a Royal.

Write to  
**Royal - Wilhelm Furniture Co., Sturgis, Mich.**

- Or Any Distributor
- TRAILER COACHES, INC.**  
2707 Delaware, Cor. Villa  
Buffalo, N. Y.
  - THINKER MOTOR COMPANY**  
1819 E. Kenilworth Place  
Milwaukee, Wisconsin
  - TRAILER SALES COMPANY**  
335 S. Broadway  
Wichita, Kansas
  - LORENZ BROTHERS, INC.**  
Kalamazoo, at River Street  
Lansing, Michigan
  - ORR & ORR**  
4654 W. Washington Blvd.  
Chicago, Illinois
  - NATIONAL TRAILER SALES**  
1101-1107 S. Hope Street  
Los Angeles, California
  - BEEZLEY ROYAL TRAILER SALES**  
4200 "O" Street  
Lincoln, Nebraska
  - MID-WEST TRAILER SALES**  
2925-27 Locust Street  
St. Louis, Missouri

## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

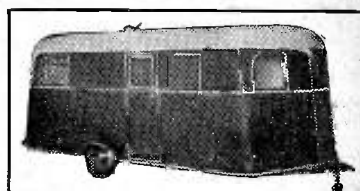
LOS ANGELES, Oct. 9.—Meeting Monday night was well attended, there being 61 members present when First Vice-President Dr. Ralph E. Smith called the gathering to order. Preceding the business meeting lights were lowered and silent tribute was paid to Brother Ed Mozart, who died recently. Afterward Harry Seber spoke feelingly of Ed and of his great likability.

Communications: Doc Hall wrote of the Parker Day date and of his intention to be a winter Coast defender. G. F. Zeiger inclosed check for new members. From Hilderbrand's Shows a letter and check for members' dues. Jess Adkins from San Diego of the business done by the Cole Bros.' Circus and the highly successful tour recently completed in Southern California. J. A. Schneck from Clovis, N. M., endeavoring to locate one Bill Taylor whose aid it was stated would do much to assist a fellow showman. Thomas J. Hughes from Vancouver, B. C., en route with rides recently purchased and a shipment of Merry-Go-Round horses.

New members: Pat Costello Murphy, credited to Orville N. Crafts and Phil Williams. A. D. Lucchesi, credited to Sol Grant and Dan Stover. John Martin Lynch, credited to Sol Grant and Charley Walpert. Harry T. Holmes, credited to Sol Grant and D. C. Stover. G. E. Montgomery, credited to C. F. Zeiger and H. J. Brazier. Harry R. Hughes, credited to C. F. Zeiger and William D. Sinclair. Leland A. Garland, credited to C. F. Zeiger and Paul Sturm. Albert James Olsen, credited to Ted LeFors and L. A. Godfrey. J. R. Pepin, credited to A. M. Moore. Franklin Philip Terry, credited to Plain Dave Morris. Harold Perry, credited to O. N. Crafts and Phil Williams. Roger Renick Warren, credited to O. N. Crafts. Arthur LaRue, credited to Sol Grant and Charley Walpert. George D. Bryant, Louis Pettanari, Wesley Cooper, Frank S. Platten, Charles Allen Johnson, Patrick Lizza, Charles Clardy, Walter Jonathan Wilson and Roy Meyers, credited to O. N. Crafts.

Joe Glacey is in for first appearance for several months, elaborated on the Great Lakes Exposition doings, and as house committeeman went into the handling of one of the departments.

The matter of loudspeaker not acted upon as yet. In the reading of the



**BARGAINS**  
We are now offering for sale at a discount a limited number of "THOMAS" House Trailers. Get yours while they last.  
**P. A. THOMAS CAR WORKS, INC.**  
HIGH POINT, N. C.

## LARGE & LANE SHOWS — WANT —

Corn Games, Stock Concessions of all kinds for five of the best spots in Mississippi. Tunica, Miss., this week; Robinsonville, Duudee, Cranshaw, Friar Point follow. Out all winter.

## FOR SALE

Concession Tent, 10x10, used once. Also Gms. Short Range Equipment. Copyright Triangle Targets and Membership.  
**W. E. PURCELL**  
187-55 Toga Dr., St. Albans, L. I., N. Y.

financial statement it developed by comparisons made that the fund at this time is the record for all time up to this season. Because of the new members coming in the goal as set some months ago is confidently expected to be reached.

From the talks made on the floor it appears that showfolk are getting seriously into the matter of affiliating with showmen's organizations.

Several carnivals are in vicinity of Los Angeles and the matter of getting the Grid Club ready for the winter night meetings is under way. Several members asked to delay the first session of this club until return of Dr. George W. T. Boyd, Mel Smith and at the time when Harry Fink can make his appearances.

Interest in the coming 16th annual charity banquet and ball is noted. Plans, however, have not been announced, as it has been the policy in recent years not to put out too much advance knowledge of the doings, preferring to spring the usual surprises that have featured these affairs.

Books for the Cemetery Fund drive are having a fine sale. It is just evidences, such as have been noted recently, that those of the trouper folk that have made generous responses reflect the true spirit of good showmanship.

The program for the charity banquet and ball has Joe Krug for its chairman, with Ed Smithson assistant. Early returns from solicitation made presages that this program is to be high spot over like programs.

Already there is talk as to who will be the next candidate for president of PCSA. Several are mentioned, but up to present no prospective candidate has definitely announced his candidacy.

To those who have not paid the 1938 (See *PACIFIC COAST* on page 59)

## Beckman &amp; Gerety Shows

Hutchinson, Kan. Kansas State Fair. Week ended September 25. Weather, windy. Business, excellent.

Out from beyond the horizon, propelled by wintry winds, swirling, choking dust descended upon midway Friday and Saturday. Collars were soon gray, show fronts and counters were covered with brown and all ears were frankly dirty. Despite this (Kansas, please note) unusual weather business was decidedly better than in 1936, thus proving that man will return to that from which he sprang. Prince Dennes made both history and headlines Wednesday night when he publicly attacked Nebraska State champion talker, Doc Jack Murphy. The irate Prince, whose short build is his fortune, claimed in court next morning that Murphy had been paying undue attention to Mrs. Dennes, also a Lilliputian. Since the judge was "in the know" the midget was released after signing a peace bond, altho Murphy produced a pair of smashed spectacles which he claimed were broken when Dennes socked him. The story was given page one in *The Hutchinson Herald* by city editor Herb Waggoner, who knows a good tale when he hears it.

Steward John Staley's wife, sent home to return their old automobile, returned with a new one, setting a most dangerous and quite possibly costly precedent. Evelyn Frechette admitted to her manager, Bob Dent, that she had lost 40 simoleons in some mysterious manner. Dent, too, victim of a mishap. He neglected to turn his automobile with road and result, one smashed fender, his third of season. Injuries sustained by workmen, all of a minor nature, were capably attended by lot superintendent Del Ward. Fred Baker and Curley Smitherman busily engaged tinkering with internal workings of Octopus, Lindy Loop and Speedway. Roy Shepard had Skooter shooting at early and late hours. Mike Buhena, tinliest talker, garnering shekels. Bill Goll added alligators to his water show. Mrs. Barney S. Gerety's penny pitches and mentalist camps proved popular. Just as a matter of record, various and sundry children, tramping with their parents, go to school at each town. Cash Miller insists that his midgets are all ready for college. WALTER HALE.

## American United Shows

Rupert, Ida. Week ended September 25. Weather, cold. Business, bad for rides and concessions.

All agents and ride boys wore overcoats all week. Mr. and Mrs. Jimmy Griffin left show at Pocatello, Ida. Ray Holding left to play Salt Lake Fair; will return at Nampa, Ida. Mrs. Virgle Snow added a new ball game at Twin Falls. H. H. Avery returned from Puyallup Fair reporting a very good week. Johnny (Mex) Snobar also returned from the fair to take up his electrical work. Clarence (Doctor) Carr lost his favorite monkey. Escaped from her cage and got into city's power house and across high-tension wires. Rusty Casanova is carrying the torch. Manager A. B. Miller, Mr. and Mrs. Virgle Snow and Mrs. Ray Holding returned from a trip to sinking farm at Buhl, Ida. George (Dad) Allin still in charge of gate and sound truck. Mother Allin working ticket box of Loop-o-Plane. Visitors: Mr. and Mrs. Frenchie Houseman and Mr. and Mrs. L. L. (Rusty) Plunkett, who is doing advance for Plunkett's Show. Reports he is putting top in storage at Twin Falls and show will play theaters for winter. Mrs. Ray Bevins was taken to hospital with a bad case of pleurisy. Athletic Show hired a new bouncer and his first bounce was Tex Gilman, manager of Athletic Show. He tried to explain that he was owner, and bouncer said, "I have heard that one before."

Twin Falls, Ida. Week ended October 2. Weather, cold. Business, poor.

Opened Monday night to very poor business due to cold weather. Latter part of week a little better. Octopus top ride for week, Dodgem second. Athletic top show, Ten-in-One second. All concessions and rides that left to play fairs are back on lot. Ray Holding back from Salt Lake. Manager A. B. Miller left show for Seattle to attend wedding of his daughter, Jeannette. Dixie Darrow, of girl show, left with her mother to Canada. Midge Holding reports best season for her girl show in years. Visitors: Joe Ferguson, of athletic fame, and entire Plunkett family. Henry Supino, auditor, says that Social Security will sure drive him crazy. Wayne Endicott bought a Chrysler car. President H.

## Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

H. Avery putting new motors in his V-8 trucks. Pat Hogan, *The Billboard* newsboy, says that he will have everybody on show for that special offer of *The Billboard* for winter subscriptions. Clarence Carr has combined his two animal shows. Tex Gilman making plans for winter season. Nadine Bauer sick with a bad cold. Mr. and Mrs. Virgle Snow to purchase a new house trailer. Harry Warner, foreman of Dodgem, says that Dodgem will be top ride for season. Perre Ouellette far in advance, trying to book a spot where he thinks it won't snow. Midge Holding, Verda Endicott, Mex Snowbar, Peggy Snow all bought diamonds at the local auction. Show's pawnbroker looks for a good season this winter.

A. B. MILLER.

## Heth Bros.' Southern Shows

Russellville, Ala. Week ended September 25. American Legion Fair. Location, City Park. Ten-cent gate. Business, good.

Very bad railroad connections from Equality, Ill., brought cars in 2 p.m. Tuesday. Show opened Wednesday 3 p.m. Had three wonderful days and nights. Saturday marred by some rain, but due to whole-hearted support of this post's fair committee and public's attitude the business done doubled some of highly touted fairs played north this summer

Booth, President Dave Matison and Harry and Alice Calvert.

Leonard Fields is now presiding in office wagon. Clint V. Noble has Penny Arcade. R. L. (Bob) Lohmar is on an extended business trip. Eddie Clark, concessioner, claims distinction of having sold most tickets for Showmen's League Cemetery Fund benefit at Detroit.

Myles O'Reilly is working six fighting lions in Bill Kemp's Lion Motor-drome. Roland Davis, advertising agent, had a wonderful showing in Laurel and other Southern fairs, as did Sketter and Snooky Lorow with their Believe It or Not Show.

Casey Concession Company donated candy at the Cemetery Fund benefit staged by the show in Detroit. Buttons Gramham is doing an okeh business with his Money Town Show. Marvin (Moon) Laird and wife Mildred have Guess Your Age and Guess Your Weight concessions. Sis Dyer's Jungleland is also doing okeh. WALTER D. NEALAND.

## Kaus United Shows

Lexington, Va. Week ended September 25. Auspices, Rockbridge County Fair Association. Weather and business, good.

Week of ideal fair weather gave show an opportunity to make excellent gross. Wednesday, City Day, drew a nice crowd,



TWO INTERESTING SHOWMEN APPEAR HERE as interested in an interesting subject. It must be show business, as in that profession both are outstanding in their respective lines. Left, John W. Wilson, general manager Cethin & Wilson "World on Parade" carnival, and, right, George A. Hamid, the world-famous outdoor booking executive. L. C. (Ted) Miller, press agent who supplied this photograph, says they were talking over the midway for the New Jersey State Fair, Trenton. Photo taken in front of the C. & W. office wagon on the fairgrounds at Reading, Pa., Tuesday, September 14.

and fall. Geyer Brothers' free acts clicked from start and brought much favorable publicity from local press. New arrivals: Wild Bill's Octopus Show and I. W. Reynolds' Illusion Show. Princess Olga's Eli Wheel, along with shows' Wheel, handled Kids' Day business okeh, but it really justified two Wheels. Merry-Go-Round purchased from Red Heller, of St. Louis, doing fine. General Agent A. H. Murphy has show contracted until Christmas. S. W. Brundage sold his M.-G.-R. and Heyday to Ralph Miller. He and Mrs. Brundage retired to their real estate business in Florida. Writer's father, Albert Heth, tramped with the Brundage Show in Wisconsin 20 years ago. Visitors from Gold Medal Shows at Florence, Ala., and L. J. Heth Shows at Jasper, Ala.

FLOYD R. HETH.

## Hennies Bros.' Shows

Laurel, Miss. Week ended September 25. Auspices, South Mississippi Fair. Weather, ideal. Business, 25 per cent over 1936.

Arrived in Laurel at 6 p.m. Sunday night after a 980-mile run from Decatur, Ill., and over 2,000 greeted show when it opened Monday noon. Visitors included Mayor G. W. Hosey, Sheriff Charlie Thompson, Richard R. K. (Dick)

but Thursday, County Day, broke attendance records. Saturday surpassed Thursday and for five hours at night midway was jammed. Twin Eli Wheels topped rides, but closely followed by Scooter. Octopus just nosed out Caterpillar for third place. Pace for shows was set by Doc Seiden's Sex Show. Lexington is a college town and students were enthusiastic about this show. Whenever Doc appeared on midway he became center of student attention, who insisted on shaking his hand and congratulating him on his lecture. Doc took advantage of opportunity thus presented to roll up a gross which no other show could beat. Closely following Doc, however, was Revelations of 1937, which also scored heavily on student attendance. Monkey Circus took third honors. Lee Daniels said Athletic Show business now is as good as 10 years ago and proved it with a nice gross for week. New Octopus is owned by E. G. Neale, of Worcester, Mass. Pony ride and Kiddie Airplanes were added here. Cairo Show has new banners and Chair-plane new lighting effects. C. B. Ralston, of Staunton Fair, was a visitor. Harry DeVore, formerly of this show, booked his cookhouse for week. Officials of fair gave excellent co-operation. Free acts lasted little over an hour, thus giving plenty of time for people to circulate on midway. LESTER KERN.

## West Coast Amusement Co.

Lodi, Calif. Fair. September 16 to 19. Weather, ideal. Business, excellent.

Total attendance of 125,000 for three days, with parade, pageants, Mardi Gras and fireworks. This third annual grape festival ended in a blaze of glory for everyone connected with this show. Both units were used, making a total of 16 rides, 10 shows and 75 concessions. Five blocks and entire city park were used. Mr. and Mrs. Ben Dobert, of Downie Tent and Awning Company; Earl Cato, of California Highway Patrol, and Governor Merriam of State of California were visitors. Manager Krekos was busy entertaining from opening until close of engagement. Mrs. Leos and children from Los Banos, wife of show's secretary, Leo Leos, visited.

Susanville, Calif. September 21 to 27. Auspices, VFW. Weather, cold. Business, fair.

With nights getting cold in this mountain town and show on new lot, it was two days before show began to click, altho Glen Loomis, show's agent, had surrounding towns well billed and local press taken care of by writer. George Kocan, show's detective and who runs cookhouse, resigned from detective department, as he is adding other interests to his cafe department. Mike Krekos, owner of shows, away on a pleasure jaunt, visiting at Calistoga Springs, where he is taking a needed rest. M. E. Arthur purchased new Dodge car here. Eddie Harriss and Carl Holt with heads together; looks like a new carnival is about to be born. Hugie Bowman and missus are operating concessions on both units. No. 2 unit played Anderson fair at that city in California and reported good business. Joe Zotter visited and looked over his many riding devices and concessions. Bert Klussen still with it and business is good, he says. Some three weeks ago show placed an ad in *The Billboard* and got five very fine ride men, two shows, one ride and eight concessions.

W. T. JESSUP.

## Regal United Amusement Co.

Centerville, Tex. Week ended October 2. Location, fairgrounds. Auspices, fair association. Weather, ideal. Business, good.

Everyone arrived safely from Eustis, Neb., for first night of fair. Bud Meadows and Raymond Newland are recovering after their injury in an auto accident at Eustis. Bud suffered a cut lip and three fractured ribs and Raymond a broken collar bone. Claude Williams, Jimmie Farnell and Johnnie Lock visited McKee Show in Atlanta, Kan., and State Fair Show in Ennis, Tex. Mr. and Mrs. L. A. Newland and Raymond visited their son, Austin, and wife and Mr. and Mrs. John McKee, of McKee Show. Dot Williams drove to Springfield, Mo., to visit relatives and to attend wedding of her sister, Louise Chastine. Maud and Al Nation are again with us. Mrs. C. H. Cudney made a business trip to Houston. Manager Meadows is busy booking fairs. Mr. and Mrs. Robert Harkins have added a Hoop-La. Mrs. Harkins' sister, Mrs. Maude Mitchell, and family joined Lonnie and Beulah Karr visited home-folks on way south. W. S. Mitchell is new Geek Show man. Merry-Go-Round and Loop-o-Plane got a new coat of paint. MRS. L. A. NEWLAND.

## Hilderbrand's United Shows

Grants Pass, Ore. Four days ended September 25. Auspices, Josephine County Fair. Location, fairgrounds. Business, good. Weather, fair.

What was termed the most successful fair by local periodicals came to an end Saturday night with a record-breaking attendance and gave members of show a profitable engagement. Last two days attendance made up for first two. Presenting largest display ever exhibited on fairgrounds in this section, midway extended 1,600 feet in length. Dodgem topped entire midway for receipts. Additional free attractions were presented, including "Death Dodgers," operated by Fordyce Brothers, which included trick motorcycle acrobatics and a parachute jump. Four Thrillers and Captain Charles Soderberg continued to delight crowds. Entire personnel of White City Shows, playing in Ashland, were visitors. Trip from Corvallis, in a constant downpour of rain, was filled with accidents. Cookhouse operated by H. B. and Emmy Clifford and cookhouse of Steves on Browning Shows were wrecked within a

block of each other. Drivers escaped injuries. Cars owned by Mr. and Mrs. Thomas McQuillen and Mr. and Mrs. Johnnie Cardwell went down an embankment, while occupants miraculously escaped death. Little Binky Taylor celebrated his birthday. Mr. and Mrs. Charles Walpert and Mr. and Mrs. G. Morgan were visitors for a day en route to California. Bud Cross made a trip to Silverton to visit his family. Unsuccessful deer hunters included H. B. Clifford, Howard and Jack Clifford, Art Anderson, Ralph Balcom and Jerry Mackey. Many of showfolk were entertained en route at Redding, Calif., by members of the White City Shows. Writer, Charles Marshall and Bud Cross were guests of Mr. and Mrs. Jack Elhart. Double Loop-o-Plane, placed on show by Robin Reed, was purchased by O. H. Hilderbrand. David Shannon drove to Hood River to bring Mrs. O. H. Hilderbrand and Betty Joan back to show after a four weeks' vacation visiting Mrs. Hilderbrand mother, Mrs. E. C. Mooney. Fuzzy Hughes stopped off to visit show en route to Seattle. A grand reception was tendered Virgie Miller and George Morgan upon announcement of their engagement. Wedding is to take place around Christmas. Mrs. Miller was wife of late Glenn Miller, who passed away two years ago in Los Angeles. Engagement of Margorye Starr to Fredrych Nelson, of Four Thrillers, and engagement of Jack Clifford to Louise Maynard, also of Four Thrillers, were announced, with happy couples feted with cocktail parties by showfolk.

WALTON DE FELLATON.

**Wallace Bros.' Shows**

**Aberdeen, Miss. Week ended September 25. Firemen's Free Fair. Location, downtown. Weather, warm and clear. Business, profitable. Free gate.**

**Starkville, Miss. Week ended October 2. American Legion County Fair. Location, County Airport. Weather, clear except rain Friday and Saturday. Business, good when weather permitted. Inclosed, midway.**

**Aberdeen:** Special Agent M. F. Tillotson overcame many difficulties in locating show on very small lot. Mayor Pullen and Fire Chief Fowler lent excellent co-operation to advance and to the entire staff during engagement. Weather man did more than his share in placing Aberdeen on profit side. Riley Johns closed and departed for Arkansas to rejoin Al C. Hansen Shows. Starkville: Opposition from an unexpected source forced last-minute change in location. Heavy rains Friday and Saturday turned new lot into quagmire and it was late Sunday afternoon before all trucks were safely gotten off lot. Contracts in this country apparently are of same value as peace treaty between certain foreign powers. A "Judge Landis" is sorely needed in carnival business. Paul Varner and wife closed to return to Gary, Ind. Abe Frank still under weather; received medical attention but up and about when able. Mrs. "Billie" Cohen suffering with bad cold. Eddie Kammerer joined. Leona-Lee's dog and pony circus going to town in a big way. Recent visitors: Mr. and Mrs. Fred Rainey; Robert Page, of Large & Lane Shows; Jack Devoe, general agent C. D. Scott Shows, and Mr. and Mrs. R. L. (Cotton) Grissom.

WALTER B. FOX.

**Strates Shows**

**Bloomsburg, Pa. Week ended October 2. Fair. Weather, clear and cold. Business, good.**

At last big week folk have been waiting for arrived in Bloomsburg for initial showing of Strates Shows at this Pennsylvania fair and this scribe is happy to report that for majority of folk it was a real red one and brought smiles to all on show, especially "Our Jimmy," who has had many bad bumps from adverse weather conditions, but this week found our genial boss smiling. Children's Day, Tuesday, dawned with a slight rain, but by 8 a.m. rain had stopped but remained cloudy all day, but a record-breaking crowd of children swarmed midway and all shows and rides were packed to near capacity all day. Balance of week continued fair and warmer and many records were broken by individual shows and rides, and fair officials reported that all attendance records were broken. Jack Faig's *Casa Manana Revue* forced midway of all shows, with Strathly & Moore's Lion Autodrome running a close second, while "Uncle" Fred Thomas' International Congress of Oddities did a good third. Capt. Wally

Smithly was presented with a beautiful housecar completely equipped by management of Sears-Roebuck stores. Capt. Smithly and Miss Billie participated in a publicity tieup with Sears-Roebuck earlier in season and with such tremendous success that stores rewarded them with housecar. Everyone on the show is all enthused over the big show which will be staged at York (Pa.) Fair. Tickets were placed on sale this week and all indications point to a "red" one for Showmen's League Cemetery Fund. Folk are for league 100 per cent. A nice visit was enjoyed by writer and General Manager Strates with *The Billboard's* Red Onion, William Judkins Hewitt, and Bill, as he likes to be known, was welcomed. Two orchids were awarded by writer this week to members of Strates family for meritorious services. First to Social Security Secretary Mrs. Gertrude Putnam, who has won her place in hearts of every member of Strates Shows' personnel by the businesslike manner in which she conducts her end of business and her ever-ready smile. Orchid No. 2 awarded to Peter Christopher and his cookhouse staff, who have been keeping folk fit and healthy with good home-cooked meals all season. Pete and his staff do not have ordinary show cookhouse, but all meals are served by courteous waiters under direction of head waiter Jones, just another of the Jones boys, and all food prepared under personal supervision of Chef John Masters and everything in season is on daily menu. BEN H. VOORHEES.

**Miller Bros.' Shows**

**Cushing, Okla. Week ended October 2. Location, East Broadway grounds. Auspices, American Legion (Jack Ryan, chairman carnival committee). Gate free. Weather, cold. Business, worst of season.**

Mad exit from Bartlesville crippled. Reduced form caused by John Toffel, with his rides, leaving, starting another carnival, Toffel's Modern Midway Shows. Mary Bowen-Jim Johnson bingo group and other concessions went Toffelward. Jack Hamilton and aerialists, Hamilton Family and Great Knoll, contortionist, added to free acts. Dr. John Paul King on midway with Genuine Abyssinian Girl and Reptile Zoo. Al Tisch and wife, Delores, joined with posing beauties, taking over Artist Models canvas theater. Syl Vogt and wife, Dollie, assistants. Large model Parker Merry-Go-Round came in charge Gertrude Allen and sister, daughters late C. W. Parker. Latest Big Ell Wheel in ride garden from St. Louis, operated by C. A. Gorde. Buck Taylor newcomer with miniature auto speedway. Godfrey's portable Riding Academy big hit. Harry Hunting joined with Chair-o-Plane. Miller Bros.' Shows left Cushing larger and better than when season opened. Dr. L. F. Day and assistant, Harrison Auer, left. "Can't Beat Him" Hamilton successor to Day. Has three assistants, Charles Jenkins, Buddy Dorman and Jeff Wilson. Harry Miller enlarged dining tent. Al Gould, Cushing's Coca-Cola manufacturer, entertained 75 citizens and Coca-Cola salesmen Saturday night, banqueting them in Miller's canvas dining emporium. Alleseca, 10-year-old child aerialist, called to Pawhuska home by critical condition of her grandmother. Child's father, Fred Johnson, dealing with Bertram Mills for European engagement. Morris Miller wired from New York: "Imported ride to be delivered in two weeks." Cushing merchants and movie theater owners oppose carnivals. Cushing's only daily paper, *Daily Citizen*, tight. However, was crashed. Farmers' rural mail boxes worked. Musical billing trucks serenade farmers' homes, winning barn space and rural section patronage. Town patronage almost nil. Sells-Sterling Circus billed for Cushing. Covered much of Miller Bros.' paper. Sir Robert Winschal piloting Juan and Martina, Filipino midgets, successfully. Stephen Connors, general agent, digging in his next spot. DOC WADDELL.

**Golden State Shows**

**Merced, Calif. September 28 to October 3. Still spot. Location, 13th and E streets. Weather, cold; rain Saturday. Business, poor.**

Opened Tuesday evening after setup in ideal temperature, but after sun set cold wind came up and enthusiasm of arriving crowds dropped with thermometer. Same conditions prevailed throughout entire week, warm days and bitterly cold nights. Consequently shows, rides and concessions suffered one of poorest weeks of an otherwise very profit-

E. LAWRENCE PHILLIPS Presents  
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**NEW JOHNNY J. JONES EXPOSITION, Inc.**  
 "The Show Beautiful"  
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 — 33D ANNUAL TOUR —  
 Correspondence Invited From All Worth While and Meritorious Attractions in Keeping With Our Standards.  
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**It Pays To Own A TILT-A-WHIRL**  
  
 No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—  
 YEAR AFTER YEAR.  
 FOR PARTICULARS WRITE  
**SELLNER MFG. CO., Faribault, Minn.**

able season. Rain Saturday capped climax. Sunday, final day, proved best of week. Louis Leos, general manager of West Coast Amusement Company, was a visitor during week and renewed old acquaintance with Manager Will Wright and other showfolk. Chief benefactor of cold spell was Dutch Schilling with his hot coffee and hamburgers in grab stand. Henry Kallais returned to his home in El Cerrito. Pop Hanna's daughter rejoined show. Mabel Wright repainted her diggers car, as did Dick Kanthe his house trailer.  
 JOHN H. HOBDAY.

**Cetlin & Wilson Shows**

**Trenton, N. J. Week ended October 2. New Jersey State Fair. Weather, cold. Business, good.**

Opened Sunday to a very nice business. Lucky Teter's Hell Drivers attraction for that day drew enormous crowds. Monday, Kiddies' Day, according to Harry LaBrequette, had one of largest midway grosses ever attained on Trenton fairgrounds. Wednesday rain with no business. Thursday, Friday and Saturday good in daytime but no night business owing to cold weather. Speedy Merrill's Wall of Death registered largest gross. Doc Garfield's Hall of Science second and Duke Jeannette's Slide Show third. Octopus top money ride, Ridee-O second and Skooter third. Harry Witt joined with new Boomerang and is a real flash as well as money-getting ride. T. A. Slover also joined with his pony track. Kitty and Jerry, who replaced George Welch, is hangout for all showfolk. Quite a number of visitors during week, with entertainment wagon doing capacity business. Ted Miller was busy all week entertaining press, having again "made" *Philadelphia Record* and *Inquirer*. Daily radio broadcasts, direct from grounds. Roger S. Littleford Jr. and William Judkins Hewitt, of *The Billboard*, were on grounds during week. Charles Cohen had his father on for a visit. Mrs. J. W. Wilson had her sister and I. Cetlin had several of his relations from Philadelphia over for a visit. A gold plaque was given to show by Harry LaBrequette, resident manager and secretary, for wonderful gross on Tuesday. Mrs. Harry LaBrequette and party were guests of show to a midway feast, as were Mrs. George A. Hamid and party. Visiting fair secretaries were here from all parts of country. Show for this engagement consisted of 49 pay attractions, shows and riding devices.  
 GEORGE HIRSHBERG.

**Johnny J. Jones Exposition**

**Shelby, N. C. Week ended October 2. Cleveland County Fair. Weather, nights cool; showers closing day. Business, good.**

Exposition arrived early Sunday evening and set up on one of finest, if not the finest, county fairgrounds in State of North Carolina. A beautiful stone

**3000 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; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.  
**3000 KENO**

Made in 30 sets of 100 cards each. Played in 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. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 60c. Automatic Bingo Shaker, real class... \$12.50. Lapboards, white cards, 8 1/2 x 4, Per C... \$11.50. Stapling Bingo Cards on same, extra Per C... \$5.00. Bingo Card Markers, in strips, 25,000 for... 1.50. Send for free sample cards and price list. We pay postage and tax, but you pay O. O. D. expense. Instant delivery. No checks accepted.

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# ATTENTION SHOWMEN NEW SPILLMAN FUN HOUSE

Opened Winston-Salem, N. C., proves big success. Invitation extended to everyone to view it in operation on World of Mirth Shows, balance of season.

**SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.**  
World's Largest Manufacturer of Amusement Rides

## BROWN NOVELTY SHOWS WANT

FOR SOUTHERN FAIRS: ARLINGTON, GA., October 18; CAMILLA, GA., October 25; QUITMAN, GA., November 1; FORT GAINES, GA., November 8.  
Dial Loop-o-Plane, Octopus, several Grind Shows. CAN USE Bowling Alley, Bumper, Huck-Lo-Buck, Ball Games, or any legitimate Stock Concession not conflicting with what we have. CAN ALSO USE several good Grind Store Agents. Address  
F. Z. VASOHE, Mgr., Butler, Ga., week October 11; then as per route.

## WANTED FOR 7 WEEKS OF FAIRS AND CELEBRATIONS

Including the SLASH PINE FOREST FESTIVAL AT WAYCROSS, GA., THANKSGIVING WEEK, where President Roosevelt and Governor Rivers will be honored guests. Shows of merit, Fun House, Loop-o-Plane, Penny Arcade, Frozen Custard, Studio and all legitimate Concessions. No X except Cook House and Corn Game. Answer as per route.

**SAM LAWRENCE SHOWS**  
Chester, S. C., this week; Mullins, S. C., follows.

## GREAT SUPERIOR SHOWS WANT

FOR PARKIN, ARK., COTTON FESTIVAL, IN THE HEART OF THE CITY, WEEK OF OCTOBER 11; FOR THE LEE COUNTY FAIR AND STOCK SHOW, WEEK OF OCTOBER 18, AND BALANCE OF SEASON.  
Legitimate Concessions of all kinds, Pony Rides, U-Drive-It Cars, Octopus, WILL BOOK two more Kiddie Rides that do not conflict. Shows with own outfit. Fun House, Working World, Monkey Circus, Motor Drome. Will furnish complete Side Show Outfit, including Banners, to real Side Show Man. WANT Concession Agents of all kinds. May and Taylor Miller communicate with Taylor Brothers immediately. Clarence Stroud, can place you. Address all mail  
GREAT SUPERIOR SHOWS, this week, to Parkin, Ark.; week of October 18, Marianna, Ark.

**WANT PROMOTERS BABY SHOW PUBLIC WEEDING MERCHANT BOOTHS POPULARITY CONTEST**  
**WANT** FOR **WANT INDEPENDENT SHOWS AND RIDES**  
SOUTH MISSISSIPPI'S GREATEST EVENT.

**Hattiesburg Armistice Celebration & Expo.**  
NOVEMBER 8 TO NOVEMBER 13, INC.  
Want Shows and Rides for this Event and for Winter Shows to Follow.  
Want Street Decorated and Free Acts.  
NOTICE PROMOTERS.  
Harry Wilson, Murphy, Gorman, Hatlock, Crump and Others Write.  
Address all wires and letters—F. MAURICE WOOD Hattiesburg Hotel, Hattiesburg, Miss.

## ORANGE STATE SHOWS WANT

For Dallas, Ga., Fair, Week of October 18, and Barnesville, Ga., Week of October 25  
Shows that have their own outfit. Will give good proposition. Rides—Will book Tilt-a-Whirl, Octopus and Loop-o-Plane. Concessions—Can book any kind of Concession that will throw out stock. Have good opening for Custard and Cookhouse. This show stays out all winter. What have you? Write or wire.  
LEO M. BISTANY,  
Ellijay, Ga., Week of October 12.

## HETH BROS. SHOWS

Want for Fairs until Christmas and all winter: Chair-o-Plane, Tilt-a-Whirl, Penny Arcade, Animal Show, Scales, Photo, Hoopla, etc. All replies FLOYD R. HETH, Mgr., Hazland, Ala., this week; Attalla, Ala., next week; Central, Ala., October 25-30.

## WANTED FRANKLIN COUNTY FREE FAIR

"Centennial Celebration"  
OZARK, ARKANSAS—OCTOBER 25-30  
INDEPENDENT SHOWS AND LEGITIMATE CONCESSIONS OF ALL KINDS.  
Write or Wire: GARLAND NICHOLS, Secy.

## Want for Jackson, Ga., Fair

Week of October 26. Will book Shows, Rides and Concessions of all kinds. Like to hear from two high-class Free Acts for this date, or will book organized Carnival. Write or wire LEO M. BISTANY, Ellijay, Ga., week of October 12; Dallas, Ga., week of October 18.

grand stand, a real race track, modern fences, a newly built wing of bleachers behind a modernistic front and a colorful midway with indirect lighting towers and everything it takes to make a real big-time fair. Five-day event gave show as a whole a very good midway gross. Late Saturday night Dr. J. S. Dorton informed writer that no close check could be made at that time, but was more than satisfied that midway gross was ahead of last year. After getting off to a slow start last two days gave midway a big Friday and Saturday. On Governor's Day Governor Hoey and two of his predecessors dined in Joseph Sty's dining hall. A thrill show in front of grand stand on Wednesday that played to a turnaway crowd gave Zeke Shumway and his Hell Drivers a big day. Carl J. Lauther added Chief Tree Water and tribe of Indians to his side show. Tribe came from Rock Ridge Reservation, Oklahoma. Veteran talker Irish Jack Lynch joined and is now working on front. Walter Sewell, pianist with Gay New Yorkers, was called home to Fort Worth thru illness of his father. Hesse's package candy concession still enjoying a good business. Royal Russian Midgets made their fifth consecutive appearance here and still proved very popular with midway patrons. Sale of Showmen's League benefit tickets now at a fever heat. Many women with show vying for top sale honors. Mrs. Pearl Harvey now convalescing after undergoing a successful operation by Dr. Fred W. Rankin, St. Joseph's Hospital, Lexington, Ky. Mr. and Mrs. C. Lutz arrived with photo gallery and reported a good week. Henry and Bonnie Peterson joined with pennant machines. Visitors: Secretary J. P. Felder and family and General Manager Ernest Gentry of Spartanburg (S. C.) Fair; Manager J. A. Mitchell and family, Anderson (S. C.) Fair; Fred L. Harkey, representative Charlotte (N. C.) Fair. Press Representative Floyd Newell, Mighty Sheesley Midway; Harry Nelson, concessioner; Mr. and Mrs. T. A. Welch, pony track operators; Jake Davis, Motordrome operator Endy Bros.' Shows, and Edgar Hart, Rubin & Cherry Exposition.

STARR DeBELLE.

## Dodson World's Fair Shows

Lexington, Ky. Week ended October 2. Auspices, American Legion. Location, Epping's baseball park. Ten-cent gate. Weather, cool; Saturday, rain. Business, fair.

First time here. Splendid committee of workers. Encouraging reception for new show. Big level grassy lot made attractive setting for entire outfit. All up and ready long before scheduled 7 o'clock opening. Chilly weather prevailed first part of week. Thursday and Friday, biggest nights. Rain late Saturday afternoon and evening hurt business. Twenty performers of show, headed by Slim Jim Curtis, manager International Oddities, staged an impromptu performance at St. James' Children's Hospital Friday afternoon. C. Guy Dodson and American Legion Post entertained children from three local orphan homes. Editors of recently consolidated *Leader and Herald* in receptive mood. Charles Clark and all-brass musical aggregation highly complimented in newspapers. Natty appearance of band boys dressed in regulation Legionnaire uniforms came in for special attention. Free acts staged in center of midway. Advance brigade agent William Durant scored high when he hung 130 sheets of lithographs in old post office building on Main street opposite L. & N. passenger station. Easily his prize "shot" of season. Had excellent billing in both town and country. Norman Jacobs, candy apple concessioner, purchased brand-new Chevrolet truck. William Schneider also invested in new truck of same make. Members of show tramped Mrs. Pearl Harvey, who tramped this season with Johnny J. Jones Exposition. Mrs. Harvey in St. Joseph Hospital where she recently underwent a major operation. Samuel R. Dodson, father of C. G. and M. G., paid his second visit to show this year. Motored from his farm at Columbus, Ind. Had an enjoyable one-day visit with his two successful sons and all members of big Dodson family. Appeared in very best of good health and stated he was well satisfied with all his worldly blessings. Ray Balzer has worked diligently all season interesting many showfolk in advantages of holding membership in Showmen's League of America. Joseph L. Streibich, League's secretary, paid show a visit. Word comes from Tampa stating that members of Zaechini family who spent summer vacation on show arrived home safely. They were Mrs. Ginseppino, wife of Edmundo, Egizio, Duina Ugo, Rene and Theobaldo. Dodson family private car was scene of woman's weekly bridge party. Mrs. Ella Dodson as hostess presented Mrs. Julie Balzer with coveted first prize. Accordion player Vincent Rumore making good as musical director for Fred Webster and his *Bohemian Girls*.

DAVE CARROLL.

## Dee Lang Shows

Fulton, Ky. September 20-25. Auspices, Fulton County Fair. Location, Jurgrounds. Business, fair. Weather, fog until Saturday, then rain.

Show's first time here, also first time in three years for fair to be held. Wednesday, Children's Day, with fair attendance. A rodeo was held each night in front of grand stand. On Saturday a steady rain fell until middle of afternoon delaying matinee opening, also hampering night's attendance. Ivan C. Mann now in charge of midway cafe. Ray Miller is managing Monkey Town. Art Thompson now managing 20th Century follies. "Silver" show sign painter and banner artist, keeping busy painting banners and repainting and relettering trucks. Aline Hatton fast recuperating from recent operation. Bob and Vera Hancock visitors.

Lexington, Tenn. September 27-October 2. Auspices, Henderson County Free Fair. Location, Jurgrounds. Business, fair. Weather, good until Friday, with rain Friday and Saturday.

Third year show has played this town. Due to lateness of cotton crop and the low price on cotton not much spending money prevalent. A light steady rain which started falling after show closed Friday night, continued almost all day and night Saturday. Grounds soon became very sloppy with mud but this did not keep folk from coming out on closing day and night in fair numbers. Grounds were conditioned somewhat with loads of sawdust. Heavy intermittent rains thruout night made it very bad for tearing down shows and rides. Winches were used for pulling all trucks off lot. Mrs. H. B. Blackburn, manager of Dixieland on Parade, gone to Milwau-

kee to be with her daughter who is in hospital. Stanley Barbey, of Mickey Mansion side show, purchased new Covered Wagon trailer. C. R. NEWCOMB.

## Endy 20 Big Shows

Marion, N. C. September 27 to October 2. McDowell County Fair. Weather, cool and rainy. Business, good when clear.

Show made move in record time, distance of 276 miles by truck and baggage cars and was ready to open on Monday night but cold and rain, so opening postponed until Tuesday night. Attendance fell below last year, but over 15,000 people where on hand during week. Children's matinee Friday afternoon spoiled by rain. Top money getters were *Harlem Broadcasters*, Bob Mansfield's *Hawaiian Serenaders* and Lee Erdman's Side Show. Top money of rides: Octopus, Tilt-a-Whirl and Chairplane. Show grossed a whole lot more money but expenses were greater than last year.

Free attractions: Good local horse shows for two days, Jim Gordon's globe rolling stunt, Jack Huber parachute jump and Bench Bentum's diving sensations back with show again with fireworks program. Welcome visitors were Swift Diving Family with Les, Mary, Frank and Manny. Doc Weber with riding ponies has a new electrical lighting. Many friends from Johnny J. Jones Exposition, who played Shelby Fair, visited. Bench Bentum had a birthday party September 18. Matthew J. Riley, general agent of show, busy looking after fairs in Pennsylvania and North Carolina. David B. Endy, Ralph Endy and Eddie Lippman busy getting shows and rides ready for Miami opening of Funland Park. William Tucker has string of concessions lined up on show and is busy also with Funland Park as co-partner with Endy Bros. in their park. HARRY BENTUM.

## Kaus United Shows

Farmville, Va. (No. 2 unit). Five County Fair. Week ended October 2. Weather, cool. Business, excellent.

Show heavily billed being second consecutive season. Attendance for week topped recent years. Simon Krause's Eli Wheel topped rides. Tilt-a-Whirl second. Girl revue near capacity business. Side show second. Cool nights affected show colony, overcoats much in evidence. Mrs. William Kaus discussing various kinds of show business with acquaintances. Mrs. Ray McWethy fraternizing among other midwayites and expressing pride in her bingo concession. Bill Kaus busy supervising erection for rides. Joseph McAlvery purchased a new Studebaker car and Covered Wagon trailer. Wynne Howell lunching in Mack's eating emporium. Mack back again after being with show for several years. Jerry Thorne still a versatile showman. Leslie Coleman sporting a new housecar. Bob Howell flashing new merchandise on concessions. Ted Foster building illusions for side show. Seen on midway: Slim Davis, Jack L. Murray, Charles Freck, Jean-Jeanette and Leo-Leola. William J. Hohifield, Trenton physician, pronounced writer sufficiently recovered to return to show after a recent auto accident. BOBBY KORK.

## J. J. Page Shows

Newman, Ga. Week ended October 2. Coweta County Fair. New Jurgrounds. Weather, clear and rain. Business, just fair.

An uneventful run from Rome, a short one. Shows and all equipment up and ready Monday. However, in order to give folk their money's worth it was decided by fair management and J. J. Page that they would open in full blast Tuesday, this owing to the many cite this case as it has implications of interest to the carnival industry and it (See SHOW LETTERS on page 66)

## WANTED

One Good Freak to Feature, and Entertaining Novelty Act for Side Show. Those selected will be used on Vandeville Unit this winter. All address

## JERRY THORNE

KAUS UNITED SHOWS  
Week of October 16 — Winston-Salem, N. C.  
Week of October 23 — Dillon, S. C.

## WANT

SIDESHOW TALKER — WORK ALL WINTER. Wire, do not write.

## LEO'S SIDESHOW

Caro HELLER'S ACME SHOWS, Amherst, Va., this week.



### Pro Features Pull 40,000 at Keokuk

KEOKUK, Ia., Oct. 9.—Staged annually since 1931 by retail division of the Chamber of Commerce to promote good will and furnish high-class free entertainment to citizens, the Fall Festival here on September 20-25 was very successful from beginning to close, reports Executive Secretary John C. Fry. Upwards of 40,000 attended on Saturday, 10,000 each from Illinois and Missouri and 20,000 from Iowa, including local people.

Fry praised the Fairly-Martone Shows on the midway and free acts, including Harry Froebess, swaying pole; Flying Willards; De Kohl Troupe, balancing; O'Neill Brothers, barrel jumpers, and Flying La Marrs, booked thru the aid of advertisements in *The Billboard*.

The festival was advertised in newspapers and over WCAZ, Carthage, Ill.

### Jubilesta Loss Is Underwritten

KANSAS CITY, Mo., Oct. 9.—A net loss of \$36,264 on the city's second annual Jubilesta, concluded on September 25 after nine days and nights in Municipal Auditorium, was reported by the Jubilesta executive committee. Loss is covered, however, by underwriting of the event by business men. They subscribed \$86,107 and had a \$7,604 balance left over from the Jubilesta last year, which showed a profit.

Professional talent, booked thru William H. Stein and Lew Wasserman, of the Music Corporation of America, cost about \$65,000. Other expenses, including large advertising, brought total overhead to \$125,374. Sale of tickets brought in about \$100,000. As no exhibit space was sold this year, as was done in 1936, ticket sales were sole means of obtaining receipts. Prevalence of infantile paralysis, which postponed opening of schools two weeks, was blamed for the loss. Plans are going ahead for the third annual Jubilesta in the auditorium next September.

Conrad H. Mann, chairman of the committee sponsoring the event, resigned today when the report was made public. He gave no reason for his action and a successor was not immediately chosen. Jubilesta brought a host of nationally known entertainers, including Edgar Bergen, Frances Langford, Dave Rubinoff, Benny Goodman's Band, Eddy Duchin's Orchestra, Wayne King's Orchestra, Jack Haley, Frank Payne, Gertrude Nissen, Buddy Rogers' Orchestra, Isham Jones' Orchestra, Pat O'Malley, Alec Templeton, Rufe Davis and Jack Waldron. Attendance each day was far ahead of 1936, but apparently gate receipts alone were not enough to cover outlay for talent and exploitation.

### Washington Planning Fetes

OLYMPIA, Wash., Oct. 9.—Mayors of Washington cities will meet this month with the new State Progress Commission to plan a round robin of civic entertainments in 1939 to celebrate the State's semi-centennial. Charles E. Johns, executive secretary, said it is hoped Washington will be able to offer continuous festivals, rodeos, fetes and other celebrations to attract tourists en route to or returning from the San Francisco exposition. Commission will spend \$175,000 during 1938 in national advertising of the State. Numerous cities usually put on frontier days celebrations, blossom festivals, fairs, round-ups and like attractions and the commission hopes to tie these together.

### Dixon, Ill., Has 15,000

DIXON, Ill., Oct. 9.—Featured at annual Fall Festival and Corn Show here on September 28-30 were William Hoffner's Merry-Go-Round, Ferris Wheel and kiddie ride and free acts, fireworks, shows, concessions, parade, pushmobile and drum and bugle corps contests. Sponsored by merchants, the festival was attended by about 15,000, reports H. S. Beard, chairman of concessions. G. C. Wilhelm was general chairman. Event was advertised extensively in newspapers and by booster parades.

HELP This Department by Telling Committees About It.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

### Newcombe Directs El Paso Fete Again

EL PASO, Tex., Oct. 9.—Verne Newcombe will be amusement and carnival director of the third annual Southwest Sun Carnival for the second consecutive year, officials of Sun Carnival Association announced.

He will leave next week on an 8,000-mile tour to inspect shows and equipment for the Sun Carnival, visiting Tucson, Los Angeles, San Francisco, Cincinnati, Dallas, Fort Worth, Chicago and Detroit before returning on November 15 to begin final plans for a huge midway.

He will furnish an automobile painted in Sun Carnival colors to advertise the event on his trip. A chauffeur will drive. A large Sun Carnival float in form of a battleship is already touring the Southwest to advertise the event. W. J. Crombie is president of the association and Leo Floyd chairman of concessions.

### Acts, Rides, Concessions And Shows at Shelby Fair

SHELBY, O., Oct. 9.—Altho a decrease in attendance was recorded on the final night due to rain, the Community Street Fair here on September 22-25, sponsored by Better Business Club and Community Street Fair Association, surpassed all previous events, said C. L. Beal, chairman of the concession committee. The first three nights crowds thronged the midway, covering nearly three blocks, and shows, rides and concessions reported excellent business. The committee received many compliments on the quality free acts, secured thru an advertisement in *The Billboard*, Beal said.

Five rides of Gooding Amusement Company were on the midway as were over 50 concessioners and Myers Family, glassblowers; J. E. Gooding, monkey speedway; L. D. Hartself, snake show; J. Van Fleet, spider and freak animal show, and a fat girl and mechanical show.

Free acts were George Bink, slack wire and novelty juggling; Billy Russell and Art Young, radio yodelers; Mr. and Mrs. Gibson, dog and cat act; Leo Demers, acro and balancing act, and Aerial Barrows, trapeze.

### Free Acts for Home Show

HOPKINSVILLE, Ky., Oct. 9.—Free acts will be among features at Christian County Home Show and Industrial and Agricultural Exhibition here, co-sponsored by County Farm Bureau and Chamber of Commerce, said Secretary W. H. Wheeler. Plans call for home products, 4-H Club and tobacco displays, and the FHA will be asked to send a home-show display. Space for 50 exhibit booths will be sold to merchants and manufacturers, and the committee hopes to hold an automobile show during the event.

### Changes at Piqua Festival

PIQUA, O., Oct. 9.—Secretary Arnold Miller announced the following changes in attractions and personnel for the Fall Festival and Corn Show here. Blaine Gooding will be present with Gooding's rides in place of George Pence. Great Calvert has been booked as free attraction instead of Rita and Dunn. Due to illness, Al Zink, in charge of exhibits, is being replaced by Walter Anderson, and F. E. Gooding's Side Show is coming in stead of Art Converse's show.

THREE-DAY non-profit Fulton (Mo.) Free Street Fair ending on October 1 sponsored by the Chamber of Commerce and financed by merchants' donations, had the Fairly-Martone Shows on the midway and horse and cattle shows were held in connection with the event, said Secretary R. O. Baker.

### Milwaukee Festival Fate Rests With Joint Meeting

MILWAUKEE, Oct. 9.—Fate of the Midsummer Festival for 1938 will be determined at an early meeting of the festival committee and county board and county park commission.

To top the deficit from the 1937 festival the committee found a counterfeit \$10 bill in its cash box, which was written off as a bad debt.

Expenditures for the 1937 event totaled \$29,417, with \$6,953 in unpaid bills and \$7,203 cash on hand. County contributed \$15,700 to the festival when it was agreed not to include a carnival.

### Council Bluffs Festival Good for Biz on Midway

COUNCIL BLUFFS, Ia., Oct. 9.—Farmers and Merchants' Fall Festival here on September 27-October 2, declared the best downtown celebration here in 20 years, was reported a success by Doc Murdock, in charge of promotion.

McMahon Shows furnished rides and shows and feature act was the Flying LaMarrs. Attendance on the midway was estimated at more than 66,000 and more than 100,000 visited the Agricultural Show. Midway biz was reported exceptionally good.

### New Annual Slated in Ohio

MOUNT VERNON, O., Oct. 9.—Sponsored by the American Legion Post, a three-day Community Fair on streets in near-by Frederickstown was successful despite rain which caused abandonment of final night program. Carlin's Loop-o-Plane, Mixup and two kiddie rides, and Johnny Enright, with novelties and several other concessions, were on the midway. Committee decided to make the event an annual affair.

### Shorts

HARDEE County Strawberry Festival, Bowling Green, Fla., has booked Art Lewis Shows for the midway, reports Festival Secretary E. S. Holman.

ACTS at Chatsworth (Ill.) Corn Festival on September 30-October 2 were George Bink, Drybread Trio and Leo Demers. Miller's rides were on the midway.

A NARROW escape marked opening performance of Capt. Earl McDonald, high diver, at Cuyahoga Falls (O.) 125th Anniversary and Exposition Celebration, September 29-October 2, when the top section of his 70-foot tower buckled as he was adjusting guy wires. Pitched off balance, he fell 15 feet before he was able to catch a rung at the 55-foot level. His arm was severely cut on a wire and the dive was postponed until the next night.

LARRY LARRIMORE, vet Akron concessioner, who the past season operated Bingo and other concessions in Chippewa Lake (O.) Park, reports his late season best in years at fairs and celebrations, having supplied as many as three spots in one week with stands, merchandise and equipment for concessioners. After Carroll County Fair, Carrollton, O., his concessions were divided between Loudonville (O.) Street Fair, Wooster (O.) Boosters' Club Celebration and Scioto (O.) Fall Festival.

DON ELLIOTT, producer for many years, will stage a week's bazaar with special attractions for Jackson (Mich.) Masonic Lodge.

VETERANS of Foreign Wars will present A Night in Verdun with fireworks and a carnival following annual Poppy Day in Mobile, Ala. Last year's event made \$1,000 for the vets.

## Midway Biz Big At N. E. Ohio Expo

CUYAHOGA FALLS, O., Oct. 9.—A five-day 125th Anniversary Exposition ending here on October 3, sponsored by the Board of Trade, was a financial success, not only for the committee, but for showfolk as well, said Manager Director L. J. Callinan, who had worked on the event three months in advance. About 300,000 attended. Rodney M. Fleming was general manager.

A feature was a 40 by 780-foot tent on the main street housing 110 merchant exhibits, largest number ever presented at an outdoor exposition in this area. Center poles were spotted every 10 feet and canvas was guyed out to cables running parallel to utility poles on the sides. Effective lighting set off exhibits to advantage. Entire layout was wired for sound and mikes could be plugged in at scores of locations. Akron Tent & Awning Company designed and supervised erection.

R. H. Wade contracted the midway, details of which were handled by Harry J. Dierich. Attractions included Wade's five rides, John Rea's Ten-in-One, Peters' Freak Animal Show, Maxie Cross' Pit Show, Maughman's What-Is-It Show, Wagner's Penny Arcade, Chief Lee Shepard, J. D. Cross' Pig Slide and about 26 individually owned stores, including Larry Larrimore's Bingo.

Captain Earl McDonald's high dive was nightly free attraction and programs included a parade on opening night which attracted 50,000, kiddies' parade, amateur contests, historical pageants, antique exhibits, baby parade, pet and juvenile float parade and contests. On the final day the exposition was confined to religious observance in churches and community singing in the high school auditorium, midway having suspended Saturday night.

AMERICAN Royal Live Stock and Horse Show, Kansas City, Mo., will have pitchers and a 12-piece orchestra, said D. G. Kahns, in charge of exhibits.

## PACIFIC COAST

(Continued from page 55)

dues it is earnestly asked that this be done before the folding money is rattling money or the bank roll has faded.

To those who are not members we suggest that now is a most opportune time to come in. There will positively be a resumption of the \$10 initiation fee. Johnny Klein won the weekly award Monday night. After adjournment the usual lunch and refreshments were served.

If you are showfolk, you overlook a most important matter in not being a member of some showmen's organization.

### Ladies' Auxiliary

LOS ANGELES, Oct. 9.—At the October 4 meeting plans were made for a home-coming party to be held Thanksgiving Eve. Thirty members and all officers were present. President Peggy Forstall presided.

Mrs. Steve Henry was welcomed back after her long absence because of illness. Cora Miller was in for the first time since season opened. Addie Butler, in from Long Beach, is fully recovered from her recent illness. Vera Downey is away on vacation. Rella Castle, of Hilderbrand's Show, is on the sick list. Florence Webber, of Clark's Greater Shows; Rita Brazier, of Zeiger Shows, and Marlo LeFors, of White City Shows, are running close in the membership drive. Jewel Hobday, of Crafts Shows, and Evelyn Harms were recently visited by the stork. Seen at the Pomona Fair in the dog parade were Ruby Kirkendall, Peggy Forstall and Tillie Palmateer. Mr. and Mrs. Elmer Hanscom, of Crafts No. 1 show, came in for a week's visit with their mother. Refreshments were served and bingo was played. The cash award went to Jennie Rawlins.

## WANTED for 8th Annual TOBACCO FESTIVAL

Maysville, Ky., Nov. 22 to 27, Inclusive.  
Largest Indoor Festival in the Country Shows, Minstrel, Monkey Circus, Ten-in-One. What have you? A few concessions open. Want Free Acts for Floor Show also.  
Address all communications  
ELLWOOD DILLIN, Mgr.









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Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

## American Manufacturers Set Up Japanese Boycott

**Hit by Japanese competition, manufacturers capitalizing on anti-Japanese sentiment permanently boycott Japanese goods—threaten court action against distributors**

NEW YORK, Oct. 9.—American manufacturers who have suffered from Japanese competition have organized to establish a permanent boycott against both raw and manufactured goods coming from Japan, according to the report of Charles E. Eagn in *The New York Times* last Sunday. Thru the establishment of the League for the Protection of American Standards, with offices at 450 Madison avenue, the group hopes by capitalizing on growing anti-Japanese sentiment among consumers to eliminate a source of competition which has been bothering producers for almost a decade. J. Edward Gilbert, attorney and executive secretary of the new organization, stated that individual toy, glassware, pottery and cotton goods manufacturers were among those supporting the movement and that producers in other lines such as knit goods, electrical equipment, floor coverings and food products are being organized for group support.

Aside from its propaganda activities against Japanese products, the organization intends to attack the problem from an entirely new angle. They plan to institute court actions against wholesalers and retailers handling Japanese merchandise. "Almost 90 per cent of the Japanese-manufactured goods imported into this country carry designs pirated from American-manufactured goods," Gilbert maintained. "In our opinion the type of competition offered by such products not only constitutes unfair competition but gives grounds for piracy against those who sell the goods here. The point has never been raised in a test case, but it is my belief that a suit can be maintained on piracy grounds."

"Altho it is impossible to check the activities of the Japanese manufacturer, we can have the importer and retailer enjoined from selling Japanese goods on the ground that they are instrumental in perpetuating a commercial fraud against American manufacturers," Gilbert concluded.

Former United States Senator W. Warren Barbour, of New Jersey, one-time president of the American Tariff League and long an active foe of Japanese competition, has pledged co-operation with the new group's activities, according to Gilbert. The former senator charged in a letter to the league that Japanese competition in this and other markets has proved to be unfair and deceptive in its motive.

The new organization is said to have been in the process of formation for the last five weeks, with a number of persons active in the boycott campaign against German goods handling details. "Altho we are capitalizing on current feeling against Japan," Gilbert revealed, "we will continue our activities on a permanent basis after the trouble in China is over. We are interested mainly in putting a permanent check on Japanese competition and will concentrate on that objective."

## Glassware Going Strong in East

NEW YORK, Oct. 9.—The accelerated demand for glassware items has been the one bright spot in the activities of leading wholesale merchandise firms during the last two weeks, according to reports. Not only are the usual channels asking for the new merchandise but orders indicate that much of the goods is going to new outlets this season.

Use of multiple-unit sets of glassware by salesboard operators as play-getting

awards, for instance, has been an important factor in the comeback of this item. As in the past, coin machine operators are among the big users of the merchandise. This is especially true in the Eastern Seaboard States. It is pointed out that more and more operators are turning to awards of merchandise, a large portion of which consists of glass-made items of one sort or another, to overcome lagging play. Favorites at present are tumbler and coaster sets, punch-bowl sets with attractively trimmed cuts to match and beer sets. Complete sets of china and other dinnerware are also being used frequently

## Consumer Prices Still Behind Income

Loud wailing over increasing resale prices is a common occurrence these days, but don't take it too seriously. Here's the reason. Consumer income still maintains a good lead over the rise in consumer prices, even tho the latter may seem to have been coming fast recently. Income is within 8 per cent of the 1929 average, while the level of prices is still 15 per cent below the 1929 level. All of which simply means that the present-day dollar is worth 18 cents more than the 1929 dollar—if you can get the dollar in the first place.

where quality awards and capital prizes are needed.

The roll-down bowling spots are also doing their bit to swell the curve of sales in glassware. Heavier promotion of prize awards for daily and weekly high-score winners has not only been maintaining play at a fairly brisk pace but producing some nice merchandise orders for wholesalers. Cocktail sets, home siphon bottles, lemonade sets, general dinnerware, water sets, luncheon and breakfast sets are moving faster than for several months.

The introduction of some new ultra-modern sets crammed full of eye appeal has kept wholesalers and manufacturers alike busy meeting the demand. In fact, a few of the items, particularly beverage sets of colored glass with chromium trim, have not been easy to obtain.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

A SYMPOSIUM held in conjunction with the recent premium show in New York brought a number of children to the microphone who gave first-hand information as to what they want in premiums. What these kids had to say reminded me of a conversation which I had some time ago with a game operator who has made it a practice for years to cater to the juvenile trade. "If you want the kids to play," this man maintains, "give them games that require a reasonable amount of skill." Children are not gamblers, but they like to shine by doing a thing better than someone else. The kids are excellent judges of what constitutes a good premium. Maybe their measure of value is not comparable to that of the grownups, but they have an instinctive dislike for junky merchandise. You can't fool them. If you are stung the kids are the first to tell you and let others know about it. Therefore pick the best that you can get for your juvenile trade. Don't use toys alone. Children are interested in wearing apparel, sport gloves, jewelry, pocket knives and cameras. You can also use many articles for juvenile prizes that appeal to the grown-up trade. It pays to have some kid stuff in any display. Many prizes picked by the grown-up players are articles for the children.

It won't be long until trailer towns will make a good market for operators working trailer routes. I haven't been able to get definite information on the number of homes on wheels. Nobody seems to know. However, I know a number of men who make a satisfactory living by selling to trailer folks. What's selling in trailer towns? Small and practical articles primarily. One man is doing well with a mending fluid that takes the place of a sewing kit. Another has found electrical appliances worth while. The trailer home is getting mechanized to an extent that makes the modern apartment blush. Double electrical plugs, electrical stoves and percolators are big sellers. Brushes, brooms, etc., take a big place. Toilet goods and first-aid kits are going excellently with one man. Another is going in for shoe repair work and sells shoe-cleaning outfits and slippers besides. There seems to be an almost endless market for writing utensils, fountain pens and writing paper. Flashlights are good sellers, the small pocket variety is especially recommended. Some of the places are big enough to justify an extensive stay as new tourists arrive frequently. One man tells me that he visits cottage colonies as well and often pitches in their neighborhood. A trailer placed at the right spot still makes a good attraction.

Here is some news that may surprise you. After a long and rather lean summer, sales in the old burlesque houses have shown a remarkable pickup during the last week. They are still not what they should be, but they are on the upgrade. My idea is that a great deal more could be sold in these houses if a little more attention were paid to the women. Watching the sales performance of the boys, I noticed that almost half of the sales were made to men accompanied by women. A little touch of humor would help to freshen up what is to my mind a somewhat tedious performance.

## Trade Shows Gain In Some Districts

NEW YORK, Oct. 9.—Retail trade last week held steady to the level as set during the preceding week, altho wide gains were reported in some districts. Margin over the corresponding period of a year ago, however, ranged on the average between 10 and 15 per cent higher, according to an Associated Press observation.

Favorable shopping weather during the final week of September had an important influence on volumes, particularly in the higher priced merchandise. In farm districts continued harvesting of crops and a distinct tendency to turn them into cash rather than hold them for a possible rise in prices upped purchasing power. This was quickly reflected in both retail and wholesale sales. Trend reported to be especially pronounced in cotton sections of the South.

On the whole wholesalers experienced slim changes in volume. Some, however, reported a slight upward trend in spots where winter goods started to move.

## Bingo Season Gets Off to Fast Start

NEW YORK, Oct. 9.—Bingo got off to a fast start during the last few weeks and more spots are reported to be opening up every week. Wholesale merchandisers are said to be well pleased with the amount of merchandise sold to the spots thus far and state that they expect the revenue realized from sales to bingo spots to be a sizable one by the end of winter.

Several elaborate bingo palaces in Manhattan, Queens and Brooklyn are rumored to be scheduled for an early opening. Merchandise awards will be featured and observers predict that the play will more than pay the overhead, especially around the Thanksgiving and Christmas season.

Bingo is going good here due to the fact that the public showed a distinct liking for the game last year when it was featured in many night clubs and small theaters in addition to the regular layouts. Much merchandise was used. Amount is expected to increase this year, however, since the "buy-back" system must go into the discard if the spots expect to work without molestation.

## Razor Manufacturers Begin Sales Campaign

NEW YORK, Oct. 9.—Manufacturers of safety razors, shaving soaps and brushes are launching intensive advertising campaigns featuring unusually attractive offers to offset the growing popularity of electric razors. The inroads which dry shavers have made into the volume of safety razor manufacturers in the last few years have given them something to worry about and observers report that they are seriously concerned.

American Safety Razor Corporation is conducting an intensive newspaper campaign on a special trial offer for Gem razors and blades at 69 cents. A razor, five blades and two trial blades make up the offer. Gillette Company is promoting several combination offers, including blades and gold-plated razor at 29 and 89 cents. A special drive at reduced prices has been launched on a shaving brush and a large manufacturer of shaving cream is preparing to explode a million-dollar advertising campaign in the near future.

According to reports, both American and Gillette razor companies have electric razors ready for the market, but legal difficulties are holding up their introduction.

# 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.

## Measuring Spoon

A kitchen necessity that every woman wants is the new 7-in-1 Measuring Spoon, according to Speciality Merchandisers, who have just introduced it to the trade. Spoon measures 7/8 inches by 1 1/2 inches. Spoon's bowl has a maximum capacity of three teaspoons and is graduated for measuring quantities ranging from 1/4 of a teaspoon, 1/2, 3/4, 1, 1 1/2, 2 and 3 teaspoons. The sliding gauge measures the contents accurately and pushes them over the lip of the spoon under gentle thumb pressure. Number has instant eye appeal and obvious value.

## Water-Pen

"Fill it with water and it writes ink" is the manner in which the manufacturers of this latest wrinkle in writing sticks describe it. A concealed stick of ink contained in the feed supplies the ink. Water comes in contact with the ink stick only when the pen is being used. This patented feature is said to insure clear ink of a constant and predetermined density, thus eliminating clogging and muddy ink. Each ink stick lasts about four months and a compartment in the rear of the pen contains five extra sticks that are said to be even easier to insert in the pen than

a lead in a mechanical pencil. Pen is available with either 14-karat or two-tone iridium-tipped point. Comes in six rich colors. Unconditional lifetime guarantee comes with each pen. Should be a natural for pitchmen and for prize and premium promotions.

## Talle-Rol

Talle-Rol is the perfect bridge-scoring device that enables bridge fans to enjoy their game without having the table encumbered with loose score pads. The score pad is attached to the edge of the table by means of steel springs which hold the device securely in place. It rests practically flush with the table top without obstructing the playing surface. Talle-Rol is out of the way, but the game score is always in plain sight, showing the plus or minus standing of the players. Contains printed score sheets for 200 rubbers, and new rolls may be purchased for a nominal sum. Is attached instantly and will not mar the table finish, as all pressure is applied to the underside of the table top.

## Liquid Thread

Liquid Thread, a product said to simplify that ever-present task of repairing tops, scenery, etc., has just been introduced to the show world by the Paster-Elastic Manufacturing Corporation. Instead of hours of stitching with needle and thread, a top may now be patched as quickly as one can slap a patch on an inner tube, according to company officials, who also report that Liquid Thread gives a waterproof job which always remains flexible. In addition to saving expensive repairs on tops, a person can actually fix holes in his pockets. Firm recommends it for repairs to clothing of all kinds; in fact, to any fabric or paper material. Liquid Thread can also be used to repair shoes, belts, luggage.

## All-Purpose Camera

The new Moviematic camera is an all-purpose camera which combines "three cameras in one," according to General Moviematic Camera, Inc., manufacturer. One film is capable of taking either regular moving pictures, 40 snapshots or 35 action pictures, which when developed can be bound into a vest-pocket movie book. Uses 16mm. film, and original cost of film includes developing and printing. Camera is small, compact and easy to operate. Comes in three different models and sells for low price. Special quantity prices make this number look like a natural for sales-board and premium promotions.

## Gauzaid

An improved form of self-adhering bandage is the new Gauzaid recently introduced by the firm of the same name. Article is described as being a pure white sterilized porous, gauze bandage that adheres only to itself. Differs from the old-style adhesive in that it does not stick to the skin, hair or clothing and is not affected by water, oils or grease. Will not stretch or shrink and is said to be adaptable to a wide variety of first-aid uses. New improved form of this product is expected to score a big hit with pitchmen since the item lends itself to a good flash demonstration.

## Micro-Lite Key Case

A new product of the Micro-Lite Company is a combination key-case and miniature flashlight. The tiny three-inch flashlight is molded from plastic in seven different colors and throws a powerful 100-foot beam. Flashlight is attached to black leather key case which holds six keys. Name and address can be inexpensively imprinted on Micro-Lite. Item not only has an appealing appearance, but a multitude of uses. Takes standard battery and bulb.

## PEACOCK BLADES NOW IN STOCK



Over 7,000,000 Sold in 3 Months. Will Fit All Double Edge Razors. Packed 5 Blades to Package, 100 to Display Carton. 25% Deposit With Orders, Bal. C. O. D.

**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.



ROHDE-SPENCER CO., Wholesale House  
223-225 W. Madison St., Chicago.

**LATEST STYLE FUR COATS**  
Latest style placed Seal Fur Coats, semi-fitted, with puff sleeves, Johnnie collar, etc. Sizes 16 to 42. We also carry a complete line of all styles and types of Fur Coats and Scarfs. Write for latest price list.

M. SEIDEL & SON, 243 W. 30 St., New York, N. Y.



## WALTHAM

**MEN'S WRIST WATCH**—Size, 7 Jewels, robust, fancy chromium case, leather strap in gift box. In lots of 3. Ea. \$3.95. Samples, 50c Extra. Send for Extra Money Making Catalog. PLYMOUTH JEWELRY EXCHANGE, 163 Canal St., New York City.



120 MILES PER GALLON

## Moto Scoot ANNOUNCES A NEW LOW PRICE \$89.00 F.O.B. FACTORY

This is the greatest offer ever made to the motor-scooting public. And is the same machine that previously sold for \$109.00. Moto-Scoot's complete line now offers you solo models, basket deliveries and side cars equipped with either a 3 1/4 H.P. or 1 H.P. motor and featuring the new MOTO-FLEX and MOTO-CLUTCH drives. Write for full particulars.

**Moto-Scoot Mfg. Co.**  
Dept. BB 219 S. WESTERN AVENUE CHICAGO



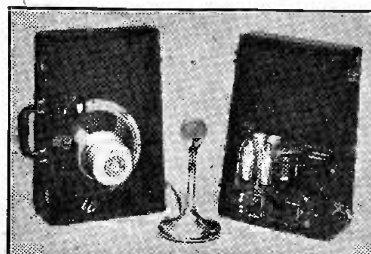
## FAIR SPECIALS New Stock—Just Arrived

- BB1 Men's Toy Wrist Watches, 1 in box. \$3.75
- BB3 Flying Birds, Outside Whistle.....4.95
- BB4 Flying Birds, Inside Whistle.....2.95
- BB5 High Hat Fur Monks, 6 1/2 in.....3.75
- BB6 High Hat Fur Monks, 8 in.....6.75
- BB2 Gillette Style Blue Blades.....Per 1,000 3.50
- BB9 Swaggar Sticks, 36 In.....Gro. \$8.00
- BB10 China Head Swaggar Sticks—Gro. 6.75
- BB11 Jap. Oig. Cases, Pearl Inlay. Gro. 6.75
- BB12 Roach Bouncer Balls.....Dox. 1.20
- BB13 Carnival Price Balloons No 8.....Gro. 2.35
- BB14 Serpentine Balloons, 45 In.....Gro. 3.75

Parade Cans, Balloon Toss-Tops, Derry Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Max Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties. 1937 CATALOG NOW READY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS

**LEVIN BROS. Terre Haute, Ind.**

## COMPLETE PORTABLE PUBLIC ADDRESS SYSTEM \$33.95



**Buy Direct - SAVE 50%**  
Compact-Powerful Public Address System, Ideal for Barkers, Pitchmen, Demonstrators, Lecturers, Entertainers, Etc. Consists of a 6-8-Watt Amplifier and 10" Dynamo Speaker built into a sturdy black fabricoid covered Carrying Case. All Tubes and a high grade sensitive CRYSTAL Microphone furnished. Simple to operate—foolproof. Ample coverage for 500 people. Money back guarantee. Send \$5 deposit, balance on delivery. Other systems up to 50,000 people coverage. Send for Catalog Bulletin.

**PLAYLAND SUPPLY CO., Inc.**  
14 W. 17th St., NEW YORK CITY.

## LIGHTER CIGARETTE CASE COMBINATION A \$10.00 FLASH ITEM



The most popular of all smokers' items today. Snappy, streamlined model with gorgeous designs in rich enamels, beautifully finished inside and out. Unfailing automatic type lighter. Case holds 14 cigarettes. Sells on sight. Ideal for Pitching, Salesboards, Rotarys, Concessionaires and others. Order a dozen No. B32J31 today. Doz. \$9.00. Sample, Postpaid, \$1.00.

Hagn is Headquarters for Lighters as well as thousands of other Novelties. Be sure to ask for Latest Catalog and ask to be placed on our Mailing List. 25% deposit required on all C. O. D. orders.

## JOSEPH HAGN COMPANY

"The World's Bargain House," Dept. 8, 217-225 W. MADISON ST. CHICAGO

## 3 1/2c Each—FOOTBALL PENNANTS—3 1/2c Each



ANY LETTERING Assorted Colors, 11 1/2" long, Minimum quantity first order, 250. ANY DESIGN

Football Pennants for all Colleges, 24", 7 1/2 c each. AMCO EMBLEM CO., INC., 35 East 21st St., New York City.

## JEWELRY FOR ENGRAVERS!

Newest, fastest selling Brooches, Bracelets, Lavallieres, Rings, Fobettes, etc. Send \$2.00 for Samples and Prices. NO CATALOG.

Send for Descriptive Circular on the New Model DIAMONDPOINT ENGRAVING MACHINES. MOORE'S ELECTROGRAVER CO. Manufacturers of Jewelry Novelties and Engraving Equipment, 651 SOUTH STATE STREET, CHICAGO, ILL.

## CHRISTMAS FOLDERS With Envelopes, packed in Attractive Boxes—Outstanding Designs

- ASS'T No. 1—10 in Box. Doz. Boxes.. \$1.05
- ASS'T No. 2—21 in Box. Doz. Boxes.. \$2.10
- ASS'T No. 2—18 in Box. Doz. Boxes.. 1.75
- Sample Box, Prepaid, 24c.
- ASS'T No. 1—24 in Box. Doz. Boxes.. \$1.50
- Sample Box, Prepaid, 24c.

BRIAR PIPES (SPECIAL)—12 on Attractive Card, Only \$1.50. Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALESBOARDS, PREMIUMS, BALLOONS, No Substitution. Write for Free Catalog and Free Sample Case Offer. 25% Deposit on C. O. D.'s. CHAMPION SPECIALTY CO., 814-L Central St., KANSAS CITY, MO.

**1054** **RCA** LICENSED  
 NEW! Smart!  
 Different!



**Silver**  
**GUARANTEED**  
**QUALITY**  
**RADIO**

**STILL THE BIGGEST SELLER OF THE YEAR!**  
 Meet the demand for IVORY with this beautiful radio (Also available in hand-rubbed two-tone walnut.) 5 Tubes, including one Metal Tube, Both Set and Tubes RCA licensed. AC-DC, 60 cycle, 110 volts—ON 37.5 VOLT GUARANTEE. Oversize SUPER-Dynamic speaker. Long and short wave—gets police calls, amateurs, etc. Size 15" x 8 3/4" x 6 1/2". Complete with aerial.

**FREE NEW 1938 CATALOG**  
 AUTOMATIC TUNING.  
 50 Beautiful Models, 14 to 15 tubes, table models and consoles, for farms, homes and autos, as low as \$14.70.

**GIVE-AWAY RADIOS FREE!**  
 Make \$15.00 on every deal. Send 10¢ for push card, photo and plan. Sold exclusively by **SILVER MFG. CO.**  
 2868 ELSTON AVE., Dept. 93, CHICAGO, ILL.

SALE MEN! DISTRIBUTORS! CARD MEN!  
 Walnut Finish  
 ANTIQUE IVORY \$1.00 EXTRA  
 ORDER NOW! MONEY-BACK GUARANTEE RUSH \$2  
 DEPOSIT. Pay balance C. O. D. Money back, no questions asked, if not satisfied. 24-hour service.

## NOTES from SUPPLY HOUSES

Reskrem Silver Manufacturing Company has a line of metal novelties that should be of interest to operators of roller-skating rinks. Line consists of bronze and silver items, comprising bookmarks, belt buckles, pencil clips, bracelets, class pins, etc. All of firm's prize novelties contain winged skate emblems.

President Novelty and Jewelry Company, Inc., is marketing a flashy line of lucky zodiac rings. Come in hard-enameled assorted colors with fancy open adjustable white metal shank. Six dozen come mounted in attractive display, one-half dozen for each sign of the zodiac.

Great Britain bought more toys from Germany during the first six months of this year than any other country. In this period of 17,709 cwt. of German toys worth about \$1,000,000 were exported to Great Britain—about one-third of Germany's total toy exports.

Playland Supply Company, Inc., well-known manufacturer of radio equipment, has just issued its October bulletin containing illustrations of more than 50 new models in console, midjet and portable radio sets. The sets are especially designed for prize and premium

Playland is manufacturing the Tokfome intercommunicating systems, as well as the Ramco portable sound systems. The interesting bulletin is made up in the form of an eight-page tabloid newspaper and a copy may be had upon request.

Diecasters, Inc., manufacturer of quality gift merchandise for department store and gift shop trade, has literally been forced to go into the salescard and bingo business because of the terrific demand for its products in this market. The Phantom clock, Stirrup clock and new pen set are typical of the products which have made Diecasters an important factor in this field.

Leo Fisk, sales manager, was formerly connected with Match King and Elgin American and is well known to salescard men throughout the country. He knows their requirements thoroly and that he has been able to fill these requirements to a T is proved by the large volume of business which Diecasters is now enjoying in this market.

### AMERICAN CARNIVALS

(Continued from page 55)

shows to what lengths courts will go in holding an ordinance valid as to some states of facts and invalid as to others.

In this case the taking snapshots of pedestrians on the sidewalk as they came towards him and then would pass out a card advertising the photograph and the price to be paid for the same. He was convicted upon the ordinance and on the appeal contended that the ordinance was invalid as an unreasonable exercise of the police power of the city of Cleveland.

The Court of Appeals in an opinion by Judge Levine, Judge Terrell dissenting, held that the ordinance insofar as it prohibited the distribution of drugs, patent medicines, combinations of drugs or samples thereof, samples of foodstuffs, gum or other confections to pedestrians within a prohibited area, was a valid exercise of the municipal police power to protect public health. However, insofar as the ordinance intended to prohibit the distribution of handbills, circulars, cards or other advertisements merely incidental to the conduct of a lawful business was invalid as a deprivation of property without due process. The court said: "The legislative body of Cleveland cannot, under the guise of the exercise of police power, declare that a nuisance as a matter of law which is not a nuisance as a matter of fact, but may become so by reason of circumstances only."

### SHOW LETTERS

(Continued from page 58)

exhibits not being in place. A. V. Davis, county agent, and his staff worked tirelessly to have everything in place for a Monday night opening, but wait was well rewarded, as many exhibits that were on display were truly admirable. Forge part of week cool and latter part Old Jupe Pluvius made his appearance. However, folk came out and a nice business was registered. Concessions did not have a complaint to make. Davis, county agent, averred he had officiated at numerous county fairs and said he never did have as much co-operation as he had here this year. He said this fair is going to forge ahead as one of outstanding fairs of State.

State and federal governments assisted in displaying various labor and money-saving devices. This writer has yet to see displays such as these agencies had exhibited and they were of that opinion, too. They have to display their wares in show place of county to bring their message to the farmers, which is a high compliment to the fairs so favored with these exhibits. Stringent health regula-

tions worked out to a T, especially on housecar and trailer end. Folk in show world will find out that eventually health departments will pass rules and legislation to that end, and it is going to make going easier for everyone concerned. Local power company was unable to cope with the fair situation, but thanks to a power line running parallel to grounds, lights were cut in and a bad situation turned out to be a boon, as local power station could not have taken care of the load. Everybody on show that finds out or knows that show will not open on Monday usually finds an outing place on Monday. Most of them report that nickel pianos usually get a big play. Mrs. J. J. Page, whose husband guides destinies of show, arrived during week after placing daughter, Dorothy Lee, in school to get finishing touches on her studies. Incidentally, Dorothy will make her home with her grandparents and will also take up dancing and voice. She is really a talented lass and took part in several kiddie shows during season, and a promising career is evident. Billy Clark, not daunted by loss of his housecar recently, has purchased a new standard make house trailer and a new car. Flo and Billy aver Florida better watch out, as they will again play "Bean Circuit."

R. E. SAVAGE.

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R. E. SAVAGE.

### Crowley's United Shows

**Amarillo, Tex. Tri-State Fair, September 20-25.** Weather, warm and windy. Business, good.  
 Made a 981-mile jump from Marshalltown, Ia. All trucks were stored in Marshalltown and show will move by rail from now on. Showed on the same lot as Barnes-Sells-Floto Circus. T. J. Tidwell visited here.  
**Vernon, Tex. September 27-October 2.** Auspices, American Legion. Weather, fine. Business, good.  
**Wichita Falls, Tex. October 4-9.** Location, 17th and Holiday streets. Auspices, American Legion. Weather and business, good.  
 Early Thursday morning Motordrome caught fire, but with help of personnel and quick response from Wichita Falls Fire Department loss was only \$150. Willie Laster, who was sleeping in drome, was burned badly on both hands and lost all his personal belongings. Joan Robbins is down on Gross' Cavalcade of Wonders. Danielle Larouech joined with cafe, with Joe Lambert and High Pockets St. Germaine on griddle; Ed Walker, Joe Sparspana and Pete Gibbs, cooks. Bernice Griggs and Billie Coutts left at Vernon. Personnel includes George (Doc) Crowley, owner; Mrs. Frances Crowley, secretary and treasurer; H. R. Hopkins, general agent; Jimmie Heath, special agent; Fred Webster, head billposter; Capt. George Webb, free act; Raymon McGuire, rigging man; Myron Cleveland, electrician; George M. Lindsey and M. Carter, canvas; Jewel Sloan, ride foreman. Rides: Twin Eli Wheels, E. Weaver and Frank Williams, foreman; Merry-Go-Round, Donald Owens, foreman; Octopus, Clarence Cave, foreman; Tilt-a-Whirl, Clara Poole, foreman; Loop-o-Plane, Jack Kincade, foreman; Pony Ride, Eddie Mullens, foreman; Baby Ferris Wheel, Thomas Davis, foreman; Lucky Lindy, J. W. Clarkson and J. E. McIntosh; Caterpillar, Bill Wilkens and William Brunner; Merry Mixup, Walter Dale and Lester Rash; Dodgem, R. G. Sheeham; Kiddle Auto Ride, Ludvig Bertran. Shows: Gross' Cavalcade of Wonders, Stanley J. Gross, owner and manager; Ernie Done, tattoo; George Hershley, magic; Joe Beckett, human torch; Captain Monahan, pulling of auto with eyelids; H. Paul and wife, mental act; M. Price, strong man; Lady Margaret, sword box and glass dancer; Lue Luette, double-bodied act; H. Paul, inside manager; Clarence Fursee, man that can't be hung. Death Valley Arizona Exhibit, White Cotton, owner. Motordrome, Al Dernerberger, owner; Mr. and Mrs. George Coutts and Rudy Combs, riders. Dog-Faced Baboon, James F. Nelson manager. Texas Twins, Kelly Rule, manager. Big Snake Exhibit, Stanley Gross, owner. Fan Dancers, O. G. Barb, manager; Mary Weaver and Jackie Kentell, dancers. Hawaiian Nights, Dutch Myers, owner; Lucille Sherman and Dot King, dancers. Athletic Arena, Dutch Kentell, owner and heavyweight wrestler; Brownie Sherman, combination man; Sailor Burns, boxer. Revelations of 1937, Eddie Cox, owner and emcee; Young and Allie, dance team; Three Royal Girls, acrobats; Winie and Lamoure, comedy skaters; Ward Duo, jugglers. Spook Show, Stanley J. Gross, owner. Concessions: Blackie McLemore, concession manager; L. Kaplan, rolldown; Jimmie O'Day, fishpond; Danny Ferguson, skillo; Doc James, radio; Micky Ballering, ham and bacon;linger M-Cord, string game; Paul Kline, blower; Mrs. McLemore, bingo; Mr. and Mrs. Jack Saylor, photo gallery; Lee Carrier, scales; Mrs. Carrier, whisky bottle ball game; Myron Cleveland, penny pitch and pop corn; Captain Webb, milk bottle ball game; White Cotton, long-range shooting gallery and catrack.

### Goodman Wonder Show

**Wichita, Kan. Week ended October 2.** No auspices. Location, Mathewson's Pasture, Central and Cleveland avenues. Weather, fine, except for a little dust first of week. Business, good.

It is true what they saw about Wichita. The city that lies in South Central Kansas long has been known as a good show town. That reputation was exemplified when Goodman Wonder Show erected its tent city and bid for patronage there. The show was well heralded.

The director is well known. The offering proved meritorious, and amusement-loving public put week over in a grand finish that sent closing day to high rating in season's log book. Better show weather was never delivered to Wichita than that enjoyed by show all week. Only thing in any wise disconcerting was a wind early in week that sent a few clouds of dust swirling thru air. This died, however, with sun. That evening show enjoyed excellent business. Wichita newspapers took most kindly to Goodman's offering. Their consistently favorable mentions played their part in making week's business one to be placed high in column of the season's run. Among throngs that visited show were hordes of best elements in city. This was remarked upon more than once. Oldtimers in show business who visited us opened their eyes both to the business and to quality and size of show. Their comments coming near close of season meant more than if passed on a show just out of winter quarters. They were flattering, indeed, to management as well as personnel. On midway at time was every show that left winter quarters under Goodman banner in April last. Visitors: Mr. and Mrs. William F. Floto, Charles Fredericks, for many years with old Sparks Circus, and John R. Castle, who needs no introduction. The last two are residents of Wichita.

BEVERLY WHITE.

### Royal Amusement Co.

**Portland, Ark. Two days ended September 11.** Location, opposite depot in business section. Auspices, none. Weather, clear and warm. Attendance and business, fair.

After having assembled at Dermott, Ark., for its opening engagement of the season the show moved to Portland, where it day and dated the Memphis Minstrel Show on the same lot on opening night. The result was beneficial to both shows.

**Warren, Ark. Six days ended September 18.** Location, Scobey show lot, near city limits. Auspices, none. Weather, fair and warm. Attendance and business, fair.

Scobey show lot has been used by carnivals for years, but business was disappointing. Those who operated concessions or acted as agents were A. R. McDonald, Mr. and Mrs. George Drennon, Barbara Drennon, Mr. and Mrs. Dewey Jones, Louise Jones, C. E. Boothby, Mr. and Mrs. Fred Russell, John Frink, Mr. and Mrs. Jack Lewis, Mr. and Mrs. J. T. McGinnis, Luvernia Hall, R. M. Sims, Mr. and Mrs. C. L. Smith and Joe McCarrroll. Foremanship of Chair-o-Plane, which is owned by Manager J. E. Clayton, and the electrician's job was as-

### Howk Not With RA Shows

**CINCINNATI, Oct. 7.**—George Howk has no connection with Royal American Shows as reported in Heart of America Showmen's Club news in last week's issue.



## PANDA BEAR

Sensation of the season. Salesboard Operators and Distributors make big money using this new one.

**\$2.50 Each**  
 25% With Order, Balance C. O. D.

Height 27 in. Long Plush; extra quality. Most realistic.

**PERSIA MFG. COMPANY,**  
 416 N. Sangamon, Chicago.

## PEN OPERATORS—SAVE TIME!

**Order Out of Chicago**  
 No waiting—no delay. Merchandise reaches you overnight. And what fine quality—what values! They're unbeatable. Write for our latest Price List FREE.

**STARR PEN CO.**  
 Dept. 1-G, 300 W. Adams St., Chicago, Ill.



## PLASTER

Large Assortment, Glossy Finish.

**COSIMINI MFG. CO.**  
 206 N. West Street, Raleigh, N. C.

## Buy Luggage With Service Guarantee

### ART LEATHER NOVELTY CO.

71 Lester Street, Wallington, N. J.  
 Manufacturers—Aeroplane Luggage of All Kinds.



**REMINGTON**  
PENS • PENCILS • COMBOS

ZIP! ONE PULL—IT'S FULL!  
JOHN F. SULLIVAN  
458 Broadway, NEW YORK CITY.

**RINGS**  
Cameo and Whitestone. Highest Grade Rhodium  
Gold Finish. Send \$2 for 20 NEW Samples of popular styles. OLYMPIC BEAD CO., 307 5th Ave., New York  
Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.

**SELLS AT SIGHT ON STREET**  
At Shows, Games, Fairs—Everywhere! Just show it and they buy! Nothing like this amazing new magazine for Agents and Demonstrators for Single Copy Sales. Cover sells! Contents delight! Specimens, particulars, 10c. Or 25 Test Copies, \$4.50. 300% profit. Returnable. Wonderful as Premium "High-Power" Other Sales. Some men sell over 100 Copies daily. Act TODAY.  
THE CONFIDANT, BB, Battle Creek, Mich.

**Every \$1.00 Gets you \$5.00**  
Yes, the real profit. Goodrich Home Workers always have doubt, and when you tell prospects Homes are made by the Goodrich Co., Est. 1836, they buy with confidence. Pitchmen, Window Workers, Distrs, write for low pro. prices. Best season ahead. Sample 10c.  
**GOODRICH,**  
1500 West Madison, Chicago.  
Dept. B9-10, Chicago.

**UNDERWOOD**  
PLUNGERS  
SPECIAL \$21.00 PER DOZEN  
FREE: One Gross Boxes With Every Gross Order. 25¢ With Order. S. C. O. D. Send 25¢ for Sample.  
**GRODIN PEN CO.,**  
896 Broadway, New York City.

**WATCH SPECIAL!**  
TO BILLBOARD READERS  
Flashy 6-Jewel Watch in Chrome Case, complete with Pliskin Band and Box. Guaranteed perfect timepiece.  
**IN DOZEN Each \$260**  
No deposit necessary — C. O. D. Only. Write now and get in on this buy.  
**J. M. GREENBERG & CO.**  
82 BOWERY, NEW YORK, N. Y.

**EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE**  
Write us your needs.  
**ARGO PEN-PENCIL CO., Inc.**  
220 Broadway, NEW YORK CITY.

**No. 1 OUTFIT—2 in. STROP, \$12.00 per Gr.**

**RADIO STROPPER CO.**  
SANDWICH, ILLINOIS

**CHWING GUM 22 BOX**  
RETAILS FOR \$1.00. Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—Get started! Send 50¢ for sample box (free trial). **GREAT FIELD FOR AGENTS.** Write **AMERICAN CHWING PRODUCTS CORP.,** 4th and Mt. Pleasant Ave., Newark, N. J.

**ELGIN & WALTHAM WATCHES \$1.75**  
7 Jewel, 18 Size in Engraved Cases at...  
Send for Price List. Money Back if Not Satisfied. **CRESCENT CITY SNEELTING CO.,** 113 N. Broadway, St. Louis, Mo.

**MEDICINE HEADQUARTERS**  
A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.  
**GENERAL PRODUCTS LABORATORIES**  
Mfg. Pharmacists,  
187 E. Spring Street, Columbus, O.

**PITCHMEN**  
by BILL BAKER  
(Cincinnati Office)

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

**REPORTS EMANATING . . .**  
has returned to Lebanon, O., indicate that the fair there was a total blank as far as pitchdom in general was concerned. Among those taking in the event were George Hess, Tommy Burns Jr., George Haney and Glenn Reeves. First named worked to a fair business with a swell candy layout, however, despite the conspicuously absent spending crowds.

**T. D. (SENATOR) ROCKWELL . . .**  
has returned to Portland, Ore., after a 6,000-mile tour thru Idaho, Utah, Montana and California. Writing from the Rose City, he says: "Towns in Montana, Idaho and Utah were better for me than those in California. It seems as tho there is more supply than demand in Los Angeles. San Francisco is better than the former. There is no reader there. They just run one out of doors. I have hit on a good system, however, for when they run me I go to the police station in the morning at 7 a.m. and return at 3 p.m. and sell the blades to all the skull busters, even those who run me. I have also been able to pick up some scratch working shops at noon. Would like to read pipes from Carl E. Leander, Eddie St. Mathews, Herb Johnstone, Jerry Russell, Frank Libby and Whitey Alm."

**WILLIAM C. PERRY**  
inks from Syracuse, N. Y., that he is undergoing treatment for his eyes at the Memorial Hospital there.

**PITCHMEN'S SAYINGS:** "You can put it in water and it won't get wet."—Louie Whiteman.

**"WHEN IT COMES TO** . . .  
picking bloomers hand me that five-pound lead metal," blasts Eddie Davignon from Boston. "Just picked four of them in succession and I'm now trying for a new low record. Lewiston, Me., was terrible. Met Bob Powers and wife in Brooklyn. They didn't work there and neither did I. We went to Tunbridge, Vt., and arrived in time to see the boys folding their layouts. The fair was over and we realized that we had become mixed in our dates. Plan to make a few more fairs and then go indoors for the winter. All the boys are complaining about poor takes this season. Is the depression returning?"

**ANY MAN . . .**  
with a clear-thinking brain can change his value of existence to either better or worse if he really tries.

**WHY ALL THIS** . . .  
excitement and publicity for *The Big Apple*? It certainly isn't anything new. If teachings down thru the ages mean anything, Adam was the first one to try it.

**TRIP OD PININGS:** We know some pitchmen who could aid themselves tremendously from a monetary standpoint by patterning their pitches after some of the more capable pitchmen instead of knocking them.

**LOOK THRU THE . . .**  
Letter List in this issue, fellows. There may be a letter advertised for you.

**ALL THE HUMAN . . .**  
insects are not in Pitchdom. There's plenty of them in every walk of life and every profession.

**CUT DOWN ON YOUR . . .**  
pipes, boys, and allow everyone the opportunity of having his communications published. Brief, snappy and to the point, that's the order of the day.

**"HERE'S ONE . . ."**  
for Ripley," scribbles Louie Meyers, pen man, from Alexandria, La. "While in Monroe, La., recently to book a pen sale I happened to hear a pitchman making a pen sale via radio from a local drug store. Catching the name of the store, I went down to see this sale and it looked as tho the company was having a Bank Night. While there I noticed

that another pen man was watching the sale. He told me that he had booked a sale in another store but that he was going to cancel it as this fellow making the pitch was selling pens to everyone in town. Sidling up closer to the crowd, I found the reason for this activity. It was none other than Harry Woodruff, who calls himself the fountain pen king. Well, fellows, he is all of that and more to me. Wherever he goes he has the best spots in town sewed up. The way he is collecting dough he'll be able to retire in a few years. I wish I could do half as well as the 'king' does."

**FAMOUS LAST WORDS:** "Come back when I'm thru pitching."

**CHIEF RED FEATHER . . .**  
scribbles from Zanesville, O., that he has been working fairs in Ohio to some pretty good takes. That, however, isn't the reason for his going about with chest expanded, chin out and face radiating happiness. They have just had a blessed event at his home. Mother and baby are doing nicely, he reports.

**SAM LEWIS**  
inks from 31 Tremont street, Boston, that Harry Adams, veteran pitchman, who has been in Lewis' employ for the last five years, passed away at Boston City Hospital September 28. Anyone knowing the whereabouts of any relatives are requested to contact Sam at the above address.

**TOM SIGOURNEY**  
comes thru again, this time from Rogers, Ark., under date of September 30. Says Tom: "Will soon be hitting the high spots with my show," etc. Along with Tom's pipe was a squib which he terms a bit of "alleged" philosophy. Here it is: "A cowardly murderer's knife thrust in the back and a vengeful woman's tongue are equally potent destroyers of life."

**IF RIPLEY ever runs short of material** he should give some of the exponents of Pitchdom the once over.

**WILLIAM SULLIVAN . . .**  
pencils from Utica, N. Y.: "Visited Dr. Harold L. Woods Show recently and noticed that he has made several improvements since the old days when I was associated with him. In addition to general improvements, such as new tent, etc., he has added a group of Chinese, 10 in number, while his complete roster totals 41 people."

**"COTTON HAS DROPPED . . ."**  
to 8 cents at this writing," inks Ricton, "Barnum of the sticks," from Tignall, Ga., under date of October 6. "But, despite this, money is plentiful and conditions are A-1. We are now entering our fifth consecutive season in Georgia territory."

**MEMORIES:** Remember when Market street in St. Louis was one of the best pitch spots in America and when many of the constituents of Pitchdom congregated there? Remember, too, that it was there that the boys framed a new necktie layout for Curly Bennett and then framed him by having a lot of shells around when he made his debut. The passport was so good that Curly stopped in the middle of the pitch and rushed Lester Kane to the telegraph office to order more stock. He changed his mind, however, when the boys he knew and the ones he thought were naturals demanded their money back. Curly didn't make a single "keep the money touch" on that pitch and threw the joint in an alley on his way to the old Alamac. But those were the good old days.

**"PLENTY OF JAM MEN . . ."**  
and watch workers were in evidence at the Oklahoma State Fair at Oklahoma City," blasts H. M. (Duke) Doebber under date of October 1. "Weather and attendance were okeh and I believe all those who made the event left in good financial shape. Among them were Bus and Marian Robertson, S. B. Bills and wife, Jack Williams, Bull Sherrick, Marvin South, Bob Henley, T. A. (Slim)

**OAK-HYTEX BALLOONS**

**VARIETY and BIG VALUE**

**SPECIAL ASSORTMENTS** in the Oak line offer tremendous flash. Three outstanding groupings of fancy prints are offered. Ask your jobber for details, or write us for the free Oak catalog.

**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**GOGGLES**  
New all-round Safety and Sport Goggles. Constructed of special compound celluloid with cellulite framing, a 1 1/2 x 5 1/2 headbands. Supplied in clear white, smoke and amber. Popular Eye seller. Price \$2.00 doz. \$22.50 gross.  
**MICROSCOPE**  
To read the Lord's Prayer on the head of a pin. To see the atoms found in water. This sensational Pitch Item is a world-wide seller at \$1.00. Individually boxed, with complete instructions.  
Dozen, \$3.00, Gross, \$38.00.  
One-third Deposit, Balance C. O. D. Send for Free Catalog.  
**New Era Optical Co., Optical Specialists**  
17 N. Wabash Ave. (Dept. BB), CHICAGO.

**WILL PAY YOU \$1,000 CASH!**  
  
If you do not find merchandise shown in this catalog that has never before been offered by any house serving the direct selling field I'll pay you \$1,000 cash. Signed: "Doc" Goodier, Just off the press, our big new wholesale catalog showing hundreds of proved, fast-selling, money-making deals for agents, pitchmen, counter workers. A complete line of carded merchandise for wagon jobbers. Write for your copy now. It's free.  
**UNIVERSAL LABORATORIES**  
Dept. B, Dallas, Tex.

**"BANKER" . . .** The Pen with the Interchangeable "Silverlike" Nib. Lifetime Guarantees. Dependable Service. New Price List.

**PLUNGERS — COMBINATIONS — SETS**  
  
**JAS. KELLEY, The Fountain Pen King,**  
487 B'way, N. Y.; CHICAGO, 450 W. Adams St.  
784 Mission St., San Francisco, Calif.

**963% PROFIT**  
Install Vending Machines in Taverns, Nite Spots, Dance Halls, etc. New machines cost you \$3.00. MONEY-BACK GUARANTEE.  
**KAPLAN**  
B-1619 S. Kostner, Chicago, Ill.

**Christmas Card Agents**  
Large profits easily earned selling new 21 Folder Assortment. Sells on sight for \$1.00. Other Holiday Assortments. Write for particulars.  
**DOROTHEA ANTEL,**  
226 W. 72nd St., New York, N. Y.

**BUY DIRECT**  
Order your Specialties, Blades, Notions, etc., thru our Mail Order Department and save 75%. We have anything you want at all favorable terms. All goods mailed postpaid by us. For FREE Illustrated Price List write to  
**M-O DRUG CO., 1229 Park Row Bldg., New York City.**

**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.**

# Demonstrators! Pitchmen! Salesmen! A SELLING SENSATION! C-THRU Eye-Glass Polish!

## Every Demonstration A Dozen Sales!



An amazing product—and what a money-maker! New scientific formula cleans, polishes and KEEPS eye-glass lens as clean and crystal-clear as when new. Gives 100% lens efficiency. Banishes unsanitary, ineffective "breath-polishing". One-minute demonstration makes sales galore. Clean one lens of prospect's glasses and sale is yours—every time. Retail only 25¢ in handsome, self-applier bottle with special lens cloth. Helps prevent steaming and fogging. **100% PROFIT FOR YOU!** Unlimited market—a new untouched field. Rush 25¢ coin or stamps, for full size outfit that proves amazing profit-opportunity. Send today!

**STANDARD LABORATORIES, 35 S. Dearborn St., Dept. A-1, Chicago, Ill.**

### Pitchdom Five Years Ago

A. H. Theuet returned east from a trip thru the Middle West, where he picked up some swell pitch items. Ed Smith and Jim Marsh, Beau Brummells of Pitchdom, left Cincinnati for the Southern country to introduce a new razor hone to Dixie. . . . Business wasn't so hot for Harry Tam and Earl Henry, fast-stepping subscription men, at the Spencer (La.) Fair. . . . Doc Burton advised that the H. & H. Remedy Company show closed its season at Hartford, Mich., to swell business. . . . Doc Raggett was playing to a none too fortunate business in the Arkansas Ozarks. . . . "The best one yet," was Mary Ragan's report on the Tulsa (Okla.) Fair. . . . Among the boys of the pitch fraternity on the midway at the State fair, Louisville, Ky., were Harry Middledorf, Louie Barnard and Ted Goldstein. The trio was singled out by a reporter for *The Louisville Herald-Post* as a subject for a sprightly article on its clever salesmanship, which was illustrated with pictures of the boys at work. . . . Tom Sigourney was working Bughouse Square, Chicago, to some swell passouts. . . . Dr. E. F. Silver's Fun Show closed its season in Bloomfield, Ia., with a red one. . . . The Allentown (Pa.) Fair proved a banner stand for James E. Miller. . . . Dr. Kries had his Manatowac med show corralling the lucre in Pennsylvania territory. . . . "Tommy Cooper, known as the 'boy with the golden voice,' was honing it in Iola, Kan., after having gone strong in Pitchdom for 10 years. . . . Doc George M. Reed had just concluded a week's stand in Circleville, O., to a n. g. business. . . . Piping from the Palisades of the Mississippi at Dubuque, Ia., Mike Hanagan reported that he was en route for Chicago after having completed a string of fair dates.

### FOOTBALL SPECIALS

**GILT FOOTBALLS—Miniature.**  
Per 100. . . . . \$1.50  
No. 50—Badge made up complete with Colloid Button (name of College or School). Two-Piece Satin Ribbon and Metal Lithographed Football. All complete. Per 100 **4.50**  
No. 60—Same as Above with White Gilt Football. Per 100. . . . **5.50**  
Special Orders Shipped 5 Days After Receipt of Order.

Send for Special Football Catalog for Low Prices and New Novelties.

Remit 25% Deposit With Order.

**GOLDFARB NOV. CO.**  
"The House of Service,"  
20 W. 23rd St. New York, N. Y.

### NEW BEST SELLERS—Write for Catalog No. 21



Featuring big values in

- Whitestone Rings
- Cameo Rings
- Engraving Merchandise
- Photo Jewelry

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., CHICAGO, ILL.

### BRAND NEW SENSATIONAL ITEM!! EUCALYPTUS COMBINATION Stamped with the world-famous SLOANE BRAND

Never before on the market. Sell Combination for 25c. Bottle of Liquid and an Inhaler. Both knockout packages. New. Hot and right in season. Easy Demonstration. Great for Croup, Coughs, Catarrh, etc. Everyone of your customers gets a chance to cut in on \$150 Prize Money. . . . Easy Contest. This guarantees big sales. Split Prize. Sample, 25c. 50% Deposit on all Orders.

**\$9.00 Double Gross** (One Gross Bottles) | **Hurry, Hurry—The first 50 Men who order will**  
(One Gross Inhalers) | **ALWAYS get 1 Dozen free.**  
**SLOANE PRODUCTS, Inc., 143 West 41st St., New York City**

### NEW FRENCH MAGIC FLUID MAKES MONEY FOR PITCHMEN

SEW-IT-80 collects big crowds wherever shown. Mends invisibly dresses, suits, shoes, anything of wool, leather, any fabrics in a few minutes better, quicker, more lasting than with needle. Withstands washing, boiling, ironing. Perfect demonstration. Easy profits. Entirely new. Be first to offer it. Forget what you know about other mending fluids. Beats everything. Does not smell, not inflammable. Sample 15c. Dozen \$2.25. Quantity Deals. FREE mended samples.  
**PIERRE-MARGUERITE NOVELTY CO., Dept. 2-B, 254 W. 31st St., New York, N. Y.**

### HERE'S YOUR WINTER BANK ROLL

PITCHMEN  
CREW MGRS  
MED. SHOWS  
SALESMEN  
LA-GIT  
NO LARRY'S  
GOING SOUTH! GET **GAUZAID**

COST YOU \$12.00 GROSS. RETURNS \$50.40—130,000.000 PROSPECTS. COE of 11 GR. Last Week. **GOLDSMITH** of Detroit 15 GR. Last Week.

McCormick Bldg., Chicago, Ill.

Rhodes, A Goldstein, Matt Herman, Joe Morris, Sammy Schoen, Jerry Russell, Harry Corey and Leroy Crandell. The boys cut up some wonderful jackpots and there is still a discussion on as to who is the king of jam men. We have, however, decided that Harry Corey can and will cut up the champion laugh-getting stories. The next big convention will be held at Shreveport, La. So, Louis Chapman, Salem Bedonie and the rest of your fellows, be sure to attend the last roundup there before we all scatter for the winter."

### ELGIN & WALTHAM WRIST WATCHES \$3.95

In New Cases,  
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.  
**H. SPARBER & CO.**  
106 North 7th Street, St. Louis, Mo.

### VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Wishes, 5c. Veterans' Joke Books, 2c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.**

COST 5c (In 100 LOTS) SELL 25c  
Up to 400% Profit—Silverite Signs—Sparkling, Brilliant.—Size 8 1/2" x 9 1/2". Order today at the Amazingly low prices: 100 signs cost \$5.00. 50 signs \$3.00. 16 signs, \$1.00, none free. Postpaid in U. S. A. Send M. O. only (no cash) or 3/4 Dep. No. 63—We thank you. No. 634—Pleasing You call again. Keep Us in Business.  
Send for Free Slogan List Today  
Silverite Signs, 417-M, So. Dearborn St., Chicago, Ill.

**REALLY LIVING** . . . in the winter is what counts. Why not prepare for it and save some of that hard-earned dough. As a last resource, better give out with that persistent energy. There's not much time left.

**WHILE ATTENDING** . . . a recent performance of a well-known magician Ole Bill heard a wag in the audience remark: "Only bad feature about being a magician is that you have nothing to show for your performance." This can be well applied to some pitchmen we know.

**THINGS WE NEVER HEAR:** "The merchants of this town are with and for the pitchman."

**ANTHONY PARADISE** . . . tells from Lynn, Mass., that he has been working to some swell tips in Rochester, N. H., recently.

**JIM BARBEE** . . . West Coast pitchman, was returned the winner over nine other finalists in a radio audition contest conducted by Dan Armstrong, of New York, recently. He has been booked for a six-month engagement over three stations.

**GYPSY DAN** . . . is reported to be getting his share of the lucre on Main street, Los Angeles.

**DOC BILL MEADER** . . . pipes from Detroit that Art Nelson's pal, George Brush, together with a co-worker, is getting plenty of long green. "My hat is off to him," adds Doc, "as I proclaimed him to be one of the best herb workers of all time."

**HUSTLER'S TIPS:** Some big scores may be made with a standard brand rebuilt watch that retails new at a price four times the amount of a real score. It's a real bet and should prove especially, lucrative to the boys working the sheet. Item is advertised in the Pipes Department of The Billboard.

**SEVERAL PITCH EXPONENTS** . . . are making some good Saturday spots in and around Los Angeles, according to reports emanating from that neck of the woods.

**BILL WESTWOOD** . . . scribes from Los Angeles that he is getting his share of the "ham and" working pens on Towne avenue there.

**NOTES FROM THE** . . . sidewalks of New York by Carl Heron: "Orchard street has become a haven for pitchmen every Sunday here. It's similar to Maxwell street, Chicago. . . . Registration Week is another easy week for the pitchman in Manhattan, as all the cops are at the polls. . . . Static eliminator workers are still hanging on by a hair. . . . Automat restaurant strikes are keeping the boys from making many good noon-hour pitches, because there is a policeman stationed in front of each one. . . . Dedication of the new post office on Vesey and Church streets has opened several new spots for the pitchman. . . . Peddlers can be seen lined up in front of the Academy Lunch on 14th street between sloughs. . . . Saybrook Brothers work their Lord's Srayor on a penny in front of the city hall every morning. . . . Rosie, the pretzel woman, continues to battle with the cops on 14th street. . . . Public school opening has also opened many of the regular noon-hour pitch spots. . . . Old Pier on Wall street, stretching almost halfway across the East River, has also become a haven for pitchmen during the noon hour. . . . Eddie Short, better known as Garter Kelley, is still getting top dough with an item that others have given up as old. . . . Happy-Go-Lucky Aaron Stine is never without a cigar in his mouth. . . . Astrology workers are predicting another mild winter. . . . Strange sights for out-of-town pitchmen to see: Watching the big tips

on 14th street and never seeing a pass-out. . . . All magistrates in the city are now ditching out fines amounting to from \$2 to \$5. That is, all except Broadsdy. And no truer words were ever written than the one which follows: Almost every day from 1 till 3 to 42d street the pitchmen flee. They crowd the sidewalks in droves and shoals, but none applaud as up there rolls a police department wagon, whose men in blue jump out and run for you. So merrily they roll along to the West Side court without a song, and those who can't put up the fin can see the outside from within."

**WE CAN'T understand why** an oldtimer elects to brag about what he used to be, while many newcomers work all around him and snatch off most of the long green.

**MORRIS KAHNTROFF** . . . has pencils from Arlington, Va., that he has been working to good takes in that territory.

**PROF. JACK SCHARDING** . . . inks from Kansas City, Mo., under date of October 3: "Just stopping overnight here en route to the Springfield (Mo.) Fair. Worked to a good week's business at both the Marshalltown (Ia.) Fair and the Fall Festival at Council Bluffs, Ia. I was the only pitchman at each spot. Plan to make an addition to my layout which should increase my business. I agree with some of the boys that we should organize, but how and who will start it? Would like to read pipes from King LaMar, Whitey Aim, Doc Hale, Frank Hathcox, Bob Smith and Mary Ragan."

**IF YOU MUST make a bloomer** of it do it with a smile. Try again like a good loser and you might sell to those who walked.

**CHIEF GRAY FOX** . . . wigwags from Jerseyville, Ill., that he closed his outdoor season in White Hall, Ill., recently to satisfactory business. He adds that he and his wife, who has just taken delivery on a new trailer, are killing time in Jerseyville preparatory to reorganizing and making halls in Southern Illinois for the winter. The chief says he is anxious to read pipes from Chiefs Silver Fox and Rolling Cloud.

**THE LONG GREEN comes to those who go out and get it; not to those who sit and wait for it to come their way.**

**R. L. MURRAY** . . . is still clicking with coils in Beloit, Kan., according to reports from that section.

**TEDDY GOLDSTEIN** . . . of humatone fame. How are things going with you?

### EXPERIENCED PAPER MEN

Texas is open to square shorters on the old reliable. Crops are best in years. You all know the protection I give. Write  
**E. HUFF**  
P. O. Box 221, Temple, Tex., for Credits.

# Hartmann's Broadcast

**OPERATORS** of gimmicked games will have more worries if a step taken in Oklahoma City spreads thru-out the country. The step was in the form of a condemnation of such games but comes from a different source than one is accustomed to—the high school.

The matter was covered in an article that appeared in The Oklahoma City Times shortly before the Oklahoma State Fair was held. The article is headed "Herring Warns Pupils Against Fair Gambling" and contains a bank reading: "Assembly Is Told To Stay Away From Wheels." The words "fair gambling" might bring a smile to you as they did to us, but, of course, we must not look upon them as pertaining to honesty. The article reads as follows:

“C. E. Herring, principal of Central High School, is a mathematician, and to him 'the midway at the State fair is offensive, because you haven't got a chance.'  
“Thursday, in student assembly, he

advised Central students 'not to gamble your money away on a thing that's sure—sure for the other fellow.'

“Monday is school day at the fair and you get in free," he began. "And I want to get in my way now when you're in your right minds.

“Because when people get on the midway and see the kewpies they just don't stay in their right minds." The student body roared.

“It makes me sore to see those fellows take your money and not even give you a dog's chance. I've seen many a kid thumbing his way home because he took a chance on the midway.

“Don't play the other fellow's game. He's there to make as much money as he can. You almost never drop three balls into the small wood tub. One of them hops out.

“You don't see the man step on a lever or you don't know the tubs are tilted scientifically, so you play again.


“Those wheels they spin around while you spend good money trying to stick darts into them would be all right if the darts would go in the numbers where the worth-while prizes are offered. But they don't. The wood on those numbers is hardwood."

"Saving what he termed 'the silliest' for the last, Herring said he couldn't understand why people will pay 10 to 25 cents to be told something they already know.

"It's paying that much money to have a fellow guess within three pounds of your weight. That gives him a six-pound leeway and anyone could guess that close."

Such stuff is bound to hurt legitimate games the same as fixed games, at least until the public is convinced that the legit is really what they are claimed to be.

We don't agree with the principal at all in his condemnation of the weight gusser. Weight guessing is as legitimate as anything could be. People get a lot of fun out of this whether or not they know their weight beforehand. The fun is in seeing how close the gusser can come to being correct, and then there is the inducement of a gift if the guess is not within three pounds. If there are weight guessers getting 25 cents a throw we'd like to know who they are. And can you imagine anyone, as the principal says, being able to guess within three pounds of a person's weight? That's blah, blah, if you ask us.

**THERE ARE "SCORES" OF REASONS  
Why YOU SHOULD  
BE A MEMBER OF**  
**Showmen's League of America**  
  
165 W. Madison St., Chicago

If you are an outdoor showman you always can find someone who can speak your language—at the club rooms of the Showmen's League of America.

**SOUTH STREET  
MUSEUM**  
OPEN OCT. 16 — PHILADELPHIA, PA.  
WANT Freaks and all variety of Slide Show Acts. Also Fast Mind Reading Act that can read palms.  
CAN PLACE a Capable Slide Show Talker and Oriental Dancing Girls. Must have Carnival or Circus experience. All winter's work.  
**TOM HASSON**  
1419 South St., Philadelphia, Pa.

**HAAG BROS. CIRCUS**  
Wants Quick—Team doing Aerial and Ground Acts. Long season. Aerial Lanes wire. Route Eudora. Ark., 13; Lake Providence, La., 14; Oak Grove, La., 15; Crosscut. Ark., 16; Bastrop, La., 17.

**SOUTH-WEST  
ARK. FAIR**  
WANTS, October 21-24. Shows, Concessions, Balloons, one more Free Act and Wild West Rodeo. Walter Colgroves and Vera wire quick. Western Union. CAPT. HARRIS. Hope, Ark.

**BARLOW SHOWS**  
Harrisburg, Ark. (on streets), this week: Elaine, Ark. (on streets), next week. Three others following, including Big Armistice Week Celebration. Have outfits open for small Jig Show, Half and HaK and Snake Shows. Want Legitimate Concessions (No Grift).

**Hertford County Maiden White Fair**  
AHOSKIE, NORTH CAROLINA  
This should be best fair in South this year. Tobacco, Peanut and Cotton Country. Want Flat Ride of any kind. Also Kiddie Ride, Shows of all kind. Good proposition for String Show. All kinds of Concessions wanted. We play Fairs and Celebrations until Thanksgiving. Address  
**N. P. ROLAND, WORLD OF FUN SHOWS**  
Plymouth, North Carolina, this week.

**THE GREATER GREENSBORO FAIR**  
GREENSBORO, N. C., ENTIRE WEEK, OCTOBER 18.  
Want legitimate Merchandising Concessions of all kinds. All Eating and Drinking Stands open. Frozen Custard already sold. All address, this week  
Norfolk, Va., Fair.  
**CETLIN & WILSON SHOWS, Inc.**

**WANTED—Dunellen, N. J., Golden Jubilee  
and Halloween Celebration**  
ON THE STREETS, OCTOBER 25-30.  
First Carnival in years. 300,000 to draw from. Streets decorated. Factories working full capacity. \$2,000 in Prizes to be given away, including Auto. Every organization co-operating. Parades daily. All Rides contracted. PLACE Shows, Free Acts. Concessions all open.  
CARNIVAL COMMITTEE, 263 North Ave., Dunellen, N. J.

**O. C. BUCK EXPOSITION, INC.**  
CAN PLACE Concessions of all kinds for Tarboro Fair, week October 18, and two weeks following; Elizabeth City and Enfield. CAN USE Pony Track and Shows not conflicting. WANT Trumpet, Drummer and Chorus Girls for Minstrel Office Show. Address, this week,  
CARTER COUNTY FAIR, Beaufort, N. C.

**L. J. HETH SHOWS, Inc.**  
WANTED IMMEDIATELY FOR THE FOLLOWING FAIRS:  
Musicians and Performers for Minstrel Show. Salary and percentage. Illusion, Motor Drome. Cuck Show, or any other Show of merit. All Stock Concessions open. WANT one more Aerial Free Act. Sylacauga, Ala., Fair, week October 11; Greenville, Ala., Fair, week October 18; Americus, Ga., Fair, week October 25; Cuthbert, Ga., Fair, week November 1; Eufaula, Ala., Fair, week November 8; Talladega, Ala., Fair, week November 15. Out until Christmas.

**Showmen's League  
of America**  
  
165 W. Madison St.,  
Chicago, Ill.

CHICAGO, Oct. 9.—A nice attendance greeted Vice-President Frank P. Duffield as he presided at the opening meeting for the fall on the 7th. Seated with him at the officers' table were Treasurer A. L. Rossman, Secretary Joe Streibich, Past President Edw. A. Hook and Past President Sam J. Levy. Reports covering proceedings since the meeting of April 29 were encouraging and were received with much applause.


Committee report showed that the members have been on the job and are ready for a final spurt to make this one of the most outstanding years of the League.

Membership committee presented the following applications, which received final action, and cards will be mailed at once. They are Ted Shulman, Morris Voitaggio, Joseph Tassillo, Tom Hesson, Nelson Wilkins, Joe Bolner, Joe Fisher, Frank E. Walker, John Lambert, Charles A. Lenz, Edward M. Hunter, Harry Rosen, Leo Claude, E. J. Hollinger, Gus Vallas, H. L. Anfenger, J. N. Mackenzie, L. E. Hardin Jr., Charles Doce, Alex Dayton, H. Alton Pierson, Thomas A. Meade, Murray Zand, Donald S. MacLeod, H. J. Collins, Morris A. Haft, John C. Risley, Harry Egbert Bentum, George Sellmer and Jess Jordan.

Cemetery Fund drive is hitting along in great style. Final report was received from the Great Lakes Exposition benefit with check for \$3,330.30. This is the record for benefit shows.

Vice-President Joe Rogers sent letter with report of benefit show held at Dallas on September 27. He inclosed check for \$566. This made another fine addition to this fund.

Brother Max Linderman wired that the World of Mirth Shows gave a performance for the fund at Richmond on the (See SHOWMEN'S LEAGUE on page 85)

**Own A Profitable Greaseless  
DOUGHNUT BAKESHOP  
Start In Your Kitchen!**  
  
Who else wants to enjoy profits from this amazing new business you can start in your own kitchen? New electrical invention turns out delicious, different Brown Bobby Doughnuts. Everybody wants them! Stores eager to sell for you. Profits up to \$16.25 in a day possible selling production of one machine at wholesale only. We supply equipment and tested money-making plans. This is your chance. Send No Money. Rush postcard for FREE details. **BROWN BOBBY CO.** 325 W. Huron St., Dept. B-2110, Chicago, Ill.

**Slip-Not-Ties**  
  
New fall line silk-lined fast 50c sales. Send for Sample Dozen, \$2.50 postpaid. Money refunded if not satisfied.  
Free Catalogue  
**GILT-EDGE MFG. CO.**  
Patented. 13 N. 13th St., Phila., Pa.

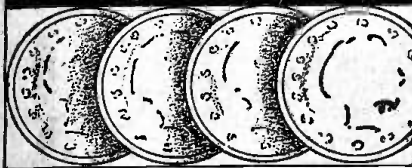
**CHRISTMAS CARDS**  
The greatest values ever offered. An assortment of 25 different Christmas Etchings, Prints and Embosses in beautiful colors. Made to sell for 5 cents each. 200 for \$1.00; 1,000 for \$4.00. 25 assorted samples, 25c. **RELIABLE SALES CO.**, 1141 Broadway, Dept. B, New York City.

**WANTED**  
For 20-Day Christmas Parade Route, TO LEASE—Camel, also Dog Team. TO BUY—Pony Carts, Minstrel Wagons, Parade Properties, Flashy Wardrobe. Harness, Jirnikishes.  
**E. G. TRUEK ATTRACTIONS,**  
205 South Rustan, Wichita, Kan.

**FOR SALE**  
Little Beauty Thirty-Two Foot Spillman Merry-Go-Round, good condition. Can be seen in operation. Bargain for cash. Will book same on show. Address **MANAGER, NONPAREIL SHOWS,** Jonesboro, Ark., this week.

**WANTED**  
For Indoor Dates, Dog and Pony Act. Also Small Aerial Act. Write or wire.  
**JOE HODGINI**  
Peru, Ind. — George Barton Wire.

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.

## STOCK MARKET

In the midst of column on column in newspapers and magazines about the stock market, one writer suggests that there ought to be a law compelling all editorial writers (like myself) to duck their heads in cold water and count a hundred before writing an "explanation" about the stock market.



WALTER W. HURD

But there is something about the stock market that every reformer, every editor, public official and civic leader who is guilty of opposing such petty things as pinball games and even slot machines should take to heart.

The outstanding weakness of all people sincerely interested in reform is that they permit themselves to be drawn aside by comparatively petty things, when they ought to be spending their time, money and energy on some reform that would really do the country some good. It is a curious reflection on human nature that many people opposed to gambling spend their time and energy in fighting petty gambling and never seem to realize that it might be of more use to humanity to concentrate on gambling that affects the living conditions of the people.

There is no possible escape from the fact that the New York stock market is the greatest gambling center in the country and the gambling psychology of that market is so far reaching in its consequences that it determines the bread and butter in millions of homes. If there were a coin-operated gambling machine to every 100 adults in the United States, it could not begin to have the dire consequences in the lives of the people that the New York stock market gambling center has. It can be said still more truthfully that if reformers really were human in their attitude toward the poorer classes they would recognize that when stock market gambling begins to pinch the bread and butter of the common people a little diversion in petty gambling might help to make the times seem more cheerful.

There is really an increasing psychological reason for petty gambling. You will find it tucked away in an article: "Betting \$10,000,000,000," in The American Magazine, October, 1937. It reads: "America, with her frontiers closed and a depression still tugging at her heels, does not offer the opportunity she formerly did for everyone and everybody to make good financially. Willingness to work is no longer the open sesame to a house, a car and two chickens in every pot. But the dream of a land wherein all may be rich is not yet shattered: a lucky number or a lucky horse is all you need."

But in this land where graduates of our schools and colleges find it increasingly difficult every year to get jobs there

are civic and church leaders, editors and prominent people who spend time, money and ability in fighting petty gambling, but never offer one whit of help in solving the stock market gambling influence that becomes more serious each year. It might not be out of place to suggest to these sincere and intelligent people that one of the best ways to prevent the spread of petty gambling would be in proper curbs of the evils of stock market gambling.

Many of these people would say, of course, that the stock market is not a gambling business. But anyone who reads very far into the explanations of the experts on the present ups and downs of the market becomes more and more convinced that a gambling psychology controls the market—and the destinies of business and to a large extent the bread and butter of the masses of the people. As one financial writer put it: "Anyone who buys stocks or bonds, hoping to sell them later at a profit, is a speculator and the psychology of the speculator controls the market." A speculator is a polite term for a gambler.

Even if only 10 per cent of the participants in the New York stock market are speculators, it is the gambling psychology of that 10 per cent that rules the market. And when they begin to lose their gloom spreads to executives and business men (who themselves are often gamblers on the market) and the final result of such gloom shows up in workingmen losing jobs and women and children going hungry. The experience of 1929 and since ought to have taught everybody these serious facts, but there are still thousands of people in influential positions today

who get excited about some tragic incident connected with petty gambling and yet never turn their hand toward helping to eliminate the great evils of stock market gambling.

It is not the purpose of this article to suggest how or to what extent stock market gambling should be reformed. It is simply to suggest that civic leaders, editors, ministers, priests, teachers, public officials and any others who have valuable time, money and ability to devote to the elimination of gambling evils might well consider seriously the proposition of putting their effort where it ought to do the most good. It would be well to consider, too, that at a time when stock market gambling has thrown millions of human beings upon charity, petty gambling devices might prove useful for charitable purposes.

But whatever the pros and cons of stock market gambling and petty gambling we still live in a land where millions of voters get alarmed about a child that may by chance play a marble board, but give little concern to the dire consequences of shattered homes and broken morale in the wake of the gambling psychology of the stock market.



The gambling fringe of the stock market affects the bread and butter of the people.

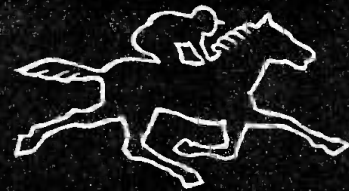
(DUFFY in Baltimore Sun.)

# TRACK TIME

now in its sixth month  
of production without  
as much as a single used  
game available anywhere

*And in spite of doubled and re-doubled production it is still impossible to produce TRACK TIMES in sufficient quantities to meet the ever-increasing demand.*

J. H. KEENEY & CO., "The House that Jack Built"  
Factory and Sales Offices — 2001 CALUMET AVENUE  
CHICAGO — Coin Game Center of the World



# DARK HORSE

'SINGLE COIN' CONSOLE GAME

3 DIALS — SP  
ODDS CHANGING

**See This Page**  
NEXT WEEK'S ISSUE  
FOR PARTICULARS ABOUT

*"the best of the  
single-coin console games"*

**19 50**  
TAX INCLUDED

Designed and Developed by the Makers of  
**TRACK TIME**



## "You weren't kidding

*in your advertising when you said*

# "HANDICAPPER"

**was the best payout table put out by  
any factory to date"** MIAMI VALLEY AMUSE. CO.  
DAYTON, OHIO

Distributors, jobbers and operators everywhere, all will "check and double check" our claim that Keeney's HANDICAPPER is not only the biggest money-maker they have ever put on location, but likewise the most perfect game, mechanically, the coin game industry has ever seen.

**1-BALL, ODDS-CHANGING, WITH "HANDICAPPER" (JACK POT) AND "PARLAY" (SURE WINNERS) FEATURES. MYSTERY COIN CHUTE. HOLE TYPE PLAY BOARD**

Write us or your Keeney Distributor for descriptive circular and prices

**J. H. KEENEY & COMPANY**  
Better Builders of Better Games  
2001 CALUMET AVENUE, CHICAGO

*Isn't it true, Mr. Operator?*

— that those "lemons" in your woodshed represent games you bought direct instead of thru some distributor in your section?

Patronize your Coin Game Distributor—he'll enable you to make and to save money on the games you buy.

# Announcing IMPERIAL FORAN

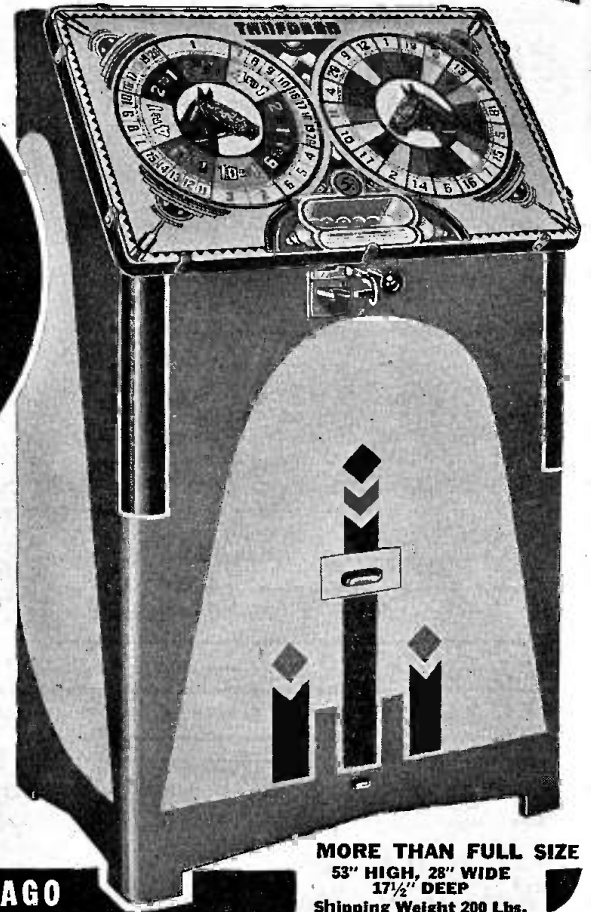
PRECISION  
BUILT BY EXHIBIT

The  
World's  
Lowest Price  
CONSOLE

# 119.50

PLUS  
TAX

F. O. B. CHICAGO



MORE THAN FULL SIZE  
53" HIGH, 28" WIDE  
17 1/2" DEEP  
Shipping Weight 200 Lbs.

Think of it! . . . a magnificent Console—for less than the cost of an ordinary payout table.  
Modern as tomorrow—with inviting play appeal . . . on a large colorful inclined Silver Etched (18"x30"), playing field—high in view—so crowds around can see a thrilling horse race each play.  
"E-Z" Pusher Coin Chute—starts off dual spinning lights. One to five selections on every play. Automatically pays odds—of 2-4-7-10—up to 40. Daily

Double adjustable Jack Pot. Each race adjustable from 3 to 7 seconds. Fastest and most quiet machine ever produced. Shows last 5 coins played.  
More than full size—handsome metallic lacquered cabinet . . . 53 inches in height. Built to serve indefinitely and assure perfect performance at all times. EQUIPPED with check separator. No extra charge. Ticket Vender—\$10.00 extra. Skill Control Stop Button \$5.00 Extra.

THE MOST STUPENDOUS OFFER TO-DAY  
ORDER AT ONCE from Your Jobber

EXHIBIT SUPPLY CO., 4222-30 W. LAKE ST., CHICAGO

**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
950 WRIGHTWOOD AVE.,  
**OPERATORS!**

"SERVICE" includes not only keeping your games in perfect condition but also in giving your locations the best and most profitable games. You can do it if you make use of our convenient Extended Credit Plan!

**YOU CAN'T GO WRONG!**  
P. S.—Get on our list for weekly tips. You will know what it's all about if you do.

WRITE FOR CREDIT  
*Lu D. Jones*

**REAL BARGAINS**  
GUARANTEED RECONDITIONED LATE MODELS

GOLDEN WHEELS . . . \$60.50	BALLY OLASIOG . . . \$89.50	BALLY PRAKNESS . . . \$59.50
BALLY CARONS . . . 39.50	ROYAL RACES . . . 37.50	WESTERN PREVIEW . . . 29.50
BALLY SKIPPERS . . . 19.50	BALLY MULTIPLE . . . 16.50	FENCE BUSTER . . . 16.50
JENNINGS FLOCKER . . . 16.50	BALLY CHALLENGER . . . 16.50	KEENEY TEN STRIKE . . . 16.50
PAMCO BALLOT . . . 9.50	SUNSHINE BASEBALL . . . 9.50	MULTI-PLAY . . . 9.50
BALLY ALL STARS . . . 9.50	BALLY SKY HIGH . . . 7.50	PAMCO LEATHER'N'K . . . 7.50
PAMCO PARLAY . . . 7.50	BAFFLE BALLS . . . 5.00	VANK COIN BOXES . . . 4.95
SEEBURG SYM., Model "A" . . . 124.50	ROCK-OLA MULTI-SELECTOR, 1936 . . . 124.50	MILLS DANCE MASTER . . . 89.50

CERTIFIED, DEPOSIT WITH ORDER — IMMEDIATE DELIVERY.

**BADGER NOVELTY COMPANY**  
2548 N. 30TH STREET, MILWAUKEE, WIS.

**Slug Visible Slotted Coin Counter**

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

**50 PENNIES**  
THE ACCURATE COIN COUNTER COMPANY  
Patton, Pa.

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.  
Write for Big Lot Prices.  
**Accurate Coin Counter Co., Patton, Pennsylvania**

## Skillo Details Not Revealed Yet

CHICAGO, Oct. 9.—H. C. Evans & Company have announced a new game called Skillo but purposely are maintaining secrecy as to the details of the machine. Company officials state that the reason for their secrecy is to prevent piracy of the idea, which is said to be a startling new departure in coin games, so sensational that it must be protected.

"The industry's most serious problem today," explained R. W. (Dick) Hood, president, "is the question of closed territory—reopening it and keeping it open. For more than a year Evans' engineers have been endeavoring to produce the kind of game that will once and for all settle that troublesome question. Both here and in California research and experiment have been undertaken over a long period of time, and we have finally achieved the game we wanted, Skillo. The purpose of Skillo is to provide as high an entertainment and play appeal in a strictly legal science and skill game as the best game of chance and to make it pay as well or even better. In Skillo we have succeeded beyond our dreams. Tests proved its tremendous appeal to every type of player. In fact, it depends as much upon science and skill as does billiards, and for that reason players spend much time in practice to improve their proficiency. Which means plenty of profit to operator and location. Skillo's playing theme has taken instant hold on the public wherever the game has been introduced, and we confidently expect it to start a new popular craze. Yet Skillo conforms to legal requirements perfectly. "To forestall any chance of this great game idea being ruined by poor imitations," Dick Hood went on, "we are obliged to keep it a secret for the present. Skillo has beauty, flash and attractiveness of the highest degree. It is mechanically perfect and free from bugs as is every Evans game. And performance and satisfaction are unqualifiedly guaranteed by our money-back offer."

## Billiard Table Approved by Ops

BIRMINGHAM, Oct. 9.—Max and Harry Hurvich, of the Birmingham Vending Company, report that the many operators who have been calling at their headquarters to look over their Imperial coin-operated billiard table have endorsed it heartily. "Billiard tables have always been known to the operating fraternity, as steady year-round profit producers," stated Max Hurvich, "and those who have seen our Imperial tell us that it is the best yet. We have spared no pains in incorporating quality into every part of the table. It is modernly designed, has a simplified in-a-door mechanism that is easy to get to and can boast of a one-piece solid slate bed covered with the best felt that money can buy. All the accessories are the best. We have done just about everything possible to make the Imperial worthy of its name."

The Hurviches stated that many operators have told them it is equipment like the Imperial which they want because it insures them of a steady income. Many ops, in fact, have told them that they have been operating equipment similar to the Imperial for the last 10 years and are still realizing big profits from it.

# "TOPS"

**Tops Everything!**  
YOUR CHOICE OF TWO MODELS

**5 BALL NOVELTY TABLE**  
WITH AUTOMATIC PAYOUT REGISTER—\$10.00 EXTRA

**5 BALL PAY TABLE**  
WITH TICKET VENDOR \$10.00 EXTRA



NOVELTY TABLE  
**79<sup>50</sup>**  
PAY TABLE  
**147<sup>50</sup>**  
TAX PD.



# "BRONCHO"

**1 BALL (AUTOMATIC)**  
**PAY TABLE SENSATION**

*The Biggest Location Hit TO-DAY*



**147<sup>50</sup>**  
TAX PAID

**ORDER THESE EXHIBIT WINNERS FROM YOUR JOBBER**  
**EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO**

### Reel Spot Boasts 4-Way Coin Chute

CHICAGO, Oct. 9.—Many distributors of the Daval Manufacturing Company have reported to Daval officials that the four-way play feature of Reel Spot is one of the prime reasons why the machine is proving so profitable for ops.

According to A. S. Douglis, Daval president, one leading counter game operator said that Reel Spot is earning more than three times the amount of money that the average counter game does on his locations. In checking up on the reason the op says he has learned that it is due not only to the better playing action of the game and its fascinating shell game idea, but also to the fact that the

players can use larger coins if they so desire, reports Douglis.

"On many of our machines the number of nickels, dimes and quarters in the cash box is greater than the number of pennies, the operator continued. This certainly is one reason why operators are realizing greater profits from Reel Spot, for I have had few counter games which took such a large percentage of the bigger coins."

In commenting on the game, Douglis stated: "A counter game has to have unusually fine playing appeal before the players will go beyond inserting pennies. In Reel Spot we knew we had this appeal and decided to capitalize on it by using a four-way coin chute. This is one machine where the pennies grow into nickels, nickels into dimes and dimes into quarters in a hurry. Four-

way play is essential for bigger profits and that is why we built it into Reel Spot," he concluded.

### Royal Prepares For New Surprises

NEWARK, N. J., Oct. 9.—In order to make room for the many new surprises which they expect to have in the near future, Dave Stern reports that his firm, Royal Distributors, Inc., is staging a clearance of all the old games it has on hand.

"This is one time that the operators in this territory are in for some real bargains," Stern declared. "In order to make room for the many new games that we have contracted to handle we are clearing away every machine we have on hand at this time and we are prepared to sacrifice them at unusually low prices."

Games, autos, etc., have been taken over with the locations. Locations have been revived with new equipment and business has been generally stimulated. Some of the operators who formerly stated they would not increase the number of machines they have on location have gone to points far beyond their expectations.

Most coinmen seem to think that the final results of such a trend will be beneficial. They say that it will lead to the greater number of locations being serviced by fewer operators and that the efficiency of these operators and their organizations will give a better reputation to the trade as well as promote the use of more machines.



S. L. STANLEY, of Automatic Amusement Company, Memphis, and Jim Buckley, general sales manager of Bally Manufacturing Company, Chicago, gaze at the multiple-payout game, Fairgrounds, which has enjoyed such an exceptionally long life.

### Fewer But Bigger Ops Is New Trend

NEW YORK, Oct. 9.—Discussions among coinmen here as to present trends in the operating field indicate that there is a definite falling off in the number of operators, but that operators remaining in the business are greatly increasing the size of their operations.

Operators who formerly only had 15 and 20 games on location now have as high as 50 to 100. Phonograph operations are so large that if the complete total could somehow be had there is no doubt that it would rise to an amazing number.

The same is true of the general amusement games. Operators who are intensely interested in the business and who are continuing right ahead have been increasing their routes right along, with the dropping out of some of the smaller operators. They usually purchase the complete routes of the smaller operators.

**NOW LOCATED AT OUR NEW ADDRESS**  
**4503 Manchester Ave., ST. LOUIS, MO.**  
(Same Telephone: Franklin 3480.)  
**WHERE WE ARE BETTER ABLE TO SERVE YOU.**

**THIS WEEK'S "4-B" SPECIALS:**  
SKIPPER ..... \$17.50  
CARNIVAL ..... 37.50  
EAST AND WEST ..... 42.50

**BESSER NOVELTY CO.**  
4503 Manchester Ave., St. Louis, Mo.

**YOU CAN HAVE IT!**

Mills Blue Front G. A. 400,000 . . . \$69.50  
Jennings Chiefs 120,000 . . . 54.50  
Watling Rol-a-tops . . . 44.50  
A. C. Multi Bell . . . 198.00

1/3 DEPOSIT  
**SEIDEN DISTRIBUTING CO.**  
1240 Broadway, Albany, N. Y.

## Reynolds Is District Mgr.

New Wurlitzer appointee will open three central offices in Texas

N. TONAWANDA, N. Y., Oct. 9.—Earl E. Reynolds, of Dallas, has been appointed district manager on Wurlitzer Automatic phonos of the State of Texas, the Rudolph Wurlitzer Company here announces.

Well known and highly regarded by Texas operators and music men, Reynolds' selection by Homer E. Capehart, Wurlitzer's vice-president, is meeting with enthusiasm, judging by the number of messages of congratulation being received daily.

Originally from Missouri, Reynolds has been seven years a Texan, spending his first year in San Antonio and the last six years in Dallas. He and Mrs. Reynolds have traveled widely thruout Texas. Previous to his present appointment Reynolds owned and operated the Alamo Sales Company, San Antonio, operating Wurlitzer phonographs. Reynolds has severed all connections with the operating business and wants it known definitely that he will not operate a phonograph anywhere. "My job is to serve the boys in Texas," he says, "not compete with 'em."

Reynolds is opening three offices—in Dallas, San Antonio and Houston—where stocks of Wurlitzer phonographs and parts will be maintained for immediate delivery.

Caught by the reporter in his suite at the Jefferson Hotel in Dallas, he turned on that big grin and said, "This is the second happiest day of my life. The first was when I married Audrey and the second is right now that I'm going to work for Homer Capehart. And, I really mean it—with such a fine organization back of me and such an outstanding product to sell a man cannot help succeeding here."

## Seeburg Promotion Dept. Helps Ops

CHICAGO, Oct. 9.—"Several merchandising schemes devised by the sales promotional staff of the Seeburg Corporation are doing their share in increasing

## Sheet-Music Leaders

(Week Ending October 9)

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

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

1. Harbor Lights (Marlo) (1)
2. That Old Feeling (Feist) (3)
3. My Cabin of Dreams (Berlin) (2)
4. Remember Me (Witmark) (7)
5. Have You Got Any Castles, Baby? (Harms) (6)
6. Moon Got in My Eyes (Select) (4)
7. Whispers in the Dark (Famous) (5)
8. Roses in December (Berlin) (11)
9. Afraid to Dream (Miller) (8)
10. First Time I Saw You (Santyl) (10)
11. Vieni Vieni (Witmark) (13)
12. The One Rose (Shapiro-Bernstein) (15)
13. You Can't Stop Me From Dreaming (Remick) (12)
14. So Rare (Robbins) (9)
15. Josephine (Feist) (14)



operators' profits on the new Royale and Rex Symphonolas," reports H. P. Roberts, sales manager of the J. P. Seeburg Corporation. "Operators are continuously writing to express their thanks for the many courtesies shown them by Seeburg and the many ingenious merchandising aids that are proving to be of great help not only in boosting sales but also in keeping public interest at a high peak."

In describing one of the many Seeburg merchandising suggestions that is reported to have brought enthusiastic comment from hundreds of operators thruout the country, Roberts stated: "An operator in a particular territory gets the motion picture theater owner in his territory to notify him in advance of coming motion pictures in which popular song hits are featured. This operator then immediately places an order for records featuring the popular songs so that he is able to play the songs at the same time that the picture is showing in town. Of course, the tieup between the theater owner and the Seeburg operator may vary in many cases, but the underlying principle is the same.

"The operator," he concluded, "usually manages to devise some plan whereby he is able to co-operate with the theater owner in advertising some of the current hits featured in the picture. Enthusiasm on the part of operators is mounting to new heights, as the idea gains ground with operators that by merchandising music they can secure large additional profits."

## New York Music Ops To Form Association

NEW YORK, Oct. 9.—Some of the foremost music machine operators in New York attended a meeting October 6 at the Bretton Hall Hotel to form an association of music machine operators. The music machine men believe their problems should be met thru the medium of combined strength of all those interested in the operations of music.

Among those attending were representatives of Boro Automatic, Maxwell Music, Ernest Garay Automatic Company, Alfred Broome, Noonan Amusement Company, G. E. Briggs, L. Rosenberg and others. Michael J. Levy will act as counsel for the new association.

Levy's experience in the automatic field includes activity as attorney for the National Cigaret Merchandise Association and the Cigaret Merchandise Association of New York. Next meeting will be held October 20 at the Hotel Bretton Hall.

## Imperial 20 Demand Increases Steadily

CHICAGO, Oct. 9.—Rock-Ola officials anticipated heavy demands for the 20-record Imperial, but now they say the demand for the 20-record machine is running so far ahead of their anticipated requirements that they find themselves forced to gear their plant for higher production. "Certainly this must be taken as an indication that operators really appreciate the increased earning power of 20-record machines," Rock-Ola officials say. "Every week numerous operators and distributors travel many miles from all parts of the country to our factories to make urgent requests for more Imperials. Altho we have stepped up factory production week after week, the demand is still running far in advance."

I. F. Webb, head of the Rock-Ola phonograph division, reports that suppliers are also finding it difficult to keep up with the firm's demand for veneers and other basic materials used in the construction of their phonographs. "Large shipments of choice veneers are arriving daily, yet they constitute but one part in the building of a phonograph," says Webb. "Our cabinets are entirely a Rock-Ola product from the accurate shaping of veneers on up thru careful hand rubbing, spray finishing, etc. Even the amplifier, which is a complicated unit in the complete phonograph assembly, is built by us. All such detailed work is handled toward the end of standardizing quality. Upon our works manager, George Graf, falls the full responsibility of maintaining the high standard of quality for which our products are famous."

## Grenner Sells Music to Alaska

NEW YORK, Oct. 9.—Bob Grenner, New York, recently shipped some Gabel 24-record machines to Puerto Rico and China, but he takes particular pride in his most recent shipment to Fairbanks, Alaska. Another shipment is being readied to go to Anchorage, Alaska, he says. Bob says *The Billboard* a compliment when he says the sales were made thru his recent advertisements.

## Detroit

DETROIT, Oct. 9.—Edward L. Carlson, local pin game op, has entered the music field. His only complaint is that he can't get delivery on his Seeburg machines fast enough. Carlson is working on a little experiment in operating methods which will be worth reporting in detail as soon as he has had a little more time to compare results.

John Iferd has become almost a weekly



MAX HURVICH, of the Birmingham Vending Company, Birmingham, Ala., looks on while his boys load another Rock-Ola Imperial 20 for delivery to a local operator.

customer for Mills machines. Iferd is a newcomer to the business whose restaurant connections enabled him to see the profitable opportunities of the coin machine business. In fact, an unusual number of Detroit operators who have entered the business in the past year are past or present cafe operators.

A Plymouth coupe and trailer belonging to See-Con, Inc., were totally wrecked on Mount Clemens drive, 20 miles north of Detroit, this week in a head-on collision. Leslie Baldwin, service manager of the company, suffered rib injuries, and Harry White, assistant to Baldwin, was severely shaken up. The driver of the other car received a fractured skull. Damage was completely covered by insurance.

Pete Otis, Seeburg representative in Michigan, and Fred Kosceki, credit manager for Seeburg, were visitors here this past week. They spent so much time getting acquainted with ops that Kosceki was somewhat off on his golf the next day at Willowbrook Golf Club. He claimed that he was accustomed to shooting in the low 70s. After the first round, however, it was discovered that he was referring to nine holes. Coney, Otis and the rest of the players reported that out of courtesy to Kosceki they shot in the low 80s for the first nine.

John C. McCarty is the latest name added to the list of local music men. He placed an order for Seeburgs the other day. Harry White and Harry Wish were two oldtimers back for more machines. Eddie Clemons placed an order for more Mills machines.

The central theme of all of Harry Wish's conversation is said to be about his three-month-old daughter.

A hunting trip was engineered over the past week-end by a group of local coinmen. Harry Wish and Loren Stover were guests of Donald Coney, general manager of See-Con, Inc., at his farm in Northern Michigan. Dr. Elaine Talbot, of Toledo, who is Coney's brother-in-law, also was in the party. Trip lasted five days.

## Jennings Releases New Payout Game

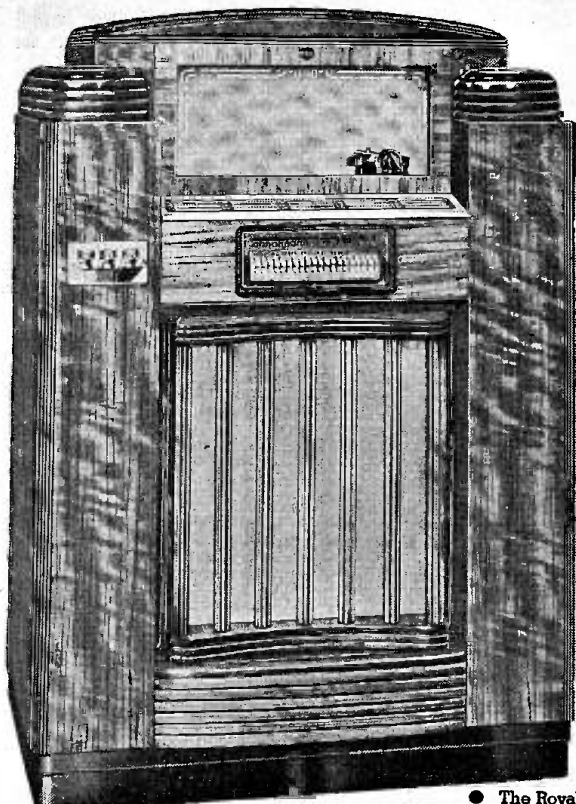
CHICAGO, Oct. 9.—Racing Club is the name of the new one-ball bumper payout game just released by O. D. Jennings & Company. As the name indicates, officials of the company state that the game has the popular race-horse symbols with odds changer, which gives a top payout of \$3.20. A consolation pocket has also been incorporated into the game, which is reported to keep interest sustained at fever pitch until the ball finally comes to rest in the "out" hole.

W. J. Ryan, Jennings vice-president and general manager, revealed that it was the firm's original intention to withhold announcing the new game until November 1, but circumstances arose that made it impossible to do this. "We had placed a few Racing Clubs on location tests," Ryan stated. "A few days after the machines were installed a well-known Eastern distributor on his way home from a motor trip thru the West chanced upon one of the machines. Immediately he hurried to the Jennings factory and placed an order to be shipped as soon as the machine was in production.

"He lost no time in leaving the cat out of the bag," Ryan continued, "for two days later two Ohio distributors were on the phone asking for Racing Clubs. Believe me, it took some tall talking to convince these men that they had not been deliberately overlooked. In the succeeding days more calls poured in until finally O. D. Jennings decided that to forestall any further complications Racing Club should be released immediately."

Ryan revealed that in Racing Club the distributors and operators will be getting a game that has been thoroughly tested. "The player has four distinct chances of winning in each game," he stated, "and there's excitement and anticipation down to the last inch of roll of the ball. The new type of extra large super-sensitive bumper springs provides the board with a whirlwind of fast action, and in the new rubber bumper post the operator will see something entirely new. Several other features have been incorporated into the game that will make it, in our estimation, one of the biggest hits of the year."





● The Royale

THEY'VE GOT WHAT IT TAKES  
TO EARN BIG MONEY!



IT'S HIGH TIME  
YOU TOOK TIME..

to investigate for yourself the claims Seeburg operators are making for Seeburg 20 Record Illuminated Multi-Selector Symphonolas, Royale and Rex! Everyday, every-location profit-increases up to 300% are the rule—because Seeburg instruments have What It Takes . . . to get the best locations—to hold them and to attract the biggest play.

J. P. SEEBURG CORPORATION  
1500 DAYTON STREET, CHICAGO, ILLINOIS

With The Original  
Illuminated Grille



Makers of Fine Musical Instruments Since 1902

300% MORE OPERATING PROFIT!

# 20 RECORD SYMPHONOLAS

## New Orleans

NEW ORLEANS, Oct. 9.—Mayor Robert S. Maestri has promised New Orleans phonograph operators to consider seriously their recent protest against excessive taxation on machines. In the petition signed by most members of the local association it was pointed out that when the taxation system was put into effect those in charge forgot to take into consideration the fact that many additional costs were connected with operations."

Many funny incidents occurred in New Orleans last week-end, when 16 inches of rain fell within 24 hours. Practically every street in the city was flooded up to curb level. In some places the water entered locations and operators had to hustle to raise phonographs to higher and drier spots. Probably the best story is that of one operator who hurried on an emergency call to a restaurant location because of water on the floor and found that thoughtful patrons had aided the machine and were in the midst of placing in a steady stream of nickels, while no less than six couples danced on what was generally a dry dance floor. The water at the time of the operator's visit was waist high, but he danced and music went on while he waited for other calls none the sadder.

Returning from a quick trip thru the delta section, where cotton picking is now in full blast, Burt Trammel, New Orleans branch manager for Electro Ball, and Seeburg operators doing a fine business as the crop money begins to read around. Trammel also reported the sale of several new machines to Mississippi and North Louisiana operators in preparation for the winter.

E. M. Oertle, district sales manager for Brunswick, says that phonograph op-

erators are clamoring for the Vocalian recording of Maxine Sullivan singing *Loch Lomond* like it never has been sung before. This torrid interpretation of the old Scotch air is clicking thru this area. The other side of the recording finds Miss Sullivan singing *I'm Coming, Virginia*.

Regular monthly meeting of the United Music Operators' Association of New Orleans was held Wednesday, presided over by President George Brennan. About 20 members attended, discussed problems of the industry and heard a report on developments in the association's drive for reduced operating costs in the city. Following the meeting the membership gathered around a radio to hear a scathing attack upon enemies of coin machines by one of the city's leading citizens, Walter Williams. Speaking over WBNO Williams is carrying on a



JACK MILLS, head of the Mills Music Company, New York, has returned from a European tour and brought back this picture of himself in pleasant company. Seated are Roland Young and Jessie Mathews, while standing are Sonny Hale, who is Miss Mathews' husband, and Mills himself.

## SEEBURG ROYALE and REX

READY FOR IMMEDIATE DELIVERY  
Can Use Automatic Pay Tables, Counter and Slot Machines as Down Payments.

HY-G GAMES COMPANY 1639-41-43 Hennepin Ave., Minneapolis, Minn.

### 7-1937 ROCKOLA PHONOGRAPHS 1 SEEBURG SYMPHONOLA

All Eight on Location Near Baltimore. Write for Special Price.  
15 1936 ROCKOLAS, \$115.00 APIECE.  
One-Third Deposit, Balance C. O. D.

### ARUNDEL AMUSEMENT CO.

36 WEST ST.,

ANNAPOLIS, MD.

campaign for repeal of the State sales tax, defeat of the sitdown strikers and the legalizing of all coin machines in the State. He is himself a newspaper editor and in no way connected with the coin machine business.

Ralph Falsetto, music operator of Donaldsonville, La., was a visitor this week, calling on several phonograph distributors in plans to buy new equipment for the fall. Falsetto says that when the South Louisiana State Fair opens today he expects to do the biggest business in his experience in the game. A fine sugar crop is also a sure-fire sign of a good winter play in his territory, he said.

Opening of the football season finds Bluebird's recording of *Old Grey Mare*, by the Chatman Brothers, selling as fast as recordings can be received, according to the Electrical Supply Company, territory distributor for RCA-Victor. "Fats" Waller's rendition of *Beat It Out* is a Victor top seller.

T. T. Wentworth Jr., county tax collector at Pensacola, Fla., announced this week that every amusement place in Escambia County where music is used for dancing must pay a new State license of \$150.25, in addition to other fees payable after October 1. No extensions will be granted, Wentworth said, and warrants are to be issued at once for those without licenses.

**PERMO POINT**

The Only Long-Life Phono Needle with the Patented Elliptical Point. Fidelity Reproduction—Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturers and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

**PERMO PRODUCTS CORP.**  
6415 Ravenswood Ave. Chicago, Ill.

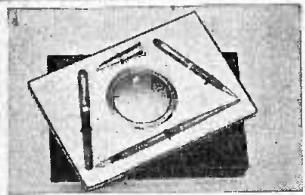
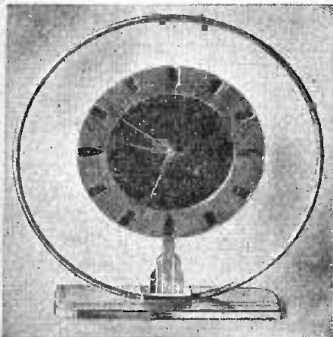
## Music Operators Attention!

We will repoint your worn Phono. Needles for 40¢ each or \$1.00 per doz. Up to 1,000 to 2,000 additional plays assured. Send one doz. used Needles with \$1.00 for trial.

**OPERATOR'S SERVICE SUPPLY**  
802 S. Main St. — P. O. Box 51,  
SOUTH BEND, IND.

TELL THE ADVERTISER IN THE  
BILLBOARD WHERE YOU GOT  
HIS ADDRESS.

**YOU USE IT — WE MAKE IT** Here are **THREE GREAT ITEMS** — EACH A BIG MONEY MAKER FROM OUR UNUSUALLY SUCCESSFUL LINE FOR **SALESBOARD-BINGO & COIN MACHINE Operators**

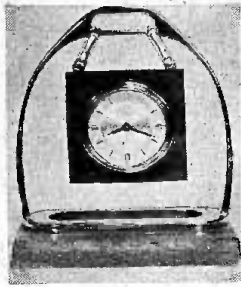


**PEN SET**  
A Natural at a LOW PRICE Pocket Pen and Pencil and Desk Pen and Base. In beautiful Red, Green, Gold, Blue or Black. Attractively Gift Boxed.

**PHANTOM CLOCK**

A beautiful FLASH. 10 1/2"x11". Diecast non-finish Chrome with Black, Burgundy, Blue or Gold Dial Plate. Guaranteed New Haven or Lux Movement. Electric or 30 Hour.

HIGH LIST  
LONG DISCOUNT

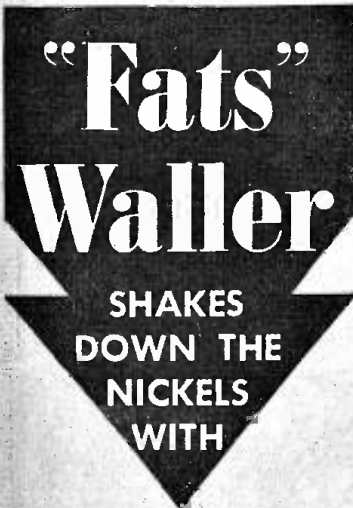


**STIRRUP CLOCK**  
Diecast Chrome Stirrup mounted on Solid Walnut. Guaranteed New Haven or Lux 30 Hour Movement.

HIGH LIST — LONG DISCOUNT

**ASK YOUR JOBBER OR WRITE DIRECT**

**DIECASTERS INC.**  
111 Eighth Ave., New York City



**Victor Record No. 25681**

*"Our Love Was Meant to Be"*  
*"I'd Rather Call You Baby"*

Waller serves up blues that get 'em every time. One side of this record is slow and so-o-umh! The other side is hot and fast. Both sides will get a terrific play. Get this record now!



**IT PAYS TO USE VICTOR RECORDS**

RCA Manufacturing Co., Inc., Camden, N. J.  
A Service of Radio Corporation of America

*New England*

BOSTON, Oct. 9.—Al Dolins, of Hyannis, Mass., emerged the victor from a mad scramble of music box operators for the coveted new Simco Restaurant location on Blue Hill avenue, Dorchester. A Wurlitzer machine has been placed in this new unit of the restaurant chain.

Two lads who have always used pin games have formed the Moco Sales Agency, Haverhill, Mass., to enter the

David Myers, one of the oldest slot machine men in this part of the country, has thrown his chapeau into the mythical political ring for nomination as senator out of the Boston district for the ancient and honorable General Court of Massachusetts. Already he is being tagged senator, and is he acquiring the palatability for that title.

John A. McIlhenny, district man for Wurlitzer, has opened his own district office at the Copley Square Hotel, Boston. The hostelry is known in the Hub as the focal point for all visiting coin-

music box business with the initial placement of 25 phonos thru Ben Palastrant, of the Supreme Amusement Company of New England.

Joe Ferris, of Madison, Me., came to Boston and placed a large order for novelty games with Westrock, Inc. Ferris will use them while his territory is closed down on pay-out games.

Barney Blatt off to Chicago by plane Saturday on business.

Phil Swartz, of Winthrop, Mass., and Charles R. (Ranny) Foote, of Jamaica Plain, Mass., are currently in a state of musical war. Their differences are astute and heated like a mid-July day. It's possible the duo of ad libbers will write their interesting comments for *The Billboard*.

Harry Baker in from Worcester and getting the rib from operators at the Seaburg Headquarters, Atlas Coin Machine Company.

Sammy Garnick, of Lowell, likes to hear records played on the Rex Seeburg job. Lou Levine, of Brookline, has some discs that will bring Sammy back to Boston pronto. Ask him about them and receive a gaggy report.

Smiling Mac says he hopes all operators will take advantage of his new location and avail themselves of the convenience and hospitality therein.

Rock-o-Balls, with the debut of the fall, are receiving a sudden impetus with taverns and bowling alleys in Massachusetts scurrying for placements. reports Westrock, Inc. Rock-Ola's latest novelty game, Jig-Joy, is meeting the fancy of operators, with orders sliding in.

J. V. Fitzpatrick, of the Fitroc Amusement Company, Bridgeport, Conn., in town last week to place an order for 25 Rock-Ola Imperials. Another order for Imperials was given by W. J. Maclerio, of the Waterbury Amusement Company, Waterbury, Conn.

Mike Bond, who recently left Trimount Coin Machine Company, managed by Dave Bond, was seen around the Washington street coin machine sector this week.

James A. Camp, head of the New England Sales and Distributing Company, Inc., has returned from a 10-day fishing trip to the Newfoundland Banks in the company of operator friends of Boston. The prize catches, it seems, were two tuna fish weighing in at 450 pounds each.

**Five Best Record Sellers for Week Ended Oct. 11**

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B-7139 — "I Still Love To Kiss You Goodnight" and "I'd Like To See Samoa of Samoa." Shep Fields Rippling Rhythm Orchestra.	7954 — "You Can't Stop Me From Dreamin'" and "The Big Apple." Teddy Wilson Orchestra.	1415 — "You Can't Stop Me From Dreaming" and "Blossoms on Broadway." Dick Robertson Orchestra.	131 — "Caravan" and "Azure." Duke Ellington Orchestra.	643 — "She's Tall, She's Tan, She's Terrific" and "I'm Always in the Mood for You." Cab Calloway Orchestra.	25672 — "Beat It Out" and "You've Got Me Under Your Thumb." "Fats" Waller and Rhythm.	3690 — "Can I Forget You?" and "Love or Infatuation." Henry (Red) Allen Orchestra.
2	B-7184 — "The One Rose" and "Doodle-Do-Doo." Art Kassel and Kassel-in-the-Air.	7962 — "Have You Ever Been in Heaven?" and "Mama, I Wanna Make Rhythm." Joe Rines Orchestra.	1420 — "Whispers in the Dark" and "That Old Feeling." Connie Boswell.	103 — "The Maid's Night Off" and "Sophisticated Swing." Hudson-DeLange Orchestra.	632 — "So Many Memories" and "Gardenias and Kisses." Clyde Lucas California Dons.	25676 — "Josephine" and "If the Man in the Moon Were a Coon." Tommy Dorsey Clambake Seven.	3688 — "What Makes You So Sweet?" and "We'll Ride the Tide Together." Swing and Sway with Sammy Kaye.
3	B-7168 — "My Campfire Dreams" and "Gee! But It's Great To Meet a Friend." Bobby Breen, boy soprano.	7960 — "If I Had You" and "You Brought a New Kind of Love to Me." Teddy Wilson Orchestra.	1407 — "Ebb Tide" and "Carolina Town." Dick Robertson Orchestra.	136 — "Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	623 — "Remember Me?" and "Am I in Love?" George Hall Orchestra.	25664 — "Ebb Tide" and "But It's Great To Meet a Friend." Bunny Berigan Orchestra.	3680 — "Ebb Tide" and "I Still Love To Kiss You Goodnight." Tommy Tucker Orchestra.
4	B-7159 — "You Can't Stop Me From Dreaming" and "The Big Apple." Ozzie Nelson Orchestra.	7955 — "Good-Bye, Jonah" and "If You Were Someone Else." Music in Russ Morgan Manner.	1375 — "The Moon Got in My Eyes" and "Smarthy." Bing Crosby.	101 — "I've Got To Be a Rug Cutter" and "New East St. Louis Toodle-O." Duke Ellington Orchestra.	617 — "Can I Forget You?" and "All You Want To Do Is Dance." Billy Kyle Swing Club Band.	25663 — "In the Still of the Night" and "Who Knows?" Tommy Dorsey Orchestra.	3669 — "Swing and Sway" and "My Buddy." Swing and Sway with Sammy Kaye.
5	B-7185 — "In the Still of the Night" and "Who Knows?" Shep Fields Rippling Rhythm Orchestra.	7946 — "Little Heaven of the Seven Seas" and "Intoxicating Rhythm." Horace Heidt Algemite Brigadiers.	1175 — "Sweet Lelani" and "Blue Hawaii." Bing Crosby.	108 — "Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	631 — "The Big Apple" and "Song of the Samovar." Clyde Lucas California Dons.	25665 — "I Still Love To Kiss You Goodnight" and "I'd Like To See Samoa of Samoa." Hal Kemp Orchestra.	3681 — "Josephine" and "Avalon." Swing and Sway with Sammy Kaye.



THE MAN IN THE COAT is Nathan Allen, proprietor of the Ten-Ball Novelty Company, Birmingham, Ala. Pictured with him are his collectors and service crew, all of whom are reported to be big boosters for Rock-Ola's Imperial.

# EARL E. REYNOLDS

Newly appointed District Manager for The Rudolph Wurlitzer Co. establishes three offices

**DALLAS SAN ANTONIO HOUSTON**

To serve TEXAS OPERATORS and bring to them Wurlitzer policies and Wurlitzer phonographs

Phonograph Operators throughout Texas send Earl E. Reynolds messages of congratulations and good will

**San Antonio, Texas.**  
I am satisfied that your success as the new District Manager will be great. You are entitled to it and I congratulate both you and the company.

**M. C. GARZA.**

**Houston, Texas.**  
Much success on your new duties with Wurlitzer.

**F. S. CLANCY.**

**Wichita Falls, Texas.**  
Once in a great while something happens in the business world to make us unusually happy, such was the case when Mrs. Newell and I heard through a letter from Mr. Capehart of your appointment as District Manager in Texas for the Rudolph Wurlitzer Company.

I as one of the oldest and largest Wurlitzer operators in Texas, want to congratulate Mr. Capehart, the company and yourself. In my opinion it is the case of a big man being appointed to a big job with a marvelous organization. Congratulations and every good wish.

**W. H. NEWELL.**

**Port Arthur, Texas.**  
We wish to congratulate you and the Rudolph Wurlitzer Co. on your appointment as District Manager.

**TAYLOR & MEYER NOVELTY CO.**

**Amarillo, Texas.**  
Your appointment as District Manager by the Rudolph Wurlitzer Company for the State of Texas is only another indication of the marvelous judgment of Mr. Capehart and his associates. You can depend upon me to do everything I can to make your future as happy and prosperous as can be, which you are certainly entitled to.

**C. F. MOORE.**

**Houston, Texas.**  
Congratulations to you and Wurlitzers on your appointment as District Manager.

**W. C. ATKINS.**

**Dallas, Texas.**  
Sometime ago when you advised me you were going to move to San Antonio I was indeed sorry. I realized all of the operators in Dallas, as well as myself, were losing one of our most loyal and dependable friends and advisers.

You, therefore, can readily understand how supremely happy I am to learn that you have now been appointed District Manager and will continue to live in Dallas.

Mr. Reynolds, both you and Mr. Capehart, and in fact the entire Rudolph Wurlitzer executive board, are to be congratulated upon this appointment. My kindest personal regards, and you know you will get my business.

**C. A. SEALE.**

**Lubbock, Texas.**  
Because of our many years of pleasant business relations I am certainly happy to learn of your appointment as District Manager in Texas for the Rudolph Wurlitzer Company. I also congratulate Mr. Capehart in his wise selection.

**MARVIN McLAITY.**

**San Antonio, Texas.**  
During the short time you have been handling Wurlitzer business in San Antonio, I am sure that all of the operators feel the same as I do, that it is a pleasure to do business with you. Therefore, I congratulate you and the Rudolph Wurlitzer Company upon their appointment of such a splendid gentleman to act as their future District Representative.

**I. C. ROBERTS.**

**El Campo, Texas.**  
Congratulations to Wurlitzer's new District Manager.

**I. D. GIDDEN.**

**San Antonio, Texas.**  
I have only known you a short time but during that time have had the pleasure of doing a little business with you, and believe me, your appointment as District Manager for the Rudolph Wurlitzer Company means they get my future business. Wishing you everything good for your success.

**WALTER BULL.**

**Houston, Texas.**  
Congratulations, Earl. We know you will make Wurlitzer a real District Manager.

**COIN MACHINE SALES CO.**

**Corpus Christi, Texas.**  
No one in Texas could be more pleased than Mrs. Daniel and myself when we learned a few days ago that Mr. Capehart had appointed you District Manager for Rudolph Wurlitzer Company in Texas.

You can depend upon my entire organization for every support possible—good luck.

**W. F. DANIEL.**

**Houston, Texas.**  
My best wishes and congratulations on your appointment as District Manager for Wurlitzers.

**H. L. ASTON.**

**Brenham, Texas.**  
I have wired you congratulations but I still want to write you a few lines and again assure you I am happy over your appointment and will co-operate with you every way possible.

**EDDIE SCHOLZ, JR.**

**Houston, Texas.**  
My congratulations, and assurance of my support.

**C. O. HARRINGTON.**

**Pleasanton, Texas.**  
I want to congratulate Mr. Capehart and the Rudolph Wurlitzer Company for having selected you as the new District Manager for Texas. You cannot help but succeed and I am certainly with you. Kindest regards.

**O. EDGE.**

**Houston, Texas.**  
Congratulations and best wishes for your success as District Manager for the Wurlitzer Co.

**M. GRENADER.**

**Jacksonville, Texas.**  
There were two people in Jacksonville that were just about the happiest couple in Texas this morning when Mrs. Lattimore and myself received Mr. Capehart's letter advising of your appointment.

Good luck, Earl, remember we are with you.

**D. E. LATTIMORE.**

**San Antonio, Texas.**  
I only wish I could see you personally right now, so I could in part way show you how grateful I am to Mr. Capehart and the entire staff of the Rudolph Wurlitzer organization for their wise decision as to their new District Manager in Texas.

It has always been a pleasure to be with you, Earl, and now with your connection with this splendid organization, surely that pleasure will not be lessened. I extend you, and the Rudolph Wurlitzer organization, my heartiest congratulations.

**H. W. THOMPSON.**

**De Kalb, Texas.**  
Nothing on earth could have pleased us more than when we learned from Mr. Capehart that you had been appointed State Agent by the Wurlitzer Company. We think they made a Ten Strike in getting you and we wish for you and yours all the success you deserve and are entitled to in this life.

**JACK LENNOX.**

**San Antonio, Texas.**  
My congratulations on your recent appointment which means, I am sure, more business in San Antonio for the Rudolph Wurlitzer Company.

**J. M. TREVINO.**

**Del Rio, Texas.**  
I hardly know how to express myself, and I only wish I could personally thank the executives of the Rudolph Wurlitzer Company for your appointment. We are so happy about it, and you know we will be with you all the way.

**R. T. PERKINS.**

**Kenedy, Texas.**  
After the many years it has been my extreme pleasure to do business with you, I am sure all I need say is, I am as happy over your appointment as District Manager of Texas of the Rudolph Wurlitzer Company as you are in having received the appointment. You know you can depend upon me always.

**INO. KRAMER.**

**Kerrville, Texas.**  
I just want to write a few lines to you to congratulate you upon your recent appointment as District Manager in Texas for the Rudolph Wurlitzer Company.

I am sure you understand how happy this makes me because of our past pleasant business relationship.

Assuring you of my co-operation at all times, I am,

**OSCAR CLARK.**

**Dallas, Texas.**  
Nothing could afford us more pleasure than to have the opportunity of congratulating you on your new appointment as District Manager for the Rudolph Wurlitzer Company. We are for you 100 per cent.

**FOSTER HARRISON, D & H Sales Company.**

**Austin, Texas.**  
Because of your recent appointment as District Manager of the Rudolph Wurlitzer Company of Texas you can depend upon my future purchases of phonographs being one hundred percent Wurlitzers. Best of luck.

**GENE BYBEE, Capitol Amusement Co.**

**Refugio, Texas.**  
Your appointment by the Rudolph Wurlitzer Company as the State District Manager has pleased me very much indeed. I will always feel it a pleasure to give you one hundred percent of my phonograph business.

**A. H. BAILEY.**

**Dallas, Texas.**  
I just want to say, every operator in Dallas is happy over your appointment as District Manager.

I have had the pleasure of knowing Mr. Capehart personally. It is not surprising to us that he did appoint you, a fine man for a fine position. I wish you every success.

**C. W. PERCY.**

**Waco, Texas.**  
Five years ago I had the pleasure of buying my first coin operated machines from you, and in all of those five years, every transaction with you has been pleasant, therefore, with one of the finest men in the industry, having been appointed as the District Manager of Texas by one of the grandest and outstanding firms, there can only be one answer, that is bound to be success. I am extremely happy for you.

**L. E. CLIFTON.**

**San Antonio, Texas.**  
Since receiving a letter a day or two ago from Mr. Capehart advising you had been appointed District Manager in Texas for Wurlitzer, I have had an opportunity to talk with several of the local operators, and believe me they are all happy over it and are for you. I want to see you every time you have an opportunity to come to San Antonio.

**ROY KAROLY, Duane Novelty Company.**

**Goose Creek, Texas.**  
We wish to offer our congratulations to you and the Rudolph Wurlitzer Co. upon your appointment as District Manager.

**BAUGHMAN & HARBOUR.**

**Houston, Texas.**  
Am happy to offer you and Wurlitzers my congratulations, and to assure you of my co-operation.

**A. H. SHANNON.**

# Beq your Pardon

• Our advertisement introducing the sensational New Kirk Horoscope Scale, which appeared in last week's Billboard, stated that on one Detroit location the scale grossed \$63.00 in one week. This is a typographical error. The copy should have stated "grossed \$63.00 in one month."

It is our firm purpose to avoid any exaggeration pertaining to the earnings of this remarkable Scale and to publish only those reports that have been thoroughly investigated and carefully checked—it is needless to say that we sincerely regret this error.

P. S. Earnings of \$63.00 a month are only average for the Kirk Horoscope Scale—Many locations report earnings considerably higher.

**C. R. KIRK AND COMPANY**

2626 W. WASHINGTON BOULEVARD, CHICAGO



## N. Y. Ops Anticipate New Era in Venders

NEW YORK, Oct. 9.—In the last few weeks there has been a lot of discussion among operators here in regards to de luxe merchandisers. Many ops maintain that there is a demand from locations for de luxe merchandisers of a selective nature which will take various-size coins. Just as soon as machines of this type make their appearance here these men believe that a new profit era will commence.

The success which many operators of cigaret and small venders are enjoying has captured the attention of many of the amusement game colmen. Some of the latter group have expressed the intention of supplementing their routes with merchandisers and plan to attract the attention of the public by using only nationally known merchandise.

It is also reported that successful tests have been run on many new types of merchandisers here. Some of the distribs are promising surprises in this field and the air is tense with anticipation of the new era in the merchandiser field which many ops believe to be in the offing.

6,000 square feet of floor space at 5021 Junction avenue for its new plant. This is the second move made by the company in the last two months, each time to larger quarters because of the need for increased production facilities. The present move will give adequate room for expansion and take care of all needs for some time to come.

Offices were to be completed this week, and the company planned to move the factory equipment in next week. Russell Anger, who heads the company, will be superintendent in charge of all manufacturing processes.

Amdisco Sales Corporation, recently organized to handle sales of the product, will have its offices at the same location. This corporation will have national sales distribution for the machines. Sales campaign is now being started, with plans for advertising and promotion being completed as the production on the machine is stepped up.

A new improved model is being completed—improved not in design but in appearance. The newer models retain the crinkle finish used on some experimental models, but will be finished in black, with red decorations, making an attractive color combination. The phrase "Sanitary Individual Soap—1 Cent" is being placed on the face of the machines.

## Vending Machine Law in Vancouver

VANCOUVER, B. C., Oct. 9.—All merchandise vending machines in Vancouver have been banned by order of the city council. Instructions were issued to the corporation counsel and the license inspector to draw up the necessary amendment to the present licensing law.

The council's action not only affects soft drink machines in public and semi-public places, but also cigaret machines being installed in apartment buildings. The drastic action is said to have been taken when a representative of 400 merchants of the city and the Vancouver Real Estate Exchange appeared before the council to protest the licensing of soft drink vending machines. The spokesman said that literally hundreds of merchants in Vancouver are making a bare living and the vending machines strike at their earnings.

A petition signed by more than 500 members of the Retail Tobacconists' Association and other retailers protested against the cigaret vending machines.

## Pop-Corn Venders Appeal to Lemke

CHICAGO, Oct. 9.—Henry C. Lemke, of the Lemke Coin Machine Company, of Detroit, affirms that he is beginning to get decidedly "air-minded." It all came about when he recently went to Cleveland by plane, then came to Chicago by plane and left for St. Louis by plane, practically within a week.

While in Chicago he announced his new love in the coin machine field, and this time it is pop-corn vending machines. He has already taken representation for Michigan on a pop-corn vender and is seeking another machine of a different price range to sell in the same territory.

Lemke says that the pop-corn vending machines now being introduced will prove very successful in the coin-operated field. It is his purpose, he says, to grab a thing while it is new and before too many get into the new field. In that way he gets ahead of competition.

"I also recommend that policy to operators," he stated. Mr. and Mrs. Lemke plan to spend a considerable part of the winter in Florida.

## Soap Vender Firm In New Building

DETROIT, Oct. 9.—American Dispensing Company, manufacturer of a soap dispenser for industrial locations, has taken over a factory building with about

**WORLD'S FINEST VENDOR**  
Crystal and Chromium.

**4-in-1**  
DEPENDABLE PROFIT MAKER,  
Legal Everywhere.  
Manufactured by the Fastest-Growing Manufacturer of Merchandise Venders of  
**FOUR-IN-ONE MFG. CO.**  
3338 Joy Road, Detroit, Mich.

**SELL MORE with SEL-MOR**

Make yourself Big, Steady, Year 'round PROFIT! Install a route of SEL-MOR 1c VENDORS! SEL-MORS outpull all others. Preferred by the more swanky spots. Crinkled Chinese Red Enamel Base, tamper-proof lock, chromium trimmings. 5 lb. capacity.

**VENDS EVERYTHING**  
Nuts, Hard Candy, Toys! Save—buy from our Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW. Order today.

**ONLY \$6.25**  
F. O. B. Kansas City  
Less in quantities. 1/4 Dep. Bal. C. O. D.

**STAR MFG. & SALES CO.**  
3902-09 Wayne Ave. Kansas City, Mo.

**POPOMATIC**

**POPOMATIC MANUFACTURING CO.**  
5147 NATURAL BRIDGE AVENUE  
ST. LOUIS MISSOURI

**PROVEN Money Makers!**

Be an independent operator. Place Tom Thumb Venders in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary venders are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profits. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. **FIELDING MFG. CO., Dept. 41, Jackson, Mich.**

**STEADY MONEY MAKER!**

**2-in-1 VENDOR**  
Most PRACTICAL Bulk Merchandiser of To-day  
WRITE FOR NEW LOW PRICES!  
**D. ROBBINS & CO., MFRS.**  
1141 DE KALB AVE., BROOKLYN, N.Y.

**NEW UNIVERSAL**

Acclaimed the Most Beautiful and Finest Toy-Bilk Merchandiser of Its Kind at the PRICE. Vends Everything. Capacity 5 lbs. Size 7" x 7" x 15". Rejects Tax Tokens.

**SEE YOUR NEAREST AUTHORIZED JOBBER**

**E. T. BARRON,**  
19 East Lake St., Minneapolis, Minn.  
**CARL A. HOOPER,**  
549 South 2d St., Louisville, Ky.  
**THE MARKEPP CO.,**  
3328 Carnegie Ave., Cleveland, O.  
**NATIONAL VEND. MACH. CO.,**  
4242 Market St., Philadelphia, Pa.  
**PIONEER VENDING SERVICE,**  
463 Sackman St., Brooklyn, N. Y.  
**UNITED AMUSEMENT CO.,**  
3411 Main St., Kansas City, Mo.

**VICTOR VENDING CORP.**  
4203 Fullerton Ave., Chicago.

**LUCKY CHARMS**  
for all types of VENDING MACHINES  
Attractive Items at Very Low Prices.

**LAWRENCE M. WEISBERG & Co.,**  
Transportation Building  
Los Angeles and 7th St., Los Angeles, Calif.

**Better Than a PUNCH-BOARD!**

**OKBY GUM VENDOR**  
VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKES IN \$10.00  
PAYS OUT \$30.00 IN TRADE AWARDS.

**PRICE ONLY \$15**  
for One G. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.....  
WRITE FOR QUANTITY PRICES

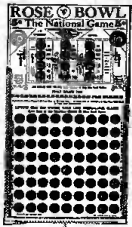
**D. ROBBINS & CO.** 1141 DE KALB AVE., BROOKLYN, N.Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

### ROSE-BOWL

"Plunging" and "Smashing" to Greater Profits Everywhere. Now "Passing" All Competition By Its Greater Sales-Appeal and Glamour.

ALL THE ACTUAL "THRILL" OF THE GRIDIRON COMES TO YOU IN THIS GREAT NEW DEAL



IT'S THE "KICK-OFF" TO FASTER TURNOVER AND MORE "REPEAT" SALES. SO ORDER NOW!

Takes in, 2520 @ 5c ..... \$126.00  
Pays out (Average) ..... 84.00

Profit (Average) ..... \$ 42.00

#### SAMPLE DEAL, \$6.45

Write Today for Complete Details and Quantity Discounts.

**NATIONAL PRODUCTS CO.**  
2460 Grand, Kansas City, Mo.

## Detroit

DETROIT, Oct. 9.—Wolverine Vending Company, operated by Horace V. Barber at Lincoln Park, Mich., has disposed of his route of venders and is now concentrating on pin game and music operations. "The way to make money with music machines is to have volume," Barber said. "The returns from a lot of machines keep coming in steadily and make up a sizable total."

Michigan Snacks Company, operated by Charles H. Potter, has opened a new office and storage location at 1888 Myrtle street, sharing the space with the Wolverine Vending Company, of Lincoln Park, Mich., which has its local headquarters there. Firm is distributor for the new Snacks venders. Potter is also an extensive operator of machines in his own right. Incidentally, his move reflects the tendency of suburban operators here to move into more central locations.

Mrs. Walter E. Whelan has taken personal charge of the route of weighing machines established by her late husband, who died over a year ago. After having a manager for some time she has gained sufficient business experience to operate the routes herself without assistance.

Benjamin N. True, veteran Detroit operator, reports business really rising—one of the most encouraging reports to come from operators here in a long time. Altho True is the modest type of operator who dislikes publicity, his own enthusiastic report was so good this time that it deserves mention. True's operations, formerly covering a number of different machine lines, have been narrowed down in the last couple of years to specialization in automatic weighing machines.

Sani Plastic Corporation recently organized to manufacture a new type of automatic dispenser for specialty products such as cigarettes, cigars, gum and matches, will have its plans for production completed about January 1, David E. Roberts, general manager, said this week. Company is using an acetate product, one of the new plastic materials, and adapting it to this new field. Factory will be in Lorain, O.

An optimistic view for the fall and winter was expressed this week by Homer Burns, of the Burns-Detroit Sales Company, one of the oldest operators in years of experience in the Detroit vending field. He is looking forward to a noticeable improvement in trade in about a month.

Safeway Vending Machine Company, which closed its store and operations here suddenly several months ago, is carrying on with Harry F. Hornstein as local representative. Headquarters have been established at the Warwick Hotel, with a new office on Grand River avenue. Company was formerly represented here by Louis Applebaum, with Max Kirtz as head of the company.

H. K. Morris, head of the H. K. Morris Vending Company, is a specialist in beer gardens and similar locations for his cigar and other vending machines. Commenting on conditions in the trade, Morris remarked: "I have several types of cigar venders out on location now. I am planning to concentrate more and more on cigar venders. There are still plenty of locations available for them. I could place new machines every day if I had them available." Morris is recovering from an automobile accident in which he received three broken ribs and other injuries. He will soon be able to resume active direction of his operations, he reported.

Automatic Towel Cabinet Company, recently reorganized and taken over by George R. Peck, well-known trade association executive, is engaged in preparing the plans for production of the coin-controlled cabinet. Detailed announcement of plans is expected in about a month, Peck said this week.

Frank Goodyear, who operates at Wyandotte, Mich., placed an order for cigar venders with Weidman National Sales Company last week. The company, representing National Venders, Inc., has one of the best records for vending machine sales in this territory for the past few months.

"Cigaret vending business is progressing at a merry clip in Michigan, Wisconsin and Minnesota," maintains Albert

## HERE IS A DEAL WHICH IS REALLY SENSATIONAL!

The Greatest Deal Ever Offered For

SALESGARD OPERATORS AGENTS - DISTRIBUTORS

16 Awards Including TIMEPACT and RAY ELECTRIC SHAVER

We have spent months in developing and accumulating items for this Deal and now have a combination which will make more money for you than anything you have ever handled. No matter where you work this deal it will move like greased lightning.



### RAY ELECTRIC SHAVER

Improved round cutting head and more powerful motor make the Ray Electric Shaver the greatest shaver on the market. Massages as it shaves. Leaves the skin smooth, soft and glowing without a chance of cutting, irritation or ingrown hairs.

Illustrated are 3 of the items used in this deal. Also included are a beautiful small leather TRAVELING CLOCK—tortoise shell MEN'S CIGARETTE CASE—MARATHON COMPACT—MARATHON SLIDE-A-LITE (Combination Cigarette Case) and other unusual gifts. Special features in combination with these great items make the deal the most attractive ever offered.

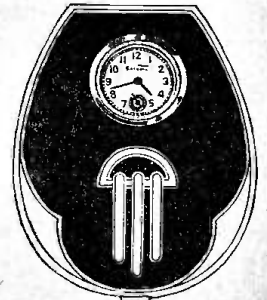


### GLOBE PENDULUM CLOCK

Its alluring design is most original—a spherical case with an embossed and curved indicator. Swinging pendulum. 30 Hour guaranteed movement. Choice of antique gold or glossy ivory.

FOR GREATER PROFITS WORK THE GREATEST DEAL IN THE NATION

Send For Free Sample Salescard and full Details Today



### TIMEPACT

Beautiful Formal Ladies Compact with fully guaranteed 7-Jewel Watch set in powder-proof compartment. Gold-finished inside, beautifully-enameled outside. A masterpiece in craftsmanship.

**MASTER DISTRIBUTING CORP.** 203 Lexington Ave., NEW YORK CITY

## NO FOOLIN'!

8-Column, 200-Pack Cigarette Vendors

**\$45.00**

## PEANUT & GUM VENDING MACHINES

NEW DIRECT FROM FACTORY

Only **\$2.40** and Up

Over 60,000 Sold.

Write for Full Information Today.

## ROY TORR

2047A-So. 68 St., Philadelphia, Pa.

## OPERATORS

Earn **70%**

with this new

## AMDISCO

Soap Vender

Vends for 1c a generous slice of soap that REALLY removes grease, oil, dirt. Big profits. SPECIAL! Only \$17.50 with enough soap to return cost of machine. Send only \$7.50 with order, balance C.O.D.

**AMDISCO SALES CO.**  
5019 Junction, Detroit.



WRITE TODAY

## A-1 RECONDITIONED CIGARETTE MACHINES

PRICED RIGHT SEND FOR LIST COIN MACHINES OF EVERY DESCRIPTION

## X-L COIN MACHINE CO.

1351 WASHINGTON STREET BOSTON, MASS

## STEADY MONEY MAKER!

## 2 IN 1 VENDOR

Most PRACTICAL Bulk Merchandise of To-day

WRITE FOR NEW LOW PRICES!

**D. ROBBINS & CO., MFRS.**  
1141B DEKALB AVE., BROOKLYN, N.Y.



## BIG CANDY LEADER

THE KIND YOU LIKE TO EAT YOURSELF  
**34** Large and Medium Size Beautiful Picture Top Boxes High Grade Chocolates

50 Boxes Kisses  
AND A 1000-HOLE 5c BOARD  
Takes in \$50.00. Profit, \$42.05.

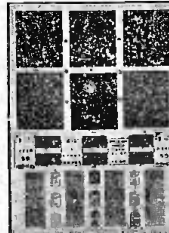
No. B122—One or 100, \$7.95 Each

25% With Order, Balance C. O. D.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.

**LEE-MOORE & CO.,**

180-182 W. Adams St., Chicago



## LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.  
A 1,200-hole board with six genuine leather hard-lined purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$6.00; Lots of 6, \$4.25; Lots of 12, \$3.75.  
Deposits required on all orders.

**H. G. PAYNE COMPANY**

312-314 BROADWAY,

NASHVILLE, TENN.

A. Weidman, who manages the National Sales Company. "In the last six weeks I have opened 22 new accounts for operators who never were in the cigar field before." Weidman has been spending much of his time in Wisconsin and Minnesota. He plans to return here shortly.

Henry C. Lemke, of the Lemke Coin Machine Company, spent the early part of past week in Cleveland studying vending machine conditions. Then the travel bug must have bitten him, for he spent the rest of the week in Chicago and St. Louis. Lemke has taken on two new-type venders—the Horoscope Scale, made by the Kirk Company, and the Popmatic pop-corn vender. Latter machine has particularly aroused his enthusiasm because of its novel appeal.

## JAR SOFT PICKIN OR CIGAR BOX DEAL

960 Tickets. Seal Card with 90 green seals (65 to pull) paying out 25c to \$1 or Red Seal. Red Seals pay \$3, \$5, \$10. Plenty of speculation. A red hot one. Takes in \$48.00. Highest payout possible \$45. Lowest payout possible \$20. Average profit \$16.80. No label necessary. Seal Card 5 1/2 x 3. To handle in cigar box, fasten seal card to inside of cigar box lid with thumb tacks, put all tickets in the cigar box and you are ready to go. When lid is open seal card and tickets are before players. When closed it looks like just another box of cigars.

Sample set, 960 tickets and seal card, \$1.65.

**BARNES PRINTING CO.**  
NEW PARIS, OHIO

End your correspondence to advertisers by mentioning The Billboard.

# Old King Cole

*got service!*



"He called for his pipe, he called for his bowl, he called for his fiddlers three! And how they came on the tear.

"These days a lot of King Coles are calling for The George Ponsler Company, because we do a lot of hurrying up to serve them.

"Fast service for a fast business. That's what built FOUR friendly branches.

"Come in! You'll save time . . . and that's money . . . when you deal with 'A FRIENDLY FIRM'."

**George Ponsler**

**A FRIENDLY FIRM**

## THE GEORGE PONSLER COMPANY

31 WEST 60TH STREET, NEW YORK CITY (Circle 6-6651)  
 11-15 EAST RUNYON ST., NEWARK, N. J. (Bigelow 3-6272)  
 900 NORTH FRANKLIN, PHILADELPHIA, (MARKet 2656)  
 1435 BEDFORD AVE., BROOKLYN, N. Y. (MAin 2-1297)  
 Cable Address—"PONSLER" N. Y.

**Exclusive Distributors for . . .**  
**Chicago Coin-Daval-Evans-Genco-Gottlieb-Keeney-Mills-Pacific and Western**

### WANTED TO BUY FOR CASH

Homestretch—Auto Derby—Mercury—Boo Hoo—Bumper—Home Run—Running Wild—Make or Break—Batter Up—Great Guns—Outboard—Sensation—Track Meet—Carnival—State Quanity, Condition and Lowest Price Wanted.

**ALSO WANT USED CONSOLES!**  
 Give make, quantity and rockbottom price wanted.

**THE GEORGE PONSLER CO.**  
 31 West 60th St., New York City.  
 (Tel., Circle 6-6651)

### O. K. Gum Vender Stimulates Sales

BROOKLYN, Oct. 9.—Dave Robbins, of D. Robbins & Company, claims his O. K. Gum Vender has been a great sales stimulator for merchants.

Dave compares the O. K. Vender to salesboards, but claims the difference is that the vender is automatic and the merchant does not have to watch the player. When the winning number is released from the machine it is presented to the merchant.

Robbins' O. K. Gum Vender has a capacity of 1,200 balls and the machine

### Victor Announces New Merchandiser

CHICAGO, Oct. 9.—Officials of the Victor Vending Corporation announce a new toy and bulk merchandiser which they claim will win choice locations and bigger profits for operators.

"This new Universal vender of ours is the last word in streamlined design," maintains Harold M. Schaefer, Victor president. It is a model of compactness, standing only 15 inches high, yet capable of holding five pounds of bulk merchandise.

"The Universal," he continued, "will vend all kinds of bulk merchandise, including nuts, candies and toy mix. It has a non-clogging coin mechanism which is reasonably slug proof and will reject tax tokens. The extra-heavy crystal-clear glass globe has a large opening which makes it easy to fill, and special cork gaskets are used on top and bottom of the globe. The body of the vender is made of special non-corrosive aluminum castings. It has a single screw portion adjustment, vends accurately and is equipped with a special screw-type pick-proof lock.

"We think so much of the new machine," Schaefer concluded, "that we are guaranteeing every Universal vender to render 100 per cent satisfaction or we will cheerfully refund the purchase price of the machine."

### Joe Frank Taken For Thrill Ride

To the Editor: "I was in Chicago for several days and tried to get you on the phone, but never did succeed. I had a very nice trip this time and made several good connections, so that I look for business to be much better this fall. But conditions are changing so fast that we can hardly keep up with them. Any time that you can give me a little advance information on any new machine that is really hot, it will be greatly appreciated.

"I spent one whole day in Aurora with Ted Stoner and was taken for a ride in his new \$15,000 plane. It was my first airplane ride, and did I get a thrill!!! (Ask anybody who has taken a ride with Ted.) Our firm handles the Stoner line and we expect to do a big job on Stoner's Races game. I think it is a wonderful machine.

"Until I see you at the show, here's wishing you the very best of everything."

—Joe Frank, Automatic Sales Company, Nashville.

"P.S.—I was in Western's office when Bill Cohen and Jimmy Johnson were bawling you out about letting that one-arm bandit expression appear in your publication. I got a kick out of listening to Bill cuss you out as he is the best in this line."

allows a definite 50 per cent payout, thereby showing a large profit for both operator and location.

### THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE

## WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE. \* CHICAGO, ILL.

### 7 DAY FREE TRIAL ON SAMPLE NOT A WATER GAME NOT A TICKET, DEAL PENNY SKILLO



Fastest Penny Counter Cigarette Game ever produced—something entirely new and different. 40% for location, 60% for you. Perfect Check-up System. Keep count of all payouts—cheat proof. Can play 1c, 5c, 10c.

Nothing like it in coin history. Percentage regulator. Gets the money for big profits. Awards up to 15 to 1. Coin rolls thru brass pins into payout pockets. Tested, proven on location, returns tremendous quick profit for you. Ball Gum can be used with each penny play if you wish. Lock keys.

**SAMPLE CASH \$6.50**  
 Lots of 5 or More \$5.95  
 1/2 DEPOSIT — No Personal Checks Please.

Patent Pending Size 7x7

**WRITE UNITED AMUSEMENT COMPANY**  
 3410-16 Main St., Kansas City, Mo.

### MISCELLANEOUS CLOSEOUTS

Guaranteed A-1 Condition, Ready to Operate

CROM EAST & WEST (Daval)	\$45.00
CHALLENGER	37.50
MAZUMA	12.50
ROYAL RACES	25.50
BUMPER	39.50
RICOCCHET	12.50
HOME RUN	15.00
WIZARD	13.50
PREVIEW	17.50
AIR RACES	32.50
TOP 'EM HEADER	47.50
DOUBLE HEADER	25.00
MYSTIC	15.00
CROSS LINE	22.50
SKOOKY	17.50
STONER	35.00
STONER BALL FAN	13.50
KEENEY TARGETTE	69.50
ROTARY MERCHANDISER (Especially)	75.00
SCHOOL DAYS (Rock-Ola Ray Gun)	39.50
ROCK-OLA No. 2 PHONOGRAPH	117.50

1/3 Deposit, Balance C. O. D.  
 Cable Address: "Idealco."  
 Phone: Garfield 0072.

**IDEAL NOVELTY CO.** 1518 MARKET ST. ST. LOUIS, MO.

### GUARANTEED BARGAINS

**PHONOGRAPHS**

3 Mills Dance Masters	\$ 48.50 Ea.
3 Seeburg Selectophones, 36s	89.00 Ea.
3 Seeburg Symphonias, 36s	119.50 Ea.
37 Wurlitzer 412s or 312s	159.50 Ea.
3 Wurlitzer 616s or 718s	237.50 Ea.

**AUTOMATIC PAYOUTS.**

Pease Races	\$159.50
Ray's Tracks	149.50
Winner	49.50
Jumbo	9.00
Bowle	12.50
Palooka Jr.	12.50
Galloping Plugs	12.50
Turf Champs	\$47.50
Rotary Merchandisers	77.50

**NOVELTY GAMES.**

Bumpers	\$10.00
Roll Over	10.00
Cross Lines	22.50
Mystic	21.50
Booster	19.50
Mad Cap	7.50
Cusher	6.00
Panama	6.00
Three Stars	\$10.00
Lights Out	10.00
Hot Springs	27.50
Boo Hoo!	29.50
Home Stretch	37.50
Daval Base-ball	19.50
Daytona	27.50

**RECONDITIONED SLOT SPECIALS**

15 Mills 50 War Eagles	\$37.50 EA.
3 Mills 40 War Eagles	
3 Mills 25c War Eagles	

Immediate shipment from our large stock on Pease Slots—Mills Slots—Wurlitzer Phonographs. Latest Games. Leading Manufacturers, at Lowest Factory Price.

TERMS: 1/3 with Order, Balance O. O. D.

**AUTOMATIC AMUSEMENT CO.**  
 4000 Pennsylvania Street, Evansville, Ind.



**JOE RAY, of Dallas, one of the leading Texas operators, inspects Gottlieb's Derby Console while on a visit to Chicago.**

### BARGAINS FROM DAVE MARION

Wurlitzer Skee Ball, Late Model . . . \$ 64.50  
 1c Jennings Duchess . . . 19.50  
 Penny Packs . . . 8.50  
 Pease Races . . . 147.50  
 Bumper Type Tables, \$5.00 and Up.  
 Mills Slots, \$5.00 and Up.  
 Wurlitzer Phonographs, \$75.00 and Up.  
 Automatic Payouts, \$5.00 and Up.  
 Bally Baby . . . \$ 5.00  
 Mercury . . . 37.50

Write for Complete Bargain List or what you are interested in. We have Exceptional Offerings Every Week.

**MARION COMPANY, Wichita, Kan.**

### WANTED!! BUMPER TYPE GAMES FOR CASH.

Write today advising condition, appearance and give prices.

**NATIONAL PREMIUM CO.**  
 1312 Farnam Street, Omaha, Neb.

### Tom Thumb Jar of Joy

In Sets of 1440, 1836, 2052 and 2280 Tickets. Winners individually coded for each set. Sample set, 2280-12 each, 120 combinations, 101 to 120, with assortment of labels so you can choose your own payout. Express paid, \$3.00. Write for details 100 Jar Games.

**TOM THUMB, Dept. 99 Nauvoo, Ill.**

It Helps You, the Paper and Advertiser to Merit The Billboard.

# Keep Hijackers **AWAY** from **YOUR** Premises

## This **SURE, SAFE** Way

The only sure way to detour Hijackers from your place of business is to protect your machines so well that day and night attacks will be useless. We offer you a type of protection in these machine safes that is far in excess of the security ordinarily provided.

### MODERN FOOL-PROOF CONSTRUCTION

These safes are built of 3/8" steel, electrically welded throughout and the standard finish is baked-on olive green. The concealed locking mechanism, locking each machine on three sides, is the strongest placed on equipment of this type. Once the machines are locked in place they become to all practical purposes an integral part of the equipment. A punch-proof lock with removable handle control prevents tampering with your slots by anyone.

### IMMOVABLE SAFES, YOUR PROTECTION

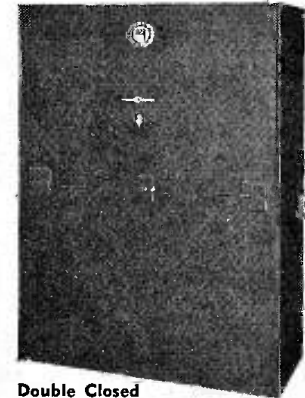
A new exclusive means of adding weight makes it impossible to remove safes.

Write today for prices. 1, 2 and 3-machine safes.

**PALMANTIER-KING  
SALES CO. 1107 W. TUSCARAWAS  
CANTON, OHIO**



Single Open



Double Closed



Weight May Be Added  
From 700 to 3200 Pounds

# \$20,000 PINBALL CONTEST

## Los Angeles Ops Launch Good Will Building Plan

Contest uses nationally popular cartoon idea — will run in four weekly series — tokens sold to players for entry

LOS ANGELES, Oct. 9.—In a modern four-color tabloid sheet of 4 pages the California Amusement Machine Operators' Association, with offices in the Subway Terminal Building, last week announced a \$20,000 Good-Will Contest based on a series of cartoons much like those used in contests now familiar to the public. Contestants are to fill in blank speeches of cartoon characters. The tabloid sheet contains full details and rules of the contest, also a full page setting forth the amusement advantages to be found in "CAMOA games." The contest is to run in a weekly series for four weeks, with a total of \$5,000 in cash prizes every week. Its purpose is to acquaint the public "with the world's greatest amusement" and it is probably the most complete publicity program ever undertaken by an organization of operators of amusement games.

Preparations for the program are original in many respects. Games played by members have been equipped to operate with special tokens. These tokens may be purchased from any location for 5 cents each and may be played in any "CAMOA" game in any location in the city. Anyone entering the contest must submit with his cartoon answers five sales receipts or facsimiles. A sales receipt is received with each purchase of a token, which means that contestants purchase at least five tokens each week. Entries for the first week must be mailed before midnight of October 10.

### Contest Rules

The complete set of rules published for the contest are as follows:

1. Everybody who desires may enter this contest, except members of the

Camoa organization, their families and employees and employees of concerns connected with the advertising and sales promotion agencies and their families.

2. Each week three pictures are issued. Two spaces are provided for conversation on each picture. One space will be left blank. The conversation in this blank space is to be supplied by the contestant in as few or as many words as he desires.

3. Each week for four weeks Camoa will pay out 533 cash prizes, totaling \$5,000, as follows:

First Prize.....	\$1,000
Second Prize.....	500
Third Prize.....	250
10 Prizes of \$100 each.....	1,000
20 Prizes of \$50 each.....	1,000
500 Prizes of \$2.50 each.....	1,250

533 Cash Prizes Totalling. \$5,000  
(A grand total for the four weeks of 2,132 cash prizes amounting to \$20,000.)  
Don't forget—five Camoa cash receipts

or facsimiles with each three pictures.  
... (See Rule No. 8 below.)

4. The awards will be paid each week to the 533 contestants who in the opinion of the judges have submitted the most original and best replies and who have in all ways conformed to the Rules of Award as contained herein.

5. The awards will be made to contestants in the order of their merit as determined by the judges. The judges' decision shall be final.

6. A new set of three pictures will be issued each Monday and each weekly contest closes at midnight the following Sunday. All entries to be considered must bear a postmark or be delivered to an authorized Camoa merchant not later than midnight of the Sunday following date of issue, except the first contest, which closes midnight Sunday, October 10. Each weekly entry must comply with qualifications under Rule No. 8.

7. Send in only the pictures, with your answers filled in on blank spaces in the pictures or on the blank lines below each picture. All pictures are furnished free by merchants displaying Camoa signs. You may make as many entries as you desire, provided each entry of three pictures shall be in accordance with Rule No. 8 below.

8. Every entrant to qualify for a prize must inclose with each complete set of three pictures five Camoa cash receipts (or five reasonably accurate facsimiles drawn by hand) issued by the dealer from whom you purchase Camoa tokens. Either actual receipts or hand-drawn facsimiles are acceptable. No purchase is necessary in order to compete in the Camoa Good-Will Contest.

As many sets of answers may be entered as desired, but each set of answers submitted is a separate entry and must be qualified separately and individually. Regardless of the number of entries a contestant is not entitled to receive more than one prize in any one calendar week, which shall be the highest prize awarded to the individual for his entries.

9. In case of ties duplicate awards will be made.

10. All entries become the property of the sponsors, regardless of whether or not entrant is awarded a prize. No correspondence can be entered into regarding any entry.

11. Decorations, added art work and neatness do not count. Simply send in answers according to the rules.

12. Each entrant accepts all rules governing this contest as binding, including all decisions of the judges. All matters pertaining to the conduct of the contest, acceptance or rejection of submissions, the awarding of prizes, the methods used to insure fair and impartial means of awards based upon individual effort shall be final and conclusive.

13. No responsibility shall be assumed by the sponsors for any entries or communications lost or delayed.

14. Send in each complete entry in a separate envelope, provided free by Camoa merchants to all contestants, together with five Camoa cash receipts or facsimiles, as required by Rule 8. Address your entry to CAMOA, Subway Terminal Building, Los Angeles.

With bold and peppy headlines, slogans and similar appeals the remaining three pages tell the story of the new indoor amusement. It reads as follows:

"Millions are spellbound by this thrilling pastime that stands alone in the field of amusement. The crowning

**You Can Have It!**

Fairgrounds . . . . . \$105.00  
Track Time . . . . . 185.00  
Rays Track . . . . . 95.00

1/3 Deposit

**SEIDEN DISTRIBUTING CO.**  
1240 Broadway, Albany, N. Y.

# 7 DAYS FREE TRIAL

MONEY BACK GUARANTEE ON REEL SPOT

Only \$29.75 TAX PAID

Operate Reel Spot for 7 Full Days and if you are not fully sold on this machine for any reason we will refund your entire amount of \$29.75. You take no chances with Reel Spot! Wire your order now! (Enclose 1/3 Deposit.)

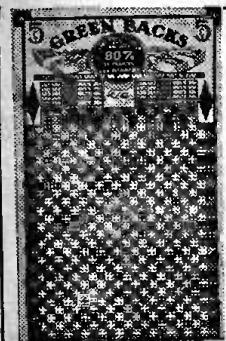
**GERBER & GLASS** 914 Diversey Blvd. CHICAGO

## NEW LOW PRICES GARDNER SALESBOARDS

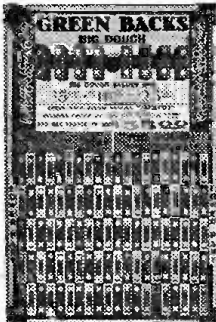
Write for New Catalog and Price List  
**JUST OFF THE PRESS**

WHEN WRITING PLEASE STATE YOUR BUSINESS

**GARDNER & CO., 2309 Archer Ave., Chicago, Ill.**



**The Greatest Board In History**  
"GREEN BACKS" IS ACCLAIMED THE MOST SENSATIONAL BOARD IN THE HISTORY OF THE INDUSTRY!  
Money-Like Certificates in the payoff card make this board a brilliant contribution by Superior! 80% payout, tip-style tickets, an opportunity to receive \$35.00 for 5c by hitting Jackpot. Made in both 5c and 10c play.  
Board takes in: 2470 Holes @ 5c ..... \$123.50  
Pay Out (Average) ..... 82.01  
Profit (Average) ..... \$ 41.49  
Thick board, easels, celluloid protectors over certificates, individually protected.  
**SUPERIOR PRODUCTS, INC.**  
"World's Fastest Growing Salesboard Factory."  
14 North Peoria Street, Dept. C, CHICAGO.



THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

achievement of American Ingenuity. A dollar's worth of amusement for a nickel. Thousands who never played games in their lives are intrigued and mystified by the exciting skill features built into modern, mechanical, amusement games. There has never been anything ever before conceived so marvelous, so startling in its fascination as the suspense and action skill of Camoa games.

### Thrilling Fun for Everybody

"In every neighborhood, in every part of Los Angeles you will find those who seek solace from everyday cares and worries, enjoying the exhilarating, heart-pounding thrill of solving the puzzling magic of these games of skill. Tired, exhausted nerves demand an outlet. . . . Some people find it in books, others find it in swimming and athletic prowess, some find it in the theater. . . . Such amusements cost money . . . but everybody can enjoy Camoa . . . for only a nickel! A dollar's worth of amusement for a nickel.

### Publicized by Good-Will Contest

"To increase the popularity of these magic sources of amusement the owners have decided to publicize them in the same manner that many other famous products have been brought to the attention of the American people . . . by simple good-will contests.

### Camoa Games Operated by Tokens

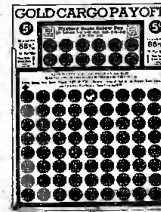
"Camoa games are not ordinary coin-operated devices. Your corner druggist, restaurant and other merchants who feature Camoa games sell you tokens which operate the games and with each token you are issued a cash receipt for your money the same as you are issued a receipt for any other merchandise purchased in the store. You may purchase Camoa tokens any place you desire and you may play the Camoa game with these tokens wherever it is most convenient. It is not necessary that you use all of the tokens or any of the tokens in the place where you have purchased them. If you are out to lunch buy them downtown. You may keep the tokens and use them on any machine bearing the Camoa insignia. These tokens are good any time or in any place just so they are used in games bearing the Camoa insignia.

"Camoa games are built solely for amusement purposes. They are built by skilled craftsmen and artisans who spend weeks, often months, in their designing and construction. Each game is a costly affair, not a toy, but a scientifically designed and constructed mechanical device, packed with animation and action. They represent an investment of thousands of dollars . . . dollars that have been spent for your amusement and your entertainment. Where other amusements cost you dollars to enjoy—Camoa costs you only a nickel.

### Dollar's Worth of Fun for 5c

"Camoa games are one of the few means of self amusement and self enjoyment. They are one of the few games in which you can challenge your own skill in attempting to find the solution to the tantalizing action of the game. Universally alluring, thousands have come to look upon Camoa games as their source of daily enjoyment . . . spellbound by the action. They challenge the skill of the clear-eyed player and add to the powers of concentration. If you have never played a Camoa game . . .

## OPERATORS ATTENTION!! BEST JAR DEAL EVER



13 JACK-POT CARD PAY-OUTS \$1.00 TO \$25.00

LABEL PAY-OUTS 25c TO \$1.00



**GOLD CARGO**  
**\$31.60**  
Per Doz. Sets

Tickets-Cards-Labels 5c Play  
2280 TICKETS TAKES IN . . . \$114.00  
JAR LABEL PAYS OUT . . . 54.00  
JACK-POT CARD PAYS OUT . . . 26.00  
AVERAGE . . . . . \$34.00

AVERAGE PROFIT PER JAR. . . . \$ 34.00  
1/3 Deposit, Balance C.O.D.  
**B & B NOVELTY CO., Inc.**  
618 W. Main St., Louisville, Ky.

## "WHILE THEY LAST"

- BALLY DERBY . . . . . \$14.50
- DAILY RACES . . . . . 19.50
- SPORT PARADE . . . . . 24.50
- SKIPPER . . . . . 27.50
- TURF CHAMP . . . . . 32.50
- CENTER SMASH . . . . . 32.50
- COLLEGE FOOTBALL with Clock . . . 35.50
- PREVIEW . . . . . 42.50
- WINNER . . . . . 49.50

## 25 FAIRGROUNDS 119.50

Latest, LIKE NEW

- GRAND PRIZE . . . . . \$49.50
  - CAROM . . . . . 49.50
  - FOTO FINISH . . . . . 62.50
  - CLASSIC . . . . . 62.50
  - AIR DERBY, Deluxe Cabinet . . . 69.50
  - RELIANCE DICE MACHINE . . . . 29.50
  - FREE PLAY, Counter Game . . . . 9.50
- All Machines Guaranteed A-1 Condition.

**AMERICAN - SOUTHERN COIN MACHINE CO.**

437 Baronne St., New Orleans, La.

## WANTED

We will pay \$50.00 cash for Keeney Bowlette or Wurlitzer Skee Ball, BOX D-100, Car The Billboard, Cincinnati, O.

do so today. Then improve your skill . . . challenge your friends. Learn the joys of amusing yourself, instead of depending upon others to entertain you."

The contest in its entirety is copyrighted by the California Amusement Machine Operators' Association, Inc., Subway Terminal Building, Los Angeles.



TWO OF THREE CARTOONS in first weekly series in the \$20,000 pinball contest now in progress in Los Angeles.



## Exhibit Launches New Console Game

CHICAGO, Oct. 9.—Exhibit Supply Company entered the console field recently by announcing "the world's lowest priced console." The machine is said to have an extra large cabinet of attractive appearance and has been given the novel name of Tanforan. Production is already under way and operators are invited to see their jobber for the new games at once.

Official description of the new console given out by the firm says that it has a large and colorful playing field which is inclined in such a way that the crowds standing around can see a thrilling race each play. Officials say that it has the "stoop not, squat not, squint not" appeal. Playing features include dual spinning lights, one to five selections on every play, automatically paying odds up to 40 and a daily double adjustable jackpot. Each race is adjustable to from three to seven seconds.

Mechanical features which the makers are stressing include the "E-Z" pusher coin chute, quietness, shows last five coins, metallic lacquered cabinet, check separator, skill control stop button and may be equipped with ticket vender at slight extra cost.

Two new table games which Exhibit is also launching include Tops, a five-ball game in novelty or payout models, and Broncho, a one-ball pay table.

## RINGLINGS MUM—

(Continued from page 3)

president of the corporation, would automatically resign his position when control of the show returned to the Ringlings. Carl Hathaway, superintendent, is understood to be in line for the position of general manager should Gumpertz vacate, and Ralph Clawson, legal adjuster, is expected to be stepped up to assume part of the responsibilities now on Hathaway's shoulders.

Hathaway was in New York two weeks ago to confer with legal department concerning the indictment against John Kelly for alleged tax frauds in connection with Ringling-operated shows. Case has been pending for more than a year, but it is expected that it will be brought to court in November. Mrs. Charles Ringling; her son, Robert Ringling; Mrs. Aubrey Ringling and John North, nephew of the late John Ringling, have been in New York for several days but did not commit themselves concerning reasons for the visit.

## PARALYSIS SCARE—

(Continued from page 3)

Continuous rain for the entire period and price of cotton, which is down to 6 cents per pound, were given as the causes for the heavy losses sustained by the shows since entering that State, which followed the inauguration of the present Southern tour that started in Tennessee following the engagement at the New York State Fair, Syracuse.

Show train was loaded and ready to move from McComb, Miss., to Vicksburg when word came from the State Health Department that the fair there had been called off and that schools and theaters had been closed due to infantile paralysis scare. This left the train on the tracks in McComb with no immediate stand to make. All of the showfolk who had gone to Vicksburg in cars, trucks and trailers were notified to return to McComb.

Undaunted, the management made a quick move and in record time booked into this city and the shows moved in cold without any billing for a 10-day engagement, which opened Thursday.

Reports reaching here from various Mississippi towns indicate that the infantile paralysis scare has taken hold of the people to such an extent that Gruberg found it expedient to cancel the remainder of the Mississippi bookings for his World's Exposition Shows.

## RUTHERFORD COUNTY COLORED FAIR

AND PAGEANT OF PROGRESS  
October 18 to 23, Murfreesboro, Tenn.  
Want Chairplane and any Flat Ride for Southern Tour, Concessions of all kind, Independent Shows with own outfits. Address J. HARRY SIX, Carrollton, Ky., this week.

## WANT

Shows and Concessions, Barnesville, O., Street Celebration, October 11-14; Middleport Fall Festival on street, 18-23. OUNNINGHAM SHOWS.

## GARDEN RODEO—

(Continued from page 3)

introduced by the late Tex Rickard in 1926 is an institution now, having been developed to tremendous proportions in recent years by Colonel W. T. Johnson, the Texas rancher who turned rodeo producer at an age when most showmen think of retirement. But the genial Colonel is not here this year, having turned over the reins to his former general assistant, Everett Colburn, and Harry Knight, another authority in the rodeo game. Colburn is general manager and arena director and Knight general assistant.

Stock, assembled by Colburn and Knight, is largely composed of Johnson-owned animals and is every bit as tough as that which appeared here in recent years, number and caliber of participants are about the same as in the past, and the lineup of special features and added attractions remains virtually identical with 1936. Frank Moore, manager for the Garden, is back again and has the entire production clicking as smoothly as always. This is Moore's eighth year as resident manager. Nearly \$40,000 in prize money has been set aside by the Garden corporation to be distributed to winners. Entry fees have been added to the prize allotment this year, first time that such a system has been in operation in the East. Evening shows will be presented every day until October 24, and matinees are scheduled for Saturdays, Sundays and Columbus Day, October 12.

## Program in 17 Parts

Program is divided into 17 parts, consisting of eight strictly competitive events and nine added attractions depicting the spirit and color of the old West. Former group includes cowboys' bareback bronk riding, cowgirls' bronk riding, cowboys' calf roping, cowboys' brook riding, cowgirls' steer wrestling, wild cow milking, cowboys' steer wrestling and the wild horse race.

Other stanzas include the grand entry; horseback quadrille, with Johnny Jordan calling; trick and fancy riding, trick and fancy roping, mounted basket ball and special acts.

Routining of the show has been patterned after Colonel Johnson's presentations in the past. List of participants, which will appear in the Corral Department of next issue, includes most of the prominent names of former years, plus several newcomers who are being touted by press and p.a. system as likely champs. That remains to be seen, of course, altho early shows indicated that at least a couple of the new boys have real potentialities as far as ability is concerned.

The staff assembled by Colburn, Knight and Moore is practically the same as that which ran things in 1936 and includes Fred Alvord, arena secretary; Tad Lucas, Charles Ertz, Cappy Lane and I. C. Crovat, timers; Carl Arnold, Leo Murray and Floyd Gale, judges; L. Porter Moore, editor of the program; Ted Deglin, publicity and advertising manager; John (Tex) O'Reilly, feature writing; Al Frazin, announcer, and Dr. H. O. Claus, physician. Fog Horn Clancy is on duty in the press box.

## Special Acts Repeaters

Special acts obtained by Moore are mostly repeaters but seem to be as popular as ever. Chester Byers, Junior Eskew and Verne Goodrich again thrill the house with their exceptional roping exhibitions, and the McLaughlin youngsters, Donald and Gene, prove once more that not all rope artistry is confined to grownups. Ted Allen has a couple of new tricks in his horseshoe-pitching routine; Buck, the wonder horse shown by Hardy Murphy and owned by Colonel Johnson, is as sensational as ever in the high-school class, and Billy Keen's Roman Jumpers return after an absence of a couple of years to demonstrate their equine-leaping prowess. Jimmy Nesbit, Jasbo Bulkerson and Tom Hunt, last named billed as Tony the Wop, supply the comedy sequences and as usual risk their necks by heckling the Brahma steers.

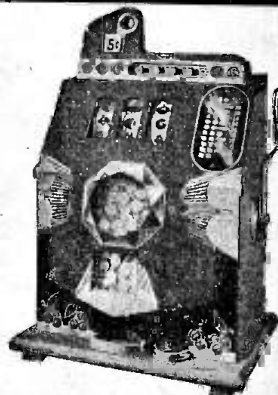
Everett Johnson is back with his band to supply the musical background and is probably largely responsible for the swift pacing of the show. Johnson's is a hard-working group and one that is pretty hard to beat when it comes to bands in that category. Ray Whitely's Six Bar Cowboys supply vocal renditions of Western ballads before each program begins and help out the band at intervals thruout the bill.

## MELON BELL OR VENDER

with regular jackpot and mammoth melon JACKPOT FREE!

Earn it by Buying

At least \$1,000.00 worth of Coin Machines or Tables. Individual orders need not be for \$1,000.00 each — we add up ALL your purchases made at various times during the month. This credit will apply only on Slots and Tables, and not on the purchase of Phonographs.



We have available for delivery all new machines that have been released by their respective manufacturers, such as Mills Clocker and Flasher, Bally's Teaser, Fleetwood and Fair Ground; Gottleib's Console Models; Jennings Derby Day with Slant Top, Paces Races, Rays Tracks and others.

## NOTICE OPERATORS

Mills Mystery Blue or Red Fronts, Melon or Cherry Bells, with Compulsory Skill Control at a cost of \$7.50 extra; Mills Future Pay Attachment at a cost of \$7.50 extra; Mico Check Separator with Checks for \$7.50 extra.

## MOSELEY'S SPECIALS

2 MILLS HEALTH CHART SCALES	\$ 45.00	4 PACES RACES, 30 to 1, 5c Play, Check Sep. like new, 5275, 5278, 5290, 5291	\$275.00
1 EVANS BANG TAIL F.S., 5c Play	225.00	2 PACES RACES, 5c, Check Separator, used 10 days, Serial over 5300	387.50
1 PHANTOM, F.S.	15.00	2 RAY'S TRACKS, 5c, Check Separator, F.S. Never on location	280.00
2 PAMCO SARATOGA	22.50	2 JENNINGS DERBY DAY, Console Model, Slant Top, New	159.50
5 SKIPPERS	15.00	1 JENNINGS BELLS, Console Model, Slant Top, New	159.50
1 PAMCO HASE	18.50	1 PACIFIC DOMINOLE, Brand New, Console Model, 5c Play	159.50
2 HI DE HO	13.50	1 CLEARING HOUSE, F.S. New	3.00
1 PINCH HITTER	13.50	2 CENT-A-PACKS, F.S. New	13.00
1 DAIL RACES	13.50	1 ZEPHYR F.S., New	15.00
1 MILLS TOURNAMENT F.S.	95.00	1 PACES RACES, 5c Play, Cash Payout, 30 to 1, Like New, Serial 4634	250.00
2 AIR RACES	40.00	1 MILLS DO RE MI, Serial over 20,000, Like New	150.00
1 PREVIEW	35.00	2 MILLS DE LUXE DANCE MASTERS, Like New	97.50
1 EXHIBIT RACES	150.00	1 MILLS DANCE MASTER, Regular Model, Perfect	47.50
5 ROCK-OLA REGULAR MODELS, Perfect	125.00		
2 ROCK-OLA RHYTHM MASTER F.S., New	205.00		
1 IMPERIAL 20 F.S.	255.00		
5 GOLDEN WHEEL	77.50		
2 HIGH STAKES	6.00		
2 PACE RACES, 5c, Cash Payout, used 10 days, Serial over 5300.	325.00		

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale.

MOSELEY VENDING MACHINE EX. Inc., 800 BROAD ST., DAY PHONE 3-4511, RICHMOND, VA. NIGHT PHONE 5-5328.

## Dixie Model Shows Want

For Williamsburg County Fair, Kingstree, S. C., Week October 18 to 23, and Marlboro County Fair, Bennettsville, S. C., week October 25 to 30. SHOWS—Can use Fun House, Animal Show (Eagleson and Lippincott, answer), Snake Show, Life Show, Penny Arcade, or what have you? RIDES—Want Octopus, Loop-o-Plane, Kiddie Rides and Loop-the-Loop. H. A. Ferguson, get in touch at once. CONCESSIONS—Want Cook House, Grab and all kinds of Concessions except Bingo, Photos and Custard. Ed Evans, come on. All address Jacksonville, N. C., this week; then as per route.

## EVANGELINE SHOWS WANT

Colored Minstrel People, Piano Player and Musicians, also Talker for Minstrel Show. Will furnish tent for any good single attraction. Can use Legitimate Concessions, also Grind Store Agents that will grind. Capable agents for Blower, man for Hit and Miss Cat Rack. Address Hartshorne, Okla., week October 11th; Waldron, Ark., Scott County Fair, week October 18th to 23d. EVANGELINE SHOWS.

## BANTLY'S ALL-AMERICAN SHOWS

HARTSVILLE, S. C., LEGION CELEBRATION, OCTOBER 18-25, INCLUSIVE.

WANT Wheels, including Groceries, Toys, Ham, Blankets, Chromium; Grind Stores, Short Range Gallery, Photos, Ball Games, Novelties, any other Concessions using Stock. Write or wire. Sumter, S. C., this week.

## WANT CONCESSIONS AND SHOWS

Of all kinds. Ride Foreman and Help for all Rides. Following Fairs, out all winter. LITTLETON, N. C., October 18 to 23; ELBERTON, GA., 25 to 30; EMANUEL COUNTY FAIR, SWAINSBORO, GA., week November 1. Buck Dobby wire. Address as per Route. Fairs wanting Midway Attractions write. AMHERST, VA., this week.

## HELLER'S ACME SHOWS

## LEW HENRY SHOWS WANT WANT WANT

FOR SUFFOLK, VA., COLORED FAIR, AND HENDERSON, N. C., COLORED FAIR TO FOLLOW, Minstrel Show. Daybreak Bell communicate at once. Concessions of all kinds except Bingo. WANT Shows of all kinds. Have Tops for same. Address LEW HENRY, Ashokic, N. C.

# IT'S LEGAL ANYWHERE!

## The Imperial

### Streamline - Custom Built

#### COIN OPERATED BILLIARD TABLE

Here is your opportunity to enter a business that is dignified, PROFITABLE and free from legal difficulties. Put an IMPERIAL on location and earn steady profits for YEARS!

Ultra Modern in design and construction. One-piece solid slate bed covered with finest felt. Simple fool-proof in-drawer mechanism. Completely equipped for instant operation on any location.



JR. MODEL \$197<sup>50</sup> SR. MODEL \$237<sup>50</sup>  
3 Ft. by 6 Ft. 4 Ft. by 8 Ft.



Order a Sample TODAY  
—and you will order a  
Carload Tomorrow!

**BIRMINGHAM**  
**VENDING CO.**  
2117 THIRD AVE., NORTH  
BIRMINGHAM, ALABAMA  
(PHONE: 3-5183)



**SALESBOARDS**  
**SALESCARDS**  
At the greatest  
Opportunity Prices  
of a lifetime

There has just popped up a WAR on these goods and this at such an opportune time when same is in very BIG demand.

Hundreds of different numbers illustrated in our 72-Page Catalog just issued, with attractive low prices. And in addition, discounts ranging from 10 to 50%. On account of this FIGHT we give you below the LOWEST PRICES the world has ever seen on Boards.

1000-HOLE  
Cigarette, Candy, Cigar,  
Gasoline, Novelty or Plain  
Heading Boards... Big  
Variety. Your Choice, Each  
**70c**

These prices may be withdrawn any day... so order quickly, in any quantity, ONE or a THOUSAND, as they will not be so LOW forever. We further guarantee that any Boards you buy from us that we are NEVER UNDERSOLD or will refund the difference.

25% Deposit With Orders — Balance C. O. D.  
72-Page Salesboard Catalog and 196-Page Novelty Catalog FREE With All Orders.

**MILLS SALES CO.**  
Our Only Mailing Address: 901 BROADWAY, NEW YORK, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

**South Street Museum**

Can place Tattoo Man with neat outfit, Glass Blower with Flash, or any good Feature Attraction, Oriental Dancers, Colored Revue. All winter's work.  
TOM HASSON, 1419 South St., Philadelphia, Pa.

### Besser Novelty In New Quarters

ST. LOUIS, Oct. 9.—Besser Novelty Company, Herb Besser, owner-manager, moved this week to its new location at 4503 Manchester avenue, where, according to Besser, the firm will be better able to serve its many customers.

Manchester avenue is one of the arterial highways entering St. Louis and the new location will be easily accessible to out-of-town operators. A spacious parking lot adjoins the new location.

Al Haneklau, distributor for Mills Novelty Company products in St. Louis and a jobber of coin-operated machines here, will take over the former Besser Novelty location at 3020 Olive street. Previous to the removal of Besser, Haneklau occupied the top floor of the building, but henceforth will occupy the entire building.

### ROUTES

(Continued from page 37)  
Miller, Al H. Show: Warwick, Ga., 11-16; Original Floating Theater: Jasonville, Md., 11-16.  
Rilton's Show: Royston, Ga., 11-13; Tignal 14-16; Metasville 18-20; Grovetown 21-23.

### REPERTOIRE

Baxter-Leonard Players: Royston, Ga., 11-16.  
Billroy's Comedians, Billy Wehle's: Prescott, Ark., 13; Fordyce 14; Pine Bluff 15; McGeehe 16; Greenville, Miss., 18.  
Bishop Tent Show: Rynannis, Mass., 11-16.  
Orisco, Jackie, Players: Algon, Ark., 11-16.  
Daley's Comedians: Holly Hill, S. C., 11-16.  
Richey, Alice, Co.: Roanoke, Va., 11-16; Charlotte, N. C., 18-23.

### CIRCUS AND WILD WEST

Barnes-Sells-Floto: Palestine, Tex., 12; Henderson 13; Tyler 14; Terrell 15; Ranger 16; Breckenridge 17; Cisco 18; Abilene 19; Colorado 20; Big Spring 21; Midland 22; Pecos 23.  
Beers-Barnes: Latta, S. C., 15; Maysville 16.  
Cole Bros.: Corpus Christi, Tex., 12; Bay City 13; Houston 14; Galveston 15; Goose Creek 16.  
Daley's Comedians: Holly Hill, S. C., 11-16.  
Richey, Alice, Co.: Roanoke, Va., 11-16; Charlotte, N. C., 18-23.

Main, Walter L.: Beaufort, S. C., 12; Alledale 13; Denmark 14; Waynesboro, Ga., 15; Louisville 16.  
Mlx. Tom: Iola, Kan., 12; Nevada, Mo., 13; Carthage 14; Fayetteville, Ark., 15; Ft. Smith 16; Little Rock 18.  
Ringling Bros. and Barnum & Bailey: Meridian, Miss., (Fair) Tuscaloosa, Ala., 13; Montgomery 1; Birmingham 15; Gadsden 16; Memphis, Tenn., 18; Jackson 19; Nashville 20; Chattanooga 21; Knoxville 22; Johnson City 23.  
Sells-Sterling: Holdenville, Okla., 12; Seminole 13; Ed Reno 14; Norman 15; Pauls Valley 16; Sulphur 17; Knoxville 22; Johnson City 23.  
Vanderburg Bros.: Roe, Ark., 14.

### CARNIVAL

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

Alamo: Atlanta, Ga.  
Anderson-Strader: Winfield, Kan.  
Atlantic Coastal: Summerville, S. C.  
Bandy All-American: Sumter, S. C.; Hartsville 18-23.  
Barnes' Cosmopolitan: (Fair) Newton, Ga.; (Fair) Colquitt 18-23.  
Barker: East Prairie, Mo.  
Baysinger, Al: Gideon, Mo.; Bernie 18-23.  
Beckmann & Gerety: (Fair) Waco, Tex., 13-23.  
Bee, F. H.: (Fair) Canton, Miss.; (Fair) Louisville 18-23.  
Blue Ribbon: (Fair) Opelika, Ala.  
Broadway Shows of Amer.: Salisbury, N. C.  
Brown Novelty: (Fair) Butler, Ga.; (Fair) Arlington 18-23.  
Brown Family Rides: Omega, Ga.  
Buck, O. C., Expo.: (Fair) Beaufort, N. C.; (Fair) Tarboro 18-23.  
Buckeye State: Columbia, Miss.  
Bullock Am. Co.: (Fair) East Bend, N. C.  
Burdick's All-Texas: (Fair) Anderson, Tex.; (Fair) Franklin 18-23.  
Burke, Harry: Clinton, La., 18-23.  
Byers & Beach: Cardwell, Mo.  
Cetin & Wilson: (Fair) Norfolk, Va.; (Fair) Greensboro, N. C., 18-23.  
Colley, J. J.: (Fair) Idabel, Okla.  
Corey Greater: (Fair) Ahsokie, N. C.; (Fair) Suffolk, Va., 19-23.  
Crafts 20 Big: Oxnard, Calif.; Santa Barbara 18-23.  
Crescent Am. Co.: (Fair) Milton, Fla., 13-16; (Fair) Chipley 18-23.  
Crowley's United: Brownwood, Tex.; (Fair) Weatherford 18-23.  
Crystal Expo.: (Fair) Camden, S. C.; (Fair) Union 18-23.  
Cumberland Valley: (Fair) Carrollton, Ga.; (Fair) La Fayette 18-23.  
Cunningham Expo.: Barnesville, O.; Middleport 18-23.  
Curl, W. S.: Brookville, O., 11-13.  
Da Nube Shows of Amer.: (Fair) Monroe, N. C.; (Fair) Lancaster, S. C., 18-23.  
Dixie Expo.: (Fair) Ruleville, Miss.; (Fair) Shelby 18-23.  
Dixie Model: (Fair) Jacksonville, N. C.; (Fair) Kingstree, S. C., 13-23.  
Dunbar, D. D.: (Fair) Throckmorton, Tex.; (Fair) Wheeler 18-23.  
Dyer's Greater: Belmont, Miss.  
Elite Expo.: (Fair) Heber Springs, Ark.  
Eudy Bros.: Warrenton, N. C.; Goldsboro 18-23.  
Eurekale: Central, S. C.; Greer 18-23.  
Evangeline: Hartshorne, Okla.; (Fair) Waldron, Ark., 18-23.  
Fairly-Martone: (Fair) Springfield, Mo.  
Florida Am. Co.: Blakely, Ga.  
Gibbs, W. A.: (Fair) Nowata, Okla.; (Fair) Erie, Kan., 18-23.  
Gold Medal: (Fair) Athens, Ala.; (Fair) Decatur 18-23.  
Golden State: South San Francisco, Calif., 11-17; Emeryville 18-24.  
Goodman Wonder: Little Rock, Ark.  
Great Superior: Parkin, Ark.; (Fair) Marianna 18-23.  
Great Sutton: Osceola, Ark.  
Greater American: Palmyra, Mo.  
Greater United: Cameron, Tex.; (Fair) Yorktown 18-23.  
Greater U. S.: Hugo, Okla.; Antlers 18-23.  
Groves: Clinton, Ind.  
Gruberg World's Exposition: Baton Rouge, La.  
Hames, Bill: Lufkin, Tex.  
Heller: Acme: (Fair) Amherst, Va.; (Fair) Littleton, N. C., 18-23.  
Hennies Bros.: (Fair) Columbus, Miss.  
Henry, Lew: (Fair) Ahsokie, N. C.  
Heth Bros.: Ragland, Ala.; Attala 18-23.  
Heh, L. J.: (Fair) Sylacauga, Ala.; (Fair) Greenville 18-23.  
Hilderbrand's United: Modesto, Calif., 12-17; (Fair) Walnut Creek 19-24.  
Hughes Bros.: Parma, Mo.  
Hurst, Bob: (Fair) Quitman, Tex.; (Fair) Lone Oak 18-23.  
Hyde, Eric B.: Winder, Ga.; Athens, Tenn., 18-23.  
Isler: Forest City, Ark.  
Jacobs, Wm. B.: Kenton, O.  
(See ROUTES on page 86)

**Concessionaires...**  
**NOVELTY SUPPLY FOR**  
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.  
Catalog with New Low Prices  
**THE TIPP NOVELTY COMPANY**  
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CIRCUS RIDES, TRUCKS, CARNIVALS, Showman's Insurance Man,  
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SEAL, Dyed Congo, Pliced Swaggar and Fitted... \$10.00  
MARMINK (Pliced), Looking Like Real Mink... 19.50  
SEALINE COAT, Full Skins... 27.50  
SILVERED FOX SCARFS... 8.50  
**CHARLES BRAND**  
208 W. 28 St., New York, N. Y.

**Sensational TALKING SANTA!**  
Mysterious talking Santa Claus doll shouts "MERRY CHRISTMAS" to everybody! Sells himself with his own voice. Actually "talks" in lifelike tones. Same principle as phonograph, 9" high. Finished in 7 colors. The outstanding hit of the season. Every man, woman and child wants the TALKING SANTA. \$45.95 to 50c. 1/2 Dozen, \$1.00; Gross, \$21.60. Rush your order now!  
**TALKIE TOY CO.**  
43 E. Ohio St., Chicago, Ill.

**FOR SALE At A Bargain**  
20 Chevrolet Trucks and Semis, 20, 22 and 24 feet. WANT legitimate Concessions and Shows with own outfit. Corsicans Fair, this week; Gilmer Fair, next week; both Texas. Address LEE FINE, TEXAS LONGHORN SHOWS.

**WANTED IMMEDIATELY**  
Sober Electrician for remainder of season, also Polers and Train Help. Wire  
**MEL N. VAUGHT**  
State Fair Shows, Denton, Texas.

**EUREKA SHOWS WANT**  
For Legion Festival, Greer, S. C., week October 18. Flat and Kiddie Rides, Want Shows, especially Minstrel Show. Can place Cookhouse and Legitimate Concessions all kind. Can place one more high Free Act. Also Second Truck and one more Promoter. All address Central, S. C., Fair this week.

**Industrial Exposition**  
Phoenix, Ariz., November 1 to 7  
Can place limited number Legitimate Concessions. No Flat Joists tolerated. Can also use high class Shows. Address C. A. McLEOD, 42 North 1st St., Phoenix, Ariz.

**WANTED**  
Rides, Legitimate Concessions all kinds. No G Wheels. No gift.  
**AMERICAN LEGION JUBILEE**, Chattanooga, Va. October 18 to 23.  
**JOHN KEELER**, Manager.

**5c**

**IMPERIAL ASSORTMENT**  
High Luster Laquer Finishes. Sold in Assortments Only. 50% Deposit Required on All Orders. Packed 72 to Carton (No Less Sold). The Biggest Flash on the Midway.  
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**Used "Winners!"**

**PACES RACES** LATE NUMBERS **\$169.50**  
RE-DUCOED, METAL RENICKELLED & PAINTED AND UP

**EXHIBIT CONSOLES** **\$142.50**  
7-COIN DROP-IN HEAD—RACES  
CHUCKALETTE & JOCKEY CLUB Each

**WINNER AIR DERBY PREVIEW** WITH NEW SPINNER UNIT **\$37.50** EACH

**SPRINGTIME — LITE-A-PAIR**  
**BUMP-A-LITE — PADDOCK**  
**SANTA ANITA** **\$29.50** EACH

<b>HI-DE-HO POLICY TEN STRIKE CHALLENGER</b> EACH <b>\$19.50</b>	<b>CLASSIC</b> <b>\$74.50</b> <b>CAROM</b> <b>\$42.50</b>	<b>TYCOON RAILROAD BALLY BUMPER HIALEAH</b> EACH <b>\$10.00</b>
---	--	--

WRITE for prices on used Blue Fronts, Yellow Fronts, Chiefs, Rol-a-Tops, Cadets and All-Star Comets. All orders 1/3 down, balance C.O.D.

**SILENT SALES CO.**  
"The House of Winners"  
Silent Sales Bldg., Minneapolis, Minn.

**Orders Pouring in For Western Game**

CHICAGO, Oct. 9.—"The interesting and fascinating play of our Program is bringing a veritable flood of orders flowing into our sales office," reports Jimmy Johnson, head of Western Equipment. "Program is an automatic payout game with many individual features," he went on. "It has a huge light-up backboard which presents giant selection numbers; a complete odds chart with odds ranging from 2 to 40 each game and a new Western flicker action position chart. Each contact of the ball on a bumper spring causes positions to light up alternately. A light-up recorder checks the number of bumper spring contacts. Ten contacts must be made before selections are eligible for an award. The mystery coin chute selects two to eight possible winners each race. These selections become eligible for an award if the ball drops into a numbered pocket in the field which corresponds to the selection lighted on the backboard. "The game is so different in appearance and play," Johnson concluded, "that operators and distributors are reporting unusually large profits and we are being swamped with orders. Because of this we have been forced to continue operating on an overtime schedule to maintain peak production."

**SHOWMEN'S LEAGUE**

(Continued from page 69)  
Results to date show \$912, with more to be heard from.  
Brother Carl J. Sedlmayr is working hard on the show he is going to hold at hereport, and we are advised that he is planning to put it over in a big way. Other money received for this account during the week came from Harry A. Lanley, C. F. Zeiger Shows, Francis J. High, Abe Gorman and Carl A. Mann. The house committee received many compliments for the nice work they have done in handling alterations and decorating on the rooms.  
Chairman Sam J. Levy advises that the 25th annual banquet and ball committee has been functioning and will meet together and name their committees and will have some interesting reports

to make from time to time. Remember the date is December 1. The place Hotel Sherman. Be sure to arrange to be in Chicago for this occasion.

Francisco Atayde, operator of the Gran Circo Atayde Hermanos, now showing in Caracas, Venezuela, and Emile Almada, of the Mexican Foreign Service, were guests of Brother George W. Johnson at the meeting. Theirs was a pleasant visit.

Past President Sam J. Levy issued invitations to members of the League to be guests of the Chicago Stadium, Brother M. H. Barnes and himself at the rodeo opening in the stadium on the 14th. League nights will be October 18 and 19. Invitation was accepted amid applause.

Brothers George Brown and Harry A. Paul, being with us for their first meeting, were introduced to the brothers, as was also Phil Paige, who is just back from a trip to Europe.

Vice-President Frank P. Duffield gave a nice talk on the general welcome reception given officers of the League on the various shows visited during the summer.

Welcome letters received and read at the meeting were from Beckmann & Gerety Shows, Hennies Bros.' Shows, Cliff Wilson, Joe Rogers, Max Linderman, Sol's Liberty Shows, Fizzle Brown; John F. Ried, of Happyland Shows; Mrs. Sam J. Levy, Charles A. Doak and Robert H. Miller.

Ben H. Vorhees, of the Strates Shows, advises that this organization will hold a benefit performance for the Cemetery Fund at York, Pa., on the 8th. Ben is not yet a member but assures us he and Brother Strates are working hard to put it over.

**Photo of Dickey Presenting Check to Adorn Clubroom Walls**

Another photo which will grace our walls is that of Brother Lincoln G. Dickey making presentation of that \$3,330 check to Treasurer Cliff Wilson so he could send it to the League.  
President J. C. McCaffery was called away on business and regretted he could not be present for the meeting. He expressed deep regrets ere leaving.  
Just received with regret news of the passing of Brother Charles F. Bates, who died at Hamilton, Ont., in July. This

makes six brothers who have passed to the Great Beyond during the summer. Others are Patty Ernst, Kent Hosmer, Walter F. Stanley, Bob Brumleve and Lee Hall.

Applications received during the week were from John W. Galligan, Morris Lipsky, Fizzle Brown, Sam J. Levy, Charles G. Driver, Denny Howard, of Hennies Bros.' Shows; Sol's Liberty Shows and Dumas & Reid.

Dues received during the week were from Brothers John F. Reid, William G. Dumas, John A. Watson, Bob Martin, Leonard Lundquist, Pete Kling, Walter F. Driver (for 1940), John J. Schaller, John J. Sweeney, Dee Lang, William Shulman, Eddie Meisterman, John Lavina, James P. Butler Jr., Jack Nadig, Lew Dufour, A. L. Rossman, J. C. McCaffery, Bruce Chase, Petey Pivor, Charles Owens, Mal M. Fleming, S. T. Jessop, Ray S. Oakes, Abe Gorman, H. A. Lehrter, Carl A. Mann, Roy Danborn and Joe Archer. What about yours? Better attend to it at once as the date for payment is November 1 and the season is quickly drawing to a close.

Brothers C. Guy and Mel Dodson advise that Dodson's World's Fair Shows will hold a Cemetery Fund benefit show at their Helena (Ark.) stand.

Brothers Bob Miller and Col. F. J. Owens are both still on the sick list, with little change in their conditions.

Members of the Dodson Shows remembered Pearl Harvey, who was sick in a hospital at Lexington, Ky.

Brother Lew Dufour stopped in for a visit on his way from Cleveland to Dallas.

The boys are all generally grieved over the fire which befell Brother L. E. Roth and his Blue Ribbon Shows. Our sympathies, which have been extended, included Brothers Mike Rosen and Dave Tennyson, who also suffered losses at the time.

**Ladies' Auxiliary**

The opening fall meeting was held on the 7th, with President Frances Keller presiding. With her at the table were Vice-Presidents Leah Brumleve, Ida Chase, E. Ernst, also Secretary Cora Yeldham and Treasurer Edith Streiblich. Meeting was well attended and many activities planned for the winter.

Mrs. H. Paul, a new member, returned from her vacation at Lakewood, Mich., in time to be present at opening meeting. All were pleased that Mrs. Charles G. Driver, who has been on the sick list, was able to be present.

Regular bi-weekly social will be held on the 14th, with Mrs. E. Ernst as hostess.

The nominating committee has been selected and names will be given at an early date.

The members enjoyed cake and coffee after the meeting, which were furnished by President Frances Keller.

Late reports are that Alice Hill is recuperating nicely from her recent illness.

**BIRTHS**

(Continued from page 34)

Samaritan Hospital, Los Angeles, recently. Father is an MGM actor.

A 10-pound son, Carral Eugene, to Mr. and Mrs. William Grinnell, midwifed with the Bob Hurst Show, September 25.

A 10-pound son to Mr. and Mrs. Hardie Dillinger in Little Rock, Ark., recently. Father is a balloonist.

A six-pound daughter to Mr. and Mrs. Roger Barnes, of the Beers-Barnes Circus, recently.

An eight-pound daughter to Mr. and Mrs. Donald E. Steele at the Lawrence Memorial Hospital, Medford, Mass., September 29. Father is a WNAC-WAAB, Yankee-Colonial networks, operator, Boston.

A seven-pound son, Lanny, to Mr. and Mrs. Louis Lewyn at the Good Samaritan Hospital, Los Angeles, recently. Father is a Metro-Goldwyn-Mayer producer.

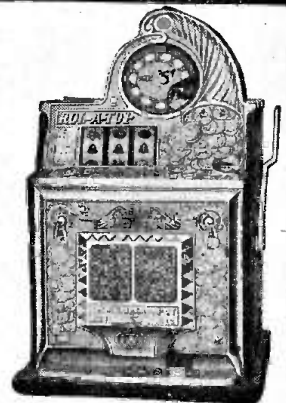
A five-pound daughter to Mr. and Mrs. Ralph Byrd in Hollywood Hospital recently. Father is star of the Dick Tracy serial and mother is the actress Virginia Carroll.

A 7½-pound daughter, Sidney Blair, to Mr. and Mrs. John Auer recently. Mother is former Virginia Blair Sylvester and father is a producer at Republic studios.

An eight-pound three-ounce son, Philip Lee, to Mr. and Mrs. Homer Cannon in Nichols Hospital, Battle Creek, Mich., October 6.

**Divorces**

Angela Bennett from Richard Ben-



**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 Cold Award. Built for 1c-5c-10c-25c Play Made Only By

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ORIENTAL DANCERS AND SMALL COLORED  
All winter's work. Must have Circus or Carnival experience. Send photos and lowest salaries.  
**TOM HASSON, 1419 South St., Philadelphia, Pa.**

**RAILROAD EQUIPMENT FOR SALE**

Four standard Pullman Cars with uppers and lowers. Five tourist type Pullmans. Steel underframes, steel sheathed siding, six-wheel equalized pedestal trucks, steel wheels, passenger top lift couplers, body and platform bolster combined steel casting, steam heat, electric lighted. Inspect in Birmingham  
**STANDARD EQUIPMENT & SALVAGE CO., 2501 First Ave., North, Birmingham, Ala.**

**CIRCUS ACTS—BANNERMAN**

Can use few more Platform Acts with own transportation. Winter salary. Feed and sleep yourself. One-Nighter, Want A-Ad Man. L. E. Etchison and Jack McFarland write. Address **CIRCUS**, care The Billboard, Arcade Bldg., St. Louis, Mo.

**ISLER UNITED SHOWS**

Wants to buy or book small Merry-Go-Round, Chirruplane, Loop-o-Plane or any other Rides. Want Colored Performers, Legitimate Concessions, Grind Shows with or without outfit, Girl Show, Swing Foreman. All winter in Florida, Greelyville, S. C., this week; Summerton, S. C., October 18 to 23. Gilligan wants Agents.

**WANT**

Independent Shows, Rides and Concessions, also Free Acts for Rockdale County Fair, Conyers, Ga., week October 24. Courthouse Square. Write **DICK HARRIS** Sandersville, Ga.

**TIP TOP SHOWS WANT**

Ferris Wheel, Kiddie Ride, Colored Trombone, Colored Performers, Legitimate Concessions, Grind Shows with or without outfit, Girl Show, Swing Foreman. All winter in Florida, Greelyville, S. C., this week; Summerton, S. C., October 18 to 23. Gilligan wants Agents.

nett, actor and father of Joan and Constance Bennett, actresses, in Los Angeles October 8.

Virginia Cogswell Raymond from Dick Raymond, orchestra leader, in Peoria, Ill., October 8.

**Late Deaths**

(The following items were received at press time. More details in the next issue.)

**BAILEY**—Ed, 73, for 60 years in show business as an actor, musician and circus performer, at his home in Oswego, N. Y., September 21. Fifty years ago he toured Europe with Barnum's Circus.



**JOE CALCUTT OFFERS YOU REEL-SPOT ABSOLUTELY FREE FOR 10 DAYS**



Free Trial Money-Back Guarantee! Order Reel Spot from Joe today! Put it on any location—if you don't agree it's the greatest money-maker you've ever had return in 10 days and Joe will refund your \$29.75 — no questions asked!

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**WILMINGTON, N.C., WEEK OCT. 18th**  
**FLORENCE, S. C., WEEK OCT. 25th**  
Can place legitimate Concessions of all kinds. Address  
**MARKS SHOWS, INC.**

Rock Hill, S. C., This Week.

**STANLEY BROS.' SHOWS WANT**

For Third Annual Fall Festival, Summerville, S. C., October 18 to 23. Two Big Construction Pay Days. Better than a fair. Key West, Homestead, Miami, Palm Beach and the best Florida spots to follow. Out all winter, Want Sound Truck, Loop-o-Plane, Tilt-a-Whirl, Pit Show and Minstrel. All legitimate Concessions open except Cook House and Bingo. George Goufus and Jack Murray, wire Al Porter. All others CURTIS L. BOCKUS, Manager, Lake View, S. C., this week.

**LITTLEJOHN'S FAIR CIRCUIT**

BOOKING INDEPENDENT

Will Book MONEY-GETTING SHOWS for Twenty Per Cent.

WANT SIX-PIECE BAND. Legitimate Concessions only No grift. No Girl Shows. This week, Ozark, then Elba, Andalusia, Luverne and Clayton; all Alabama Fairs. Address THOS. P. LITTLEJOHN, Mgr.

**TRI-PARISH FAIR**

EUNICE, LA., STARTS WEDNESDAY, OCTOBER 20, TO SUNDAY, OCTOBER 24. PLACE Stock Concessions of all kinds except Bingo, Custard, Novelties, Penny Pitches, Popcorn, Lead Gallery, Photos, which are sold exclusive. Jennings and Lafayette, La., Fairs to follow. All wires to RALPH R. MILLER, Franklinton, La., this week.

**WAYNE COUNTY FAIR**  
GOLDSBORO, NORTH CAROLINA

Full Week, October 18. All Concessions open except Bingo and Diggers. Other dates to follow. ENDY BROS.' SHOWS, Warrenton, N. C., this week. P. S.—Now booking Meritorious Attractions for Funland Park, Miami, Fla.

**GRUBERG'S WORLD'S EXPOSITION SHOWS WANT**

Concessions of all kinds for balance of Fair Season. No exclusive. Will sell exclusive to Cook House. Will book Double Loop-o-Plane and Kiddie Auto Ride (O. W. Boardman and Gerald Weeks, get in touch with me immediately; very important). Wire MAX GRUBERG, Baton Rouge, La., this week.

**Joe Calcutt's PRICE BUSTING SALE OF SLOTS PHONOGRAPHS PAY TABLES COUNTER and PIN GAMES!**

**GREATEST CLOSEOUT IN HISTORY!**



**ONE BALL AUTOMATICS**

31—BALLY GOLDEN WHEELS	\$ 92.50
21—DAVAL HIT AND RUN	49.50
14—BALLY PRAKNESS	69.50
5—BALLY FAIRGROUNDS	124.50
17—BALLY CLASSICS	89.50
9—JENNINGS DE LUXE SPORTSMAN	67.50
4—STONER AIR RACES	45.00
1—DAVAL TRIPLE REEL	36.50
2—DAVAL TRIPLE REEL	36.50
4—MILLS RAILROADS	42.50
3—PAMCO HI-DE-HOS	36.50
1—PAMCO MAZUMA	36.50
14—WESTERN PREVIEWS	42.50
7—WESTERN WINNERS	49.50
1—WESTERN TOP-EM	39.50
1—MILLS MCCOY	28.50
15—MODEL "B" FIVE BALL BALLY TRAFFIC	6.95
1—JENNINGS SPORTSMAN, 10 BALLS	6.95

**GUARANTEED SLOT BARGAINS**

57—MILLS 50c BLUE FRONT MYSTERY BELLS or VENDERS	\$59.50
36—MILLS 10c BLUE FRONT MYSTERY BELLS or VENDERS	62.50
2—MILLS 25c BLUE FRONT MYSTERY BELLS or VENDERS	65.50
(In Ordering Specify Whether Wanted With or Without Gold Award.)	
47—MILLS 50c WAR EAGLE or VENDERS	\$45.00
18—MILLS 100c WAR EAGLE BELLS or VENDERS	48.00
9—MILLS 25c WAR EAGLE BELLS or VENDERS	51.00
(Above Quotations for Regular Payout Machines. If Wanted With Mystery Payout Add \$4.50 to Prices Quoted.)	
5—MILLS 50c YELLOW FRONT MYSTERY GOLD AWARD BELLS or VENDERS	\$54.50
2—MILLS 50c FUTURITY MYSTERY GOLDEN BELLS or VENDERS	47.50
6—MILLS 50c EXTRAORDINARY MYSTERY FRONT VENDERS	47.50
2—MILLS 50c EXTRAORDINARY MYSTERY SIDE VENDERS or BELLS	47.50
2—MILLS 25c ESCALATOR SILENT DOUBLE BACKROT FRONT VENDERS	34.50
3—MILLS 50c BLUE FRONT MYSTERY BELLS (Can Be Furnished With or Without Gold Award)	87.50
1—MILLS 50c WAR EAGLE MYSTERY BELL	77.50
12—WATLING 50c ROL-A-TOP MYSTERY FRONT VENDERS	47.50
8—WATLING 50c ROL-A-TOP MYSTERY FRONT VENDERS With Gold Award	47.50
2—WATLING 100c ROL-A-TOP MYSTERY FRONT VENDERS	47.50
3—WATLING 100c ROL-A-TOP MYSTERY FRONT VENDERS	47.50
1—WATLING 25c ROL-A-TOP MYSTERY FRONT VENDER	47.50
1—JENNINGS 100c CHIEF MYSTERY SIDE VENDER	55.00
1—JENNINGS 25c CHIEF MYSTERY SIDE VENDER	57.50
4—PACE 50c ALL-STAR COMET TWIN JACKPOT BELLS, Mystery Payout	42.50
3—PACE 100c ALL-STAR COMET TWIN JACKPOT BELLS, Mystery Payout	45.00
1—BALLY RELIANCE 50c Play	24.50
1—BUCKLEY BONES, 50c Play	23.50

**AMUSEMENT PIN GAMES**

10—BUCKLEY DOUBLE NUGGETS With Payout Register	\$ 6.50
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9—DAVAL EXCEL	7.00
7—ROCK-OLA TOTALITES With Payout Register	6.50
11—SHYVERS ROUND 'N' ROUNDS With Payout Register	8.00
(If Interested in Reconditioned Amusement Pin Games of Other Types, Write for Complete List.)	

**COUNTER GAMES**

9—DAVAL PENNY PACKS, Used Only Three Days	\$11.75
17—JENNINGS 50c GRAND STANDS, Like New	39.50

**PHONOGRAPH CLOSEOUTS**

27—MILLS DO-RE-MIS	\$187.50
24—MILLS DE LUXE DANCE	109.50
28—MASTERS	109.50
26—MILLS REGULAR DANCE	109.50
4—MASTERS	89.50
4—MILLS TROUBADOURS	49.50
6—MILLS HIBOY SELECTOR PHONOGRAPHS	39.50
(If Interested in Phonographs of Other Makes, We Also Have These. Write for Complete Information.)	

Terms: 1/3 Cash or Certified Deposit With Order. We Ship, Bal. C. O. D. F. O. B. Fayetteville, N. C.

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205-15 Franklin St., Fayetteville, N. C.  
Cable Address "COINSLOTS"

**Flint, Mich., Installs Parking Meters on Test**

DETROIT, Oct. 9.—First installation of parking meters in Michigan was authorized Wednesday by the city commission of Flint, the second industrial city of Michigan. Five hundred such meters were authorized by the commission, with the city clerk instructed to advertise for bids. Meters will be installed on a competitive basis, the same as most city purchases.

James P. Pollock, Flint city manager, recommended that the meters be installed for six months as an experiment. Final decision will be made at the end of the time. The city is apparently seeking a rental proposition for the meters in the meantime. Increased revenue for the city government was understood to be a big factor in determining upon the acquisition of the meters. They will be restricted to downtown streets.

**ROUTES**

(Continued from page 84)

- Jones, Johnny J., Expo.: (Fair) Spartanburg, S. C.
- Kaus United: (Fair) Chase City, Va., 11-15.
- Kaus United No. 2: Winston-Salem, N. C.
- Keystone: Monroe, Ga.
- Landes, J. L.: (Fair) Kingman, Kan.; (Fair) Howard 18-23.
- Lang's, Dee, Famous: (Fair) Batesville, Ark.; Stuttgart 18-23.
- Large & Lane: Tunica, Miss.
- Lawrence, Sam: Chester, S. C.; Mullins 18-23.
- Lewis, Art: Harrisonburg, Va.; Rocky Mount, N. C. 18-23.
- McClellan: (Fair) Macon, Miss.
- McKee Am. Co.: Healdton, Okla.
- Majestic: Hughes, Ark.
- Marshfield Attrs.: (Fair) Bruceton, Tenn., 14-16.
- Marks: (Fair) Rock Hill, S. C.; (Fair) Wilmington, N. C., 18-23.
- Midwest: Tucumcari, N. M.
- Miller, Ralph E., Amusements: (Fair) Franklinton, La.; (Fair) Eunice 20-24.
- Miller Bros.: Tulsa, Okla.; Ada 18-23.
- Miner Model No. 1 and 2: (Fair) Ephrata, Pa.; (Fair) Lititz 18-23.
- Model: (Fair) Sandersville, Ga.; (Fair) Millidgeville 18-23.
- Nash, C. W.: Welch La.
- New American: Jacksonville, N. C.
- Nonpareil: Jonesboro, Ark.
- Orange State: Ellijay, Ga.; (Fair) Dallas 18-23.
- Page, J. J., Expo.: (Fair) Eastman, Ga.; (Fair) Dublin 18-23.
- Pan-American: West Helena, Ark.
- Pearson: Parkin, Ark.
- Reading's United: (Fair) Brownsville, Tenn.
- Regal United Am. Co.: (Fair) Giddings, Tex.
- Reynolds & Wells United: Trumann, Ark.
- Rogers Greater: (Fair) Alamo, Tenn.
- Rogers & Powell: Fayette, Miss.; Gloster 18-23.
- Royal American: (State Fair) Jackson, Miss.; (State Fair) Shreveport, La., 23-Nov. 1.
- Santa & Cherry Expo.: (Fair) Atlanta, Ga.
- Santa Fe Expo.: Waynoka, Okla.
- Shesley Midway: Danville, Va.
- Small, Harry L.: (Fair) Donaldsonville, La.
- Smith Greater Atlantic: Orangeburg, S. C.
- Snapp Greater: (Fair) Natchitoches, La.; (Fair) Many 18-23.
- Sol's Liberty: Kennett, Mo.; (Fair) Paragould, Ark., 18-23.
- Southern Attrs.: Sereven, Ga.; Odum 18-23.
- Southern States: (Fair) Blakely, Ga.
- Stanley Bros.: Lakeview, S. C.; Summerville 18-23.
- State Fair: (Fair) Denton, Tex.; (Fair) Graham 18-23.
- Stoneman's Playland: Abbeville, S. C.; (Fair) Laurens 18-23.
- Strates: (Fair) Petersburg, Va.; (Fair) Emporia 18-23.
- Texas Longhorn: (Fair) Corsicana, Tex.; (Fair) Gilmer 18-23.
- Tidwell, T. J.: Ballinger, Tex.; Big Spring 18-23.
- Tie-Top: Greeleyville, S. C.; Summerton 18-23.
- Toffel Midway: Okemah, Okla.
- Valley: (Fair) Pearsall, Tex.; Austin 18-23.
- Wallace Bros.: (Fair) Tylertown, Miss.; (State Fair) Negro Fair) Jackson 18-23.
- Ward, John R.: West Point, Miss.

**SPORTS WHOLESALE**  
**FREE WHOLESALE CATALOG**  
 Hot off the press Shows 4,000 world-wide Bargains. 256 Pgs. of Best Sellers of Ever Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.  
**SPORTS CO.,**  
 10-37 Erie St.,  
 Le Center,  
 Minn.

West Bros. Am. Co.: (Fair) Hot Springs, Ark.; (Fair) Paris 18-23.  
 West Coast Am. Co.: Oakland, Calif., 12-18; (Fair) Oakland Speedway, San Leandro 19-24.  
 Western State: (Fair) Lamesa, Tex. West's World's Wonder: (Fair) New Bern, N. C.; (Fair) Henderson 18-23.  
 Wor. R. H.: Scranton, S. C.; (Fair) Bladenboro, N. C., 19-23.  
 World of Fun: Plymouth, N. C.; (Fair) Hoskie 18-23.  
 World of Mirth: (Fair) Raleigh, N. C.; (Fair) Columbia, S. C., 18-23.  
 Yellowstone: Colorado, Tex.  
 Zeiger, C. F.: United; Safford, Ariz.  
 Zimdars Greater: (Fair) Yazoo City, Miss.; (Fair) Lexington 18-23.

**Additional Routes**

(Received too late for classification)

Daniel, Magician: La Porte, Ind., 13; Chesterton 14; Lexington, Ill., 15; Metamora 16.  
 Gilbert Comedians: Hawkinsville, Ga., 11-16.  
 Guthrie, Fred & Marie: Blakely, Ga.  
 LeVant Show: Swifton, Ark., 11-16.  
 Little Farm Show: Heaton, Okla., 11-16.  
 McCall Bros. Show: Middletown, Mo., 11-16.  
 McNally Variety Show: Amelia, N. Y., 11-16.  
 New Magic Show: Copenhagen, N. Y., 11-16.  
 Roberts & Co.: Carrollton, Ga., 11-16.

Mrs. Art Nagel, of the Avon Novelty Sales Company, Cleveland, is in Chicago on business for the firm, while Art says he is forced to remain in Cleveland to rush thru orders on Western's Paddles, Gottlieb's Derby Day Console and Daval's Reel Spot.

**SOUTHERN STATES SHOWS**

**CAN PLACE**  
 The following: Merry-Go-Round with own transportation, Loop-o-Plane or Octopus if can join at once. Show strong enough to feature. Mabel Mack, Clark Coley, Art Converse let me hear from you. Will place Legitimate Stock Concessions of all kind except Cookhouse, Bingo, Peanuts, Pop Corn. We have 8 Rides, 5 Shows, 25 Concessions, Band and Free Acts. Solid string of select Fairs for October and November, South Georgia and North Florida. Shore Jumps, Best of treatment. **JOHN S. DAVIS, SOUTHERN STATES SHOWS,** Blakely, Ga., this week; Bainbridge next; all in the heart of the cities.

**WANT**

Free Act for Gilmer Jamboree next week and balance of season. Prefer casting with Concession. **TEXAS LONGHORN SHOWS,** Corsicana, Tex.

**SOUTHERN EXPOSITION SHOWS**

Want for Reidsville, N. C. Twin County Fair, next week, best in State; Chairplane or any Flat Ride. Stock Concessions all open. Place Cookhouse and General Agent, Minstrel or any other Show. Out all winter. No time to lose. Come on or wire. Gretna, Va. this week, then Reidsville, N. C. **FRANK DICKERSON, Manager.**

**MILLER BROS. SHOWS WANT**

For balance season, Concessions all kinds. Good opening for Corn Game. **CAN USE** Girls for Girl Show. **USE** good Cook. **Week October 18, Ada, Okla. Kilgore, Tex., Big Armistice Celebration. Show out until Xmas. CAN USE** one more Ride, Freaks for all winter's work. Write or wire **MORRIS MILLER, Tahlequah, Okla.,** this week; Ada, Okla., follows.

**SOUTH BOSTON, VA., FAIR**

OCTOBER 18, 19, 20, 21, 22, 23

Six Days and Six Nights. The Best Tobacco Market in Virginia and Bringing Largest Prices.

Can place Concessions, including Cookhouses, Grab and Drinks, Palmistry, Photo Gallery, Wheels, Grind Stores, Ball Games, Diggers and Scales. Will sell exclusive on Novelties. Write or wire

WM. GLICK, Week October 11, Dunn, N. C., Fair.

IDEAL EXPOSITION SHOWS, INC., William Hartzman, Secy.

**WANTED CONCESSIONS AND FREE ACTS FOR CENTRAL ALABAMA STATE FAIR**

MONTGOMERY, NOVEMBER 2-11—TEN DAYS

Thoroughly advertised in Montgomery trade territory. Sponsored by Veterans of Foreign Wars. Address **MORT L. BIXLER, Secretary, Gayteague Hotel, Montgomery, Alabama.**

**NEW AMERICAN SHOWS WANT**

For Anson County Fair, Wadesboro, next week; Duplin County Fair, Wallace, N. C., and three Georgia Fairs: Shows, Flat Rides, Merry-Go-Round, clean Concessions. Playing all real fairs and doing good. Join now for your winter B. R. Wire Jacksonville Fair, this week.

**MAJESTIC SHOWS WANT**

For Balance of season and all winter South in the heart of the Cotton Country, five more Fairs. Plenty cotton, any Show or Ride that does not conflict, Musicians and Performers for Minstrel, Girls for Girl Review. Would consider Hawaiian Show with Music. **WANT** first-class Cook House that will cater to show people. **WANT** Diggers, Corn Game. All Concessions open that will throw out stock. **CAN USE** two fast-stepping Banner Men. Hughes, Ark., this week.

**KAUS UNITED SHOWS, Inc.**

WANTS WANTS WANTS

**MECKLENBURG COUNTY FAIR, CHASE CITY, VA., OCTOBER 11 TO 15.** Rides-O, Kiddie Aeroplans, Gas U-Drive-It Cars, Arcade, Minstrel Show, with or without outfit, or any new money-getting Show that does not conflict. Legitimate Concessions of all kinds except Bingo. **WANT** experienced Wheel Foreman and other Ride Help. This week, Chase City, Va.; next week, Greenville, N. C.

**FLASH! LOWEST PRICES IN HISTORY!**

Order Today! All Guaranteed Rebuilt!

CAROM .....	\$46.50	SANTA ANITA .....	\$36.50
CLASSIC .....	69.50	HEAVYWEIGHT .....	41.50
GOLDEN WHEEL .....	69.50	HIT PARADE—Ticket .....	55.50
PREVIEW .....	39.50	LITE-A-PAIR .....	33.50
PREAKNESS .....	62.50	ROYAL RACES .....	37.50
LATONIA .....	69.50	POLICY .....	27.50
SPRINGTIME—Ticket .....	44.20	SPO-LITE—With Clock .....	33.50
DERBY DAY—Ticket .....	52.50	TEN STRIKE .....	27.50

PUT 'N TAKE — CARIOCA — RAPID FIRE  
 \*GOLD RUSH — GIANT — BIG FIVE SR.  
 \$6.50 EACH.

- Ballot ..... \$13.50
- Bonus—Ticket. 13.50
- Daily Races ... 17.50
- Daily Limit—Backboard .. 16.50
- Double Score .. 11.50
- Mills Double Header .. 13.50
- Flying High—Ticket .. 22.50
- Grand Prize... 41.50
- Grand Slam... 11.50
- Hialeah—Tic... 22.50

**FLORIDA OPERATORS!**  
 See **EDDIE GINSBURG**  
 at 1326 W. FLAGLER STREET, MIAMI, FLORIDA, for your requirements. Our Florida branch is completely stocked and equipped to supply you with all of the latest novelty games and all essential parts.

- Jumbo ..... \$11.50
- Jumbo—Ticket. 14.50
- Multiplay .. 14.50
- Pamco Parlay Sr. .... 14.50
- Peerless ..... 13.50
- Pinch Hitter.. 11.50
- Queen Mary... 14.50
- Railroad .... 31.50
- Red Sails ... 14.50
- Roundup .... 14.50
- Sunshine Baseball ..... 13.50
- Stop 'N Go.... 11.50

1/3 Deposit with Order

We have a complete stock of consoles, slots and counter games for immediate delivery. Write for list!

**ATLAS NOVELTY CO.**

2200 N. Western Av. CHICAGO, ILL. 1901 Fifth Av. PITTSBURGH, PA. 1326 W. Flagler St. MIAMI, FLA.

"THE HOUSE OF FRIENDLY PERSONAL SERVICE."

**ATTENTION Beacon ATTENTION**

**CORN GAMES GRIND STORES SALESBOARDS HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.**

**Blankets**  
*make Warm Friends*

**AUCTIONEERS PITCHMEN PREMIUMS**

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.

**WISCONSIN DELUXE CORPORATION**  
 1902 NORTH THIRD STREET MILWAUKEE WISCONSIN



CHARMS, 25 Different Kinds... Gross, 75c. Samples for 15c in Stamps. Half Cash with Order. Balance C. O. D.

**MIDWEST MERCHANDISE CO.**  
 1026-28 BROADWAY, KANSAS CITY, MISSOURI

**BARFIELD'S COSMOPOLITAN SHOWS WANT**

To join at once, Cook House and Grind Stock Concessions. Also one more good Grind Show. Good opening for Loop-o-Plane. **WANT** Acts for Circus Side Show, also Performers and Musicians for Colored Minstrel Show. Robert "Swede" Sorensen wants Dancers for Girl Revue. Baker County Fair, Newton, Ga., week October 11; Miller County Fair, Colquitt, Ga., October 18; Seminole County Fair, Donaldsonville, Ga., October 25; Putnam County Fair, Eatonton, Ga., November 1.

**J. J. PAGE SHOWS WANT**

For Chambers County Fair, Lanett, Ala, Next Week—Legitimate Concessions of all kind, except Corn Game. Want one more Flat Ride. We have five more fairs. Address **J. J. PAGE SHOWS,** Eastman, Ga., this week.

# BEST FRIENDS

## WITH REEL SPOT

OPERATORS BE-  
LOCATION FRIENDS WITH  
COME BEST "REEL SPOT" OPERATORS  
BECAUSE "REEL SPOT"  
BRINGS BIGGER PROFITS!  
STEADIER PROFITS!




**ONLY \$29.75 TAX PAID**

*"The World's Greatest Counter Game!"*

**WE OFFER - NEW IN ORIGINAL CARTONS -**

CENT-A-SMOKE... \$11.50  
TRIO-PACK... \$11.50  
DOUBLE DECK... \$11.50

BALLY SUM-FUN... \$13.50  
BALLY NUGGET... \$13.50  
BALLY BABY... \$13.50  
PENNY PACK... \$17.50

**THIS WEEK'S SPECIAL!!!**

**CLASSICS** New in Original crates... **\$79.50**

*Used Games Thoroughly Reconditioned*

FOTO FINISH... \$79.50  
CLASSIC... \$67.50  
LATONIA... \$47.50  
WINNER... \$43.50

PHANTOM... \$42.50  
TURF CHAMP... \$42.50  
CAROM... \$39.50  
PADDOCK... \$32.50  
HEAVYWEIGHT... \$32.50

**BALL GUM** SIX ASSORTED COLORS 100 PIECES TO BOX CASE OF 50 BOXES... **\$5.45**

**WRITE NOW FOR OUR NEW COMPLETE PRICE LIST**

**ACME NOVELTY CO.**  
23-25 No. 12th St. MINNEAPOLIS, MINN.

### Mike Munves Opens Uptown N. Y. Branch

NEW YORK, Oct. 9.—Mike Munves, one of the oldest coinmen in the business, has taken over the former quarters of the New York Distributing Company at 555 West 157th street. The new office will be known as the uptown branch of the Michael Munves Corporation.

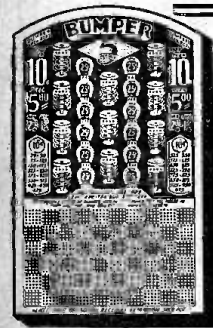
Starting in the jobbing business in 1912, Munves has built up a remarkable following among operators. His headquarters in the shadows of City Hall and the Brooklyn Bridge are well known to operators all over the East.

In regard to his new branch, Munves stated: "Our many customers in Upper Manhattan, the Bronx, Yonkers, Mt. Vernon, White Plains, as well as in Connecticut and New Jersey, have been asking us for some time to open headquarters that would be more convenient for them. The new office will not only be convenient, but will be equipped in so thoro a fashion that the operators will receive the same service, supplies and machines that they would receive at our headquarters. Besides a large stock of games and arcade equipment we will have on hand expert mechanics to give operators speedy repair service. The new offices will be just as complete as our main office," he concluded, "and we are counting on the convenience of the location, plus the service and bargains which we are featuring, to do a lot toward increasing our business."

### Some Payoff

COLUMBUS, O., Oct. 9.—You can't tell just what you are liable to find in a slot these days. Just picture how the man felt who dropped a nickel in the pay phone of M. E. Boden's filling station here. He dropped the nickel—and out popped a snake. Boden said the man hurried away before he could explain that a garter snake had escaped from the pocket of a boy and crawled into the phone.

DAVAL MFG CO. 200 SO PEARL ST. CHICAGO



### A Sure Money Maker-The Bumper

1500 Holes

Takes in	\$75.00
Pays Out	\$36.75
Profit	\$38.25

Price \$3.72  
Plus 10% U. S. Tax

**TRY THIS ONE FOR FAST PROFITS**

Write for Our Catalog

**AJAX MANUFACTURING CORP.**  
119-125 NO. 4TH ST., PHILADELPHIA, PA.

### Kansas City Firm Pushes New Device

KANSAS CITY, Mo., Oct. 9.—Reception of Penny Skillo, a unique counter device introduced less than a month ago by the United Amusement Company, is said to be amazing even to United officials. Its success here has been so great that the firm is now offering it nationally.

Test machines in stores here throuth the city have been receiving big play for many weeks, so that the makers say it is not a device to lose its novelty appeal. Carl Hoelzel, United official, attributes the success of the device to its fascination and simplicity.

"It's only a little machine, taking up only seven inches of counter space," Hoelzel, "but its popularity may exceed anything in the counter game line as its earning power is continually proved."

"It is a penny machine combining the good features of penny roll-downs, jar deals and other counter devices," he said. Nickels and dimes can also be played for larger awards. Awards are paid in beer or cigarettes and locations having a need for such a device are plentiful for operators.

United company will feature the device in its fall sales program, it was stated.

### Complete Service Is Epco Ambition

CHICAGO, Oct. 9.—"One of the main ambitions of the Electrical Products Company," revealed A. B. Chereton, president, during the past week, "is to render complete service to operators and distributors in the coin machine field. For that reason we maintain a highly trained engineering department for the sole purpose of solving lock problems. This department is maintained exclusively for designing and producing locks for all types of games. It started out as a very small department but because of the demand for locks of unusual types and description it has expanded till it has become one of the most important departments in our factory."

"Operators from all over write us asking our help on lock problems of many unusual types and descriptions," he continued, "and we are very pleased to help them out. Because of the fact that operators everywhere are demanding greater protection for their machines our factory is being kept busy day and night to meet the large volume of orders that are pouring in."

"In addition to this service," he concluded, "we maintain a sales and merchandising department. The purpose of the department is to acquaint operators and distributors with valuable sales helps and merchandising suggestions."



### FOOTBALL

600 HOLES—5c. THIN BOARD ONLY.

Takes in	\$30.00	<b>PRICE \$1.60</b>
Pay out:		
1	\$5.00	<b>PLUS 10% TAX</b>
1	2.50	
1	1.00	
2	50c	
43	25c	
Total Pay Out	14.30	
Total Profit	\$15.70	

A Money-Maker for the approaching Football Season. A 1,000-Hole Set-Up Board. Colorful—Attractive—Inviting.

**GLOBE PRINTING CO.** 1023 Race Street Philadelphia, Pa.

### Study Plans for Pinball Leniency in Michigan

DETROIT, Oct. 9.—Members of the Liquor Control Commission, which has authority to control games in locations having liquor license, is reported to be studying possible revision of the anti-gambling order now in effect.

The objective is said to be an effort to establish rules which will permit some leniency for pin games in taverns when the games are not operated by the proprietor of the establishment.

It is understood the commission will maintain the full force of the ruling against slot machines and organized gambling, however.

Florida

Miami Herald, Oct. 1.—Pinball games flood city in wake of slots; many skeptical that slots will entirely disappear.
New York Times, Oct. 3.—Governor Cone of Florida announced that he would not enforce the law against gambling if Miami wants such a diversion for winter visitors. Residents of the State as a whole are said to be about evenly divided on the issue.
Jacksonville Times-Union, Oct. 2.—The Florida Anti-Slot Machine Organization stated thru its officials that the group will continue to fight until all slots were out of the State.
Miami newspapers also reported that church and civic organizations were threatening a drive against bolita games and bookies. Political observers said that bolita and bookie operators had the strongest lobby against licensed slots, thus giving "aid and support" to the church drive against the slots. It is expected that the church and civic drive against bolita and bookies will

be spasmodic, whereas a sustained drive against licensed slots was waged over the State.

Various Reactions.

Miami Herald, Oct. 1.—The approaching ending of the two-year legalization of slot machines was taken with varying reactions by various sections of the community. The operators for the most part were steeped in gloom over the forthcoming prohibition, while small shopkeepers and corner-store owners were on the verge of tears over the prospective loss of a golden flow of slot-machine receipts. On the other hand, proprietors of the larger businesses and various sections in the civic, business and professional and religious life of the city hailed the end of the legalized era of slot machines with undisguised joy. Law-enforcement authorities for the most part were noncommittal, expressing the intention of enforcing the law as far as enlightenment was obtained amid the clouds of threatened legal complications. And finally many of those well informed of activities among the city's various hot spots were inclined to be frankly skeptical. It was predicted that slot-machine barons would merely move into the backrooms and pay toll thru subrosa channels to official circles, whereas under the period of legalization the machines have been operated in the open and license taxes have been paid to various governmental units for the operations.

Gensberg Proposes Merchandising Plan

CHICAGO, Oct. 9.—A valuable merchandising suggestion was proposed by Dave Gensberg, Genco official, in the following statement issued to distributors: "Football of 1937, a recent creation of Genco engineering skill, was placed upon the market just a few days ago. The hearty response on the part of distributors all over the country indicates the remarkable sales possibilities of the new game. Because of this and because of the fact that the game is so novel in its play and construction I believe the following suggestion can be used by distributors all over the country to cash in upon additional profits in merchandising the game in the manner that I suggest.

"Since Football of 1937 is so designed as to appeal to the sport-loving fan," he explained, "and since a major portion of the football play is incorporated in the amusement game, it would be a good idea if operators in college towns or in communities in which interest in a particular football game is strong to issue advertising match books or circulars listing in advance a few of the important games to be played in that town. These advertising pieces would also state that on such and such a day a preview of each game will be played on Football of 1937 at a certain specified location where the operator's machine happens to be situated. Each player of each team will then choose a player representing himself on the machine and play that player thruout the game. To each player of the winning team a ticket would be given admitting him to the real football game a few days later.
"Of course," Gensberg concluded, "this is just a suggestion and the operator does not have to use football tickets as a prize; there are other prizes that could be awarded. The underlying idea, however, is the same and will prove very profitable if the operator uses it in the manner explained."

Games Show Play Increases

KANSAS CITY, Mo., Oct. 9.—Phonographs and other types of coin machines are getting an increasing play since the ban on slots in August. Even the smaller mechanical devices are showing big increases in sales as the public turns to these machines for diversion. Jobbers recognize the trend and are stocking to supply fall demand. Manufacturers in this territory report unusual activity in their factories at the present time.

Pacific's Latest Called Lady Luck

CHICAGO, Oct. 9.—A new type of game is brought to the attention of coinmen this week with the announcement by Pacific of Lady Luck, new one-ball payout table. Early deliveries of sample Lady Luck



ONLY \$74.50

TAX INCLUDED

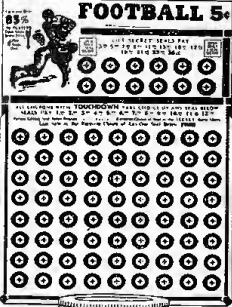
ORDER TODAY



STONER Corp

AURORA, ILL.

THE BEST IN FOOTBALL



FOOTBALL

STEP-UP CARD

Offer Big Profits for Small Investment. 133 Winners in all. (\$25.00 Top Payout.)

SAMPLE DEAL - \$5.00 DOZEN LOT PRICES COMPLETE (Card-Label-Jars-Tickets-Holders). Per Doz. \$42.00 REFILLS (Labels-Tickets-Cards). Per Doz. \$30.00

DEAL TAKES IN (2380 @ 5c) \$119.00 AVERAGE PAYOUT 70.00 AVERAGE PROFIT \$49.00 1/3 Deposit - Balance C. O. D.

WHAT ARE YOUR NEEDS—WE ARE MANUFACTURERS STERLING GAMES CO. 1959 WILSON AVE., CHICAGO.

MONEY BACK GUARANTEE

17 PACES RACES \$99.00 22 RAYS TRACKS 8 EVANS ROULETTES 4 ROTARYS \$69.00 12 CHUCKALETTES 17 JOCKEY CLUBS 14 PACIFIC BELLS \$59.00 8 FOTO FINISH 3 ARLINGTONS 9 WINNERS 16 JENNINGS CHIEFS \$59.00 (Never Out of Crates) 14 PREAKNESS 12 CLASSICS 8 DERBY DAYS

8 MCCOYS \$39.00 13 TYCOONS 6 RAILROADS 3 PREVIEWS 5 DAILY RACES \$29.00 18 CAROMS 11 CRUB STAKES 6 PALOOKAS 3 ROYAL RACES 4 HIALEAHS 6 GRAND PRIZES 3 BLUEBIRDS \$19.00 4 TEN STRIKES 5 TRACK TIMES \$169.00 8 DOMINOS 149.00 5 BANGTAILS 169.00 3 NEW BUCKLEY TRACK ODDS and Two New BUCKLEY SEVEN BELLS 219.00 Wire 1/3 Deposit, Immediate Shipment.

UNITED AMUSEMENT CO. 310 South Alamo, SAN ANTONIO, TEXAS

ATTENTION... KENTUCKY and SOUTHERN INDIANA OPERATORS

LARGE SHIPMENTS ARRIVING DAILY OF WURLITZER - 616A - PHONOGRAPHS IMMEDIATE DELIVERY—NO WAITING

ALWAYS LARGE STOCK OF NEW AND USED PIN GAMES OHIO SPECIALTY CO. 713 E. Broadway LOUISVILLE, KENTUCKY SLOT MACHINES SALESBOARDS COUNTER GAMES

SAIL ALONG WITH THE MAYFLOWER

Table listing various games and their prices, including Classic (Orig. Crates), Arlington (Orig. Crates), Latonia (Orig. Crates), Phantom (Orig. Crates), Racing Form (Orig. Crates), USED GAMES, Turf Champ, Springtime, Bump-A-Lite, Royal Race, Heavyweight, Mazum, Hi Do Ho, Polity, Flickee, Lite-A-Pair, Derby Day, Railroad, Phantom, McEddy, Skipper, Garon, Spottite, Daily Race (Multiple), Ten Strike, Pamo Chaso, Hialeah, Leatherneck, Daily Double, Credit, Bally Derby, Pamo Palooka, Jr., Pamo Palooka, Sr., Challenge, Skill Roll, Kelly Cigarette Machines, FLOOR SAMPLES, Elec. Score Board, Cross Line, Fairgrounds, Foto Finish, Classic, Racing Form, Beat 'Em, Golden Wheel, CONSOLES, Coronation (New), They're Off (New), A. C. Slot (New), De Luxe Bell, Galloping Domino, Chuck-A-Lette, Paces Races (4500), Ray's Track, World Series, COUNTER GAMES, Ginger, Bally Baby, Nugget, Sum Fun, Reel 21, Cant-A-Pack, Western Sweepstakes, Jungle Dodger, Mills Dance Master, Seeburg.

1507 University Ave. MAYFLOWER NOVELTY CO., INC. (Nestor 7284), St. Paul, Minn.

games are said to be appearing in distributor display rooms thruout the country and that operators are viewing the new number with considerable enthusiasm. The play of the game centers around horse racing, which is accepted generally to be one of the most interesting sporting ideas that may be incorporated in the play of any game. Awards are accomplished by propelling the one-shot ball into any of the pockets which possess changing-odds values. And in place of bumper springs there are pockets, flag springs and other suspense-creating means for deflecting the ball in its course of action. Fred McClann, president of Pacific, claims the company's surveys indicate a strong return trend to the pocket type of game, and in commenting upon Lady Luck says tests made on actual location clearly indicate that the game has outstanding merit; further, that the company is giving operators one of the most generous of values at the price at which Pacific is offering Lady Luck to the trade. Cliff Bowman, Pacific sales manager, reports that he is urging his operator friends to contact their nearest distributors to see and play the new pay table.

PACIFIC MFG. CORPORATION 4223 LAKE STREET, CHICAGO

presents



a new star...

A lucky star. A star that lights the way to a brighter future. It is a new one-ball pay table—the largest on the market—at the lowest price—less than \$150. Its name—

# Lady Luck

See it this week at your Distributors!

## MILLS BLUE FRONTS

Used less than 7 weeks. Late serials. Light cabinets. 10c play... \$49.50  
 Mills Mystery Pay Side Vender. Single J. P. Like New ..... \$64.50  
 Mills Extraordinary, 5c, 10c, 25c. Late Serials ..... \$49.50  
 Hundreds of Other Good Ones

### 1-BALL AUTOMATIC PIN GAMES

All in A1 Condition

All Stars .....	\$19.50	Preakness .....	\$69.50
Blue Bird .....	24.50	Pari-Mutuel .....	29.50
Carom .....	49.50	Snappy .....	19.50
		Turf Champs .....	52.50

TEXAS OPERATORS, NOTE—State Tax for Balance of Year Paid With Each Game

WRITE FOR COMPLETE LIST OF BARGAINS IN ALL KINDS OF COIN-OPERATED DEVICES

Terms—1/3 Cash With Order, Balance C. O. D., F. O. B. Dallas

**ELECTRO-BALL CO., Inc., 1200 Camp, DALLAS**

## EXCEPTIONAL BARGAINS

NOVELTY GAMES: Bumpers, \$10.00; Boo Hoos, Sensations, Great Cuns, Daytonas, Auto Derbies, Hot Springs, \$31.50; Home Runs, Replays, Ricochets, Three Stars, \$15.00; Short Sox, \$5.00; Mercury and Tournaments, \$37.50.

SLOTS: Nickel, Dime or Quarter Pace Consoles, \$95.00; 50 Watling Double Jack Pots, Penny Play Venders, \$15.00; 10 Pace All Star Comet Venders, Latest Models, \$35.00; 4 Mills Penny Play Q. T.'s, \$25.00; 8 Slightly Used Columbias, \$42.50.

Above guaranteed in first-class condition. Orders filled in rotation. Rush one-third deposit. Balance C. O. D. Get on our mailing list for bargains.

### Automatic Sales Company

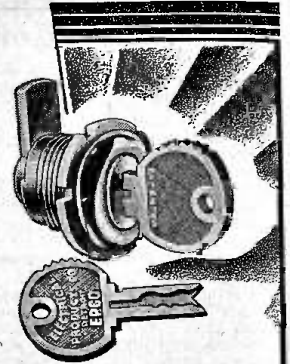
227 SECOND AVENUE, NORTH, NASHVILLE, TENN.

MILLS BLUE FRONT SLOTS, 5, 10 and 25c, Light Cabinets, Serials over \$32.00 .....	\$59.50
50 JENNINGS CHIEFS .....	49.50
50 and 10c WATLING ROLATORS .....	37.50
JENNINGS CENTURY .....	28.50
50 WATLING GOOSENECKS, G. A. .....	32.50
1c WATLING GOOSENECKS, Practically New .....	27.50

1c PAGES BANTAMS, Perfect .....	\$ 20.00
ROCKOLA HOLD AND DRAW .....	10.00
DAVAL TRI-O-PAKS .....	11.00
5c RELIANCE DICE MACHINES .....	24.50
2 ROCKOLA PHONOGRAPHS, 12 Records, Multi Selective .....	90.00
WURLITZER, 818 PHONOGRAPHS .....	225.00
PAGES RACES, Used very little, mechanically perfect, 30 to 1 odds, Serials to 3700 .....	225.00

Order direct from this ad, as all our equipment is in perfect condition and advertised at rock bottom prices. 1/3 Certified Deposit, Balance C. O. D. Reference, First National Bank, Hickory, S. C.  
**J. L. JONES SALES CO.** COR. 13TH ST. AND 11TH AVE., HICKORY, N. C.

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 TO SHOW YOU WHY  
**EPCO BELL LOCKS**  
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**DEPENDABLE PROTECTION**



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**SPECIAL OPERATOR'S PACKAGE OF  
 10 DUPLICATE LOCKS \$7.00** Price Each  
 ONE KEY OPENS ALL Lock 75c  
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Bally Booster .....	\$45.00	Auto Punch (Auto- matic) .....	\$ 9.50	Preview (1 Ball) .....	\$29.50
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Wagon .....	15.50	Impact .....	19.50	Mills Yellow Front .....	32.50
Ricochet .....	18.50	Real D Jee .....	5.50	Escalator .....	32.50
Skooby .....	19.50	Royal Flush .....	49.50	Mills .....	32.50
Skipper .....	8.50	Rhythmic .....	19.50	Escalator .....	32.50
Bolo .....	6.50	Sportsman De Luxe .....	49.50	Escalator .....	32.50
Twister, Sr. .....	6.50	Cable Address "McGallo" .....	49.50	Escalator .....	32.50

3147  
 LOCUST ST.  
 ST. LOUIS, MO.  
 1/3 Deposit, Balance C. O. D. Send for Our Latest Price List No. A-201.

## Gerbers Start on 22d "Honeymoon"

CHICAGO, Oct. 9.—On the evening of October 2 Mr. and Mrs. Paul Gerber celebrated their 22d anniversary by entertaining about 150 friends and guests at the Sherman Hotel here. The party was given in the Crystal Room, which provided ample space for a delicious dinner, dance floor, orchestra, etc. At the table of honor sat the mothers of both Mr. and Mrs. Gerber and members of the immediate family.

It was a gay evening filled with music, plenty of liquids for all tastes, a floor show and dancing.

Gerber is the well-known "Potash" of the distributing firm of Gerber & Glass. The Gerbers announced that they would be leaving soon for Miami to enjoy a "22d honeymoon."

## Console Pleases Eastern Distrib

CHICAGO, Oct. 9.—As evidence of how well the Derby Console game with mystery single slot clicks in the East, Sam London, of American Amusement Company, Baltimore, is reported to have taken a plane to Chicago last week to make personal arrangements with Gottlieb officials for delivery of the large order his company placed for the game. While here he took advantage of the opportunity to make a complete personal inspection of the new multiple nine-coin model which has just been released.

"Like everyone else who has seen it," said Nate Gottlieb in comment, "London was impressed by the marvelous mechanism of the game. A feature which greatly enthused him was the new multiple nine-coin head, which forces

gummed or glued coins thru the coin slides after each play by means of an ingenious wiper. This feature is a very important one to Eastern operators. Of course, the multiple earning power of the game, combined with the foolproof precision mechanism, wins universal admiration, and London was one of numerous visitors who called to see these startling improvements with their own eyes."

## Ops Like Ponsor Free-Trial Deal

NEW YORK, Oct. 9.—The free trial deal which the George Ponsor Company instituted last week on a new counter game has clicked in a big way with operators, according to reports. The firm is offering the game to the trade on a seven-day free trial with a money-back guarantee. The plan gives the operator an opportunity to test the game for seven days on any location he chooses and thus learn for himself whether it is worth the price he paid for it or not.

Since the firm made the offer it reports it has been selling many of the games thruout its large Eastern territory. They state the game is definitely proving itself to be a real money maker and is meeting with the approval of the operators.

The acceptance of the game by operators was no surprise to Ponsor. "In keeping with our own policies," he stated, "we tested the game on the toughest locations we know of. We found that the game is not only mechanically perfect but that its novel play theme so captivates the players that greater profits are assured. That is why we have put our official indorsement upon the game and are backing it up with our seven-day free-trial money-back guarantee offer."



### Hot Locations

By RAY BECKER

Sales Manager J. H. Keeney & Co.

It seems a coin game operator died, and before selecting a territory in which to eternally settle he thought he'd look around a bit.

And so the secretary of Hellville's Chamber of Commerce was showing the visiting operator around the Lower Regions and was pointing out the advantages and attractions offered by the locality.

Now the operator's eyes gleamed, his mouth watered and his fingers itched when he saw the thousands of top spot locations without as much as a single game in them.

"Hot diggety, Mr. Secretary!" exclaimed the operator, "you say this territory is wide open and there's not another operator on the ground?"

"Yes, that's right," explained the sec-

retary, "thousands of marvelous locations, and not a game in one of them. More than that, there is not a single legal restriction against games of any kind. Nor are there any ax-grinding reformers or self-seeking crusaders in all Hell. You know, even this place can't stand for a reformer or for self-appointed moral dictators."

"Swell!" shouted the operator, "lead me to the nearest coin game distributor! I want to order a carload of games."

"But, Mr. Operator, we haven't any coin game distributors here," interjected the secretary.

"What, no distributors?" queried the operator.

"No, not a single one. That's 'the h-l of it.' You'll have to buy direct."

Personally, that is just about the way I feel about it. The operator who thinks he is making or saving money by going around his distributor and buying direct is, in my opinion, in for a lot of disappointing enlightenment.

Now please do not misunderstand me. The writer, as sales manager for a coin game factory, will be glad to sell and ship direct to operators, any operator. I guess that would be true of about every sales manager in the business. Nevertheless, and in spite of how welcome the order might be or the great care we might employ in its fulfillment, every time such a direct sale is made I always think, "I wish that fellow had bought thru his distributor. He'd be even better served than we could ever possibly serve him."

Supposing he pays us (the factory) the same price he would pay the distributor. Okeh, But how about it when he may later want to trade that game in on some newer one? The factory cannot take in trades, and just how liberal is the distributor going to be on a game not of his own selling?

And how about it, when some new game comes out and Mr. Operator needs one to hold some location? The factory's distributors, naturally, are the first to receive shipments. Then how do you suppose Mr. Distributor is going to feel about the fellow who went around him on his last purchase and now pleads to get one of the new games so that he can keep some other fellow off the locations? Especially if the other fellow happens to be a regular customer of that distributor?

But more important than all these factors is the servicing which the distributor offers with every game purchased from him. Mechanically perfect as is a game, automobile, oil burner, etc., mechanical contrivances of every description will at times require a certain amount of servicing.

Expert as the operator or his mechanic may be, their experience and knowledge of some game cannot be as broad or as specific as that of the distributor's own service staff, which is constantly servicing games. For example, you would not expect a Chrysler mechanic to be equally as proficient in servicing a Ford.

The factory cannot supply such service. It is too far away, for one reason, and too unacquainted with exact complications to intelligently advise either by mail or by telephone.

Last, the distributor is the one best able to discuss with the operator the suitability of a considered game for the particular territory in question. The distributor learns from his contact with operator-customers just what a game is doing. If the distributor thinks a game will not prove the most profitable to buy for a certain spot or territory he'll tell the operator so.

We at the factory cannot altogether correctly advise the operator in this regard. Sure, a game may be going big in one section, and prove a mediocre money-maker in another. All a sales manager or a factory can do is to be honest in claims as to performance and earnings of the game in those areas from which reports have been received. Nevertheless, the distributor knows what a given game will or will not do in the operator's particular case, and for that matter even in the case of certain locations in the territory.

While our factory has always offered to ship operators direct, the fact that only 2.3 per cent of our total sales volume represents direct-to-operator sales tends to indicate that the great majority of operators themselves are in accord with the writer's opinion that the most satisfactory and economical way to buy games is thru the distributor located in the operator's territory.



Mills Novelty Company's  
New Novelty Game!

**GENUINE ADAPTOPAX**  
Enables the operation of any A.C. Pin Ball or Amusement Machine from D.C.; 220-110 or 32 volts. Distributors, Jobbers: 100 Watt Model, \$12.95; 200 Watt Model, \$14.95. Order direct from this ad. Manufacturers: Complete engineering facilities available for designing special packs, transformers, etc., for your machines. Send details for quotations.

**AMPLIFIER CO. of AMERICA**  
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**BARGAINS**  
1/3 Deposit With Order, Bal. C. O. D.

**PROSPECTOR** \$5.00  
**SUNSHINE BASEBALL**  
**GOLDEN HARVEST**  
**BIG FIVE**  
**BAFFLE BALL**  
**MULTI-PLAY**  
Every Game Reconditioned.

**PEERLESS SKY HIGH SKILL ROLL ALL STARS ALAMO PAMCO PARLAY** \$7.00  
Rush Your Orders Now!

**SEEBURG SELECTOPHONE**... \$55.00  
**POP 'EM**... 45.00  
**CAROM**... 38.00  
**MARKSMAN**... 40.00  
**PREVIEW**... 37.50  
**SNAPPY**... 22.50  
**HIDE HO**... 17.50  
**SWEET 21**... 17.00  
**CHALLENGER**... 15.00  
**BLUE BIRD**... 12.00  
**ONE BETTER**... 12.00  
**GRAND SLAM**... 12.00

**MILWAUKEE COIN MACHINE CO.**  
3725 W. Center St., Milwaukee, Wis.

### Dark Horse New Keeney Console

CHICAGO, Oct. 9.—October 15 will usher in Keeney's latest creation, Dark Horse, a single-coin console game, announced Ray Becker, Keeney & Company sales manager. "The new game," he said, "has already been tested on locations in various territories for several weeks. Reports reaching us are extremely optimistic. Dark Horse is another Keeney designed and developed game, as is Track Time. This newer game, however, contains a new unified mechanism which not only combines many of the units and assemblies in the one mechanism, but also introduces a new principle of payout slide, mixer and other mechanical features."

J. H. (Jack) Keeney stated: "We're not shipping a single Dark Horse until those test games have been on location for at least 30 days in spite of the fact that the game has proved itself to be 100 per cent right in the case of every test game now out."

Few particulars as to the play principles of Dark Horse are as yet available, but there is great interest in the new game, and distributors of the firm will soon have it on display and in stock. Keeney officials expect sales on this new game to equal the now seasonally popular Track Time. Dark Horse, however, will not be competitive with Track Time in that the latter is for seven-coin play, while Dark Horse has a one-coin slot.

**ROYAL DEPENDABLE GAMES!**

**PRICED TO SELL!**  
Reconditioned Payouts

Alamo ... \$14.50	Paragon ... \$14.00
All Star ... 12.00	Parlay Sr. ... 14.00
Bally Ace ... 8.00	Peerless ... 14.00
Bonus ... 12.00	Pinch Hitter ... 15.00
Challenger ... 18.50	Prospector ... 9.50
Cocktail Hr. ... 9.50	Put 'N Take ... 4.95
Credit ... 12.00	Red Salls ... 15.00
Fancy Buster ... 21.50	Sky High ... 9.00
Gold Award ... 7.50	Speedway ... 15.00
Gold, Harv. ... 7.50	Suns, Derby ... 13.00
Hi-De-Ho ... 27.50	Tycoon, pak. ... 15.00
Jumbo ... 11.50	Turf Champs ... 49.50

**Novelty Games**  
Big Game... \$ 3.50  
Bolo ... 10.00  
Burner ... 17.50  
Hi-De-Ho ... 13.50  
Top Hat ... 10.00  
Torpedo ... 3.50  
Totals ... 3.50  
Screamo, pak 9.00

**Counter Games**  
Daval Races \$7.50  
Penny Ante. 3.50  
Penny Smoke 7.00  
Punchette ... 4.00  
Reel '21' ... 6.50  
Sandys Horses 8.50

1/3 Deposit With Order.  
Write For Free Price List!

**Royal COIN MACHINE CO.**  
2212 N. Western Ave. CHICAGO, ILL.

**RENEWED & GUARANTEED MECHANICALLY PERFECT ONE BALL PAY-OUT TABLES**

5—Classes, used five weeks	\$79.50
6—Golden Wheels, perf. cond.	79.50
3—Gottlieb Speed King, mys. clock	59.50
6—Caroms, used very little	47.50
3—Springtimes, good as new	49.50
3—Stoner's Air Races	49.50
2—Paddock, slightly used	49.50
2—Winners	49.50
2—Royal Races, excel. cond.	39.50
3—Maximas, good as new	35.00
2—Hialeah, perf. cond.	35.00
2—Double headers, slightly used	29.50
1—Hi-De-Ho, slightly used	29.50
3—Pamco ratchet, Srs.	29.50
4—Multiples, reconditioned	25.00
2—Tycoons, new type head, elec. pak.	25.00
2—Daily Races, renewed & rewired	15.00
2—Bally Derby, reconditioned	15.00

1—Exhibit Rotary Merchandiser like new 97.50  
1—Mutoscope Magic Finger, like new 97.50  
5—1936 Electric Hoists, perfect condition 97.50  
10—1935 Electric Hoists, perfect condition 79.50  
1—Mutoscope Fan Bottom 32.50  
1/3 Deposit With Order, Balance C. O. D.

**Saroy Vending Co.**  
406-408 W. Franklin St.  
Baltimore, Md.

**Contest Samples**

Complete samples of all forms, cartoon blanks, window cards and streamers, posters for machines, etc., used in the \$20,000 Pinball Contest now being conducted by the California Amusement Machine Operators' Association are available for inspection at the offices of *The Billboard*, 600 Woods Building, Chicago. Coinmen who visit Chicago might well inspect the wonderful publicity plans for the contest idea.

**YOU CAN HAVE IT!**

Wurlitzer 412 \$145.00  
Rockola 1936 No. 2 110.00  
Mills 1937 Swing King 105.00

(LOTS OF 10) 1/3 DEPOSIT

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1240 Broadway • Albany, N. Y.

# ORDER YOUR CHICO DERBY

*Novelty Games NOW!*

*Immediate Delivery \$74.50*

**IN A FEW DAYS**

**YOUR JOBBER WILL RECEIVE HIS SAMPLE OF**

# BEAM-LITE

**of 1937**

**PLACE YOUR ORDER NOW FOR EARLIEST DELIVERY—**

**A HIT!**

## CHICAGO COIN

MACHINE MANUFACTURING CO.

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### FORCED TO SACRIFICE THE FOLLOWING MACHINES!

FAIR GROUNDS .....	\$95.00	HIT AND RUN .....	\$40.00
FOTO FINISH .....	50.00	VELVET .....	20.00
CLASSICS .....	50.00	NAVY .....	40.00
GOLDEN WHEELS .....	70.00	LITE-A-PAIR .....	27.50
PREAKNESS .....	47.50	TEN STRIKE .....	22.50
GOTTLIEB'S DERBY DAY, With Clock .....	45.00	DOUBLE SCORE .....	22.50
GOTTLIEB'S DERBY DAY, Without Clock .....	40.00	DAILY RACES .....	17.50
TURF CHAMP .....	35.00	GRAND SLAM .....	17.50
CAROM .....	40.00	BALLY DERBY .....	14.50
SANTA ANITA .....	37.50	CHALLENGER .....	10.00
		MAMMOTH .....	10.00

Will Trade Pin Tables for Diggers. All Machines Equipped With Powerpaks.

### C. & M. SPECIALTY CO.

213 North Peters St.,

New Orleans, La.

### Bally Launches Trio of Payouts

CHICAGO, Oct. 9.—Preparing for fall and winter buying, Bally Manufacturing Company has announced three new payout games, each of which is said to boast distinctive features in line with present trends of player popularity.

"Our representatives," declared Jim Buckley, Bally's general sales manager, "have been contacting jobbers and operators in all sections of the country, and we are convinced that unusually large purchases of payout equipment will be made during the next few months. Moreover, our field surveys indicate a definite demand for high-grade equipment, and accordingly our new payout releases have been engineered to standards of mechanical perfection never before approached.

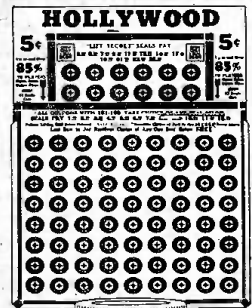
"First and foremost of the new trio is the Fleetwood one-shot pingame. This is a hole-type table with changing odds, win-place-show-purse awards and featuring the popular multiple idea, whereby one to four nickels may be played on each game and award is multiplied by number of coins played, up to an \$8 top payout.

"A bare description of Fleetwood, however, does not begin to tell the story. The machine is actually custom-built to the specifications of some of the largest multiple operators in the country, who co-operated with Bally engineers in working out new and revolutionary mechanical refinements, including the most positive anti-cheat apparatus ever devised. The result of this collaboration of engineers and operators is a machine so far in advance of the industry that no glowing adjectives, no superlative slogans can possibly do it justice. Only by checking the numerous improved features can we appreciate the engineering triumph represented in the Fleetwood machine.

"In the single-coin one-shot class, our new Bally's Stables is destined to be another Freakness in earning power, long life and sales volume. Bally's Stables also features changing odds and win-place-show-purse awards, but selections are stepped up to never less than two per game and a possibility of nine—the most attractive spread of selections ever flashed in the public's eye. As in Fleetwood, the backboard on Bally's Stables is 30 inches high, looms up like a lighthouse, dominating the location and focusing attention on an array of winners which nobody can resist. The hole-type board is wide open and roomy, decorated with plenty of race-horse atmosphere and sizzling with action created by new clock-spring bumpers and rubber bumpers.

"Most revolutionary of the trio is the Club House console. This is a seven-coin selector-type game with changing odds and win-place-show-purse awards. Any number of players from one to seven can play, and if all seven horses are covered one player is bound to win. An easy flip of the starter lever starts the seven horses ripping around the semi-circle track in brilliantly colored lights,

### A NEW STAR



**HOLLYWOOD**



**STEP-UP CARD**  
Offers Big Profits for Small Investment. 133 Winners in all. (\$25.00 Top Payout)

Sample Deal, Complete, \$5.00. Dozen Lot Prices, Complete Deal, \$3.50 Each. Rollis (Card & Label), \$2.75 Each.  
DEAL TAKES IN (2280 @ 5c) ... \$114.00  
AVERAGE PAYOUT ... 70.00

AVERAGE PROFIT ... \$44.00

Write for Quantity Prices.

1/3 Deposit — Balance C. O. D.

**MONARCH COIN MACHINE CO.**

Distributors  
1731 BELMONT AVE. CHICAGO

and the horse remaining lit when the action stops is the winner.

"What is most unique about Club House is the new vertical display front whereby the play layout is upright instead of flat and thus enjoys greater visibility on location. This vertical front is illuminated at all times, attracting attention to the machine. Bally's Club House actually occupies only about half the floor space required by the average console, yet in eye appeal it is equal to the most elaborate pin-game backboard.

"We are in full production and making volume shipments on all three games. Of course, high-speed mass production is out of the question, as Fleetwood Bally's Stables and Bally's Club House are virtually custom built. However extra shifts will be put on to speed up deliveries as much as possible."

### South Milwaukee License In Effect Since October 5

SOUTH MILWAUKEE, Wis., Oct. 9.—Under its new ordinance regulating coin machines, the common council here Oct. 5 granted licenses to four amusement operators at an annual fee of \$100 each, and 65 novelty amusement machine licenses at \$5 each.

The ordinance restricts the issuance of licenses to operators having office in South Milwaukee and the machine are not permitted to pay chips or coins



PART OF THE large assembly line at the C. R. Kirk & Company factory, where production is running at peak capacity on the new Kirk Horoscope Scale.



### TURKEY SPECIAL BARREL!

**FASTER ACTION THAN SALESBOARDS  
FASTER ACTION THAN PUSHCARDS**

Sells 25 Turkeys and 96 Trade Awards at 10c a Coupon. Earns \$56.00 on a \$5.30 Investment. Also made to sell at 5c per Coupon and Sells 12 Turkeys, with a Profit of \$28.00.

Sample Barrel \$5.30 F. O. B. Peoria

Remittance with order. Specify 5c or 10c label. Special quantity price to operators for refills.

### GAM SALES COMPANY

Manufacturers Only,  
1321 South Adams Street, Peoria, Ill.

**IT'S NOT A SALE UNLESS YOU'RE SATISFIED!**

**SLOTS -- CONSOLES -- ONE-BALLS  
PHONOGRAPHS -- CIGARETTE MACHINES**  
**Bargains! Bargains! Bargains!**

Blue Front Mystery Gold Award Bells ..... \$ 52.50  
Watlings Rol-a-Tops Mystery Bells and Venders... 37.50  
Pace Comet (Almost New) Mystery ..... 49.50  
Mills War Eagle 5c and 10c Play Bells ..... 44.50  
Caille A.C. 7-Coin Slot, Reg. \$287.50 (Used 1 Wk.) 149.50

Ray's Track (Serial 1800 and 3500) ..... 137.50  
Evans Roulette ..... 89.50  
Pamco De Luxe Bell ..... 89.50  
Fast Track (Western) ..... 99.50  
Galloping Dominos ..... 159.50  
Paces Races, 25c Play (Brown Floor Samples) ..... 295.00

Wurlitzer P-12 ..... 124.50  
Dance Masters ..... 99.50  
Do Re Mi—1936 ..... 139.50  
Rock-Ola—1936 ..... 139.50  
Stewart McGuire, 7-Col. ..... 69.50  
Rotary Merchandisers ..... 89.50

Bally Caroms ..... 44.50  
Preview ..... 29.50

1/3 Deposit—Balance C. O. D.

**WE SUPPLY THE WORLD FROM OUR OWN BACK YARD**

**GERBER & GLASS 914 DIVERSEY  
CHICAGO, ILL.**

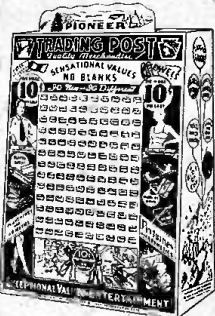
**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
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**KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts.  
PHILADELPHIA, PA.**

**HERE'S A SALES DEAL  
WITH REAL PULL!**

Everybody  
Goes for  
**TRADING  
POST**  
Because  
Everybody  
Draws a  
Prize.



**THERE'S NO BLANKS**

130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

**Deal Takes in .. \$13.00**

**No. BP 30 Per Deal \$6.60**

**N. SHURE CO.  
200 W. Adams St.  
CHICAGO**

**Double Output of  
Pacific Vender**

CHICAGO, Oct. 9.—The Pacific Gum Merchant breaks into the news again with announcement by the company that sales on its new gum merchandising vender have reached a point where production has had to be doubled to meet the existing demand.

With Ed Gaylord now on the Pacific staff and Claude McClellan showing the way to profits with the Gum Merchant, operators out in the field are getting first-hand information on the earning power of the new gum and merchandise vender. Gaylord, who just recently joined the Pacific organization, is reporting splendid results wherever operators have installed the Gum Merchant. He is said to be making an extensive tour of Middle West territory, with the result that operators are opening up test routes and reporting favorably on earnings received from their gum and premium sales. So easily and effectively does the Gum Merchant plan work, according to Gaylord, that an extensive route may be built up with scarcely any other attention than filling machines and making collections. The giving away of merchandise under the Gum Merchandising plan is said to be under the operator's control at all times, which permits the delivery of premiums in advance to locations whenever awards are to be given thru the sale of "keyed" boxes of gum.

**Congratulations!**

DETROIT, Oct. 9.—James A. Passanante, of the J. & J. Novelty Company here, was passing out Havanas this week to celebrate the arrival of a 9 1/4-pound son, James A. III. Mrs. Passanante and the youngster are reported to be doing well.



**JENNINGS  
RACING CLUB**

**A ONE-BALL BUMPER PAYOUT TABLE**



- 4 chances for a winner
- Jennings Rotary Payout Unit
- Illuminated escalator
- Lift top for easy servicing
- Check or cash play-ticket model available

**\$14950 PLUS TAX**

The raciest . . . the flashiest . . . most fascinating pin table made—**RACING CLUB**—Gives the player four big chances to win: (1) when nickel is inserted lights flash up on back panel and numbers appear on three big dials—if a winning combination appears, player has only to hit four bumpers; (2) failing at a winning combination, player may try for it again by sending ball through skill track; (3) hitting ten or more bumpers is a winner, or (4) sinking ball in consolation hole. It's a table packed full of action, thrills, excitement right up to the last second. \* It's a long run Jennings machine—thoroughly tested on hundreds of locations and proved the biggest profit producer of them all.

*If your jobber doesn't have **RACING CLUB** write or wire us today!*

**O. D. JENNINGS & COMPANY  
4309 WEST LAKE STREET • CHICAGO, ILLINOIS**



# (GENCO'S 1937) ANIMATED FOOTBALL

GREATEST FOOTBALL NOVELTY GAME EVER MADE  
 THE KICK-OFF, RUN BACK AND TACKLE IN LITES  
 10 AND 30-YARD RUNS—TOUCHDOWNS  
 ALL IN CLEVER BACKBOARD ANIMATION

**\$77.50**

• Fast, accurate Football action animated cleverly by lites will thrill you and all your players.

• Genco's 1937 Animated Football is equipped with the Genco reward adjuster Veeder Counter at no additional cost.

IT'S MADE BY GENCO SO IT MUST BE GOOD!

F. O. B.  
 CHICAGO

IMMEDIATE DELIVERY

**GENCO, Inc.**  
 2621 N. Ashland Ave., Chicago, Ill.

## 2 CANDY SALESBOARD DEALS

**SENSATIONAL MONEY MAKING DEAL**  
**50 WINNERS**  
 A 5c Salesboard

44 Boxes of High-Grade Candy—1 Lb., 1/2 Lb., 1/4 Lb.  
 6 Jars of Assorted Filled Candy.  
 5 Lb. Box Assorted Chocolates for Last Punch.  
 1 300-Hole Salesboard.

**COSTS YOU \$5.50** • **TAKES IN \$15.00**

**QUICK TURNOVER DEAL**  
 Every Punch Receives a One-Pound Box of Chocolates.  
 Numbers Run From 1 to 39.

**24 WINNERS**  
 A 24-Hole Salesboard.

**COSTS YOU \$4.25** • **TAKES IN \$8.00**  
 20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

**DELIGHT SWEETS, INC.** 50 EAST 11th STREET  
 NEW YORK, N. Y.

## CANDY FOR THE HOLIDAYS

**5-Lb. Box of Assorted Chocolates. Per Box. . . . . 70c**

**5-Lb. Box of American Mixed Hard Candy. Per Box. 60c**

All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

## Teletype Connects 3 Atlas Branches

CHICAGO, Oct. 9.—Atlas Novelty Company, with headquarters in Chicago and branches in Pittsburgh and Miami, boasts one of the finest inter-office communications setups in the industry, says Sales and Advertising Director Irving Ovitz.

"In order for Atlas personal service to be more than a slogan, we follow a procedure in inter-office communications seldom found in average businesses of a size such as ours," said Ovitz. "Each office is equipped with direct-wire teletype machines on which daily reports and orders are relayed to Chicago headquarters. This enables our branches to offer a faster service on new or used equipment in their respective territories. In addition to the teletypes, there are daily long-distance telephone communications between all offices, all occurring at stipulated times of the day.

"This, combined with daily written reports and confirmations of orders, ties the three offices together so closely that they operate as smoothly as ball-bearings in oil, according to Phil Greenberg, head of the Pittsburgh office.

Thoroughly competent staffs and full lines of all types of equipment, together with the personal supervision of the Ginsburg boys, complete a service which Atlas claims to be without equal in the country.

ever-increasing interest in the game," he went on. "In the first place, it is a game which develops a fascinating competitive play. The player need not buck the machine, but rather he plays competitively with his friends or other location patrons. Frequently there is a side wager for drinks for the party. The second reason is that locations like World Series because they can immediately recognize its stimulation of trade. In some localities the locations post a daily or weekly high-score award, which not only steps up the play of the game but also increases the over-the-counter business of the location.

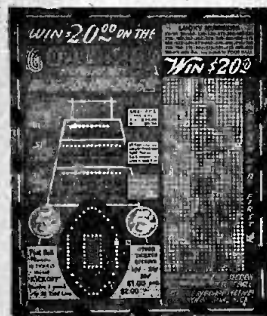
"We felt confident at the time we introduced the game that it would prove profitable to operators," Nelson concluded. "It was placed on the market housed in an unusually fine cabinet which placed it in the de luxe class of games. The success which the game is enjoying at this time proves our decisions of a year ago. The public has a definite urge to play the better type games and World Series is an established winner. Conclusive proof of its popularity is the daily increasing barrage of orders with which operators and distributors are constantly bombarding our offices."

## New Idea in Cuba

MIAMI, Oct. 9.—Good news to Florida operators who have been worrying about where to sell their slot machines outlawed in the State since October 1 came in the form of a presidential decree admitting slots to Cuba.

Loud protest and refusal previously had met every effort to have them returned to Cuba since former President Gerardo Machado outlawed the "traiga-niquels"—(nickel swallows) 10 years ago.

The new decree authorizes Rogelio Gomez, described as a Havana merchant, to use the machines which sell gum and candy and "... expel from 3 to 80 tokens to be exchanged immediately for national lottery ticket fractions, a fraction being a 100th of a ticket, for each four tokens."



## GOAL KICK

A Money-Maker for the approaching Football Season.  
 A 1,000-Hole Step-Up Board. Colorful—Attractive—Inviting.

FOOTBALL contains Tickets from 10c to \$2.00.  
 30 YARD LINE contains Tickets from 50c to \$2.50.  
 20 YARD LINE contains Tickets from \$1.00 to \$5.00.  
 GOAL KICK contains Tickets from \$5.00 to \$20.00.

TAKES IN ..... \$50.00  
 AVERAGE PAY OUT ..... 24.34

Price \$2.54 each Plus 10% Tax  
**GLOBE PRINTING CO.** 1023 Race Street,  
 Philadelphia, Pa.

## GET ACQUAINTED WITH AVON SERVICE

New or guaranteed reconditioned used machines—try them.

BUY FROM — SELL TO  
**AVON NOVELTY SALES CO.**

5907 Euclid Ave.

CLEVELAND, O.

When Writing to Advertisers Mention The Billboard.

## Increasing Demand For World Series

CHICAGO, Oct. 9.—Altho announced almost a year ago, officials of Rock-Ola Manufacturing Corporation revealed that World Series has proved to be such a consistent money maker that the demand for the game among location owners and operators is constantly increasing. "It has been interesting to note the heavy location requests for World Series," stated Jack Nelson, general sales manager of the firm. "There is a twofold reason for this

# Evans' DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unfailling performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



5c or  
25c  
Play

All Models

## MONEY TALKS!

EVANS Games are built for only one purpose—TO MAKE MONEY FOR YOU! They have an unequalled record of earnings! There is no question about their ability to deliver the perfect performance you expect! In their case MONEY TALKS — and the money they MAKE FOR YOU talks loudest!

**H. C. EVANS & CO.,**  
1522-28 W. Adams St., Chicago, Ill.

**GALLOPING DOMINOS**  
Fascinating Dice Payout

**BANGTAILS**  
Superb Horse Race Payout

**ROLLETTO JR.**  
Automatic Roulette Payout  
Ticket Payout Models  
Check Payout Models

**CONCEALED PAYOUT DRAWER**  
or OPEN CUP Optional.

### EVANS' FINANCIAL RESPONSIBILITY!

Buy from a financially responsible firm! Don't take chances on getting stuck with orphan machines! EVANS' 45 years of reliability and financial strength is your protection!

IT'S not HOW LITTLE YOU PAY for a game, but HOW MUCH YOU MAKE out of that game, that puts you "in the money!" Be too smart to accept a game that's built to sell cheap! It can never deliver the performance it takes to make money!

### MONEY-BACK GUARANTEE

If for any reason you are dissatisfied with any Evans Game, return it within 10 days from date of delivery, and your money will be refunded.

## Taverns Unite on High Standards

ATLANTIC CITY, Oct. 9.—A constructive move among tavern locations is said to have turned the eyes of the liquor industry toward the four-day convention recently held by the licensed tavern men of New Jersey. The organization includes about 2,500 tavern keepers in the State. The convention took the attitude of discussing and setting up stringent standards for its own business rather than wait for public opinion to force regulations.

Resolutions passed by the tavern men definitely aligned them with the forces working for order and temperance. A proposal to lower the 21-year-old drinking age limit to 18 years was defeated

almost unanimously and was buried under an overwhelming opposition.

"The sale of liquor to youths of 18 was unheard of, even in the old days," declared William G. Wellhofer, chairman of the executive board, in a heated address. "Even when a fellow reached 21 in the old days he sat down at the end of the bar and kept quiet."

It is not youth's nature to be moderate, he told the conventioners.

The organization also went on record urging that all tavern keepers in the State be fingerprinted and photographed. The purpose of this move was seen to be to establish the identity of tavern men as citizens of the community and State.

## Op Discusses Best Type of Locations

DETROIT, Oct. 9.—Gasoline stations, drug stores and confectioneries are the best locations for pin games today, maintains Fred M. Novak who, together with Stanley Kolasa, operates the Superior Coin Machine Company. Novak specializes in amusement machines and operates extensive routes in the western part of the city. Just recently he and his partner moved to new quarters on Livernois avenue, which is approximately in the middle of their territory.

Novak has made a particular study of locations and discusses conditions freely. "Some gasoline stations are regular gold mines," he stated. "Those on busy corners, for instance, where people stop to have their cars greased are bound to be good, for the people must have something to do to pass away their time while waiting for their cars to be finished. Cut-rate drug stores are also good. Usually these places have a soda fountain and there always seems to be some people hanging around the store who are usually ready to play an attractive, interesting game. Candy stores are money-making locations when they are located near factories," he observed.

"As far as school locations are concerned," Novak concluded, "I don't approve of placing machines near them myself. They are too much of a temptation for youngsters who do not know the value of a nickel and consequently play without proper restraint.

## BARRELS OF JACK

Tap This Newest Harlich Barrel Board for Big, FAST PROFITS

No. 704 Takes in 600 Holes  
Definite Payout \$30.00  
GROSS PROFIT...\$14.65

Get the Details. Write, Stating Your Line or Business to

**HARLICH MFG. CO.**



1401-1417 W. JACKSON BLVD. CHICAGO, ILL.

\$5.00  
RETAIL  
Value



Men's or Women's Style!

**OPERATORS**  
Start with \$5.65

**GIVE TWO GENUINE PIG GRAIN JACKETS**

FREE on THIS  
\$6.95 "Automatic Sales Card"

Yet \$19.75 Profit for You

Amazing BIG profits "automatically" are just plain mathematically sure! You give away TWO genuine Pig Grain Jackets, \$5.00 each, one for your agent and one for his customer. Pocket Big Cash Profits. Big season just starting.

**WRITE FOR THIS AMAZING FREE OFFER NOW!**

Wind up 1937 with Big Extra Cash Profits. Get details of this original plan now, this amazing quick profit-making business.

**GRUND ART & NOVELTY COMPANY, INC.**

423 E. Walnut Street

Des Moines, Iowa



NO—IT'S NOT Pancho Villa but Joe Elum riding his favorite Black Horse in the wilds of Canada. Elum has just returned to Columbus, O., to supervise the placement of 50 new Seeburg phonos.

# HOW TO OPEN CLOSED TERRITORIES

The Answer Is  
**SKILLO**

**CHICAGO:** The most VITAL question confronting coin machine men today! And EVANS supplies the answer with SKILLO—the most revolutionary Science and Skill Game ever conceived! This new game sensation actually OPENS CLOSED TERRITORY and KEEPS IT OPEN!

**ABSOLUTELY LEGAL EVERYWHERE!**

• Don't lose a minute! Protect your interests with this phenomenal game! SKILLO will put you back in the money and KEEP YOU THERE! Write immediately for confidential details and prices!

WHAT IS SKILLO? An entirely NEW conception in games! Requires as much science and skill as billiards or bowling! So radically superior to anything heretofore produced that we absolutely refuse to reveal it yet—to prevent imitators from counterfeiting this great game idea!

SKILLO is a new departure in games that reaches heights of excitement, suspense and tension never before attained! So vitally appealing to players, and so profitable, we predict it will start a new trend in the industry! Yet absolutely legal in every territory!

**H. C. EVANS & CO., 1522-28 W. ADAMS ST., CHICAGO**

## New York Coinmen At Annual Banquet

NEW YORK, Oct. 9.—New York operators attended the sixth annual combined coin machine banquet of the Amalgamated Vending Machine Operators' Association and the Greater New York Vending Machine Operators' Association Sunday, October 3, in record numbers.

Joe Fishman, back at the helm for Amalgamated, was the moving spirit and received the capable help of Saul Kalson, of Greater New York. The operators turned out in full force and had the time of their lives. Quite a few out-of-town visitors showed up and the affair took on an international flavor with the appearance of visitors from England and Germany.

The show presented by Varsity Entertainment Bureau was well received. On the bill were Eddie Bruce, master of ceremonies; Ames Sisters, Lou Lazarin, Millie and Billie, Sugar Nichols and De-May, Moore and Martin. Music was supplied by Harold Kahn and Orchestra.

Ponser's table was dubbed the international table, George having as guests Gasparro from London and Rosenfeld from Cologne, Germany. His employees occupied the remaining five tables.

Jack Fitzgibbons, whose employees and guests occupied six tables, played host to the Bally boys, Ray Maloney and Jim Buckley, who remained in New York most of the week. The Fitzgibbons boys had a swell time and enjoyed the meal very much. They became particularly attached to the ice cream.

Nat Cohen and Harry Rosen headed the five Modern tables, including employees and Wurlitzer guests. We hear Nat escorted Capelhart, Bob and Bill Bolles almost to the airport.

Ben Palastrant, representing Wurlitzer in Boston, seemed to be having a good time. He claims the factory cannot ship him machines fast enough.

The meanest trick of the evening was played on Herman Budin, who expects

an addition to his family at any moment. He was called to the telephone during all the hilarity. The attendant claimed a hospital was calling him. It was all a gag.

We were bawled out by two operators, who claimed we didn't take care of them in our production department.

So a girl, 7½ pounds, was born to Mr. and Mrs. William Levy September 26—named Joyce Ellen.

Also a girl, 6¾ pounds, was born to Mr. and Mrs. Dave Friedman August 24—named Joan.

We wonder who was the beautiful blonde dancing with Bert Lane.

Babe Kaufman, who didn't show up, was sorely missed. Babe had business to take care of in Jersey.

After carefully looking over all the beautiful girls who attended we cast our vote for Joe Fishman's daughter.

Dave Robbins and wife showed up late and looked completely exhausted. They explained they had just moved into a new apartment.

The Rabkins, who also moved into a new apartment, had to buy new clothes. Their stuff being packed up and inaccessible.

Willie Blatt, the "Little Napoleon," was promising some sensational news in the near future.

Sam Kressberg and wife didn't miss one dance all evening. Maybe they try out all the new dance steps at Sam's home bar.

### Detroit Operator Dies

DETROIT, Oct. 9.—William Vandenberg, one of Detroit's old-time operators, died here recently. Vandenberg, who was a distant relation of U. S. Senator Vandenberg, operated game and nut machines for many years. Retiring from the business some 10 years ago, he returned to the field again in 1935 with a route of weighing machines, which he operated up to the time of his death.



ARCHIE LA BEAU

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

## SPECIAL BARGAINS

Seeburg's Selecto-Phone, 10 Record Phonographs, 5, at \$85.00 Ea.  
Rock-Ola Scales, Lo Boy ..... 49.50  
1937 World Series, 3, at ..... \$250.00 Ea.  
Paces Races, Late Numbers ..... 145.00 Up  
Real Spot ..... 29.75

Write for Price Lists. Many Used Games Ready for Delivery.  
1/3 Deposit With Order, Balance C. O. D.

*Le Beau Novelty Sales Co*

**WURLITZER** P-12 Perfect Condition **\$119.50**

SINGLE—\$124.50.

Lots of 10

**ROCK-OLA** Late 1936 Model **\$139.50**

USED BUMPER GAMES

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

**BABE KAUFMAN, Inc.** (CIRCLE 250 W. 54th St., N. Y. C. 6-1642)

## LADY LUCK

1200 Hole Form 4190

Takes In . . . . \$40.00

Pays Out . . . . . 19.00

Price With Easel . . 1.82

Plus 10% Federal Tax

Holiday Boards, Holiday Cards and

Holiday Headings.

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 Ave., Chicago, U. S. A.



# DERBY MULTIPLE 9 COIN HEAD Console

**SUPREME IN CLASS AND EARNINGS!**

**ULTRA EYE-APPEAL  
ULTRA PLAY-APPEAL  
ULTRA PROFIT-POWER**

The crowning masterpiece of modern engineering! Combines the greatest array of play-compelling features ever included in a game! DERBY CONSOLE MULTIPLE has EVERYTHING—furious action!—modernistic beauty!—irresistible appeal!—MASS EARNING POWER!

MULTIPLE 9-COIN SLOT—up to 9 plays possible at one time! Coin in Chute selects corresponding horse. Odds from 4-1 to 40-1 automatically posted on back panel. If all 9 horses are played, Field or Daily Double may be won by any one of 9 Players with odds of 20-1! Magnificent de luxe cabinet of matched walnut veneer! Silver-etched multi-colored plate glass field! Spinner-light playing action! Mystic 3rd Dimensional back panel.

**D. GOTTLIEB & CO.**  
2736-42 N. PAULINA ST.  
CHICAGO, ILL.

New precision-built mechanism, highly simplified! Entire mechanism, including coin head, easily accessible by raising playing field. DERBY CONSOLE MULTIPLE will GET you the best locations and enable you to HOLD them with a steady stream of BIG-TIME PROFITS!

- ★ **MAMMOTH CONSOLE** de Luxe Cabinet, 20" deep, 38" long, 55" high. Matched walnut veneer, chrome trim. Disappearing handles for transporting.
- ★ **MULTIPLE 9-COIN CHUTE** takes up to 9 coins at one time! Coin Head Mechanism absolutely jam-proof! Automatic wiper forces gummed or glued coins through coin slides after each play! Positively the best Multiple Coin Head on the market today!
- ★ **SPINNER LIGHT PLAYING ACTION.**
- ★ **CYCLE ARRESTER**, absolutely prevents cycling; foils sharp-shooter systems.
- ★ **ADJUSTABLE AWARDS**, Automatic electrical control.
- ★ **HAMMOND ELECTRIC CLOCK**, 6-WAY FUSE, and scores of other features.

**SCORING A BIG HIT!  
DERBY CONSOLE  
WITH MYSTERY SINGLE SLOT!**



**ELECTROPAC**  
(AC) Equipped.  
**TICKET MODEL EXTRA**  
5c Play.  
**IMMEDIATE DELIVERY**  
SEE YOUR DISTRIBUTOR OR WRITE

## 500 Used Pay-Out Tables

Fully Guaranteed While They Last!

MILLS POST TIME	\$69.50
BALLY GOLDEN WHEELS	79.50
WESTERN'S PREVIEWS	39.50
WESTERN'S AIR DERBY	55.00
315 STEWART & McGUIRE LATE MODEL NUT VENDERS. All new and in Original Cartons. Each	9.75

Quantity Buyers, Wire for Special Price.

1/3 Deposit With Order, Balance C. O. D.

**ORIOLE COIN MACHINE CORP.**  
142 W. MT. ROYAL AVE., BALTIMORE, MD.

RECONDITIONED PAYOUTS AND AUTOMATICS					
AIR RACES	\$29.50	PHOTO FINISH	\$ 89.50	PREAKNESS	\$59.50
AIR DERBY	35.00	ARLINGTON	79.50	FAIR GROUNDS	100.00
MAZUWA	49.50	CLASSIC	75.00	TURF CHAMPS	45.00
SANTA ANITA	29.50	GOLDEN WHEEL	75.00	SPORTSMAN DELUXE	69.50
PADDOCK	39.50				
PACES RACES, Late Models, Separators					\$149.50
RAY'S TRACKS, Late Models, Separators					189.50
FAST TRACKS, ROSEMONT, PAMCO BELLS					75.00

MT. ROYAL NOVELTY, Incorporated  
23 W. MT. ROYAL AVE., BALTIMORE, MD.

## CLOSE-OUT SALE, \$45.00 Ea.

Fifty slightly used Five, Ten and Twenty-Five Cent, Yellow, Green and Red Caille Slot Machines. Serial numbers are from 91644 to 9217.

These Machines not used over two months, guaranteed to be in A-T condition. One-third deposit, balance C. O. D.  
Lee Clifton, LONE STAR NOVELTY CO., 700 Franklin Street, WACO, TEX.

# REEL-SPOT

FOR THE BIGGEST, STEADIEST AND EASIEST PROFITS EVER EARNED ON ANY LOCATION!

Let REEL SPOT do the Doctor's work when he makes profits for you! SPOT! RUSH TODAY! 1/3 Deposit, C. O. D.

NO more location! REEL SPOT FOR BALANCE BOXES! TAX PAID.

**29.75**

GUM 150 a Box (100 Pieces)  
MINTS 100 (100 Pieces)  
Cops 150 (1,000 Pieces)  
Rolls 150 (1,000 Pieces) \$8.50.

**SICKING MFG. CO.** 1922 FREEMAN AVE. CINCINNATI, OHIO

## The Smash Hit Jar Deals of 1937

- The WINNER
- STOP and GO
- MINT of GOLD
- DERBY—BIG PAY OFF
- AMERICAN EAGLE
- PLAY FOOTBALL

GENEROUS PAY-OUTS — KNOCKOUT PROFITS

Enjoy the quick "self-outs" and big profits that these leading Jack Pot Jar Deals are making possible for operators everywhere. Offered in "Sizes" and "Takes" to meet any operator's needs. Get "In the Money"! Now is the time!

WRITE FOR LITERATURE AND ROCK BOTTOM OPERATORS' PRICES TODAY

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

# 3 NEW PAYOUT HITS BY Bally!

## NEW MULTIPLE ONE-SHOT!

**PAYOUTS MULTIPLIED BY NUMBER OF COINS PLAYED! \$8.00 TOP!  
WIN - PLACE - SHOW - PURSE AWARDS! 1 TO 7 SELECTIONS!  
30-INCH BACKBOARD! NEW ANTI-CHEAT DEVICES! SIMPLIFIED MECHANISM!**

CUSTOM-BUILT to the specification of leading Multiple operators! That, in a nut-shell, is the story of Bally's new FLEETWOOD . . . a machine so far in advance of the industry that no description can do it justice. Only by checking the many new improved features can you appreciate the engineering triumph represented in FLEETWOOD! Built to last a life-time, without service grief, FLEETWOOD will "stay put" on location year in and year out . . . earning profits far too sensational to print! WRITE TODAY FOR BIG COLORED CIRCULAR AND PRICES!



### NEW UPRIGHT CONSOLE!

BALLY'S CLUB HOUSE is the game you need for those "hot spots" where floor space is at a premium! Thanks to the new smart Upright Console . . . with Permanently Illuminated Inclined Vertical Display Front . . . CLUB HOUSE occupies less than half the space required by ordinary consoles . . . yet in eye-appeal it's equal to the most elaborate pin-game backboard! 7 CAN PLAY! Odds change each game! Win-Place-Show-Purse Payouts! CLUB HOUSE doesn't wait for patrons to stroll over and see what it's all about . . . but sends out sparkling waves of "come on" which few people can resist. WRITE OR WIRE FOR PRICES OR SEE YOUR JOBBER.

### STEPPED-UP SELECTIONS! STEPPED-UP COLLECTIONS!

Let BALLY'S STABLES pep up your payout spots! The giant 30 INCH BACKBOARD brings 'em in . . . the STEPPED-UP SELECTIONS keeps 'em going for hours! NEVER LESS THAN 2 SELECTIONS PER GAME AND UP TO 9 POSSIBLE! Payouts on Win, Place, Show and Purse, 40-to-1 top! Wide-open HOLE-TYPE board sizzling with action created by new "Clock-Spring" Bumpers and "Rubber-Tire" Bumpers! Stepped-up Selections insure Stepped-Up Collections! Get your share! SEE BALLY'S STABLES AT YOUR JOBBERS OR WRITE FOR LITERATURE AND PRICES.

### AIRWAY

or write for details. ALSO GET OUR FULL NATURAL COLOR CIRCULAR SHOWING NUGGET AND SUM-FUN COUNTER GAMES!

. . . with Bumpers that light up! Still America's fastest selling, fastest money-making novelty game! Order AIRWAY from your favorite Jobber



**MANUFACTURING COMPANY**

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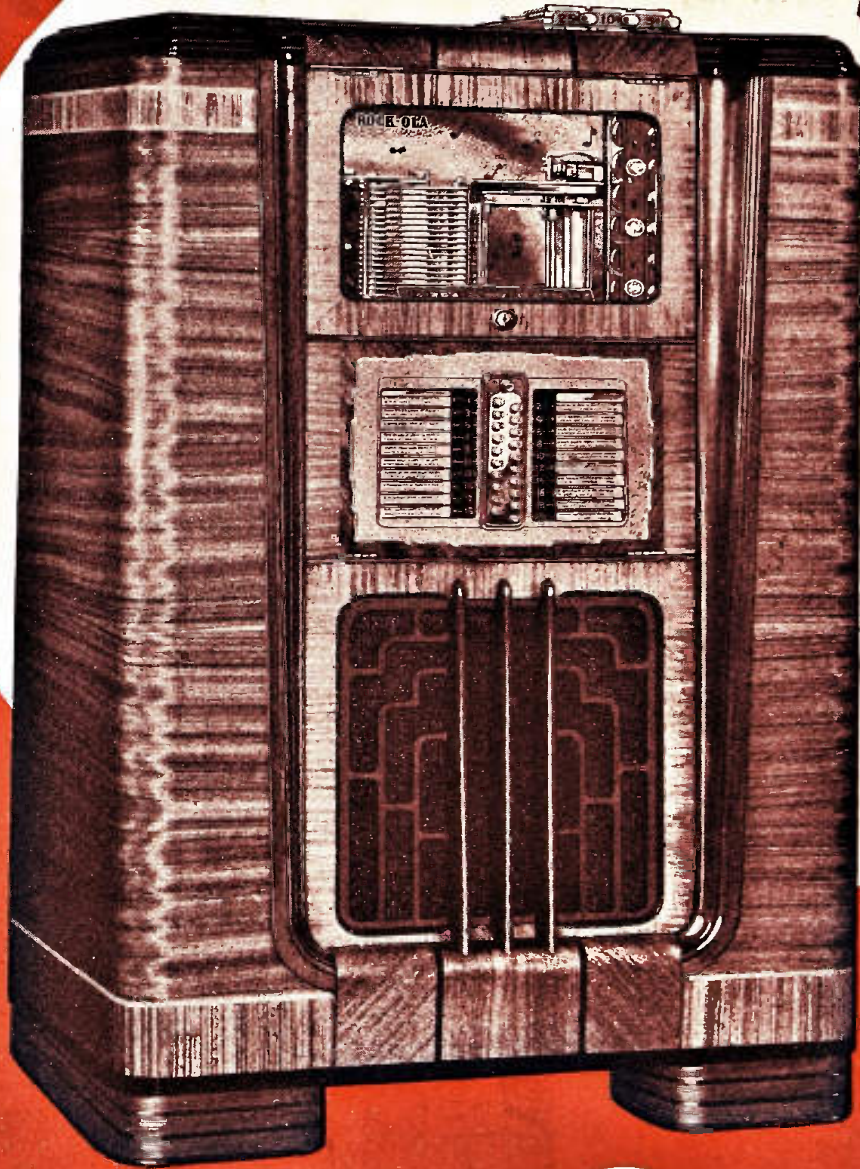
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LOOK TO ROCK-OLA FOR LEADERSHIP



*More  
quarters  
and  
dimes  
than  
ordinary  
phonographs  
get in  
nickels*

**OPERATORS ARE  
ENJOYING GREATER  
EARNINGS WITH THE**

*Imperial* **20**

**ROCK-OLA**

*Mfg. Corp., 800 N. Kedzie Ave., Chicago*

CANADIAN DISTRIBUTORS: P and N COIN MACHINE COMPANY, 287 VICTORIA STREET, TORONTO, CANADA

NOW ON TOUR, CHICK WEBB'S SENSATIONAL BAND RETURNS OCT. 17th TO HARLEM'S FAMOUS SAVOY BALLROOM



*These top-notch*  
**DECCA RECORDS**  
 by **CHICK WEBB'S BAND**  
*are favorites everywhere*  
*If You Should Ever Leave*

*That Naughty Waltz*  
*You Showed Me the Way*  
*Oh Yes? Take Another Guess*  
*Love You're Just a Laugh*

—all with vocals by Ella Fitzgerald. Wurlitzer operators count on these and other recent Chick Webb recordings for increased play appeal.

**CHICK WEBB**, "King of the Drums" and co-author of the famous swing classics, "Stompin' at the Savoy" and "You Showed Me the Way".

**ELLA FITZGERALD**, "The First Lady of Swing" whose torrid voice has earned her the title "The Dusky Peacock of Rhythm".

**CHICK WEBB and his BAND "swing it" in thousands of places a night . . . Thanks to the WURLITZER Automatic PHONOGRAPH**

It would be impossible to seat in a single audience the vast number of "swing fans" who enjoy the exotic rhythms of Chick Webb and his band. But, thanks to the Wurlitzer Automatic Phonograph's true-to-life reproduction, millions of American music lovers may visit their neighborhood taverns or restaurants and have the magic music of Chick Webb and other big name bands at their fingertips.

The Wurlitzer Automatic Phonograph—designed to provide musical entertainment in locations whose limitations require them to seek automatic music—brings the latest hits of modern masters to enrich the recreation hours of millions.

Music operators all over America are turning to Wurlitzer—the Automatic Phonograph that brings recorded music to life. The coupon will bring you full information on how you, too, may become a Wurlitzer operator.

**THE RUDOLPH WURLITZER COMPANY**  
 NORTH TONAWANDA, NEW YORK  
 CANADIAN FACTORY: RCA-VICTOR CO., LTD., MONTREAL, QUE., CAN.

**WURLITZER**  
**AUTOMATIC PHONOGRAPHS**  
 SOLD ONLY TO OPERATORS



THE RUDOLPH WURLITZER COMPANY, Dept. F103  
 North Tonawanda, N. Y.

I am interested in becoming a Wurlitzer operator in my locality. Send me the details.

Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_