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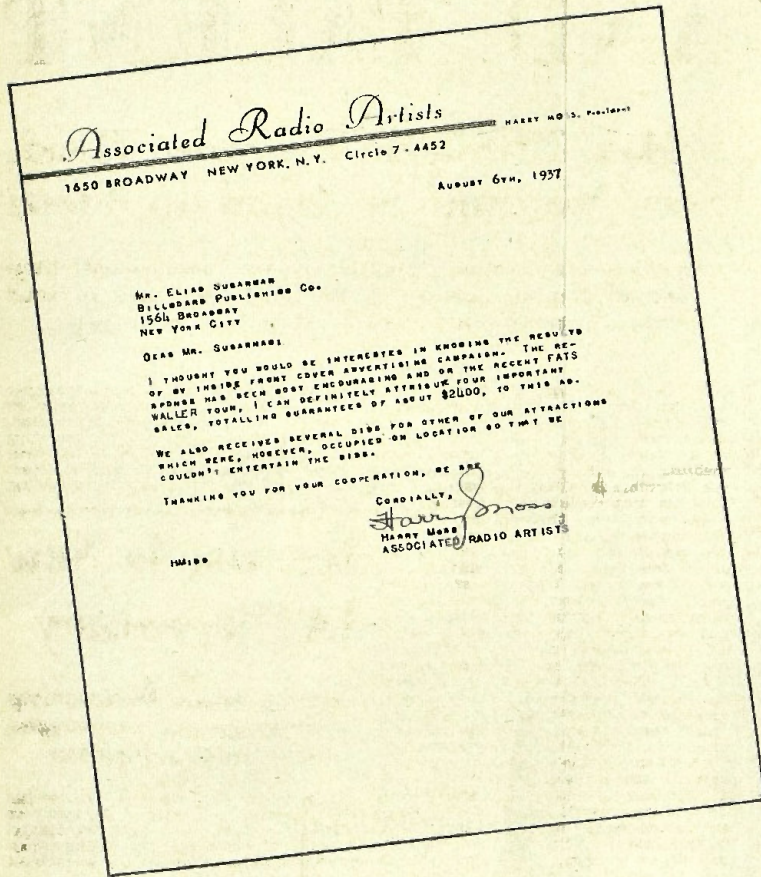


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September 4,
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TELEVISION AND TALENT

Memphis' Blind Children To 'See' H-W Circus Thru 'Eyes' of WMPS

MEMPHIS, Aug. 28.—What is believed to be something entirely new in the annals of circuses will transpire when the broadcasting equipment of *The Press-Scimitar*-owned radio station WMPS will be turned into "eyes" so that this city's blind children can "see" Hagenbeck-Walace Circus when it shows here next Wednesday and Thursday.

Thru the efforts of William B. Naylor, H-W press agent, station will play host to the children and transport them from their homes to the lot free of charge. Inside the big top the children will "see" the circus thru the clowning announcer, Paul Hodges, who will describe the performers as they come from their dressing tent and then give an account of their feats in the air or in the rings. As each act appears Hodges will attempt to keep pace with the program so that each child can enjoy the circus as Paul

sees and describes it for them thru the loudspeaker.

Every local blind child, both Negro and white, under 16 years of age has been invited. *The Press-Scimitar* gave front-page space to the "stunt" in today's issue.

Mel H. Vaught Stricken

SEDALIA, Mo., Aug. 30.—Mel H. Vaught, owner and general manager of the State Fair Shows and president of the Southwest Showmen's Association, El Paso, Tex., suffered a heart attack here last Thursday on the State fairgrounds.

He was taken to the Bothwell Hospital and at time of this dispatch was reported to be in a serious condition.

Opera Artists To Hand Over Charter Under Merger Setup

NEW YORK, Aug. 28.—Ending months of bickering, the Grand Opera Artists' Association yesterday agreed to relinquish its Four A's charter to the American Guild of Musical Artists. Agreement is contingent upon approval of GOAA membership, which meets Monday afternoon at Steinway Hall. Decision of the GOAA postponed until Monday night the Four A's charter-revocation hearing, scheduled for yesterday. Although some GOAA members are loath to part with their charter, meeting is expected to approve the merger, since AGMA has conceded GOAA demands for a sliding scale of dues and voting rights for all members.

Compromise was effected at a secret

meeting in Equity offices between Giuseppe Interrante, Armand Marbini and Leon Ruisi (representing GOAA) and Leo Fischer and Henry Jaffe (representing AGMA). Paul Turner, Associated Actors and Artists' attorney, sat in on the confab as informal chairman. Kenneth Thomson, Screen Actors' Guild generalissimo, planned in from Hollywood Thursday to act as chief peacemaker. Thomson did not take part in the proceedings. He merely introduced the warring parties and left the room.

Altho GOAA officials had been spitting fire Tuesday at their mass Steinway Hall meeting, when impresario Alfredo Salmaggi claimed that Lawrence Tib-

(See OPERA ARTISTS on page 13)

CNE Goal Set at 2,000,000

Gate Up 1st Day, Down on Second

Infantile paralysis situation may cut attendance—new midway pleasing

TORONTO, Aug. 30.—Ideal weather ushered in Coronation Year of the 59th annual Canadian National Exhibition here on August 27-September 11. On Friday at 8 a.m. seven gates swung open, 80 buildings opened their doors; flags, pennants and streamers waved, and the big 1937 show was launched. Opening ceremonies took place in the main band shell, with Chief Justice N. W. Rowell officiating. Ill health prevented President Alfred Rogers from attending, his place being taken by George Bridgen, first vice-president of the exhibition, who spoke in his place.

United States Navy band and a detachment of Royal Canadian Naval Reserve led a parade of notables from the

Administration Building to the band shell. Dean Riley, St. James Cathedral, offered prayer, and several thousand persons applauded as Justice Rowell stepped forward, touching an electric

button, exploding 59 bombs, and the Union Jack was raised to the top of the 85-foot flagpole.

Attendance for the opening on Friday (See CNE GOAL on page 88)

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Seldes, CBS Tele Program Head, Sees Medium as Boon to Flesh

Predicts renaissance of vaude in new form—will help legit by keeping actors in the East—tele not to hurt picture business—build CBS tele talent group soon

By JERRY FRANKEN

NEW YORK, Aug. 28.—Performers and especially those with vaude experience will find television a lifesaver, according to Gilbert Seldes, first national network television program director in the United States. The former newspaper man, author and lecturer was, until a few months ago, a television theorist, arriving at his conclusions after a survey he made of television as an entertainment medium, publishing those conclusions and theories in a magazine article. Then the Columbia Broadcasting System started talking to him and wound up by giving him his unprecedented pioneering job.

Seldes tells you that all his opinions are tentative; that they must be so because of all that must be learned about television. All his opinions and slants are taken from the showman's angle, however, and if there are any outstanding theories, from the show business angle, they are these. First, all Seldes efforts are to be directed towards "giving 'em a good show." Second, television will be a great break for capable performers, with possible emphasis on vaude actors. In television, Seldes sees a forthcoming renaissance of vaudeville, but with a new technique.

That's one of the things that Seldes—and all others concerned with the production end of tele—must discuss with uncertainty. Radio practice of using scripts and sound effects will, obviously, become obsolete with television. Watching actors perform, if reading scripts can be called performance, before a camera and mike and reading their parts, will leave no illusion, provide no entertainment. Seldes has some ideas as to what the television technique will be, but there's no tipping off. For program material, television will have studio shows, news and remotes, plus film. Only technical developments—which, even when television broadcasts (See TELEVISION AND TALENT page 6)

Krouse Is New IA Secretary

Union makes membership gains among exchanges, Coast studios, theaters

NEW YORK, Aug. 28.—Lou Krouse has succeeded the late Fred J. Dempsey as secretary-treasurer of the International Alliance of Theatrical Stage Employees. He was appointed by the IA exec board meeting in Seattle last week.

The IA reveals that its formation of 32 film exchange unions throughout the country has brought thousands of new members. Its Coast studio membership has jumped from 7,000 to 12,000 members. Formation of front-of-house employees' union is also coming along nicely and is expected to bring about 10,000 new Class B members to the IA.

The IA exec board also discussed inviting the International Brotherhood of Electrical Workers into the pending three-way reciprocal pact between the (See KROUSE IS NEW on page 13)

Fire Doesn't Stop K.C. Derby Show

KANSAS CITY, Mo., Aug. 30.—The Derby Show of 1937, operating under the management of George W. Fughe and W. J. (Doc) Allman, was burned to the ground Sunday at 5:50 p.m. It was said to be the finest tent outfit ever set up for a walkshow. It was a total loss.

Show was doing a big business and streets in the southern part of town (See FIRE DOESN'T on page 85)

Italy To Participate In N. Y. World's Fair

NEW YORK, Aug. 28.—Grover A. Whalen, president of the New York World's Fair, sent word from Rome yesterday that he has signed a contract with Dr. Orazio Pedazzi, of the Italian Government, calling for participation of that nation in the 1939 world event. Contract calls for 100,000 square feet of exhibit space in the international sector of the grounds, Whalen said. (See ITALY TO on page 85)

Songwriters Vote \$40,000 Fund To Fight Music Pubs

Still wrangling over sync and e. t. rights—SPA would take 50-50 split but wants administration and payoff control—Caesar urges writers to do own publishing

NEW YORK, Aug. 28.—A \$40,000 defense fund was voted by the council of the Songwriters' Protective Association yesterday to finance its fight with the publishers over synchronization and transcription rights. Most of the money will be used for litigation proceedings. SPA's attorney is now preparing the case, but no definite date for going into court has been decided upon. Action followed a membership meeting at the Astor Tuesday in which compromise was unanimously rejected and drastic measures approved. A 50-50 split with pubs, but want control of administration and payoffs, which the Music Publishers' Protective Association has at present.

Hand of the songwriters was somewhat strengthened last week with the organization of a Hollywood branch. L. Wolfe Gilbert, Coast SPA rep, came to town and informed Irving Caesar, SPA prez, that movie songwriters would make united front with the independents. However, it is pointed out that Hollywood writers, being under contract to the producers, draw their salaries whether their cantatas are published or not, whereas the Eastern June-mooners depend exclusively upon publisher dough and can thus be starved out sooner.

In addition to litigation, SPA threatens to go into publishing, and Caesar said it would back any writers who wanted to print and plug their own compositions. To Caesar's office this Thursday came the young songwriting team of (See SONGWRITERS, VOTE on page 13)

Guild Triples Boston List

BOSTON, Aug. 28.—Ben Hecht's new play, *To Quito and Back*, with Sylvia Sidney and Leslie Banks in the leading roles, will open the 1937-'38 season of the Boston Theater Guild September 20 at the Colonial Theater.

According to Rebekah Hobbs, managing director of the Boston unit of the Guild, subscriptions have tripled over the same period in 1936 to date. The 1936-'37 season doubled over 1935 and was the best year in over eight years. Last year's opening was October 19. Current season's earlier opening is indicative of a busy schedule. Last year's subscription list totaled 10,000.

Investigation on Film Writers' Mess

HOLLYWOOD, Aug. 28.—William Walsh, attorney for the National Labor Relations Board, today was in town to investigate the status of screen writers in preparation for the September 1 hearing to be held on the Screen Writers' Guild petition for an election to determine if it should be named the sole bargaining agent for screen writers.

The Guild and the Screen Playwrights, Inc., are both seeking to be named the bargaining agent, with the Wagner Act as their authority. Walsh plans to hold personal confabs with producers, production heads and writers at every studio. His plan is to learn something of the duty of writers in order to have a background for the hearing.

Attorneys have been engaged by both organizations in anticipation of an important clash before the labor board. Both groups have indicated they will appeal if the decision does not favor them. The Guild is affiliated with the Authors' League of America; the Playwrights are operating independently.

When in Paris and you want to buy the *Billboard*, Brentanos, Avenue de l'Opera, have it on sale.

Fish Bank Night

OMAHA, Neb., Aug. 28.—For the first six days of his vacation at Lake Okoboji it appeared as tho Sam Epstein's fishing was going to be very unsuccessful, as he didn't get a bite. On the seventh Epstein, local theater man, landed 30 and the next day 40. The wise boys claim that on the seventh day Sam started yelling "Bank Night" every time he threw his hook in.

AEA's Council Picks Dullzell

Gets Gillmore's duties, but not title—Emily Holt not returning

NEW YORK, Aug. 28.—It is now definite that Mrs. Emily Holt will not return to any sort of Equity job and that Paul Dullzell, executive secretary, will take over the administrative duties of President Frank Gillmore when the latter becomes active paid director of the Four A's.

The Equity Council Tuesday voted to have Dullzell take over Gillmore's duties but not his title. Dullzell will continue at his present salary, under his present title, and will be given an assistant.

When the Four A's is in a position to pay Gillmore the equivalent of his present Equity salary Gillmore will shift over to the Four A payroll. Equity will be saving money unless another arrangement is made at that time.

Mrs. Holt wired Equity Thursday that she was remaining in Texas, ending reports she might come here to become Dullzell's assistant.

Dullzell's appointment also spikes the understanding that he had been literally shelved during the rapid reorganization of the Four A's engineered by Kenneth Thomson, of the Screen Actors' Guild, last month. Dullzell has been exec secretary of Equity since 1928, and before that was a well-known legit and variety actor. Fearing his "shelving" by Equity, friends of Dullzell had recommended him to Mrs. Hallie Flanagan as successor to William Farnsworth last week, but it is understood his promotion came before Mrs. Flanagan could approach him.

U. S. Acts in Singapore Shows

SINGAPORE, Aug. 21.—Outstanding entertainment event locally has been the return engagement of the Gonzales Italian Opera to the Capitol Theater, where they played to S. R. O. daily during their run.

In the cabaret field the Coconut Grove is as popular as ever, with regular capacity Saturday night turnouts. Current floor show has Cowan and Bailey in vocal duets, and Nadia Salaski, Russian songstress and dancer, who also joins Cowan and Bailey in a burlesqued Russian turn. Happy World Cabaret has Gunboat Jack and Princess Leona, colored. The D. Fokien-Marvin Ballet Trio are at the Raffles Hotel and the Sea View features Harles and Roberto, Italian vaudevillians.

Bela Adams, of the music department of the First National Studios of California, made a short stopover here recently en route to Naples.

Tent 1 To Aid Charity

PITTSBURGH, Aug. 28.—Variety Club, Tent 1, will stage its annual banquet November 14, day after the Pitt-Nebraska football game here. Tent 1 will also sponsor a Milk Fund Drive again this December with the co-operation of KDKA and *The Pittsburgh Press*.

THE BILTMORE BOYS (This Week's Cover Subjects)

ORGANIZED only four years ago, the Biltmore Boys have nevertheless solidly established their reputation and have played leading night spots and hotels throughout the country. Don Taylor is the guitarist; Danny Lane, the violinist; and Pat Alden works on the string bass. They sing in addition to playing their instruments.

The group recently went under the management of Consolidated Radio Artists and now plans to build an orchestra. As a trio they have appeared, among other places, at the Netherland Plaza Hotel, Cincinnati; Mayfair Casino, Cleveland; Book-Cadillac, Detroit; William Penn, Pittsburgh; the Morrison, Chicago, and the Ritz Carlton, Atlantic City, playing daily over NBC. Currently they are playing a return date at the Wonder Bar, Detroit.

Chi "Brother Rat" Smooth Production

CHICAGO, Aug. 28.—An alert company, splendidly directed by George Abbott, ushered in *Brother Rat* into the Selwyn Theater Sunday and early indications point to a long and prosperous run. Cast has had time in Boston and on the Coast to sharpen the rough edges.

While the plot by John Monks Jr. and Fred Finklehoffe, revolving around the trials and tribulations of young hopefuls in a military academy, is rather trivial, the fast-paced production and hilarious situations make *Brother Rat* a thoroughly entertaining comedy.

Edwin L. Phillips is a fitting type as the trouble-loving Billy Randolph, who makes an attempt at breaking every existing school regulation. His delivery carries vim and vigor and he takes advantage of the punches in his peppery lines. Some of Randolph's more prominent comrades are well portrayed by Paul Ballantyne, the baseball pitcher and expectant father; Geoffrey Lind, the stern Harley Harrington; Tom Ewell, the pugnacious Dan Crawford, and William Tracy, the green newcomer.

Florence Sundstrom makes a winsome Joyce Winfree, while Marie Brown, Lora Rogers and Eulabelle Moore fill the other femme parts satisfactorily. Brammer Binder, Gerard Lewis, Douglas Parkhurst, Owen Martin, Roger Hewlett, Frank Camp, Robert O'Donovan and James Monks complete the cast. *Honigberg*.

Skouras Wins 2 B. B. Cups

NEW YORK, Aug. 28.—Skouras Theater's baseball team beat the Columbia six nine, 5 to 2, August 18, and won two of the four cups awarded in the Motion Picture Baseball League this year.

Skouras team got one goblet for the most games won and another for most runs scored during the entire season. Columbia won the second-place cup. Outstanding batter was Hoffman, Skouras shortstop, with two hits and three runs scored. Tomaso, Columbia center-fielder, socked a homer. Jack Colbert managed the Skouras team.

Chick Webb's State Repeat

NEW YORK, Aug. 28.—Chick Webb's Ork, which closed at Loew's State here Wednesday night, has been booked back into the house on a quick repeat, returning September 16. Band has also landed three weeks from RKO, going into the RKO, Boston, October 28; Palace, Cleveland, November 5, and Palace, Chicago, November 12.

Bob Burns' 5Gs a Day

DALLAS, Aug. 28.—Bob Burns, film comedian, has been booked for a two-day appearance at the Pan-American and Greater Texas Exposition in Dallas at \$5,000 a day. The two days are September 25 and 26 and Burns will double between the Cotton Bowl and the Casino.

Flesh in Brussels

BRUSSELS, Belgium, Aug. 23.—Empire Music Hall reopens September 10 with vaude. A house, under construction, is slated to open early in October. Palais d'Ete has returned to vaude and is presenting a bill with the Hollywood Aristocrats, Paul and Nino Ghezzi, Captain Breydson, Gine Nancy, Theo M.'s Dogs, Percon and the Six Hoffmans.

Benefit Fines Not Suspended

NEW YORK, Aug. 28.—Equity fines against members who violated rules on playing benefits were not suspended last season, according to Alan Corelli, secretary of Theater Authority. Corelli claims that the reference in the story in last week's issue about the fines "being just a gesture" was incorrect.

Chi Producers Ready Five Theater Units

CHICAGO, Aug. 28.—At least five units have already been set here for production and departure for the road next month. Several more, now in early stages of preparation, will originate here for the next season.

The first to leave town will be Al Weston's show September 10. Carries an eight-piece band led by Roberta Roberts, singer, and will be emceed by Freddie Eaton.

A revue going into rehearsal is Anton Scibilla's *Wakiki Nights*, which has in its lineup Harry Savoy, Ginger Dulo, Curry and Cooley, Florence Hin-Low, Frances Heani Hawaiians, Prices Luana, Vincent Yerro and a line of 16 girls.

Count Berni Vic's *Spices of 1938* goes out next month, starting on the Coast and planning to head for Australia by January. Jack Pine's new revue is scheduled to list a couple of prominent acts in addition to a few standard turns and a line of girls. Sam Roberts-Nick Boila unit is now being cast and will go into rehearsal early next month.

Harry Clark and Andre Lasky are among the other producers scheduled to go into action in another two weeks.

Hulley Continues G. L. Legal Battle

CLEVELAND, Aug. 28.—Another step in the battle between Great Lakes Exposition, Billy Rose's Aquacade and the Professional Artists and Models' Bureau came to a head this week with filing of 30 lawsuits for salary commissions from persons employed in the Aquacade, Pioneer Palace and *The Drunkard*.

Action was started early in August when Walter Hulley, director of the bureau, filed motion for a temporary restraining order to prevent ex-officials from allegedly inducing chorus and swimmers in Aquacade to pay no commissions to him. He claimed he engaged 50 chorines and swimmers for Aquacade and Pioneer Palace at average pay of \$25, with a commission of 10 per cent to come for his services. Lincoln G. Dickey, general manager, and Billy Rose and Rube Bernstein, of Aquacade and Pioneer Palace, respectively, were named as defendants. It was alleged by Hulley that defendants told girls to pay no commissions and that consequently he lost \$2,000 due, he claimed, under an agreement made by him with the defendants whereby he was to engage people. In doing so he contracted debts, borrowed money and signed notes against his futures and when these were not forthcoming he was obliged to close his offices at 817 Citizens Building, he declares. Pauline Skid- (See HULLEY CONTINUES on page 13)

PROVIDENCE, Aug. 28.—Alfred A. Marcellio, for 10 years amusement page editor and theater critic for *The News-Tribune* and its successor, *The Star-Tribune*, has resigned from the staff.

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Screen Directors Answer Producers

HOLLYWOOD, Aug. 28.—Defiant and angry, officials of the Screen Directors' Guild here today refused point-blank to divide their organization into two groups as was suggested by 11 major motion picture studios, and at the same time called a general membership meeting for all directors, assistant directors and unit managers "to take such action as may seem necessary and desirable under the circumstances."

Howard Hawks, John Ford and A. Edward Sutherland hurled the challenge to the producers in a lengthy letter which replied to a previous statement of policy issued by the studios. The trio denied the Screen Directors' Guild has sought to negotiate as a group for the directors, assistant directors and unit managers, declaring the producers have been presented with "separate and distinct platforms embracing respectively the senior and junior guilds."

The communication declared: "There is not now and has never been any objection to a separate consideration of these platforms. You suggest that the interests of the assistant directors and directors are fundamentally opposed, but clearly it is a matter which must be left for their own determination. They have always believed that in many respects their best interests were co-ordinate and could best be protected and safeguarded thru mutual action in the Guild."

"Most assuredly you have the right to hold and in these negotiations express a view to the contrary, but you will realize that on so controversial a point the Guild may be permitted to come to an entirely different conclusion." It was pointed out that the Wagner Act provides employees may be permitted to bargain collectively with representatives of their own choosing. Further meetings to settle the problem are already slated.

Dance Masters Close Record Chi Meeting

CHICAGO, Aug. 28.—Chicago Association of Dancing Masters closed its 24th annual normal school and convention today, boasting the largest attendance in its history. Four hundred and fifty members, of whom 91 were new this session, attended.

Mr. Pearl Allen was re-elected for a third term as president, the only changes being J. Allen MacKenzie, for first vice-president, and Phil Osterhouse, Grand Rapids, Mich., for second vice-president. Fifty members were given appointments as regional directors in their respective districts. Gladys Benedict, of Chicago, heads this district.

The masters discussed a proposed code of ethics at the business meetings, which, according to Leo Kehl, principal, will be adopted at the next convention, to be held here in August. It will be the Silver Jubilee Convention and dance teachers from 52 other countries will be invited.

Daley Handles Contest

ALBANY, Aug. 28.—Jimmy Daley held the finals of the Miss America contest last Friday at the Strand Theater, with Miss Dorothy Armstrong winning the title of Miss Empire State 1937. Guy Lombardo, awarded the trophy.

R-O'K Signs Talent

NEW YORK, Aug. 28.—Rockwell O'Keefe office signed the following artists to representative contracts: Freda Sullivan, dancer; Murray Driscoll and Rain-bow Four, Edith Leslie, Josephine Dunn, Mills, Kirk and Howard, and Frank Britton's Band.

Poor Cops!

DES MOINES, Aug. 28.—Des Moines policemen must pay to go to the movies here one day a week. Tuesday, Bank Day, they have to go down into their pockets. On other days they merely show their badges, pay a dime "tax and service charge" and walk into the house.

The rule was adopted because the theater managements believed it would make for better feeling in case a policeman won a Bank Night purse.

Undecided Thief

HOLLYWOOD, Aug. 28.—Ketti Gallian, French actress here for pictures, is today shaking her head over America's "funnee ways." Last Sunday \$25,000 worth of furs, perfumes and other valuables were stolen from her home at 1808 N. Laurel Canyon drive. Last night the loot was returned in the original suitcase in which it was carried away. The suitcase was deposited mysteriously on the front porch, where a butler discovered it. Out tumbled ermine, sable and fox furs; perfume and gold toilet sets.

Hub Legit Season Gets Going Sept. 6

BOSTON, Aug. 28.—An expected 1937-'38 legit season will start off with two Broadway hits within 24 hours when Hub legitgoers will pack the Plymouth Theater September 6 for the Sam H. Harris presentation of Moss Hart and George S. Kaufman's comedy, *You Can't Take It With You*. Stay will be indefinite. On September 7, at the Shubert Theater, Arthur Hopkins will present Henry Fonda's return to the stage with the comedy *Blow Ye Winds*, by Valentine Davies. It is in for two weeks. Doris Dalton is cast opposite Fonda.

Other Hub legit activity follows, with the Shubert housing Laurence Houston's *Victoria Regina*, with Helen Hayes. Stay of four weeks is scheduled.

The newly renovated Shubert-Copley Theater, in the Back Bay district, will open with John Murray and Allen Boretz's comedy, *Room Service*.

The Colonial Theater is open with road showings of flickers, tonight concluding a two-week run of *The Firefly* and on Monday beginning a limited engagement with Paul Muni in *Emile Zola*.

The Boston Opera House remains closed for the time being, and the Wilbur Theater, dark for several seasons and currently being used by the Metropolitan Theater Art Department, is being rumored as opening soon.

Hebrew Actor Union Leases Own Houses

NEW YORK, Aug. 28.—In an effort to wipe out unemployment among its members the Hebrew Actors' Union has resorted to the unusual expedient of going into production and leased two theaters this week at a total cost of more than \$10,000. Douglas Park Theater, Chicago, will have a troupe headed by Mr. and Mrs. Lucy Gehrman, and the Lincoln Theater, Philadelphia, will have Irving Grossman, Max Wilner, Dina Goldberg and Anna Hollander. If the experiment works, union will lease theaters in Toronto, Cleveland and Detroit, with the hope of building up an international Yiddish circuit.

Americanization of younger Yiddish generation has thinned out audiences locally. There are still a few houses operating around Second avenue and Brownsville, however, and eight are scheduled to open this season. The old melodramatic tearjerker of the Jennie Goldstein unborn-child school that used to be the mainstay of the Yiddish stage have been given the go-by in recent years, and theaters rely mainly on musical comedy. Most of the musicals (unlike the older plays) have their settings in America, with one or more American characters, and there is a large percentage of English talk, often as high as 25 per cent. Source of much Jewish comedy is effort of the Russian immigrant to talk New Yorkese.

Legit Back to Bridgeport

BRIDGEPORT, Conn., Aug. 28.—Legit will return here this coming season after a long absence. With the booking of the road company of *You Can't Take It With You* in the Lyric Theater September 20 the Loew-Poll office, operators of the theater, will inaugurate a dramatic season, which will continue if patronage is forthcoming, it was announced. Sam H. Harris, producer of the George S. Kaufman-Moss Hart success, used this city as a try-out spot for his plays many years ago and will attend the opening of his play here.

Pitt TMA Signs With House Help

PITTSBURGH, Aug. 28.—Manager Mike Cullen of Loew's Penn Theater and president of the Theater Managers' Association here averted a walkout of 175 maintenance employees in 25 show-houses yesterday by signing an agreement for the TMA with the Building Service Employees' Union guaranteeing pay raises approximating a 20 per cent increase and allowing the closed shop without the check-off system.

Negotiated with Charles C. Levey, agent of the AFL affiliate, Cullen's contract also effects a 44-hour week for the clean-up crews that formerly worked as long as 54 hours weekly. Pay for porters will henceforth be \$18 weekly and for cleaning room help \$15.

Parleys will next be held with the Harris Amusement Company, which operates seven theaters in the Pittsburgh district, Levey informed today, and after that the BSEU will drive for the closed shop in the 76 independent neighborhood houses here.

"We expect all to be tied up within 60 days," contended Levey, who added: "We feel our agreement with the managers' association especially remarkable in view of the fact that Western Pennsylvania is still predominantly open shop in the amusement business."

Hollywood Hoofers Start Unionization

HOLLYWOOD, Aug. 28.—Dancers representing all phases of the terpsichorean art in Hollywood today were banded together approximately 200 strong in a new union organization designed to assure them better pay and working conditions. The group was formed last night during a mass meeting at the Hollywood Conservatory of Music, with the representatives of other unions there to lend encouragement.

Jacobina Caro opened the meeting and turned the chairmanship over to Albert Lewis, executive board member of the American Federation of Teachers, Los Angeles local. Others who spoke were J. W. Gillette, international studio representative of the Musicians' Mutual Protective Association; Roger C. Johnson, president, Los Angeles Newspaper Guild, and Mellissa Blake, representative of the dancers' preparatory committee.

The group decided that dance teachers would be invited to join the organization and that one of its objectives should be to end free performances for which dancers now provide not only the talent but clothes and shoes as well. Open forum meeting on future activities is slated for early next week in Hollywood.

New Film Union Seen as CIO Threat

HOLLYWOOD, Aug. 28.—Believed to be the forerunner of a Committee for Industrial Organization membership drive in Hollywood motion picture studios, the United Costume Studio and Theatrical Workers of America today opened headquarters at 8153 Santa Monica boulevard. Donald Larkin, chief organizer for the national body, is in charge of the office. Noncommittal about his plans for organizing studio workers, over which he has complete charge not only in Hollywood but in the entire United States, Larkin said it was too early to make a statement.

It is understood, however, that approximately 10,000 applications and requests for information have been received by the union and have been forwarded, with the purchase option on the new building, to John L. Lewis, head of the CIO, in Washington. The union includes all types of employees in the film industries.

245-Year-Old Actor

HOLLYWOOD, Aug. 28.—A 245-year-old actor went to work in the movies today. Listed under the name of Clemmys Guttata, he is an ancient Galapagos Islands turtle, hired from Zoopark for a sea picture, *Ebb Tide*. The shell markings show his exact age.

Darling Retires To Paint

HOLLYWOOD, Aug. 28.—Bernard Herzburn today took over the position of chief art director for 20th Century-Fox studios, succeeding William Darling, who resigned to devote himself to painting. Darling, who was with the studio for 18 years, was given a farewell party by Darryl Zanuck, who said: "My idea of success is when a man reaches the top and can retire." Herzburn, also a veteran in studio art direction, has been Darling's assistant since last February.

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VAUDE ACTS \$40 SALARY

Wanted Classical Dancers of all types. Oriental and Fan Dancer. No Bumps. S. and D. Sister Teams, S. and D. Soubrets, S. and D. Comedian. All must be clever. Accordion Player. State age, weight, height. Must be capable dancing for ladies and gentlemen. Photos please. This no Carnival. Few dates. All to haul under canvas. Send back to hotel. Soubrets that play piano. H. M. Mgr., Fort Orange Hotel, Castleton, N. Y.

<p>QUALITY STOCK TICKETS</p> <p>ONE ROLL... \$ 50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 ROLLS 2,000 EACH. Double Coupons, Double Price. No C. O. D. Orders Accepted.</p>	<h1>Tickets</h1>	<p>Of Every Description When You Want Them With Promptness and Accuracy.</p>	<p>SPECIAL PRINTED</p> <p>10,000... \$ 6.95 30,000... 9.85 50,000... 12.75 100,000... 20.00 1,000,000... 150.50</p> <p>THE TOLEDO TICKET CO. TOLEDO, O.</p> <p>Double Coupons, Double Price.</p>
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TELEVISION AND TALENT

Seldes, CBS Tele Program Head, Sees Medium as Boon to Flesh

Predicts renaissance of vaude in new form—will help legit by keeping actors in the East—tele not to hurt picture business—build CBS tele talent group soon

By JERRY FRANKEN

(Continued from page 3)

are common procedure, will take place as in radio's early days—will be able to tell which of these program sources will dominate. One thing, however, is that engineers have already solved the scenery problem for studio shows, using a procedure similar to faked backgrounds for motion pictures, superimposing action on background by using two cameras. This means enormous production cost savings.

The variety show, with small bits, say from 4 to 10-minute acts, will be the backbone of television entertainment, Seldes feels. The rapid change will be a necessary feature. Obviously, such talent will be largely recruited from vaudeville, as it did exist or as it exists today in night spots and radio. In about six months Seldes will start building the nucleus of his talent and production staff, which is a gentle hint not to ask if there's any casting today. Meanwhile talent in the CBS *Workshop* will be used. For dramatic productions, nine chances out of ten are that groups similar to stock companies in legit will be used. These companies were noted for being "quick learners," which, of necessity, they will have to be in television.

Seldes thinks television will help, not injure, the film industry. The gregarious instinct will keep people going to the pictures, as they do today. For long, long years, television will not be able to approach film productions of the spectacle or musical extravaganza type. Besides, Seldes feels that by the time tele is a popular entertainment medium, films will have advanced greatly. Color and three dimensional pictures will probably be the order of the day.

The CBS television producer has spoken in lectures of his "sewer theory" as applied to entertainment forms. Thus, when films encroached on legit, it left legit "purer and stronger." Cheap, badly written and produced shows that might once have gone in legit, could no longer get by. In turn, radio helped improve the standards of film entertainment, and Seldes thinks television will do that, in turn, to both radio and pix. Interesting to note, too, that each advancing entertainment form uses more material, faster, than its immediate predecessor.

Seldes is certain that CBS won't make one mistake he feels Hollywood producers made for two years. CBS won't depend one iota on the novelty angle to keep people interested in television. The picture makers, after talkers came in, were two years before they really started producing talking pictures. They used the novelty to draw the custom, and talkers for that period were merely photographed dialog. The picture producers experimented on the public; Seldes is set on experimenting in the studios and laboratories, but not on the audience. When CBS launches television schedules, the shows will not be amateurish, which reverts to another expression of the axiomatic "The show's the thing." Pictures have made it tough for television, one factor in setting Seldes on this theory. American audiences are used to good visual entertainment, meaning that television must at least equal these visual standards, as

Early Birds

CHICAGO, Aug. 28.—Where they come from and if they ever sleep are puzzling questions to Radio Station WLS, which packs 'em in the studio at 5:30 a. m. to watch the broadcast of the *Smile Awhile* show. One day this week 200 early risers caught the pre-breakfast performance.

well as the oral precedents of radio.

Seldes doesn't think that the concentration phase of television—the concentration required on the screen in one's home—is much of a problem. No concentration is needed to listen to an orchestra, either by way of a loudspeaker or in a concert hall. Short bits won't require much visual concentration and it should be no great problem to balance television problems with this in mind.

Getting back to the talent phase, in addition to giving vaudevillians a new technique and a new medium, Seldes thinks that television will help legit as represented by the Broadway stage. Today, actors, even tho they may burn with the desire to stay in the East and on the stage, can't resist those Hollywood offers. Television may change this, he feels, since it will add to their earning capacities in the East. An actor working in legit today can't turn down six times his usual salary, but television, giving him two employment mediums locally, and bearing in mind the rapid tele program turnover, may change the whole setup.

As might be expected, the discussion closed with the already time-worn, but still unanswered, "When television?" The partial, still vague answer is that many factors are important to this date; the Federal Communications Commission and decisions it must make pertinent to television; experiments still incomplete; the knotty financial problem in connection with transmitter and set construction and sales. One thing Seldes does know and will state definitely: That, when television is here, the CBS television program department will be ready if it is humanly possible.

Bulotti Quits Don Lee

HOLLYWOOD, Aug. 28.—Charles Bulotti, director of program operations for the Don Lee Broadcasting System, has resigned his post here. Paul Dudley, writer assistant, and John Conte have also resigned. Bulotti, in addition to his executive post, has produced many shows for the Don Lee and Mutual networks, acting as announcer also. Neither he nor Lewis Allen Weiss would give any reason for the split. It is understood that Conte will become announcer for the Benny Goodman unit of the Camel broadcast which goes east early next month.

House Joins Beemer

DETROIT, Aug. 28.—Bromley House has joined the staff of Brace Beemer, Inc., Detroit radio advertising agency. House was with WTAM, Cleveland, for the last three years.

Radio Writers' Union Assorts Members Into Three Divisions

NEW YORK, Aug. 28.—With a vote expected next week by members of the Radio Writers' Guild, Authors' League affiliate, on its constitution and a general election slated for November, major policies of this new group are expected to be definitely set within the next few weeks. It is understood that all but a handful of script writers are now members of the RWG, but organization leaders are anxious to line up this minority before going ahead with negotiations with agencies and webs.

Committee studying the constitution will probably submit a recommended version to the council and membership for vote during the next week. Altho no serious snags are anticipated, much discus-

Color in Tele Just an Equation

NEW YORK, Aug. 28.—In discussing television and its place in relation to talent and the entertainment world, Gilbert Seldes, of CBS, stated that engineers have told him that the question of color in television broadcasts has been reduced to a mathematical equation.
How's your algebra?

Stages Musical As Station Aid

SPOKANE, Aug. 28.—Musical show production has been added to Louis Wassmer's activities. Wassmer, who owns KWEQ and KGA, presented *A Night in Old Mexico* for three nights to good results and plans to import opera at a 50-cent scale this winter as promotion for the stations.

Show came from Mexico City and consisted of the municipal ork, hoofers, warblers and police teams of pistol and motorcycle first-raters and totalled 95 men and five women.

Despite opposition offered by free demonstrations by visiting firemen, cold summer weather and night baseball, 5,841 tickets were sold. Promotion was on a non-profit basis and radio was used to promote the *Night*.

Increase Shown in U. S. Shows for BBC

LONDON, Aug. 19.—An increase in the number of American programs received here by the British Broadcasting Corporation compared with last season's figures is evidenced. While programs until now have not always been regularly scheduled, several programs from the States are now definitely set.

On October 18 a variety series will be shortwaved from the Columbia Broadcasting System. An additional program of American dance music will also come from CBS, but no date has been set. *Five Hours Back*, produced by National Broadcasting Company, ends in October, but another program is expected to replace it.

The BBC policy of unearthing genuine American folk music for broadcasts will be continued. Several native recitals are expected to be heard from the South and Southwest.

CIO Lining Up Technicians

PITTSBURGH, Aug. 28.—Committee for Industrial Organization is not engaged in organizing any branch of the amusement business on a national scale, nor does it intend to except in the technical departments of radio stations in some localities, Lee Pressman, CIO general counsel, asserted here yesterday. Pressman informed that the Radio and Electrical Workers' Union was the only wedge his organization was contemplating into show trade.

New Indie Group Seen Permanent

Formed to handle AFM deal, expect INRA to continue industry organization

NEW YORK, Aug. 28.—With broadcasters still claiming to be puzzled in attempting to find solutions to musician problems and with the American Federation of Musicians still firmly holding that the broadcasting industry should absorb 3,000 musicians, both sides look to a compromise to settle the problem. Those on both sides of the fence see in a compromise an elimination of temporary unemployment and loss of music.

But out of these attempts by stations to deal with the situation arose the highly evident fact that lack of organization retarded stations in dealing with the smooth-running musicians' organization. Some trade observers see in the provisional "Independent Radio Networks Affiliates" possible beginning of a schism within National Association of Broadcasters ranks. There is no hint of this, however, in letters sent to affiliated and non-affiliated network stations.

Non-affiliated stations received a copy of the letter sent to affiliates, with an explanatory note that indies should "become interested, either personally or thru the association which represents you." Letters, signed by William S. Hedges, chairman of the INRA's Special Advisory Committee, were dated August 26. Others signing included Emile Gough, Samuel E. Rosenbaum, John J. Gillin Jr., Edwin W. Craig and Mark F. Ethridge.

In the letter to affiliates the point was stressed that it would be necessary to arrive at a basis for settlement before any progress could be made. But the statement, "There will be no solution unless a substantial majority of network affiliates accept the agreement," was regarded as indicative of the looseness of the present radio setup.

Whether the newly formed organization will become a permanent body, working with the NAB and NIB, or at odds with these organizations, is still a question. Station execs, however, see in it an attempt by station affiliates to work together more closely than they have on previous occasions. If the organization should branch out to include other stations or small webs, it would probably duplicate some of the NAB activities. This might, in turn, lead to a consolidation of these various bodies into one larger organization equipped to represent the industry strongly in facing common problems.

AFM To Tackle CBC Musician Problem Soon

NEW YORK, Aug. 28.—After a settlement is reached with American broadcasters, the American Federation of Musicians will attempt negotiations with the Canadian government to increase musician employment in the Dominion. Altho transcriptions are regulated by government ordinance, the unemployment situation is still regarded as serious and radio employment is regarded as the cure.

Transcriptions have been regulated since 1926, when the AFM pushed laws governing their use. Radio use of e. t.'s is limited to once within each area. After such use, discs are shipped to the next section and finally destroyed.

Candid Programs

LONGVIEW, Tex., Aug. 28.—Three marriages and two funerals have been broadcast by KFRO from a local church. According to a release: "Programs are of the 'candid type' as they are not arranged in advance . . . programs are sustaining but have created much local interest."

"But Mr. Phlug, I Was So Nervous!"

PHILADELPHIA, Aug. 28.—Noticing that the program chieftains along radio row are getting gray at the temples, Murray Arnold, WIP press agent, conducted a one-man survey to determine cause and effect. Tapping telephone wires, peeping in keyholes and snooping under desks, Arnold has reported as follows:

"But Mr. Phlug, I'm such a riot at parties that dozens of my friends ask me why I don't go on the radio!"

"Mr. Phlug, I've got a way to put card tricks on the air that's sure fire!"

"You're making a grave mistake, Mr. Phlug, because friends have told me that my voice is as good as Lawrence Tibbetts, and I've got a certain personality in my voice that makes me better than even he is!"

"Mr. Phlug, my club is having a picnic next week, and we'd like to get a half hour on your station and tell people about it!"

"Mr. Phlug, I've just invented a rubber door-knob. What? Oh no, I haven't any money to buy the time, but if you'll give me the time on your station to sell it, I'll share my profits with you!"

"But Mr. Phlug, my daughter dances better than Eleanor Powell, and is much cuter than Shirley Temple, so what if she doesn't sing so well?"

"But Mr. Phlug, I played in the movies in 1914. Surely my name means something!"

"Why \$25 a show won't even pay for my arrangements, Mr. Phlug! When do I start?"

Publishers Win Over Radio Hams

WASHINGTON, Aug. 28.—Broadcast Division of FCC decided in favor of newspaper publishers Hildreth and Rogers at Lawrence, Mass., thus denying two radio amateurs the right to daylight broadcasting at Brockton, Mass. Both applications asked for daytime facilities at 680 kilocycles, the newspaper owners asking for one kilowatt power while the hams wanted 250 watts.

Hildreth and Rogers Company publish *The Eagle* as a morning paper and *The Tribune* for their evening editions. Thirty thousand dollars was available to build a station which would be operated as a department of the newspapers. The studios are to be placed across the street from newspaper offices.

Radio hams in Brockton are W. Edward Briggs and Mark L. MacAdam, who organized under the name of Old Colony Broadcasting Corporation, with control by Briggs. Station was to advertise its own business enterprises, with available time to competitors. Reception surveys in both cities convinced the FCC that Lawrence needed daytime service more than Brockton did.

WSOC in Reorganization; Hicks Now Program Head

CHARLOTTE, N. C., Aug. 28.—WSOC here is undergoing considerable expansion and reorganization. Charles Hicks, who has been with the station two years as assistant to the program director, has been made program director. Hicks previously worked at WPTF in Raleigh, N. C. He succeeded Paul Norris, who is opening a new department to handle WSOC merchandising, sales promotion and publicity.

Dick Faulkner, who came to WSOC in September as newscaster and publicity director, will assist Hicks. Faulkner began in radio with KDKA in Pittsburgh and worked later at WIS in Columbia, S. C., and WSCS in Charleston, S. C.

An addition to the WSOC staff is Ron Jenkins, who comes from WQAM in Miami. Jenkins will serve as general program department detail man. Dewey Drum, salesman-manager, has been made assistant to W. C. Irwin, commercial director. Byron Smith and Edwin Turner complete the sales department.

Frank Moss' Writing Job

CHICAGO, Aug. 28.—Frank Moss, radio writer, reached town this week to start work on the new Campana variety show which Aubrey, Moore & Wallace are presenting over NBC network, starting September 20. Program, to originate here, will buck the Firststone show with a featured comedian, singer and band.

Sign of the Season

NEW YORK, Aug. 28.—Surest sign that the fall radio season is here is the commencement of the cocktail party season. Two scheduled for next week.

Hudson Takes WOR Show for CBS Net

NEW YORK, Aug. 28.—Nat Abramson, of the WOR Artists' Bureau, and Dave Elman, creator of the WOR-Mutual program, *Hobby Lobby*, returned from Detroit yesterday with a contract for sponsorship of the program by the Hudson Motor Company. Deal had been on the fire some weeks. Program interviews people with unusual hobbies.

Under sponsorship, the show will go on WOR in New York and for national coverage will use the Columbia Broadcasting System. This is believed to be precedential. Agency is Brooke, Smith, French & Dorrance.

Harry Salter handles the musical end of the program.

WIP Builds Talk Shows; Four Start

PHILADELPHIA, Aug. 28.—With a restriction looming on canned music, James Allen, WIP program director, has entered into an extensive words without music program expansion. In addition to the current Sunday midnight *Hand of Destiny*, mystery mellers, and the *Philadelphia Parade of Events*, hometown weekly take-off on *March of Time*, four new shows are in preparation for a sustaining fling.

Umbrella Court, brainstorm of staff announcer Ken Miller, a quiz and cash prize variety with questions to be answered taken out of a spinning umbrella instead of the hat, starts September 15; *Eight Kids in a Hayloft*, designed for the young uns, gets away September 18; and a spelling bee the following day. All weekly cuferos. Actresses put in tri-weekly duty, all at the same price, for *The Billings Family*, home and mother stuff serial shedding the pathos starting September 20.

Williamson Leaves NBC

CHICAGO, Aug. 28.—Al Williamson, local NBC press head for the last nine years, resigned this week to become assistant to Davis Merwin, publisher of *The Minneapolis Star*. Resignation becomes effective September 13. Williamson was associated with Merwin on *The Bloomington* (Ill.) *Pantagraph* before joining NBC. He will be succeeded by William Ray, NBC news editor.

In Union . . .

Organization is the keynote of modern industry today. This fact is so obvious that it scarcely seems credible that the nation's most streamlined industry lacks such organization—and this a business that is going to face many common problems soon. The current negotiations between the American Federation of Musicians and the broadcasting industry is ample evidence. Temporary committees and the NAB cannot match the AFM's well-knit, unified association.

The AFM is a well organized, shrewd union, accustomed to dealing with organized industry. It has developed its technique doing business with theater circuits and other large organizations. It has the jump on the weakly-linked radio business.

Networks, regional webs, affiliated stations and independent stations—one-lungers and WLW—have common problems. Cohesive action is necessary to answer such problems. There seems to be an indication of cooperation which may lead to such necessary cohesion. In a letter issued by the Independent Radio Networks Affiliates it is stated, "The network representatives also pledged themselves not to make any deal for themselves with the Federation without notice to this committee." This may symbolize closer working between all branches of the broadcasting business.

Other "companion industries" have forces which radio might keep in mind for future reference. The Hays office serves as a united front of the picture business. Labor problems are handled by Pat Casey. Publishers, thru the American Newspaper Publishers' Association, have an organization equipped to deal with problems facing the industry.

Radio faces the problem of a strong unionization campaign now under way. CIO, AFL and independent unions are organizing employees and general agreements made for the whole industry will probably solve problems more readily than individual dickering. This will be a common problem. Government probes loom. These will be common problems. Other matters affecting the industry, such as censorship, criticisms and policy, require a united front.

Yet radio today, the nation's most modern and one of the largest industries, presents no strong, united front. There is the NAB, but the binding bonds are weak and ill-adjusted. A stronger tie is needed. Radio might well learn its lesson from this current AFM-station situation and roll up its sleeves to prepare a real united front.

BENN HALL.

Actor and Announcer Unions To Tangle Over Jurisdiction

Negotiations to merge two unions fail, with actors' group to seek announcer members in opposition to the AGRAP—AFRA sets sliding dues scale, Chicago local

NEW YORK, Aug. 28.—A jurisdictional fight between the newly formed American Federation of Radio Actors and the American Guild of Radio Announcers and Producers is now assured as the result of failure of negotiations between the two unions. AFRA had approached AGRAP with a proposal for that union to be absorbed in the AFRA, which is an affiliate of the American Federation of Labor. AGRAP was told it would have full representation, with representatives on the AFRA board and its own grievance committee. Problems of the announcers and producers would, if the two unions had come to terms, been solved by their own representatives. AGRAP is affiliated with neither the AFL nor the CIO.

New Wisconsin Net Starts September 10

FOND DU LAC, Wis., Aug. 28.—Recently organized Wisconsin Broadcasting System, consisting of KFIZ, Fond du Lac; WBY, Green Bay, and WIBU, Poynette, will be dedicated September 10, with Harry Stuldreher, athletic director University of Wisconsin, as network speaker.

System will interchange programs and its first commercial broadcast is slated for September 1. In addition to studios in the cities in which the stations are located, the network also has studios in Appleton, Oshkosh, Beaver Dam, Portage and Madison.

KFIZ, operated by the Fond du Lac Reporter Printing Company, will act as clearing house.

Joins NBC Commentators

BOSTON, Aug. 28.—Edward B. Hall, WBZ and WBZA, Boston-Springfield, Mass., news commentator, is the newest and youngest member of NBC commentators. Hall's new Sunday 6:45-7 p.m. airing (the period when Lowell Thomas is heard on week days) of *The News Behind Tomorrow's Headlines* is expected to be offered soon for a national network of the National Broadcasting Company. WBZ and WBZA are NBC's Blue network stations in New England.

Kivlan Joins Ad Agency

CHICAGO, Aug. 28.—Tom Kivlan, for five years sales executive and merchandiser for WBBM, local CBS outlet, was appointed radio director of the George H. Hartman Company, ad agency. He assumes his new duties Wednesday, and his first assignment will be the promotion of food and grocery items for radio broadcasting.

Under its charter from the AFL actors' international, the Four A's, AFRA is given jurisdiction over announcers, and several local splinters are said to have already joined. AGRAP has contracts with WABC, WOR, WMCA and WHN. Especial provision has been made in the AFRA charter, to include producers who also function as performers of some sort, either actor or announcer, for instance.

Establishment of a Chicago local of AFRA is expected to be set within a week. George Heller, AFRA treasurer and chairman of the organization committee, leaves tonight for that city, where actors have been holding meetings ever since the radio union started organizing. AFRA now has about 800 members in New York, having gained 100 members in the past fortnight.

While selection of a national secretary has been delayed because of failure to approve that selection, the AFRA has set on its sliding scale of dues and initiation fee. There are three types of membership, active, associate and non-resident. Active members must have appeared in at least 30 broadcasts in any capacity or in 10 as principals. Associate membership is for those who cannot qualify as active members. Those neither U. S. nor Canadian citizens, nor resident or domiciled therein qualify as non-resident members. Performers in good standing with any Four A union need not pay dues or initiation fees before November 1 of this year.

Dues and initiation scale follows, the income figures applying to the gross income from radio for the past year: \$2,000, \$12 annual dues and \$10 initiation fee; to \$5,000, \$18 and \$10; to \$10,000, \$24 and \$10; to \$20,000, \$36 and \$25; to \$50,000, \$48 and \$25, and above \$50,000, \$100 and \$25.

In approaching AGRAP, AFRA advanced the theory that performers of all kinds should present a unified front to stations and networks, AGRAP countering with the claim it did not want AFL affiliation at this time, according to a personal canvass of members made by Roy Langham, AGRAP president. A referendum of the AGRAP membership on this point is possible.

World Ponders New Hollywood Quarters

CHICAGO, Aug. 28.—Plans for construction of a third set of studios and processing laboratories to be located in Hollywood for World Broadcasting System are now being considered. According to A. J. Kendrick, vice-president and local manager here, construction will begin on the new building some time in September if present negotiations are completed.

Reports that Kendrick would be sent to manage the new Hollywood branch were denied by him, although it is expected he may go there for a short period to launch the new venture when it is ready.

KTHS Has New Equipment

HOT SPRINGS, Ark., Aug. 28.—KTHS, NBC outlet here, has completed installation of new control-room equipment. Setup includes Western Electric 23-A control console, 22-A remote amplifiers, microphones and RCA turntables. A new Western Electric 110-A volume limiting amplifier has been installed at the transmitter. Work was done without program interruption.

Future List

Important Anniversaries, Etc., for Program Tieups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts. It has been newspaper custom for years to observe such dates, radio adopting newspaper practice right down the line.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tieups.

List published herewith is in advance by a month of any other similar compilation. In addition to offering possibilities of tieups, it gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.

All dates herewith are for October, 1937.

- Oct. 1. New York City's moving day.
Italy invaded Ethiopia two years ago.
Rodeo at Madison Square Garden.
New York Legislature made all public schools free, 70 years ago.
Chicago University opened, 45 years ago.
Law for double wireless equipment on all American steamships went into effect, 25 years ago.
Franco proclaimed "Dictator of Spain," one year ago.
3. King Boris's of Bulgaria 43d birthday.
Dean Glicersleeve's (Barnard) 60th birthday.
Elias Howe, sewing machine inventor, died 70 years ago.
6. Albert J. Beveridge, senator, born 75 years ago.
8. Bismarck appointed Minister of State for Prussia, 75 years ago.
Francis Charles Marie Fochier, French Socialist, died 100 years ago.
9. Russia formally transferred Alaska to United States, 70 years ago.
10. Dr. Alexis Carrel won Nobel Prize for Medicine, 25 years ago.
Pulmotor made available for public service, 25 years ago.
11. Samuel Wesley, English musician, died.
U. S. Supreme Court handed down Danbury Hatters' Union decision, 25 years ago.
11. Eleanor Roosevelt's 53d birthday.
Justice Stone's 65th birthday.
12. Columbus Day.
World Series.
13. Prof. William Z. Ripley's 70th birthday.
14. New York City celebrated completion of the Croton Aqueduct, 85 years ago.
Eamon de Valera's 48th birthday.
15. Mata Hari, spy, executed, 20 years ago.
George F. Johnson, shoe manufacturer, 80th birthday.
17. Charles A. Dana, editor of *Sun*, died 40 years ago.
18. Long distance telephone, New York to Chicago, first operated, 45 years ago.
19. Bonaparte began retreat from Moscow, 125 years ago.
George Mortimer Pullman, American railroad magnate, died 40 years ago.
21. Siege of Madrid started one year ago.
22. Mussolini marched on Rome, 15 years ago.
24. Jane Seymour, wife of Henry VIII, died 400 years ago.
Daniel Webster died, 85 years ago.
27. Whitelaw Reid, journalist, born 100 years ago.
29. Henry George, "Single Tax" advocate, died 40 years ago.
30. Continental Congress adjourned, 150 years ago.
31. Charter of Hartford, Conn., hidden when demanded by Andros, 250 years ago.
Halloween.
James Lowell, American patriot, born 200 years ago.

Retail Tie-ins Aid Air Sales

DENVER, Aug. 28.—Importance of co-operation with retailers was analyzed by E. P. H. James, National Broadcasting Company sales promotion manager, at a meeting of the Davis Bros. "Merchandise Clinic." As the meet was attended by druggists, James directed his merchandising ideas to the drug field. Such co-operation, according to James, was evidenced in increased sales due to tying-up radio programs and displays of advertised products.

James specified as an example of such co-operation, the results achieved by a Springfield, Mo., drug concern. This firm gave radio-advertised products mass window display, local newspaper advertising and good play inside the store backed by "suggestions" from clerks.

A test of such promotion revealed increases from 12 to 475 per cent within a three-month period. Six items were included in the survey: Campana's Italian Balm, Lady Esther Products, Maxwell

Like Boners

DENVER, Aug. 28.—*The Boners' Court*, during which KLZ announcers are brought to trial on charges preferred by the listeners, and which places a fine of 10 cents on each announcer found guilty as tried, has become so popular with the listeners that the time has been changed to a 30-minute period from a 15-minute spot. Judge is Arthur Wuth, KLZ program director. Not only is it a sizable mail puller, but also draws a good studio audience.

House Coffee, Campana's Skin Invigorator, Junis Cream and Pepsodent Antiseptic. Prices on all products were practically the same as regular year-round figures. No special sales.

According to records of the drug firm, other products which received equal radio advertising, but which did not receive the support of window and counter tie-ins showed smaller sale increases than the more strongly merchandised items.

6 Met Possibilities Out of 867 Hopefuls

NEW YORK, Aug. 28.—A definite schedule of eliminations has been set for the *Metropolitan Opera Auditions*, sponsored by Sherwin-Williams Company. Auditions for the eliminations begin September 2, and it is expected that total figures will top last season's 867 mark. In addition to contracts with the Met, two winners received a surprise cash prize of \$1,000 plus plaques from the sponsor.

There will be four semifinals on the 26-week schedule. According to present plans, 63 participants will be heard during this broadcast period. From this number 14 hopefuls will be chosen at semifinals. A total of six will be selected at the finals from these 14. From this group of six winners Met officials will determine those who are to receive contracts. Committee to judge aspirants is headed by Wilfred Pelletier. Cecll, Warwick & Legler handle.

Tomy WJR Press Head

DETROIT, Aug. 28.—"Uncle Neal" Tomy, broadcasting for the last 12 years over WJR here, has been placed in charge of the station's publicity.

Air Briefs

New York

By BENN HALL

CIVILIZATION marches on: Four Germans listened to a newscast from Russia. They are now doing from one to six years in a Hamburg prison for the offense. . . . New Orleans papers, still feeling that radio isn't here to stay, don't use the silly word in their columns. When a news story forces them to refer to the horrible "thing," it's always called wireless. . . . Latest object of devotion by the fan and popular magazines is Charlie McCarthy, who makes better copy than some of his human contemporaries.

A name network ork leader tossed a party recently for some radio friends. A recording machine was included with the playings. After things got under way, a drunk decided to pass his serious thoughts on to the machine. Next day he listened to the record. Hasn't had a drop since. . . . Alstaire Cooke likes this country to the extent of applying for citizenship papers. . . . Talk that a Trenton paper wants a radio station, and won't sell time. Yeah. . . . A London store, Selfridge's, is to have a television demonstration. In a cable story *The News* passes on this heartening note to picture exhibitors. . . . "The show will be run just like an ordinary movie, except that no charge for admission will be made."

Expect some fireworks this week if a certain CIO union is refused time on certain Massachusetts stations. . . . Florence Tarr busy on *Front Page*

Dramas, e. t. show. . . . B. B. D. & O. office, after months of educating radio editors to list the Dupont show as *Cavalcade of Music*, reverts back to *Cavalcade of America* September 29. . . . *Good Will Hour* on WMCA now using guests, plus the tear duct demonstrators. . . . Harry Miller with East Coast Radio Features as a scribbler. . . . Harry Holcomb, of William Esty office, due back middle of September. . . . Coca-Cola show including Gus Haenschler, Frank Crummit, Kitty Carlisle, choir and quartet. . . . Comrade Earl Browder to go on 24 NBC Blue stations Wednesday. Probably sore because he didn't get the Red network. . . . Ben Grauer to announce the Warden Lewis show. . . . *Cheerio* due back end of this month as NBC sustainer.

English radio actors are shy creatures and object to sightseers in the studios. . . . There's one script writer who returns fire with fire. Objects to signing agency releases, so has those who want to see her stuff sign a similar statement for her. And they're signing. . . . Eddy Duchin starts on the Elizabeth Arden show. NBC Blue September 29. . . . WEVD and WHOM engineers who are signed up by AFL unions are being sounded out by CIO organizers. . . . WMCA to present people with jobs so unique they have no competitors. Similar to Sid Schwartz's stanza on WNEW some time ago. . . . John Loveton pinch-hitting on the *Aunt Jenny* show and glued in town for a while.

Chicago

By SAM HONIGBERG

EVERYBODY who knows anybody in radio, so it seems, is writing gags or other material for use on the airwaves. Some of the would-be authors peddle their funny stuff direct to artists in the market for it, others try to plant it thru agencies. Fees run from almost nothing to figures approximating fairly good money. . . . Cal Tinney, emcee on the coming Campana variety show to originate here, will be given a buildup by Tom Fizdale, local p. a. . . . Return of the *Rube Appleberry* serial over WGN will be celebrated with a press dinner at the Drake Hotel Monday. . . . Gordon St. Clair, *Tale of Today* author, expected back from his vacation next week. . . . Another homeward-bound boy is Al Goodwin, Bob Blaine's p. a. assistant, who has been visiting his parents in Minneapolis. . . . Sylvan Drown reports that he is now handling publicity for the Artists' Management Bureau, Inc. in New York. . . . Joan Blaine spent a few days here following her appearance over WWJ in Detroit.

Bobby Breen will be here Saturday to star in a Grant Park concert. . . . J. O. Weaver, news editor for CBS here, back

Capital Chatter

By EDGAR M. JONES

WASHINGTON is very quiet—but just for a while. Everyone is catching breath after the turbulent closing of Congress. This year congressmen aren't firing their typists for the adjournment period because there's too much uncertainty over a special session. Usually the penny-pinching members of Congress discharge the typists as soon as the session is over. Girls either go home or find temporary employment until the economical souls convene again. . . . Walter Compton, WOL announcer who handles service band programs on Mutual, has been getting gifts from fans on the West Coast. Station staff now smelling all packages from West Coast, just in case someone baked a cake. . . . The new sustainer on WOL called *The Trading Post*, for listeners to swap articles of trade, got a new one. The station actually got an offer of "one excellent billiard table just recovered with a new cloth" and wanted Art Brown in exchange. Brown is the announcer for the program. . . . Washington hears that Argentina has taken up the short-wave propaganda idea. Two stations in Buenos

Aires will broadcast programs in English, Spanish, French and German every Friday.

Gustav Heintze and his sister, Greta, local keyboard experts, began a piano duo series for 15-minute periods every Friday thruout the winter on local NBC. Pair, originally from Vienna, give modern interpretations of classical music. . . . Current favorite for lowly paid government workers is the New Bavarian Grill. A piano and violin furnish inspiration for community singing and all customers strain their pipes on old favorites. . . . WOL has splurged on a piece to promote ernistic window display place to promote listener interest. . . . Local NBC by surprise fed entire Blue network with five minutes of recordings one day during past week. . . . Bathing beauty contest sponsored by Gordon Hittenmark (WRC timekeeper) finished with hard feeling. Helen Greene, the winner, was accused of being professional. The winning looker had been modeling for style pages of local paper and also did some warbling over local stations. Trouble started when she and reporter boy-friend broke up.

Promotion Shorts

Stations repped by the John Blair office are preparing weekly program schedules for use by time buyers and others in the trade. First schedule has been issued by WFEL, Denver, and consists of a four-page printed form. On the cover is an explanation of the function of the schedule and a description of station highlights. Three remaining pages show, in graphic chart form, schedules, programs and available time and its place in the station's program structure. It's a good idea.

Altho luck was not with the Macfadden office, careful plans had been made for a promotional tieup with the Louis-Farr fight had it not been postponed until Monday night. Arrangements had been made to cut *True Story* in half to accommodate the fight schedule. Special announcements had been prepared drawing attention both to the fight and to features in Macfadden publications. It had been hoped that more male interest could be generated in *True Story* to up current issue sales. Arthur Kudner advertising office handles both Buick, fight sponsor, and the magazine account.

A contest with 503 weekly awards, running 13 weeks, will be conducted by Admiracon Laboratories, Inc., on its Mutual show. Three silver neck pieces will go to the best writers of letters on "What was said to me after I first used Admiracon Shampoo." Silk stockings will go to the other 500 contestants and runners-up will receive a "surprise." Box top to accompany entries.

After its first week of operation a map appeared in *The Atlanta Journal* showing points where WAGA had been received. Reproductions of map were distributed to agencies by the newspaper-owned station. Mail was used as the basis for the map.

One of the most colorful and restful pieces of promotional material to reach this desk in many months is a four-page job issued by KJR and KOMO, Seattle. Front and back covers contain little ad copy but show a sailing vessel and a view of the city's harbor and station's transmitter. Color reproduction is particularly attractive. Inside two pages give results of a Ross Federal survey.

A postal card with two pictures on it has been issued by KIDO, Boise, Ida. Station's mascot, "KIDO," a cat, and a picture of the studio decorate the cards and 1,500 of them have been printed for fans.

More than 50 business leaders and professional men of Shreveport, La., dropped all cares of the workday last Saturday to participate in the KWHK-KTBS "No Stars" softball game. Who was to play in the game and what position to be filled was decided by popular vote of listeners of the station. A president of a bank, the mayor and a commissioner, a butcher, the police chief and a prominent doctor were included on sure winners of positions. Proceeds of the game went to charity. A wheel chair was put in play in instances where the players were unable to complete a circuit clout or what have you.

DON ROSS
 Writing, Singing and M. O.
 JELLO SUMMER PROGRAM,
 Sunday, 7:30 P. M. EST
 WEAF and RED NETWORK.
 Per Mgt. DEL PETERS.
 Tel.: Regent 7-2497.

GRACE & 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,
 9 P. M. WEAF—WALTZ TIME.
 Management—BEN LIPSET
 150 Broadway, N. Y.

Doubling

BALTIMORE, Aug. 28.—A variation of the "doubling" technique occurred here during the recent confabs concerning the AFM-station relations. Joseph Imbroglio, of WFBR, who's an AFM musician, is also a station exec and took all parleys in strife.

New Pitt Club Nixes Soporifics

PITTSBURGH, Aug. 28.—Unique in that its one purpose is "to have no purpose, be no drudge of clubs," the Roundtable of younger advertising men was formed last week by 12 representatives of Pittsburgh agencies, advertisers and media.

Composed of men between the ages of 25 and 35, most of them privates or sub-brass hats in the ad world, but claiming to be the prize idea men of "that tomorrow just around the corner," the organization, which will hold weekly luncheons and intends eventually to set up permanent headquarters, is composed of Charles P. Day, of BBD&O; Clark Glenn, of Earl Bothwell, Inc.; Lyn Morrow, of KDKA; Tom Pickering, of WJAS; Richard Backman, of General Outdoor Advertising; Albert Thornquist and Morton Frank, of *The Pittsburgh Press*; James Totman, of Warner Brothers; Stanley Goldman, of Kaufmann Department Stores; Edward Witalis, of Joseph Horne Company; John Garber, of Gimbel's, and Ray O'Brien, of Boggs & Buhl.

The Roundtable will take in about six more men, then resolve into informal discussions on problems relevant to advertising promotion and media, according to the steering committee of Bachman, Day and Frank, with a marked absence of guest speakers and other activities of the usual noonday club.

MBS Show on WCKY

NEW YORK, Aug. 30.—Silver Dust program, *Beatrice Fairfax*, starting tomorrow on the Mutual Broadcasting System, will be carried by WCKY in Cincinnati, instead of on the MBS affiliate, WLW. Latter station, which approved the WCKY arrangement, couldn't clear time.

Inledon Joins Agency

CHICAGO, Aug. 28.—George H. Inledon, formerly with WJJD and the Selwair Broadcasting System here, joined the Ford, Brown & Mathews Agency, in charge of radio.

Strikeless Compromise Seen By AFM, Net and Station Execs

NEW YORK, Aug. 28.—Lack of an adequate "yardstick" to determine station expenditure for increased musician personnel and weak station organization highlighted the week's negotiations between broadcasters and American Federation of Musician spokesmen. But despite occasional and unofficial warm words both groups expect an agreement to be reached without recourse to a strike.

Union's claim that the industry should absorb approximately 3,000 jobless musicians, but that the broadcasters should develop their own yardstick basis, caused much station head-scratching. Objections to the employment of musicians at an additional cost of \$5,000,000 annually were many. Station execs feared that stations relying on spot broadcasting as their chief revenue would be forced into the red if they had to add a large musical staff. Other station men stressed that many towns did not have many good musicians who earned a full-time livelihood at it. Such musicians, station men said, often had other occupations and music was merely a sideline with them. Other more hot-headed radio men saw "an appeal to the public" as the way out. They would, they claimed, have all stations drop music after September 16. Propaganda against the union would be broadcast by all stations, and public sympathy would be developed for the stations.

Almost putting the cart before the horse, some station execs, seeing an inevitable increase in costs due to musi-

SESAC Knocks NAB Report; Jeers at "Phony Flagwaving"

European composers' right society says broadcasters' trade organization report is "misleading, incomplete and distorted"—SESAC claims more titles than shown

NEW YORK, Aug. 28.—Officials of the Society of European Stage Authors and Composers pull no punches in discussing the report on SESAC issued last week by the National Association of Broadcasters. Report was made by James Baldwin, NAB managing director, after considerable correspondence between the two organizations and after NAB had a search made of copyright entries in Washington. Summation of SESAC's officials' answer to the NAB report was that it was "misleading, inaccurate and distorted." SESAC has licensed about 400 stations in the United States. NAB's report listed several hundred pages of titles controlled by SESAC, either by direct copyright ownership or by virtue of copyright assignment. SESAC claims the list published by NAB to be erroneous and incomplete, there being a major number of copyright entries not listed. NAB has been insistent in its demand on SESAC, as it has demanded, unsuccessfully, from ASCAP that the society make available to NAB member stations a full listing of songs controlled by the society. Attitude of both ASCAP and SESAC in this is that it is enough to supply a list of the catalogs controlled by the society on the basis that the title list is of little practical value and that experienced music and radio men do or should know publishers' catalogs' general nature and contents. SESAC officials claim that the titles presented by the NAB report will prove of little practical value to station managers and program producers, and that "few will take the time to read it."

Gabe Heatter on "We, the People"

NEW YORK, Aug. 28.—In its resumption as a network program this fall, *We, the People* will, most likely, be handled by Gabriel Heatter instead of Phillips Lord, who originally produced the program. Heatter replaced Lord some months ago on the show when Lord was taken ill. At that time the program was placed thru Benton & Bowles for General Foods.

In its new series, *People* shifts both on agency and network, going thru Young & Rubicam ad agency to CBS from NBC. Sanka coffee will be the product plugged instead of Calumet baking powder.

Program will start on CBS October 7, preceding the Kate Smith hourly program from 8 to 9 p.m. for General Foods.

Final Waring Case Decision Due Soon

PHILADELPHIA, Aug. 28.—Possibility of a final opinion in the long-drawn Waring-WDAS case, involving property rights in phonograph recordings, looms on September 26 when Chief Justice John Kephart reconvenes the Pennsylvania State Supreme Court in Pittsburgh. State's highest tribunal held the case under advisement after hearing arguments on an appeal last April 21 in Philadelphia.

During the legal run of the case, since December 12, 1935, courts have upheld the performing rights of the artist. Final adjudication is of added import now that the AFM is dickering with the recording companies. It is expected the jurists will hand down their opinion October 4.

Titles

Because of various methods or classifications of copyright entry, it is declared, the NAB search in the copyright registry list failed to include important SESAC-controlled material. Furthermore, it is charged that several copyright entries assigned some months ago to SESAC, and of which assignments SESAC advised both NAB and its stations, have been omitted from NAB's compilation. NAB credited SESAC with control of 5,500 titles, which SESAC charges is not as many as actually represented.

SESAC feels also that NAB should have made mention of the interlocking rights problem, a highly complex copyright phase, of which some tangents have not been legally established as yet. However, it is possible that an ASCAP composer may write a song published by a SESAC publisher. This means that both SESAC and ASCAP can exercise a property right. ASCAP composers, in joining the society, assign their rights to ASCAP. So do SESAC publishers. SESAC charges that to avoid possible copyright entanglements, stations should protect themselves by holding both society licenses.

NAB report also mentioned several compositions, among them German patriotic airs and a Greek song called *Don't Send Me to America, Mother*. SESAC charges NAB with being "small" in this, as well as being "pseudo-jingoistic." Performing rights society interprets NAB as meaning these songs to be un-American, with SESAC claiming these songs to be among many others in their respective publishers' catalogs. Because they are in catalogs which include other songs, says SESAC, is no reason the broadcasters must play them.

HOLLYWOOD, Aug. 28.—I. O. Witte's stock interest in Fitra Productions, Inc., has been purchased by Edward Pavaroff. Witte, ex-vice-president, resigned.

Astrologer Picks Lucky Starting Date

NEW YORK, Aug. 28.—Second Hearst scribbler to get radio signing is Helen Rowland, who conducts the *Marry-Go-Round* column. Miss Rowland will guest regularly on the H. O. stanza on Mutual with Myra Kingsley. Miss Kingsley selected September 7 as the auspicious date, according to the planets, for the inaugural, the another date had been originally picked.

Beatrice Fairfax, Ivelorn columnist, also signed by Hocker Products Corporation. Erwin, Wasey, handle account.

Program Reviews

EDST Unless Otherwise Indicated

"New Haven Banjo Band"

Reviewed Sunday, 6:15-6:30 p.m. Style—Banjo band. Sustaining on WELI (New Haven, Conn.).

Arrangements of this well-rehearsed group show painstaking efforts to make an entertaining program. Altho the finish of some of the tunes could be dressed up somewhat, the banjo music proved quite appealing.

A solo or two would, however, add materially to the aircast, tho for the 15-minute period the music proved balanced. By having fans write in their request numbers, so that popular tunes can be specially arranged for banjo band, program attempts to increase audience.

A. T. C.

Nancy Martin

Reviewed Thursday, 12:30-12:45 p.m. Style—Songs and orchestra. Sponsor—Gulf Spray Insect Killer. Agency—Young & Rubicam. Station—WCAE (Pittsburgh).

Billed by the announcer as a "sweet singer of sweet songs," Nancy Martin combines a pleasing voice on pop melodies with a composition of her own, to loom as a potential threat to movie canaries if her scheduled screen test pans okeh.

Chiming in on signatures, Miss Martin today also gave *The Moon Got in My Eye*, backed by a piano and saxophone ensemble, and *Virginia and Johnny Are Dancing*, her own story song which gave her a chance to read straight situation lines. As attention-compelling as the songbird are Max Adkins' Saxomania, who zipped thru four tunes with Rudy Welford facility.

The maybe incongruous with the entertainers and their numbers, the sponsors insect-killer was plugged twice, but fortunately not overly long.

M. F.

Salinsky String Swing Ensemble

Reviewed Wednesday, 7:30-7:45 p.m. Style—String swing group. Sustaining on WEAF (NBC network).

Idea of using strings for swing is not original and the borrowed idea, as reflected in this program, comes off as strictly a starter finishing out of the money. NBC has had previous programs of this nature, Aldo Ricci, with the Phantom Strings having been the best of the entries with the Schulman String outfit another good candidate.

The swing, as essayed by the Salinsky outfit, is very polite stuff, so light that even by stretching the imagination it doesn't sound like swing. Musicianship, individually, as displayed was impressive, but as a group there was neither warmth nor color and very little of the essence of swing. Only time there was any real sending was when Adrian Rollini, an added starter on vibraphone, really let go. Verlie Mills is harpist.

J. F.

"The Editor Speaks"

Reviewed Friday, 8:15-8:30 p.m. Style—Editorials. Sustaining on WMCA (Intercity network).

Here is the old *Literary Digest* technique dressed up for radio. Editorials from various metropolitan papers are read on different subjects. One announcer gives a short news dispatch. Views expressed by papers of various political opinion are read by other speakers. Adjournment of Congress, candidacy of Royal Copeland, the Sino-Japanese war and similar front-page topics were included.

Station is careful to give no editorial opinion of its own. Pro and con views are read, but no station views are expressed. Basic idea of the forum may be here, but the audience appeal, once the novelty has dimmed, is not broad. Opinions come thru hot and heavy, but there is no time for contemplation as there is when reading.

At one time, probably before the advent of radio, the idea of comparing editorial opinions may have had wider appeal, but surveys show the average editorial page of the average American newspaper to have slipped. It is doubt-

ful if a radio program consisting of such quotes will build a large following.

Program is not open for sponsorship. Because of the mention of newspapers it is probable that the show will get occasional box listings and column mentions. Obviously it is an excellent good-will feature for the station.

B. H.

"Yes or No"

Reviewed Friday, 1:15-1:30 p.m. Style—Quiz contest. Sustaining on WNEW, New York.

Yes or No is an audience participation show that is decidedly yes in fan appeal. Setup is simple. Statements are read by announcer Bill McGrath which may be true or false. It is up to the dialers to decide and write in. Old mag stuff.

As an opener, statements of the previous day are read and the "yes or no" given. Then 19 questions for the current day are read. Fans are invited to send in their answers, confined to a simple "yes" or "no" regarding statements' veracity. Contestants are also advised to send in one statement of their own, along with the source. Prizes include 10 humidor of 50 Philip Morris cigarets and ducats to *Vogues* of 1938.

Statements included: "Oockney is the popular speech of the natives of Ireland"; "Correct meaning of vampire is bat"; "Botany is the study of animal life"; and "Harpo Marx does not actually play the harp himself."

It is patently obvious that plugs may be easily injected into this show. Temptation will probably be to overdo the obvious. Restraint was evidenced on this show, with only one "statement" pertaining to the station.

B. H.

"Footlights and Stardust"

Reviewed Thursday, 11:30-12 p.m. Style—Organ and chatter. Sponsor—Warner Bros. Theaters. Station—WWSW (Pittsburgh).

Aimed at building trade for the two dozen Warner downtown and nabe picture houses in Pittsburgh, this every-day-but-Sunday half hour presents two men entertaining in themselves, but it's a question whether the program is the best possible type for such a sponsor.

Johnny Mitchell's organlogs are tops, both the pop and semi-classical numbers being surefire for those who like organ music, and Walt Framer's gab on Hollywood activities and plugs for current shows are breezy enough. Yet the piped tunes seem somewhat incongruous with double-bill features, and Framer's exciting voice should not be wasted on paragraphs that more than faintly resemble studio publicity rewritten to sound like hot news.

Program pattern alternates five request organ melodies with announcements in between on various theater

attractions and one brief chatter bit "From Hollywood."

Both Mitchell and Framer seem ripe for bigger time.

M. F.

"Broadway Melody"

Reviewed Tuesday, 12:15-12:30 p.m. Style—Music and talk. Sponsor—42nd Street Products. Agency—McGiveran-Child. Station—WJJD (Chicago).

Charles P. Hughes, radio producer, with the help of a transcribed musical background is doing a new thrice-weekly quarter hour on this independent station, designed to sell a face cream. Idea is all right, but the entertainment is far from satisfactory. Show needs better continuity, wittier dialog to instill more reality into this melody tour. When caught Hughes took his listeners on the *Broadway Melody* train to New York and described some well-known points of interest in Times Square. Musical transcriptions and wordy commercials are sandwiched between touring sessions.

Hon.

Don Bolt

Reviewed Tuesday, 10:30-10:35 p.m. Style—News. Sustaining on WENR (Chicago).

Straight news delivered with a Boake Carter touch in his voice stands Don Bolt in good stead as a newscaster. He is aired several times a week, with material dished up by United Press, and gives it out in a calm assured manner and sans the editorial vein. Closes with a summary of the day's baseball results.

H. H.

Josef Israels 2d

Reviewed Wednesday, 8-8:15 p.m. Style—News commentary. Sustaining on WNYC (New York City).

Josef Israels 2d is a writer, lecturer and press agent and is doing a news commentary series for the New York City municipal station. On the program caught, which was mainly devoted to discussions of the Sino-Japanese situation and the recent crowning of King Farouk, Egypt's 18-year-old king, the bulk of the material was right up his alley, Israels having traveled extensively thruout the Orient and having written numerous books on that locale. Both on the discussions of Oriental problems and domestic matters, Israels did full justice to his subjects. He has two faults, however, to be corrected. First is a tendency to use trite phrases occasionally monotonous. Other shortcoming is a tendency to use trite phrases occasionally.

J. F.

"Johnson Family"

Reviewed Thursday, 6:45-7 p.m. Style—One-man sketch. Sustaining on WOR (MBS network).

Unless one had been forewarned it is doubtful if he would realize that this was a one-man show. Jimmy Scribner does this Negro dramatization, employing different vocal shadings, with much deftness. Men and women, including a

stuttering gent, appear before the mike in a constant stream and there's almost no suggestion that their "voices" originate in the same throat.

There's a room for rent, but an attempt is being made to prevent pop from learning that roomers are to be taken in. That seemed to be the crux of the matter heard, but the faithful fans will probably follow the action more readily than the occasional listener.

It's a neat feat by this WSAI performer. There's room to improve the script.

B. H.

"Dead End"

Reviewed Saturday, 1:15-1:30 p.m. Style—Dramatization, Station—WNEW.

Recorded trailer of the film *Dead End* to tie up with the Rivolt premiere August 24. Using Humphrey Bogart, Sylvia Sydney, Joel McCrea and the other original actors, program was a swiftly paced resume of the picture highlights, cemented with music. Concluded up in the air, with announcer advising listeners to attend the movie showing to find out how it all comes out.

Speed and acting good enough to make the 15 minutes interesting, but note of incompleteness on which this type of offering must end defeats its own purpose since the more hearers enjoy the trailer the more they resent being ditched just when matters are getting hot. Trailers fall to reward and should be saved for theaters where something is offered in addition. When a customer has to submit to two plugs fore and aft he shouldn't have to undergo a disguised form of advertising like a trailer.

M. Z.

Dalton Norman and 4 Dons

Reviewed Monday, 5:45-6 p.m. Style—Novelty string ensemble and soloist. Sponsor—Brown & Williamson Tobacco Corporation. Agency—B. B. D. & O. Station—WHD, Des Moines (NBC network).

Dalton Norman, singing cowboy, teams up with the Four Dons for an okeh masculine musical program in the interests of Big Ben smoking tobacco. Norman's baritone is equally pleasing whether in Western or Spanish type songs against a string background.

For the first program on the series such "naturals" as *There's a Home in Wyoming*, *Empty Saddles* and *Hold That Critter Down* were sung. Novelty was supplied by the Four Dons. Earlier plans called for a girl soloist on this program. Change to Norman seemed to make for a program better in keeping with the product advertised.

Stan Widney takes care of the three short commercials used. Norman's taking of the good-by end of the program indicates his speaking voice is not comparable to his singing voice and nothing is gained on the personality end.

R. W. M.

"Poth's Personality Parade"

Reviewed Thursday, 11-11:10 p.m. Style—Chatter and gossip. Sponsor—Poth Brewing Company. Station—WIP (Philadelphia).

Here's a new angle in radio salesmanship with sponsor spotting a stanza that's surefire to drive a listener to drink after a single listen. Only in this case the incentive demands something stronger than a stennie of Poth's beer.

Once weekly, which is once too often, "Lord Jim" wrestles with both the script and mike to tattle tales about the "personalities" spotted at the nickel beer joints. Gossipier edits *The Informer*, a taproom throwaway tome. Singles out the bar files in his sheet's coverage area. But sponsor shouldn't mind. He finds them all drinking Poth beer. All name mentions are directional and undoubtedly means another nickel sale for the barkeep.

"Lord Jim's" mike technique was undoubtedly fashioned in a back room and should be reserved for a man-on-the-street broadcast on a foggy night. In spite of the late hour grooving, it's a sore eye for WIP to hide.

Script borders a moronic standard, with a reverential tagging "Thus endeth the Poth's Personality Parade." Oro.

WHK and WJAY Upped

CLEVELAND, Aug. 28—New rate cards, effective September 26, have been issued for WHK and WJAY. Both cards call for an increased rate schedule.

WHK switches from Columbia to National Broadcasting Company and WJAY goes Mutual on September 26.

Current Program Comment

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

Judy and Jans sell Ivory Soap for Procter & Gamble. It's an e. t. job and heard on WOR in New York. A pleasant little serial which attempts to tug on the heartstrings of potential purchasers of Ivory. Jane, it seems, wants to keep some babies whose male grandparent is intent on getting them back. A politician attempts to intimidate a judge into deciding in favor of the grandpappy, but the justice appears ruffled at the very thought. It's not too bad, as afternoon serials go, but an overwhelming rhapsody about the beauty of Ivory suds for dish-washing was too strong.

While the City Sleeps gives the boys and gals plenty of thrills and, in the episode dialed in, supplied enough love interest to keep adolescents interested. It seemed that an air hostess refused to give a humble milkman a tumble until he proved himself a real hairy-chested male. This he accomplished by knocking out one thug who kidnaped the girl and himself in an aeroplane and by ordering

the robber-pilot to ground the plane. Melodramatic, of course, but well-knit. Gümnen went to town in a fire engine for their tough talk; slight restraint would be more convincing.

After an absence of several months KYW, Philadelphia, once again feeds *Music for Moderns* to NBC Red on a 10:30 p.m. Monday ride. Half-hour stanza is a dress parade for Jan Savitt and the full complement of his studio tooters, 16 union cards in the lot. It's primarily mood inspiring symphonic arrangements with swing annotations of the standard tunes, musically and showmanly executed in grand concert style. Pace is tempered with pop pipings by Carlotta Dale and Bon Bon. Moderne aura voiced by announcer, who gives vent to subconscious thoughts for the song introductions. All ear pleasing and listens well, local lads hitting par with the other net combos on the sturdy tunestuff. Set as a sustainer.

FEWER TOP BANDS IN HOTELS

Philly Tooters Up Wage Scale

Union ups pay Labor Day
—clubs reclassified, down
to nickel beer joints

PHILADELPHIA, Aug. 28.—Affecting nearly 3,000 musicians, Musicians' Local 77 will ask a pay boost Labor Day. New wage scale, approved Wednesday by the price committee and to be forwarded to the membership this week, increases the wage approximately \$1 a night for those playing under contract at the local hotels, clubs, night clubs and restaurants. Those playing on a week-to-week basis or on short terms will command a higher scale. Minimum contract for the lower terms must call for at least 25 weeks.

Grouping all spots in various classifications, \$48 week on a six-hour day has been upped to \$54 for the Class A spots, including the hotels and the two class niteries in the center-city zone, Arcadia International House and Benny the Bum's. Latter spot has already protested the increased scale, matter to be ironed out before the mayor's labor relation board. Spot enjoyed a Class B rating on opening, concession granted when Benny Fogelman employed two bands, but upped to Class A when the relief crew was dropped. Arcadia and Hotel Adelphia are the only local spots employing two bands all year round. Five dollars added to scale when no contract is given.

Class B is raised to \$43 from \$38, a non-contractual job calling for an additional \$4. Included in this classification are the Cathay Tea Garden, Hotel Philadelphia, Pierre's Roof Garden, Anchorage Inn, Evergreen Casino, Hofbrau, Silver Lake Inn and Cafe Metropole.

Other center city spots, including all of the intimate haunts, are scaled down from Class B to C. Those in this group are upped from \$30 to \$37, with an additional \$3 for the missing contract.

A D classification, primarily for the nickel taprooms using two by four combos, calls for \$30 and \$2 for a missing contract.

Nitery Books High Hat WPA Orchestra

PITTSBURGH, Aug. 28.—For the first time in the memory of this city's most venerable musicians a government project is being advertised on the front of street cars. And all because Bill Green, owner of Bill Green's Indoor Casino and adjacent outdoor Terrace Gardens, is plugging weekly WPA symphony concerts as a buildup for his jazz bands.

After testing the idea for a month Green decided to let his Gardens be used indefinitely for Monday night concerts by the Pittsburgh Federal Symphony, avowedly for the plugging his spot gets from the three dailies' news stories and reviews of the music tests. Cost to Green is \$20 per showing to transport the musicians in and out from Pittsburgh, eight miles away.

Another advantage of the symphony is to add tone to the spot.

Attendance at the concerts, which run from 8:30 to 10, has varied from 20 to several hundred. Whether the early-coming music lovers add to the cash register's take is debatable, says Green, with Publicity Manager Doc Crannel claiming if the coins received from the aesthetes were piled on top of each other his boss might have enough to buy a few bags of pretzels but not much more.

Ferdinando in Providence

PROVIDENCE, Aug. 28.—Felix Ferdinando and orchestra opened at the Providence-Biltmore Garden restaurant Monday. Irene Janis is vocalist. Band is also being heard over WEAN.

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 selections:

ON WITH THE DANCE, from the film "Varsity Show" and published by Harms, Inc., and LITTLE FRATERNITY PIN, also from the film "Varsity Show," and published by Words & Music, Inc.

Local Band Lands Top Sacramento Spot

SACRAMENTO, Calif., Aug. 28.—For the first time in several years a local band will play Hotel Senator, town's leading hostelry, during the California State Fair September 3 to 12. Usually a name band is brought in.

George Breece's crew, which has been rising in national repute as a result of a half-hour network broadcast Saturday nights from Rainbow Gardens, local ballroom, has signed for the Hotel Senator job. Also the studio band for KFBK six days a week, it played Hotel Senator Saturday nights last winter. Ruth O'Kane is the vocalist.

Marg Ogle's Bungalow and Dave Peterson's Roof Garden have been doing the summer night spot biz here. Theda Loy, Chinese fan dancer at the Bungalow, is a sensation.

Bernie Faunce Orchestra continues at Dave's roof garden.

Silver Bowl will reopen September 2. Several local bands angling for the spot, held by Les Poe's Orchestra last winter.

At Lake Tahoe, Eddie Oliver's Band at the Stateline Club is packing them in, with Sid Sydney the feature.

Lesser Known Orks Get Break As Hotels Trim Music Budgets

Big hotelries clip music costs to add floor talent—bookers claim not enough name bands available for hotels, anyway—trend bringing new names to fore

NEW YORK, Aug. 30.—Band bookers agree that there is a swing away from use of name bands in hotels for the new season, but disagree as to the cause. Some of the key bookers claim so many hotels are now in the market for bands that there are not enough top-flight orchestras to go around, while other band men claim more and more hotels are discovering they can draw as much business with a smaller name band and a floor show as they can with a top name and no floor talent. An important and obvious factor is the growing tendency for top name bands to spend more time in pictures, radio, recordings and theater and ballroom dates. With real dough in one-nighters and the ballroom field opening up for big bands, more name bands than ever before are barnstorming thru the country on percentage dates and cashing in on their radio popularity. These dates mean more to name bands than can come from hotels, which in many instances offer comparatively lower salaries on the old excuse of publicity and prestige.

Basie Band Clicks At Boston Ritz-C

BOSTON, Aug. 28.—Count Basie's Ork, currently at the Ritz-Carlton Hotel Roof, clicked heavily, his initial three-week engagement being boosted to a six-week stay.

Basie's opening last Tuesday was so auspicious that one set lasted one hour and 15 minutes. The crowd kept the applause machines working for their approval. Sweet swing music is socking the patrons of this ultrasmart rendezvous.

Cumberland, R. I., Resumes

PROVIDENCE, Aug. 28.—Martin J. Casey is reopening the Old Admiral Inn in Cumberland, R. I., under name of the Chateau DeConde. Continuous floor show nightly is new policy.

Reviews of Records

By M. H. ORODENKER

Decca

LOUIS ARMSTRONG dishes out his characteristic laryngeal lullabying for the ballads *Yours and Mine* and *Sun Showers* (1369), further enhancing the Harlesem doings with upper register trumpeting. All set against the cutting thru of a commercial studio combo.

GLEN GRAY subdues the swing urge for the smooth-tempoed syncopation of *Yours and Mine* and *I'm Feelin' Like a Million* (1368), Kenny Sargent and Pee Wee Hunt splitting vocal honors.

BOB CROSBY gives a lilt and lift never originally written into *The Love-ness of You* and *You Can't Have Everything* (1370). Latter is a particular sander, with Kay Weber for the singalilting. Among the hula-hula harmonistics, LANI MCINTRIE has a melodic coupling in the dreamy *When Hawaii Calls* and a sprightly *Sophisticated Hula* (1330), a harmonizing threesome helping no end.

BOB HOWARD and his barrel-house gang go toot-tooting for *I'll Take the Key and Lock You Up* and *Penny Wise and Pound Foolish* (1372). Tunes and treatment are only ordinary, but it's hard to pass by, if only for the masterful keyboard capering.

Also using the back-room band for his vocal setup, DICK ROBERTSON does alrighty for a beat-up *Heaven Help This Heart of Mine* and *My Cabin of Dreams* (1374), the black and white finger massaging also being the instrumental highlighting.

Victor

BENNY GOODMAN, label lists the personal now, digs out of his blue book for a swinger version of the yesterday's *Changes* and *When It's Sleepy Time Down South* (25634). Vido Musso's tenor saxing attracting attention.

TOMMY DORSEY keeps right up there with a danceable dandy in *Have You Got Any Castles, Baby?* and *You've Got Something There* (25635). Jack Leonard and Edythe Wright splitting the word-age.

And in the better Kempian manner, HAL KEMP should create a definite

demand for *Remember Me?* and *Am I in Love?* (25633), Bob Allen and Skinny Ennis selling the song story.

The Hot Clubs of America have to shoulder the blame for this one, tenor saxman MEZZ MEZZROW and a linking of unknown jamsters for original cleffings, *Blues in Disguise* and *That's How I Feel Today* (26636). It's a jam session and there's no mistaking the gin-mill flavoring. Only the instrumentalists are either musically under par or feel like the morning after the night before. The highly touted Hot Clubbers should produce better at these prices.

Bluebird

All danceable doubles in this register, each turning in a top performance on their own score—JOLLY COBURN for *Remember Me?* and *Am I in Love?* (7100); SHEP FIELDS rippled rhythmpations for *The Moon Got in My Eyes* and *All You Want To Do Is Dance* (7099), and PHIL NAPOLEON, sporting a new band, for a neater and newer *Mean to Me* and *My Kinda Love* (7101). The Napoleon boys get off, but never go nupole on the gut-bucketing, with Vincent Ragusa's guitar strummings rating single honors.

A repressing for your momery lane gives BING CROSBY for *Wrap Your Trouble in Dreams*, a cantation that skyrocketed Crosby to flickerville. Flat-termate is a dance session for *The Little Things in Life* (7102), the bub-bub-minded Bing heard only for the chorus.

And from the hillbilly outhouses, BOB SKYLES has a special for the music machine operators that's heavy on novelty, *The Lavender Cowboy*, a lament of the cream-puff rangers, and an ultra corn special in *We're Not the Hooster Hot Shots* (7092).

Variety

GEORGE HALL and his Taft Grillers give a heavy dose of sugary syncopation that makes cheek-to-cheeking more so in *My Cabin of Dreams*, with Dolly Dawn's delovely deliricizing, and *Lovely One* (611). The sing-diva DOLLY DAWN takes over the label signatures for a (See REVIEWS OF RECORDS on page 12)

Some band bookers claim most of the class hotels failed to make money on name bands, taking the bands as prestige builders and not expecting the dining room patronage to cover the band nut. Now it appears that an increasing number of class hotels are experimenting with floor talent with smaller name bands. These hotels have been taking up-and-coming bands for union scale and then adding a floor show, usually finding this adequate. Other class spots, on the other hand, are spending the same dough but slicing off the band money and spreading it over floor talent.

For example, the Bismarck in Chicago, which played Ted Weems the last two seasons, recently brought in Phil Levant and now has Eddie Varzos. Varzos' radio time from the Bismarck is building him into the name class. The Bismarck is one of several hotels that have been taking in good but comparatively unknown bands, building them into attractions. The Schroeder, Milwaukee, that has played such bands as Wayne King, Ted Weems and Vincent Lopez, has had for the past season Stan Jacobson, a local outfit. The Commodore Perry, Toledo, which had Reggie Childs last season, is now playing Marvin Frederick, local orchestra. The Biltmore Boys, a strutting trio expanded into eight pieces, will follow the Frederick outfit.

Jack Sherr and band, which went into the St. Moritz Hotel here as an unknown locally, remained at that spot for a full season and is now at the Ritz-Gardens, Atlantic City. Peter Kara is another new band which went into a big hotel spot, the Walton in Philadelphia, this summer. He will reopen there October 1. The Belmont-Plaza (formerly the Montclair and now operated by the Hitz chain) is another big hotel not using a name band.

Many band bookers see this trend as a healthy one for the orchestra business, claiming it is giving a lot of excellent but comparatively unknown bands a break. With name crews busy in other fields, the hotels may very well become the testing ground of tomorrow's top-notch bands. Hotels can usually provide a wire and liberal publicity, along with long engagements, which are just what the up-and-coming bands need.

About the only important local hotel that is increasing its band budgets and trimming the floor talent end is the Commodore, which brings Tommy Dorsey back next week and at the same time cuts floor talent to one or two specialties.

Tucker Set for Pittsburgh

PITTSBURGH, Aug. 28.—Ortn Tucker and orchestra will open Tuesday in the William Penn Hotel for an indefinite run, succeeding Happy Felton, who will run stage dates and wind up at the Arcadia, Philadelphia.

Songs With Most Radio Plugs Wants \$15,000 From Billy Rose

(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, August 20, thru Thursday, August 26; and also, for comparative purposes, from Friday, August 13, thru Thursday, August 19. 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	
			Aug. 20-26 Net. Ind.	Aug. 13-19 Net. Ind.
1.	That Old Feeling (F)	Feist	32	18
2.	I Know Now (F)	Remick	30	28
2.	My Cabin of Dreams	Berlin	30	23
3.	Whispers in the Dark (F)	Famous	28	22
4.	Can I Forget You? (F)	Chappell	23	22
4.	First Time I Saw You (F)	Santley-Joy	23	26
5.	Loveliness of You (F)	Miller	21	18
6.	Have You Got Any Castles, Baby? (F)	Harms	20	19
6.	Me, Myself and I	Words & Music	20	16
7.	Afraid To Dream (F)	Miller	19	22
7.	So Rare	Robbins	19	18
8.	Sailboat in the Moonlight	Crawford	18	21
8.	Yours and Mine (F)	Robbins	18	18
9.	Stop, You're Breaking My Heart (F)	Famous	17	26
9.	Where or When (M)	Chappell	17	25
9.	Stardust on the Moon	Marks	17	22
9.	Remember Me	Witmark	17	14
10.	Caravan	Exclusive	16	19
10.	Gone With the Wind (F)	Berlin	16	19
10.	I'm Feeling Like a Million (F)	Robbins	16	19
11.	Satan Takes a Holiday	Lincoln	14	21
11.	All God's Chillun Got Rhythm (F)	Robbins	13	14
12.	So Many Memories	Shapiro, Bernstein	13	1
13.	Smarty (F)	Popular	12	16
13.	Am I in Love? (F)	Witmark	12	8
13.	In a Little Carolina Town	Crawford	12	8
13.	Miller's Daughter, Marianne	Shapiro, Bernstein	12	4
14.	Money in My Eyes (F)	Select	11	12
14.	Folks Who Live on the Hill (F)	Chappell	11	12
14.	Looks Like Rain	Morris	11	11
14.	You're My Desire	Mills	11	17
14.	Harbor Lights	Marlo	11	10
14.	Till the Clock Strikes Three	Shapiro, Bernstein	11	8
14.	Our Penthouse on Third Avenue (F)	Feist	11	7
15.	One Rose	Shapiro, Bernstein	10	2
15.	Cause My Baby Says It's So (F)	Remick	9	14
16.	Am I Dreaming?	Davls	9	10
16.	Dancing Under the Stars	Select	9	9
16.	The Shag	Ager, Yellen	9	8
16.	Don't You Know or Don't You Care? (M)	Feist	9	6
16.	Moon at Sea	Mills	9	6
16.	We'll Ride the Tide Together (F)	Paul-Pioneer	9	5
17.	It's the Natural Thing To Do (F)	Select	8	14
17.	If I Can Count on You	Ager, Yellen	8	12
17.	Posin' (M)	Chappell	8	9
17.	Old King Cole	Harms	8	8
17.	On With the Dance	Harms	8	5
17.	Strangers in the Dark (M)	Crawford	8	4
17.	I Wouldn't Take No for an Answer	Schwuster-Miller	8	3
17.	I Can't Give You Anything But Love	Mills	8	1
18.	Lovely One (F)	Feist	7	13
18.	Lady Who Couldn't Be Kissed (F)	Remick	7	10
18.	Tomorrow Is Another Day (F)	Robbins	7	9
18.	Love Me	Red Star	7	9
18.	Love Is on the Air Tonight (F)	Harms	7	8
18.	Bugle Call Rag	Mills	7	6
18.	Danger, Love at Work (F)	Miller	7	2
18.	Moonlight Madness	Southern	7	0
19.	Good Mornin' (F)	Famous	6	11
19.	After You (F)	Famous	6	11
19.	If You Ever Should Leave (M)	Chappell	6	8
19.	Lady From Fifth Avenue	Shapiro, Bernstein	6	7
19.	Study in Brown	Lincoln	6	7
19.	Born To Love (F)	Harms	6	3
19.	Vieni Vieni	Witmark	6	2
19.	Moonlight on the Highway	Morris	6	0
19.	My Romance (M)	Harms	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 August 30.

Hylton Loses Drake Date

CHICAGO, Aug. 28. — Immigration quota difficulties will keep Jack Hylton's Band from filling an engagement at the Drake Hotel here, Managing Director

Arnold S. Kirkeby reports. Scheduled to follow Fred Waring's current engagement, outfit will remain in England indefinitely. A new band will fill in the time between Waring's exit and Paul Whiteman's opening November 6.



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FORSTER PUBLISHER INC. CHICAGO, ILL.

HOLLYWOOD, Aug. 28.—Frederick V. Bowers, stage and radio actor and songwriter, said today that attorneys for Billy Rose had asked for a 10-day extension to answer copyright infringement charges brought by Bowers against Rose's Texas Centennial production, *Melody Lane*.

Bowers, who is suing for \$15,000, declared *Melody Lane* infringed on Songwriters of the Gay '90s, which he authored and produced last year as a Paramount short.

"My production included myself and one of my songs, *Because I Love You*," Bowers said. "Others who appeared in the show included Harry Armstrong, author of *Sweet Adeline*; Maude Nugent, *Sweet Rosie O'Grady*; Bill McKenna, *Has Anybody Here Seen Kelly?*; James Kendis, *I'm Forever Blowing Bubbles*, and other composers.

"Rose negotiated with me to go to Fort Worth and produce the same show last year, but the salary was not sufficient. This year he put the show on himself," Bowers concluded. Boutzer & Ryan are Bowers' attorneys.

REVIEWS OF RECORDS—

(Continued from page 11)

balladeering touch with *Let's Have Another Cigarette* and a la-de-da lilt-like *Yankee Doodle Band* (813).

FRANK DAILEY styles the syncopation for stepping with *You're My Desire*, Louise Wallace adding warm vocalizing after faltering on the pick-up notes, and the Roosevelt-duPont nuptial thematic, *You Are the Reason for My Love Song* (614), which fails to live up to its highly touted inspirationalism.

For the clap yo' hand cult CAB CALLOWAY goes sultan of scatology for *Peckin'*, hi-de-hisms kept in the bag for the backer-upper, Harry White's *Manhattan Jam* (812) in traffic-stopping tempo that will keep you stepping lively.

DON REDMAN falls short on his swingchoiring for *Stormy Weather*, which doesn't lend itself so well for beat-up chanting. Discmate gives a moderne-ultra dressing for *Sweet Sue* (605), which will have all gabriel horns copy-cat Harold Bakers' six-bar between chorus break.

BILLY KYLE, Lucky Millinder's piano squatter, monikers the pressing with singled bandmates for a labyrinthic *Can I Forget You?* and *All You Want To Do Is Dance* (817). Latter side just skims thru on Kyle's knuckling, but for the ballad cutting these sepia swingers have neither the tonal capacities nor an inspirational inclination to do right by the rhythmation. Nor does Leon LaBell's emphatic bary piping show to advantage here.

BENNY FIELDS lends his mellow minstrel-man song selling for *You're My Desire* and *What a Fool I've Been* (602). Franklyn Marks cutting thru advantageously at the helm of the studio tooters.

Brunswick

ART SHAW is lead-off man, leading aplenty with his clarinetting for an ultra

Sheet-Music Leaders

(Week Ending August 28)

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. So Rare (Robbins) (3)
2. Sailboat in the Moonlight (Crawford) (2)
3. Whispers in the Dark (Famous) (5)
4. Harbor Lights (Marlo) (6)
5. It Looks Like Rain (Morris) (11)
6. My Cabin of Dreams (Berlin) (7)
7. First Time I Saw You (Santley-Joy) (10)
8. Merry-Go-Round Broke Down (Harms) (4)
9. Blue Hawaii (Famous) (13)
10. I Know Now (Remick) (8)
11. Where or When? (Chappell) (11)
12. Afraid To Dream (Miller)
13. Gone With the Wind (Berlin) (12)
14. Sweet Leilani (Select) (9)
15. Stop! You're Breaking My Heart (Famous) (4)

PHONOGRAPH RECORD best sellers will be found on page 81.

lift to the pop *Please Pardon Us, We're in Love* and *Am I in Love?* (7942), Peg La Centra cantations being another major item; while HORACE HEIDT makes for an ultra commercial appeal to *Lovely One* and *Love Is on the Air Tonight* (7939), Larry Cotton and the King Sisters, respectively, splitting the sides for the wardrobe.

RUSS MORGAN overstates his welcome to drag out the classic *Basin St. Blues* (7941) for both sides. The unwinding packs the punch, with Jimmy Lewis lyricizing, for a sweet Morgan swing; individual, yet unexciting, takeoffs rounding out the regulation groovings.

TEDDY WILSON, now with Boots Castle catting a Lennox avenue la-de-da that's only mill run, makes for an unspiced unwinding for the beat-up balladed *Remember Me?* and *You're My Desire* (7940). Appeal of these gates is wearing thin pronto.

Vocalion

Only a singleton on this shelf, with a single side by TEMPO KING and his katty crew for *Alligator Crawl* being the selling salvo. Plattermate, *Riding on the Old Ferris Wheel* (3653), crashes in on the merry-go-round cycle, depending entirely on the novelty wordage which is out of this range.

Big Apple Drives Bands Nuts As Rage Sweeps Southern Spots

NEW YORK, Aug. 28.—The *Big Apple* is proving a headache to Southern musicians and to band leaders who may be aheadin' down yonder where the frenzy dance has relegated the legitimate ballroom styles to the ash heap.

In Columbia, S. C., point of origin for the latest in dance gymnastics, bands are having to abandon their repertoire and junk temporarily individuality of style, to devote themselves exclusively to *Big Apple* music and its contests. Hysterical hoofers invading the halls have shooed away the sophisticated and money class. Rather than risk a broken shin on these monopolized floors, the fox-trotters and waltzers are having to take to home, favoring broadcasters with an audience.

To add to the disorganization of the traveling bands are the numerous "authentic" versions of *Big Apple* music. Bands on tour now report the draw for *Big Apple Jack*, written by Jimmy Pratt and Henry Sudlow, members of the Dean Hudson Orchestra.

Meeting the demands of the new

dance vogue, Clyde Lucas has hurried to the fore with the first song recording on Variety records of *The Big Apple*, as authored by Lee David and John Redmond, offering at the same time a high-brow notion on the origin of the dance. His version says the *Big Apple* is to dancing what community singing is to vocal harmony.

Dean Hudson, who's been in the midst of action, describes the dance as having been started by a group of Negroes in one of Columbia's vacant church buildings where the clan gathered to do some solo trucking. Breaking away from their partners, the boys moved to one side of the hall, and the girls to the other, deciding later to come together via the circle. The more versatile introduced personal embellishments, while an emcee tried to keep order by calling out steps and directions, a la *Virginia Reel*. By slow progression and the mixing of *The Charleston*, *The London Bridge*, *The Indian Rain Dance* and *The Suzi-Q*, *The Big Apple* evolved. College students visiting the exhibitions took up the routine and spread the fad.

Music Items

MARION SUNSHINE and Alberto Scarras have authored a new rumba, *Said the Monkey*, published by Pan-American Music.

PAUL MANN'S first published song, *I've Never Had a Sweetheart Like You*, is being handled by Ager, Yellen & Bornstein.

JOE McDANIEL Music Company has had its latest release, *I Forgot To Copy-right My Love Song (Now Someone Else is Singing It to You)*, introduced by Ozzie Nelson and Little Jackie Heller.

GEORGE SIMON, prexy of the Lincoln Music Company, announces an increased demand for Larry Clinton's *Satan Takes a Holiday*. Another number finding favor is *Study in Brown*. Recent releases include *Whoa, Babe* and *Let 'Er Go*.

PAUL KLEPPER, foreign manager of E. B. Marks, has returned from a European trip. He was accompanied by Mrs. Klepper.

SAMMY WIGLER has joined Irving Berlin as contact man.

ABNER SILVER, recently returned from England, where he and Al Sherman worked for an English firm, will furnish the next show of the Hollywood Restaurant, New York.

ROCCO VOCCO, of the Music Publishers Holding Company, which takes in all Warner Bros.' music subsidiaries, departed for a brief trip to California Sunday. The visit will involve several tie-ups that have been pending for some time.

WITMARKS is increasing its quarters on the fifth floor of its present location.

JOHNNY O'CONNOR, manager of Fred Waring and also associated with Words and Music, is recuperating from a recent illness which landed him in a local hospital.

ROY MUSIC is busy with several new songs. Latest is *A Wee Bunch of Sham-rocks*. *Blue Bayou*, a recent output, has been recorded.

Prager New Gen. Mgr. Of Robbins Music Corp.

NEW YORK, Aug. 28.—Bernard Prager this week was appointed general director of sales for Robbins Music Corporation and its subsidiaries (Leo Feist and Miller Music). Prager has been with the firm for years. Stephen Levitz will be in charge of production, with Joe De-catur assisting.

Professional managers include Murray Baker for Robbins, Chester Cohn for Feist and Billy Chandler for Miller.

Chicago Scale Upped

CHICAGO, Aug. 28.—Pre-depression wage scales for James C. Petrillo's CFM jobbing musicians will be restored September 6, according to Edward A. Benkert, secretary. Present rate for Class A jobs is \$10 for three hours. With the new boost in effect musicians playing Class A one-nighters will receive \$11 per man for three hours and \$12 on Saturday engagements.

Changing His Moniker

NEW YORK, Aug. 28.—Jerry Levinson, young composer, is seeking to change his name to Jerry Livingston prior to entering the band leader field. Levinson is being handled exclusively by the Radio Orchestra Corporation here.

WPA Dance Bands Draw 770,659 in N. Y.

NEW YORK, Aug. 28.—The 958 performances given by WPA dance orchestras during July drew an attendance of 770,659.

Even if most of them were either park or block dances, the average of 804 to a dance is a lot of hoofers.

An Apple a Day Won't Keep Publishers Away, For They All Want To Cash In on "Big Apple"

NEW YORK, Aug. 28.—Ork leaders here have been moaning "Apple, apple, who's got the apple?" the past week, as song pluggers from two rival pub firms besieged them to play conflicting versions of *The Big Apple*. *Big Apple*, newest dance craze, which originated in the hills of Carolina, not only brought a new rhythm to New York but also the feudin' habits of the Southern mountaineers. Exclusive Publications and Crawford Music are hurling apples at each other, with priority drowned in the ocean of older flowing from 1619 Broadway. Lee David and John Redmond, who wrote the Exclusive version, registered their title with Music Publishers' Protective Association some time in May. Exclusive, however, laid low with *The Big Apple* because they expected to spring it in the new Cotton Club Revue, played by Cab Calloway.

Crawford, which doesn't belong to MPPA, beat Exclusive to the draw and came out with their *Big Apple*, Buddy Bernier and Bobby Emerick writing, early this month. Crawford got the first airing

when Tommy Dorsey played it a week ago. Dorsey has since played it four or five times and Lombardo has promised to feature it. Arthur Murray introduced the *Big Apple* to New Yorkers at the Radio City Rainbow Grill two weeks ago, but used neither version.

Fearing that they'd be left holding the bag, Exclusive's contact men swung into action and got a tieup with the Roxy Theater, which will use Exclusive's version in a dance contest between Southern terpsies and Northern hoofers September 3. To make doubly sure Exclusive is, for the first time, hitching up with Mills Music (both are linked to Irving Mills) and both firms will push the David-Redmond opus. Clyde Lucas and Jimmy Lunceford have waxed the Exclusive *Apple* for Master and Variety (which are also Mills owned).

Crawford has lined up such names as Tommy Dorsey, Guy Lombardo and Goodman for their piece of fruit. Reported that Dorsey's Victor waxing has had a huge advance sale, running into the thousands.

That the Big Apple madness is gripping everybody is shown in a report from *Apple*, played by Hod Williams' Ork, as *Apple*, played by Hod Williams. Ork, as its best seller for the week ending August 23. (See *The Billboard*, p. 119, August 28 issue). This record, which used the Crawford version, was released three weeks ahead of its announced date.

Rumors that there is a third apple in the barrel, written by one Eli Oberstein, had the music industry tearing its collective hair. Shapiro-Bernstein also has a *Big Apple* on the way as yet unreleased. Harry Fox, of MPPA, is said to have sworn never to eat an apple again even if it does keep the doctor away.

Columbia Broadcasting System plans to settle the whole thing with a knock-down and drag-out contest between all Big Apple songs. Exact date of the match has not been set, so any songwriters who have apples on their chest can communicate with CBS.

Only other serious title confusion at the present time is between *Old King Cole* (Harms) and *Ole King Cole* (Shuster-Miller).

What Kind of a War?

PHILADELPHIA, Aug. 28.—Not all the trouble in China is fireworks. The war zone wants music. The 15th Infantry Regiment of the United States Army, stationed at Tientsin, has sent out a call for help. No fighting men needed, rather "a melodious player of the bells." Also 12 bandmen, including a piccolo pete, clary licker, snaring drummer and a fiftist. A flutist will do as well.

Another Rap at Swing

ATLANTIC CITY, Aug. 28.—Still another poll brings to light the writing on the wall for swing music. This time it was conducted by Harry Waxman, of the Million-Dollar Pier here. Results indicated that patrons preferred the modern music of Ferde Grofe, composer of *Grand Canyon Suite*, to the music of Fletcher Henderson's Band, which made *Christopher Columbus*—the national anthem of swing.

HULLEY CONTINUES

(Continued from page 4)
more, his partner, was engaged by Rose to do the Gibson Girl number in Aquacade show, he says.
Bernstein denied that any urging had been done to keep chorines from paying money due Hulley. It was his contention that Hulley had threatened to have people fired unless they came across. A notice had been posted: "Billy Rose's show has no connection with any agent and girls won't lose their jobs as long as they keep on their toes."

Action for restraint was thrown out of court. Hulley accordingly filed 30 separate actions against individuals in an effort to collect. He claims that he interviewed 1,500 girls from Ohio and Greater Cleveland under direction of Lauretta Jefferson, ballet mistress. Meantime chorines have received a raise of \$3.50 a week in the Aquacade.

OPERA ARTISTS

(Continued from page 3)
bett and Richard Bonelli (who are AGMA leaders) couldn't sing, and GOAA prez Intrantre charged that AGMA was a Metropolitan - sponsored company union, they calmed down during the week and the conference proceeded amiably. Understood that Maribini kept insisting at the meeting that he was speaking unofficially and as an individual and any agreement he made was not in the name of GOAA. Chief bone of contention was GOAA demand on voting rights for all members, irrespective of amount of dues paid. GOAA also won, if merger goes thru, a vice-pres and three members of executive council on the Guild. However, new elections will not be held for almost a year and until then control will remain in the hands of the present AGMA leadership.

It was learned from GOAA officials that, altho they agreed to amalgamation, they would still prefer some sort of autonomy for Grand Opera artists, inas-

1st CRA Year Is \$3,000,000

Gross band business—tightening organization for new year—stressing units

CHICAGO, Aug. 28.—Consolidated Radio Artists did a \$3,000,000 business for its first year which ended last May, according to Stanford Zucker, general manager, who was here to attend CRA's recent sales meeting of the Cleveland, Dallas, New York and Chicago representatives.

Zucker said that during the second year CRA will devote all effort toward a concentration on its branches and ground gained to date. CRA's books now show a listing of 120 bands and 40 spots booked exclusively. Of the bands, a half dozen are in the big name class and range down to three and four-piece strolling combinations.

Zucker also stated that one-night bookings were in big demand during the recent season and CRA is looking forward to an even greater coming season.

The organization is definitely sold on a unit production policy, encouraged by the response accorded the Jackie Coogan unit the past month and, more recently, the Sammy Cohen unit on the Coast.

The plan to concentrate and intensify the territorial branches was evidenced this week by the addition of two road salesmen to the Chicago area. This is believed to be Zucker's main object in his present tour of the several offices.

The CRO is averse to the opening of additional regional branches, it will not clamp the lid on the present number of bands, but will continue its search for and acquisition of representative bands.

KROUSE IS NEW

(Continued from page 3)
JA, the American Federation of Musicians and the Associated Actors and Artistes of America. Altho the IA is fighting the IBEW for jurisdiction over radio technicians in many cities, its jurisdictional fight over theater electricians was straightened out last year and paves the way for a pact in the theater field.

much as AGMA's wider jurisdiction takes in every sort of musician (even some members of the American Federation of Musicians, a difficulty which has still to be ironed out with the AFM). Fear of being swallowed up still haunts many GOAA members and, altho persuaded into amalgamating with AGMA, they are still discussing terms and aren't satisfied with AGMA's concessions. Still possible that GOAA membership may adopt such conditions for surrendering their charter that the stalemate which has been holding up Four A's reorganization will continue.

Petrillo Acts!

CHICAGO, Aug. 28.—James C. Petrillo proved that he always has his ear to the ground and is not passing up any bets for his muskiers. At the recent Dancing Masters' Convention Petrillo insisted his men be used to furnish the music for the teachers' classes. Masters were burned up no little and in most cases used their own orks, but not without paying the union scale to the Federation men sent around by Petrillo.

SONGWriters VOTE

(Continued from page 4)
Jerome, Byron and Kent, whose last opus was published by Remick. Hypoed by the mass meeting, they are publishing their latest number themselves and have signed a contract with Caesar to cover printing costs, etc. Other of the bolder indies are expected to follow suit. Understood that publishing songwriters will try to induce union musicians to play their tunes on a solidarity basis. Idea of joining up with the American Federation of Labor is gaining popularity among songwriters. Rumored last week that the Songwriters' Guild, which was formed by Gerald Griffin (of *The New York Enquirer*'s Griffins) a few months ago and has functioned chiefly as a social group, intends to get more aggressive and is dickering for an AFL charter.

That pubs will be able to replenish their catalogs with European songs is doubted by local writers, who point out that most English and French songs are dogs. *Vieni, Vieni* is the only foreign tune to attain nit status lately. Jack Mills sailed for England recently to see what he could pick up.

Another angle to the fracas is that for the first time in publishing history young writers with anything to offer will be able to get past the information desk. Some pubs can meet the strike and legal threats because they have rhyme-sters under contract a la Hollywood. For example, Mills has Mitchell Parrish tied up, and Famous has the femme Tod Seymour signatured.

So far songwriters' strike has not made its effect felt in the broadcasting studios. Five new songs appear in *The Billboard* listing this week, which is slightly above the average and would indicate that pubs are not as yet being pressured into plugging old standard numbers. Oldtimers like *Dinah*, *Honey-suckle Rose*, *Stardust* and *Tiger Rag* are continually reappearing in the Songs With Most Radio Plugs. Average is usually two old ones a week. No perceptible trend toward heavier network play of standards during the past two months can be seen.

DISTINCT HITS
"POLYNESIAN ROMANCE"
"JUST ABOUT RIGHT"
By
LYSLE TOMERLIN & ANDY IONA LONG
(Writers of "South Sea Island Magic")
VANGUARD SONGS
6411 Hollywood Blvd., Hollywood, Calif.

Anti-Burly Wave Making It Tough for Night Club Nudes

Cafes afraid—too much censorship, especially in New York—prefer novelty dancers in semi-nude costumes—French Casino sets pace—break for talent

NEW YORK, Aug. 28.—Nudity, which dominated the local night club scene last season, won't be much in evidence this season. With the memory of burlesque's fate fresh in their minds, local night club owners are proceeding cautiously. Altho the police department, which supervises and investigates complaints against night clubs, didn't bother the night club field much last season, the cabaret owners are not taking chances this time. The new revue at the French Casino, for example, which had gone further with daring nudity than any cabaret, has less nudity than any previous Casino revue. The girls are draped enough to remove the daring quality. However, this has not been a handicap at all, as the costuming is so clever that the girls are as intriguing as ever.

The Hollywood and Paradise restaurants, which led the way last season with nudes, are without them now. Lobby and publicity photos of the key cabarets, which are always a good indication of the trend, are more clothed today than at any time the past year or so. Spots like Jimmy Kelly's and the Mirador, which cashed in on nude specialties, have toned down their shows, all of their flesh dancers wearing enough to avoid censorship.

Former burlesque strippers who had looked longingly to night clubs for work are being disappointed, the local spots avoiding them. However, they have been getting a break out of town, and especially in places where the anti-burlesque wave has not become strong. Roadhouses and out-of-the-way night clubs have been the biggest users of nudes and near nudes this summer.

Altho nudes are having a tough time getting night club bookings, novelty dancers have been working pretty steadily. Balloon, fan, swan, apple, moth and other fancy near-nudes are still finding plenty of work. In other words, the untalented girls who had nothing but a good figure are not in demand, but the girls wearing a bit of intriguing costume and possessing at least some dancing talent are still working steadily.

As a result of this dress-up trend costumers have become more important than ever. Novelty costumes are now almost as vital as the talent.

Casino, Cleveland, Resumes

NEW YORK, Aug. 30.—Mayfair Casino, Cleveland, will resume with floor shows September 23, with Fanchon & Marco again furnishing the layouts as a result of a deal made last week by Harry Propper, of the Casino, and Sam Shayon, of F. & M. Shows will be produced by Arthur Knorr and will change every two weeks, using a line of girls and four acts. Johnny Hauser and band, booked by Consolidated Radio Artists, will open the spot.

Sennes Sets Expo Show

CLEVELAND, Aug. 28.—Frank Sennes Agency has booked Faith Bacon into the Show Boat at the Great Lakes Exposition, supported by Billy Sherman, Shane and Armstrong, Verne Wilcox, Judith Lawton, Emily Walters and Valentine Vox. Allen and Parker, Honey Sisters and the Eight Bachelor Girls. Miss Bacon is the only nude number engaged at the Exposition.

Baby Rose Marie opened at the Grey Wolf Tavern, August 30, thru Sennes, also.

Iodice Branches Out

DETROIT, Aug. 28.—Peter Iodice Theatrical Exchange has opened an office in Columbus, O., with Frank Belt as manager. Arabian Gardens and Jacques' Stop-18 Inn are already lined up.

Speed Boats Using Acts

CHICAGO, Aug. 28.—The concessioners of the Michigan Bridge speed-boat rides are now using entertainment to attract business. Each employs a colored washboard trio to ballyhoo for trade.

Chez Paree's New Show; Other Paul Small Sales

NEW YORK, Aug. 28.—A new show opens tomorrow night at the Chez Paree, Chicago, booked by Paul Small, of the William Morris office. Paul Draper holds over from the previous show, while new entries are Paul Gerrits, Billy and Beverly Bemis, Corrina Mura, Mildred Fenton and the Reyes. Small also booked Bert Frohman, Rosemary Dering, Dave and Dorothy Fitzgibbon and Ben Beri into Arrowhead Inn, Cincinnati, with the show that opened Thursday. Other small bookings include Belle Baker at Manhattan Beach at \$3,000 for nine days, starting tomorrow; Bob Ripa, currently at Ben Marden's Riviera, and Terry Lawlor and Lyda Sue for *The Show Is On*.

Loomis-Sanford Show

NEW YORK, Aug. 28.—The Roumanian Village, new and large cabaret on the Lower East Side, is opening September 15 with a floor show staged by Bobby Sanford and booked by Louis Loomis. Josef Stein, European director, built the club at a reported cost of \$100,000 and has brought Henry Charman, of Vienna, here to manage the club.

Club Chatter

New York:

INGA BORG begins her first starring engagement Labor Day at Colosimo's, Chicago, on a two-week booking and four-week option, arranged thru Lew Rigler. . . . CARL ROSINI has postponed his return to New York to keep a week's hold-over engagement at the Mount Royal Hotel, Montreal. . . . MONTGOMERY ROYAL GARDENS, Brooklyn, announce a policy of two-show week-day evenings and a three-show Saturday evenings, with current lineup listing Belle Rigas, emcee; Annette Ross, Laurino and Jeannette, Charlotte and Dorothy Lee and the Joe Di Carlo Orchestra. . . . BETTY AND FREDDY ROBERTS, in from a six months' run at Sans Souci, Havana, are now at the Hollywood Restaurant. . . . WILL WEBER set Frank Wallace (as Mae West's husband) and Trixie La Mae for a September 10 opening at 26 Club, Milwaukee. . . . JACK WRIGHT is headed for the Coast, following a year of emceeing in and around the city.

Chicago:

GARRON and BENNETT, dance team, open a three-week engagement at the Bismarck Hotel September 10, following Pasquale and La Dorr. . . . GUS VAN filling a date at the Bon Air Country Club. . . . MARTHA RAYE, here awaiting her next picture call, made a one-night stand at the College Inn and did unbillied personal appearances in several other spots. . . . STEWART NELSON is the new press agent for the Grand Terrace, while Art Goldie, another p. a., landed the New Colony Club. . . . LEE ELMAN, of Sligh & Tyrrell, going on the road October 1. . . . THERESA RUDOLPH, who was caught by the war strife in Shanghai, was safely transported to Manila. . . . TOMMY SACCO is planning to produce his own unit late next month. . . . Shuffling of the new Chez Farea show brought in Paul Gerrits and Senorita Corinna Mura. . . . KING'S JESTERS move into the La Salle Hotel

Just Buzzin' Around

PHILADELPHIA, Aug. 28.—Claiming his truckin' routine never earned a penny for him after the dance craze swept the country, Rubber-Legs Williams is keeping an eye on royalties for his newest choreography. After polishing the movements for his newest swing step Williams hot-footed to Washington and slapped a copyright on it under the name of Buzzin' Around.

Northside Clubs Battle for Names

CHICAGO, Aug. 28.—The predicted war among the near-North Side spots gets under way September 9, opening date of Dollie Weisberg's New Colony Club. Faulkenstein Brothers, operators of the near-by H' Hat, will switch to a name policy on the same night, bringing in Nan Blakstone, Armida and Willie Shore. Colony show will feature Toni Lane, Jackie Green and other acts now being booked.

Sonny Goldstone, of the Yacht Club, in the meantime is contemplating a strong name to follow Frances Faye and to enlarge the regular three-act floor show.

Rose Bowl, Club Alabam and 885 Club are among the other spots expected to bolster the talent roster.

First Booking After Strike

SAN FRANCISCO, Aug. 28.—Gary Leon and Marcia Mace are first act booked into a hotel after the strike. They're in the Sir Francis Drake Persian Room but may soon leave for Hollywood, as they have a deal pending with Paramount.

The Funsters are here for radio auditions and club engagements. They are Bill Hansen and Vincent Howard, recently out from New York, where they did 5,125 broadcasts on W.M.C.A.

Don Steele, tenor, is singing in Peacock Court, Hotel Mark Hopkins, and Vicki Joyce with Roger Burke in the Persian Room of the Drake.

New CFM Rule Hits Chi Spots

CHICAGO, Aug. 28.—James C. Petrillo's newest CFM ruling, which goes into effect Labor Day and requires that all musicians work only six days a week, will reverberate the loudest in the night club and hotel sectors, with the floor shows catching the brunt of the resulting policy changes.

Large class spots are finding only two alternatives in making room for the musicians' holiday. Choice is to darken the spot one night a week or run in a sub outfit. Latter policy is going to be tried by the Stevens, Palmer House and Sherman hotels, with several others probably following suit if it proves satisfactory. Difficulty in the substitute band arrangement will be in presenting the floor show on the off night with a new ork and the added expense of an extra rehearsal for the new musicians.

Drake Hotel, which started with Fred Waring's Band Friday, will close its Silver Forest Room the Tuesday night after Labor Day and from then on plans to remain dark every Monday. Spots using second-string orks will not use them on Mondays until the week after Labor Day. Edgewater Beach Hotel will not be affected after it moves its show from the Beach Walk into the Marine Room, as its policy has always been a six-day week, with only an organist on Sundays. Edgewater Beach Walk, however, which operates in the summer, is on a seven-day policy.

The Chez Paree, Bismarck Hotel, Blackhawk, Grand Terrace and most of the smaller spots have not yet set their policy and are waiting to see how others handle the situation. The Trianon and Aragon ballrooms will have to juggle their bands on Labor Day and other Monday holidays only, as it has always been their policy to close down on Mondays.

A six-day-week law was passed two years ago in Illinois, but entertainers were never affected because of their individual contracts with the spots. However, with the CFM ruling in force many of them may find an extra day on their hands or the added handicap of extra rehearsals with a second band.

Vaude for Missouri House

CHICAGO, Aug. 30.—A four-day-a-week combo policy will be inaugurated at the Electric Theater, St. Joseph, Mo., this Sunday. Two flesh bills will split between Fridays and Saturdays and Sundays and Mondays. Dick Hoffman, of the local Billy Diamond office, is handling the booking.

Earl Lindsay Again Staging

NEW YORK, Aug. 28.—Earl Lindsay is again staging floor shows at Murray's-on-the-Parkway, Tuckano, Cast of new 25-people show is headed by Buddy Kennedy and includes Charlotte and Charles, deaf dance team. Ray Keating and orchestra play for show and dancing.

PAUL DUKE, magician, opened at the Adelphi, Philly, August 25.

HAROLD JEROME THOMAS, after two weeks at the Hofbrau, Canton, O., opened at the Graystone, Mansfield, O., August 23. . . . BOBBY PETERS, emcee at Gorley's Lake Hotel in Uniontown, Pa., is confined at Brownsville Hospital, Brownsville, O., with a dislocated hip and bruises sustained in an auto crash. . . . CARLTON and JULIETTE opened in the Sky Gardens of St. Moritz Hotel, New York, August 11 for an indefinite stay. . . . AUNT JEMIMA heads the new show which opened at the Beverly Hills Country Club, Southgate, Ky., August 24. Others on the bill are Milton Douglas and Company, the D'IVONS, Jay and Lew Seiler and Gertrude Briefer. . . . MURRY PICKFORD and Bobby Brennan are featured at the Hotel Nut Shell, Lake Huntington, N. Y., with Ross and Sweeney and Ann Bryant. . . . JIMMY TRAVIS is in his 10th month at Club Piccadilly, Baltimore. . . . ARROWHEAD INN, Cincinnati, which opened August 26, has Bert Frohman emceeing the show. Other headliners are Rosemary Dering, Ben Beri and Dave and Dorothy Fitzgibbons. Harry Candullo's Orchestra, featuring Evelyn Royce, furnishes music. . . . VERN VALDEZ is in his 12th week at Club Piccadilly, Baltimore.

Here and There:

JIMMY BRINK, owner-manager of the Lookout House, Covington, Ky., is hobbling around these days with his ankle incased in a cast as the result of a fall. . . . RUTHIE LAIRD, whose Eight Texas Rockets are in their 10th week at the Lookout House, Covington, Ky., is giving each of her girls a week's vacation with pay. She doubles in their places while they're out. . . . ERNESTINE MAHONEY, formerly of the Texas Rockets, is now in the movies under the name of Jean Howard. . . . LELA MOORE terminated her vacation with a date at the Hippodrome, Baltimore, opening there August 20. . . . FRANCES FAYE opened at the Yacht Club, Chicago, August 18. . . . DEANA and DEL CAMPO returned to Benny the Bum's, Philly, August 20 after three weeks at the Chamberlin Hotel, Virginia Beach, Va. . . . THE ELTONS, Kay Sisters, Marion Melton and Arnold Brown were spotted by the Richards & Goldford office for a five-week stay at Babette's, Atlantic City. They opened August 12. Eric Correa and ork have been held over at the same spot. . . .

Fairs Afford Breaks to Acts

Hamid draws upon vaude—summer work, good pay—F. & M. built 2 revues

NEW YORK, Aug. 28.—A new avenue of employment for vaude acts, particularly interesting inasmuch as it comes during the lean summer months, is the string of Eastern fair dates arranged by George A. Hamid. This season Hamid splurged on large revues, recruiting for their casts standard acts. Success of these shows is prompting plans for a more extensive consideration of this policy next season. Fanchon & Marco built two large shows for Hamid this season. Playing time stretches thru the whole summer and the money compares favorably with theater salaries.

Hamid's fair dates to acts include from 8 to 14 weeks, usually starting the end of July and running late into October. Stands usually run from Monday thru Saturday. The territory embraced includes Canada and Eastern towns in this country. To see these fair shows there is an admission charge to the grand stand which is anywhere from 25 cents to \$1.50, but the average price is 75 cents to \$1. At night the admission is just to see the revue. Generally the acts in the revues do only one show, but on occasion they are drafted as platform acts for afternoon shows.

Revue of Tomorrow is an F. & M. show produced by Gae Foster, which Hamid has set for 10 weeks. Cast includes 20 Foster Girls, Billy Wells and Four Fays, Dorothy Crocker, Donatella Brothers and Carmen and Orsola Arelli. The other F. & M. revue is *Roxyettes*, with 24 Foster Girls and Dawn and Darrow as featured act. Dave Mordecai, former leader at the Palace, is musical conductor for the show. This revue has about nine weeks set. Another Hamid unit is *Revelations of 1937*, which features Joe Termini. This show is down for 12 weeks of fairs.

There are other revues also, using more obscure vaude talent. The platform acts which work afternoons at night are sandwiched into the revues. They also draw upon the vaude field for acts. Among the acts working for Hamid in that capacity are the Balabanow Sextet, Will Morris and Bobby and Walter Nilsson.

Shows Into Albany, Troy, Schenectady

NEW YORK, Aug. 30.—RKO is opening three of its up-State houses to flesh September 10. They are the Grand, Albany, and the Proctor theaters in Troy and Schenectady.

Albany will be a full-week stand, while Troy and Schenectady will be split-weekers. Units will be used for the most part, altho occasional regulation vaude shows will be spotted also.

Orpheum, Memphis, Flesh

MEMPHIS, Aug. 28.—Orpheum Theater, local house closed since May, will reopen September 19 under management of Chalmers Cullins, long-time stage manager there. House will operate with stage units and pictures, Cullins said, and will be financed by the Tri-State Amusements Company. Incorporators with Cullins are L. G. Bender, K. G. Kenkie and Hugh Stanton. Latter will serve as president of the company.

Gerber's "Five Star" Unit

NEW YORK, Aug. 28.—Alex Gerber has produced the first of his several units for this season, the show being labeled *Five Star Follies*. Cast comprises Bobby Pinkus, Carter and Holmes, Lazy Bill Huggins, Marc Ballero, Mei Ling, Wales and Brady, Camilla's Birds, Alvena and a line of 16 girls. Unit's dates so far are Fays, Philadelphia, September 10; Fays, Providence, 17; Grand, Albany, 24, and Proctor's in Troy and Schenectady week or October 1.

Al Allen Joins Sherman; Schenkein Assists Small

NEW YORK, Aug. 28.—Al Allen leaves the William Morris Agency today and will join Eddie Sherman, booker, Monday to look after Sherman's local office.

Other changes in the Morris office include the switch of Al Schenkein from assistant to Nat Kalcheim to a similar post with Paul Small. Fred Eiswit becomes Kalcheim's assistant, being boosted from his secretarial post.

Seek Units for Butterfield Time

NEW YORK, Aug. 28.—Irvin Simon and Phil Ofin are scouting for units of the \$2,500 a week variety to play the Butterfield Michigan Circuit. Simon Agency closed a deal last week with Ed Beatty, head of the circuit, figuring to start the shows off about October 1.

There will be from five to seven weeks available to units, with the majority of the houses in split-week policies. Beatty figures on using shows in his houses on the average of twice a month, but this depends on the availability of good shows.

Among the Michigan towns on the circuit are Flint, Saginaw, Kalamazoo, Bay City, Grand Rapids, Lansing, Benton Harbor, Muskegon, St. Joseph, Pontiac, Ann Arbor and Battle Creek.

Weisbord's Name Bookings

NEW YORK, Aug. 28.—Sammy Weisbord, of the William Morris Agency, set four name bookings with RKO this week. He sold Bobby Breen, at \$5,000 a week, for Chicago and Cleveland, weeks of September 10 and 24; Benny Fields, at \$2,500, for Boston and Chicago, September 30 and Christmas week; Morton Downey, at \$2,500, for Boston and Chicago, on his return from Europe late in October, and Jolly Gillette, of the Gillette air show, Boston and Chicago, with the Milton Berle show, September 23 and October 1.

Vaudeville Notes

CHICAGO NOTES: Edith Fellows, screen child actress, booked into the State-Lake week of September 3 for \$1,000. . . . Harry Kalcheim was in from New York on business, while brother Jack was vacationing in Wisconsin. . . . Helen Morgan and Helene Denison had to curtail their engagements at the Oriental and Palace, respectively, last week due to illness. . . . William Morris office signed Nina Dale, of Federal Theater's *O Say Can You Sing?* show, under a personal-management contract. . . . The Balaban & Katz people tossed a farewell dinner for Jack Denny at the Drake Hotel Wednesday. . . . Red Norvo's show breaks up at the Palace here this week. Red and his orchestra next move to Los Angeles for a stay at the Palomar.

ORPHEUM THEATER, St. Paul, picks up a full week of vaude this week, the bill including Dorothy Martin and Company, Barr and Estus, Varsity Co-Eds; Lowe, Hite and Stanley; Burgess and Lamont and Evers and Dolores. Warren Jones, RKO, booking. . . . Murial Parker, who closed with Ted Mack's unit at the Orpheum, Omaha, last week, opens September 3 at the Road to Rio, Dallas. . . . Francis and Wally returned to the "Streets of the World" at the Great Lakes Exposition, Cleveland, August 28. This is a return within six weeks.

BERT WISHNEW, formerly of the Ed Keller agency, New York, is now associated with Harry Norwood and Irma Marwick. . . . Harry Kalcheim returned to New York Friday from a trip to Chicago, being grounded in Buffalo on his plane trip back. . . . Shaw and Lee are coming east, playing the Stanley, Pittsburgh, September 17 and Earle, Philadelphia, September 24. . . . Ed Sullivan has been booked by RKO for the Palace, Chicago, week of September 17. . . . Eddie Smith, Harry Levine and Al Wilson dropped in on Harold Ward at his Lake Hopatcong, N. J., home recently, with Wilson's swimming prowess the talk of the lake. . . . Furion Agency, Indianapolis, is celebrating its 20th anniversary, the firm being operated by Courtland D. and

Theaters Claim Flesh Return Is Stifled by Union Demands

Circuits and indies evince more interest in stage shows—balk at alleged excessive union demands—act salaries upped—combo houses find biz good

NEW YORK, Aug. 28.—Circuit and indie theater operators alike, claiming to be more interested this season in playing stage shows, reveal that their interest is being stifled by demands of theatrical unions for higher wages and employment of more men. Already saddled with higher costs for acts, occasioned by the scarcity of talent, the operators contend that they cannot meet the demands of the unions and expect to operate successfully with a combination policy. The demand of the unions for better conditions is universal, with stagehands and musicians the

Chi Unit Ziggies Have Act Trouble

CHICAGO, Aug. 28.—A major problem unit producers are preparing to face this season is the scarcity of fresh acts to head their shows. Most of the standard acts have made the rounds of the houses that will go in for units in the next few months and the managers have indicated that they will not stand for repetition of performers. They have also taken a stand against comparatively new faces given prominent spots.

As a result few standard acts will get a season's work with any one unit. They will play with a show only in towns they have not visited in at least several months. Producers planning to be active this season in the meantime are trying out new talent around this territory.

Racine House Folds

CHICAGO, Aug. 28.—New Rex Theater, Racine, Wis., which reopened last month with a combo policy, folded because of poor business. House, operated by A. J. Cooper, played inferior screen product and acts at a 15-cent top.

most active in seeking higher wage scales. RKO and Warner have been planning vaude for several towns, but have been working quietly for fear that the unions, knowing of their flesh interest, will demand better conditions. The Hirst Circuit, which has been trying to switch from burlesque to vaude, has been burdened with union difficulties.

Warner has been trying to get stage shows into the Strand, Brooklyn, and Branford, Newark, with the Adams Brothers in the latter city also seeking flesh for their Paramount Theater. However, they are making little headway with the musicians' union, and it is likely that the theaters will continue in straight picture policies. RKO is putting flesh into Albany, but fears to noise it around lest the unions go too heavy on their demands. RKO and Warner report this is the condition in other cities, reaching out to the Midwest also.

The operator of indie houses usually is the worse off, and this is best seen in the case of the Hirst Circuit. Last Saturday Issie Hirst, head of the circuit, did not open his Troc Theater, Philadelphia, because of the demand of musicians for an extra man. The circuit's theaters in Brooklyn are being asked for a raise of \$105 in each projection booth. A number of the other towns on the circuit are also experiencing similar difficulty, but in many instances there has been a compromise.

Salaries of acts have gone up compared to previous seasons, but operators are more than willing to meet that condition in view of the scarcity of acts. Interest of operators in flesh is occasioned by the successful box-office results in many of the combo houses. This city, Chicago, Detroit and smaller towns have been enjoying good business. Last week at the Orpheum, Omaha, the Ted Mack unit, with Stepin Fetchit as added attraction, beat the records of many big attractions. *Hollywood Hotel* opened this week at the Paramount, Springfield, Mass., to one of the biggest days in the house's history.

Earle, Philly, Clicks

PHILADELPHIA, Aug. 28.—In spite of the fact that the Earle Theater box office swelled during the past season only when name bands were used for bait, dyed-in-the-wool vaude waited until the August heat was at its height to show its real drawing power. Lack of available bands forced the town's de-luxer to fill the bill with variety turns. A \$17,400 was banked for six days, starting August 6 by the Three Stooges, Cherry and June Preisser, Saul Grauman and Marjorie Gainsworth. Follow up almost hit a peak with \$19,900, pulled by Tom Howard and George Shelton, Pifi D'Orsay, Nella Goodelle, Condos Brothers, Bert Frohman and a Bill Powers line. As a result Warner Brothers, operating the house, will pad all their name band bookings with variety acts.

Ashton Becomes an Agent

DETROIT, Aug. 28.—Ceylon J. Ashton, recently Deputy Administrator of Private Employment Agencies in Michigan, supervising all theatrical agencies, is now manager of the Empire Theatrical Booking Association, which opened offices this week in the Hoffman Building. Associated with Ashton are Mabel Duggan, formerly of the Intrenational Vaudeville Exchange, and Mrs. Billie Curley, former WLW singer and associate with the Ray Conlin office.

Loew's State, New York

(Reviewed Thursday Evening, August 26)

State's got a sock three-way draw this week and with the rain on opening day it became a quartet draw combo. It wasn't any surprise after the last show opening day when Manager A. Rosen said it was the biggest week-day biz in the house's history. Picture is *Captains Courageous*, from a two-a-day run at the Astor, while Columnist Ed Sullivan heads the stage show, which also has the winners of the Harvest Moon Ball, fresh from Madison Square Garden. Show runs 49 minutes and is swell entertainment, but it could have been better if the dance couples were in more experienced emcee hands than Sullivan's. The tinning of the dancers wasn't all that it could have been.

Sullivan has an easy time of it with this latest *Dawn Patrol Revue* of his, just announcing the acts, introducing a couple of celebs in the audience and Shaggin' in the finale. Introduced from the audience tonight were Joe Jacobson, operator of Chicago's Chez Paree; Harry Danning and Clyde Castleman, of the Giants ball team, and Johnny Dundee, former fighter. Band is on stage and setting is safe, as usual.

Cappy Barra harmonica boys, seven of them, are the opening act and showstop with ease. It is an excellent act, a real departure from turns of its type. The boys are garbed in evening clothes and they sing delightfully, led by the clever crooning Leon La Fell. Their harmonica work is brilliant, but they don't do enough of it.

Mitzl Mayfair follows, but she didn't get anywhere near the applause of the act ahead her. Her work is pleasing, helped by her cute looks, but her dancing hasn't got sock. The first number, a tap, is weak. She's at her best in her stand-by strut, featuring those neat side kicks.

Cookie Bowers grabbed off a terrific hand with his character studies, all cleverly conceived and beautifully executed. He wades thru a lot of characters, giving directions to Coney Island, then a lady in bathing and finally a girl undressing. His work is amazing, so true are his takeoffs, and the audience loudly appreciated his talent.

Then the Harvest Moon dancers, Helen Sekac and Dominick O'Connor fox-trotting; Marion Cohen and Rubin Dulberg

Vaudeville Reviews

in tango; Ruth Schelm and John Englehart doing the Shag; Mr. and Mrs. Peter Varvara waltzing; Agnes Melcoll and Walter Cosden, champs, doing the rumba, and, finally, Eddie Davis and Gladys Crowder, colored folks, offering the Lindy Hop. Colored couple grabbed off the best applause, but the Shag kids ran their close. Without any emcee to clown around during this session there was no life to it. *Sidney Harris.*

Oriental, Chicago

(Reviewed Friday Evening, August 27)

Jack La Rue and Vince Barnett, who are supposed to have made money in the movies, are having a field day here this week talking, emoting, gagging and apparently having as much fun breaking in an act as the audience has watching it. Come on next-to-closing with a fairly funny routine, some of the material already good for a few sock laughs. Jack, in addition to doing a straight for Vince, impersonates Otis Skinner in *Blood and Sand*, and while the true takeoff means little in this house, his impressive acting netted him a good hand. Both came back for three bows during first evening show.

House line opens the five-act bill with a smart New Yorkish strut, followed by Paul and Pett in a novelty hand-walking act. Paul does all the work, his walking-hand tricks on various contraptions carrying a good punch. His roller-skate ride on ski tracks is his highlight.

Whitley Roberts made a slow opening due to some old talk material but soon caught on with his sure-fire juggling and sprightly waltz clog and rhythm dance while rope skipping. His varied forms of truckin' are amusing, too.

Jean Sargent is too smart a singer to get the deserved reception in this house. Fits in a classier house where quality in voice and reserved mannerisms are appreciated. A mild hand was paid her versions of *Swing High, Swing Low; Where Are You?* and *Cozi Coza*.

Girls are spotted next in a staircase production number, in which they are garbed in black and white costumes. The idea behind their interpretative work was rather meaningless.

The Cirillo Brothers, three dancers, are making a mistake by drawing out the hillbilly nonsense when their strong suit is precision soft-shoe work. Their surprise switch from ragged mountain-boy outfits into tails is good, but they weaken it earlier with would-be comedy. A couple more dance routines, taking up at least five more minutes of their present time, should make it a good dance act.

The finale brings back Jean Sargent to mike *Roses in December*, while the girls do the usual exercises in front of a garden scene.

On screen *It's All Yours* (Columbia). Business very good. *Sam Honigberg.*

Stanley, Pittsburgh

(Reviewed Friday Evening, August 27)

A trumpet and a pair of feet swiped the show tonight.

The horn was Clyde McCoy's, and the dogs Hal LeRoy's, stars of an hour bill that also included radio singer Rachel Carlay, the Trado Brothers and the Sugar Blues Band.

Featuring three of his own compositions and sharing the spotlight with others in his orchestra, McCoy doubled as emcee and soloist for a variety fare that alternated band and single acts in entertainment that kept the customers applauding.

The trumpeting maestro opened with *Tear It Down*, one of his own numbers, followed with vocals by Wayne Gray, band member, on *Lull in My Life* and *Swell of You*, then pounded in with the three comely Bennett Sisters, who drew a big hand for their sweet harmony version of *St. Louis Blues*. Next and except a novelty solo on his small trumpet probably his weakest number came *The Music Goes 'Round and Around*. No point in using such a tune with the seemingly century-old gestures that plagued the nation two years ago.

Scoring on their entire business, the Trado Twins drew biggest laughs for their travesty on two people watching a movie and proved most novel on their miming of a giant by standing one on

the other's shoulders, with a long overcoat enveloping both.

McCoy hit the top with his band's recorded arrangement of the *Goona Goona*, spotting the versatile Bennett Sisters in a military tap, then again showed his mastery of the horn in *Basin Street Blues*.

Miss Carlay, after a lukewarm start on a French number, grew stronger with *Whisper in the Dark* and finally made most of the folks out front clap hands with encore *Where or When?* Faintly Bordoni, her type act didn't seem quite 100 per cent with the rest of the show, tho her class singing adds that Continental touch some like to think makes palm pounding excusable.

Hotcha was restored, with the band going full blast on McCoy's *Ride to Glory on a Trumpet*.

Introducing his own numbers, Hal LeRoy drew break-in applause time after time with his intricate foot shifting and taps, and even cracked a couple of gags between his second and third numbers while regaining breath. For an encore he footed a jam session with the pianist that was unusual. One fault with Hal's delivery might be his too frequent tendency to bow his head in acknowledging applause during the performance of a number. But his dancing's plenty good.

Low point in the band's presentation was its would-be unit effect on *I'm an Old Cowhand*, but the lads more than redeemed themselves in the closing *Sugar Blues*, Clyde winding up with his famed solo.

On the screen *Exclusive* (Para) and six (actually) short subjects. The house was almost full. *Morton Frank.*

Roxy, New York

(Reviewed Friday Evening, August 27)

Presenting *Tomorrow's Stars*, Paul Ash brings to the stage here a bunch of neophytes that speak well for Ash's talent perspicacity, and his showmanly presentation also serves as an argument against the theory that the young output of today can in no way stack up to the standards set up by the oldtimers of the vaude era. If the return of the glory days of vaude depended entirely upon the merits of these youngsters, then there would be no question of its successful comeback.

Preferring to have them good on their own without preliminary intros and buildups, Ash allows each act to come on and perform, revealing their names and identities only in the finale walk-on. Ash leads the Eddie Paul boys thruout for accompaniment, having moved them from the pit to the stage. Show runs 48 minutes.

First on is Buddy Rich, who opens with a drumstick turn, beating on chairs and floor a la Jack Powell, but also accompanying himself with song, then going into a tap dance of eccentric and *Susi-Q* tendencies. Imitations of barnyard animals and noises were vividly offered by Tex Wagner, who clinched his click with a striking imitation on a harmonica of the resultant blend of a church organ and choir going at the same time. Tap team of Donald and Diane perform creditably to *Easter Parade*, highlighting their steps with a bit of neat acro stuff. George (Rubberneck) Holmes, colored lad, sings, dances and is generally amusing. He gets a rise with a piece of biz that necessitates a quick duck and turn of the head, whereby comes his nickname.

Carole Manners adds a touch of heavy stuff with a coloratura offering of *Care None* and a special arrangement to fit her voice of *Ochi Chorni*. Gal possesses a worthy voice, exquisitely light and clear for the most part, with only a slight shrillness in spots marring its quality. It looks like no stage bill can be complete today without a team of dance satirists. The team of Lorraine and Rognan fill the requirements and then some. The girl is blessed with an eloquently expressive body and has definite comedienne possibilities. The boy straight, gags and dances equally well. A boy trumpeter, Billy Blake, recently with Benny Davis, closes the show and earns the sock hand of the aggregation. His impersonations of famous trumpeters are near perfect. Henry Busse, Casa Loma's theme song, Louis Armstrong and Clyde McCoy were instrumentalists tempted by the boy. A voice-cracking

bow-off speech won the crowd for him entirely.

The versatile Gae Foster Girls bring on the finale to a rousing good show with a martial routine having the girls beating out amazingly faultless rat-a-tat for their formations. *George Colson.*

Earle, Philadelphia

(Reviewed Friday Afternoon, August 27)

Warner Bros. is definitely committed to the proposition of making the Earle the "greatest vaudeville theater in the country." Opening crowds for the last three weeks, despite the August heat, have been nothing short of terrific. But it was nothing compared to the ducat seller's overworkings this week. Fact that house had to disrupt its running schedule and put on the stage show almost a half hour ahead of time to accommodate the thundering herds is really sumpin' in this day and age.

It was mostly family trade, kids dragging the oldsters in town to see Pop-Eye (Charles Foster Welsh) and Betty Boop (Mae Questel), with Nick Long Jr. and Will Osborne on tap to make it a right tight show for young and old alike. Hour's run puts 'em in plenty mood to do the lip advertising. Pix helps the draw, flickering *Love Under Fire* (20th Century-Fox).

Will Osborne and his slide swingsters accentuate the entertainment qualities in their syncopating to good effect. In spite of the fact that Osborne has just pocketed a copyright on his musical motif, the slide swing is subdued for the music more in keeping with the variety pattern. Split the sheets with a humorous scoring for *Twilight in Turkey*; follow with *Merry-Go-Round Broke Down*, Osborne giving vocal force to the wordage. Band's throaty thrush, Dorothy Rogers, lifts in the accepted fashion for a hot hymnal, and a trio from the band warble a mugged *Love Bug Will Bite You*.

Puts everybody in the proper frame to receive Nick Long Jr., solo tap terpreter of major proportions. His flicker efforts meaning very little as yet, Long has to sell himself on his own. It's sold and delivered, with the customers plenty satisfied. Carbons the dance doings of Buddy Ebsen and Eleanor Powell, smashing for the finish with his own ideas on tuneful tapistics. Turns up later for another salvo as captain of the terps with Nadine Gae for a medley of the routines associated with Fred Astaire.

Charles Foster Welsh, in the familiar Pop-Eye get-up, starts strong with his vocal imitations of the rustic music instruments and a spinach-gobbling scene; falters on a Ted Lewis and orchestra takeoff, but comes out on top as the 'one-man Metop, a hilarious simulation of the operatic croakers and canaries crossed with the pit symphonists.

Mae Questel, dainty and delectable as the Betty Boop screen-scribbled by Max Fleisher, dishes out a nice display of pipe ability for the character chants. Whams out a corking interlude at song imitations of the screen stars. Clicked on every score and had to encore with a fourth offering.

With everyone else leaning to the imitating, Osborne spots the band for one of better bits of musical mimicry beat out by visiting tooters here. Every ork showing here must give their impressions of the other radio bands, with Osborne making most of the time-worn hit as a laugh fetcher. For a smash finale smash band harks back to the Dixieland jazz of the '20s, blaring razz-matazz for *The Darktown Strutters' Ball* with gestures. *Oro.*

Chicago, Chicago

(Reviewed Friday Afternoon, Aug. 27)

Jack Denny's Orchestra, a soothing relief from swing-o-mania outfits, is in for a fortnight's stay here, its first engagement in a Windy City house, and promises to make many new friends with smooth arrangements of pop tunes. Band has just finished a five-month engagement at the Drake Hotel here and this booking will not hurt the box office, nor will the accompanying screen feature *Artists and Models* (Paramount). Denny follows a fast-number opening with *Sophisticated Swing*, popular selection and quite familiar to his followers. Judy Lane, swing songstress and a good performer, is next with *I'm the Lady Who Swings the Band and Devil and the Deep Blue Sea*. Kid makes an attractive appearance and is a thoroly pleasing personality.

Georgie Tappe can tap better than

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many of his competitors. Scored in the next spot to *Whispering Rhythm, Night and Day* and the *Serenade of the Student Prince*, which he is doing in the coming picture *Vogues of 1938*. Spinning circles of turns and clear, intricate steps performed with ease are his forte.

In the medley of tunes which the orchestra is featuring Bob Face, Denny's personable vocalist, stopped the show cold. The boy has an appealing voice and a winning personality that makes the girls' tickets go pit-a-pat. Did five numbers, including *September in the Rain, I Know Now, It Looks Like Rain, Sailboat in the Moonlight and Tomorrow Is Another Day*. With dramatic training he should be a cinch for pictures.

Three Sophisticated Ladies, knock-about act, drew the only laughs on the bill. Girls have a novel turn, doing falls and hoke comedy usually expected of men.

For an impressive finale house orchestra combined with Denny's 13-piece band and played the *Light Cavalry* overture.

Business big second show opening day.
Sam Hontigberg.

Metropolitan, Boston

(Reviewed Thursday Afternoon, Aug. 28)

Snap Into It didn't exactly live up to its title, but the John Lonergan line numbers considerably aided the 57-minute show, which is all on its own this week since it receives no support from the dull flicker, *Confession* (FN).

Ben Yost's Varsity Co-Eds (6) weren't up to snuff and lacked something in vocal arrangements and piping ability. More time out needed for individual training and subsequent harmony. The lassies are pretty enough, but that won't get them by. Audience was mild in applause to their *Love Bug, The Desert Song and Italian Street Song*.

Down on Cy Perkins' Farm opens with a tricky set embellished with barnyard murals. The Farmerette Swing-o-Pators (16) do one of their niftiest routines, executed with gusto. Joe Carroll and Jean Francis work a delightful *Farmer and the Scarecrow* as a feature of this well-woven production number. The little lady is a mere rag doll in the capable designing hands of her partner. The duo make a lively session of some novel manipulation.

When the pit boys turn in their seats and openly guffaw at a comedian's routine, then that's a pretty positive indication that the comic, in this instance Wally Brown, is quite okeh. He teams with Annette Ames, midget, a cute talented miss. Brown clicks. Because all the time you're waiting for him to become funnier, his business of deleted talk and such stimulates your desire for more. He's got the extra talent if he wants to give. But he gives the spot over to Ames, who taps and vocals and acts devilishly cute as a kid. Good hand.

Max and his Gang rates as a top-notch dog act, the animals perfectly groomed and cued. Max comes on as a soft-shoe hooper and then introduces the varied novel bag of tricks. The dogs are smart and the act isn't heavy.

Three Samuels (two lads and a lass) return to this house with their tap sessions and snatches of knockabout. Precision workouts are okeh, particularly the military business. Harriet Hayes works in this group as a miss who knows her acro.

Rhythm Commanders finales, with the line executing a naval session of marching, featuring the Three Samuels, Miss Hayes and the Co-Eds. Scenery, depicting a dreadnaught at full speed thru a life preserver, plus the farmyard set, is highly commendable for Ejalmar Hermanson.

Four American Aces, tumbling act, were on the bill, but not on stage at second show. Probably unable to jump in time from last show town.

Stdney J. Paine.

Kingston Empire, London

(Week of August 16)

Kingston Empire is a popular indie house running vaude and revue throuth the year. Theater, situated on the outskirts of London, is a typical neighborhood house.

Current nine-act vaude bill is headed by Nat Gonella and his Georgians, Mae Wynn and Zella Company and Gaston Palmer.

Wecken Brothers, Continental acrobats, are above average and have some corking tricks made more surprising by the fact that the bearer as well as the mounter is of small stature.

Artamus, conjurer, with a bunch of

kids and the usual mishaps with bowls of water and blocks of ice, raises laughs with an act that goes back to the days of the late Frank Van Hoven, and one that is highly reminiscent.

Al Burnett, English comedian and emcee, reminds one of Milton Berle and works strictly along those lines. Proves a hit here and runs thru the bill and builds up at each appearance. Has a good straight in Monte Rose.

Mae Wynn and Zella Company, two girls and two boys, show-stop with an excellent dance flash. Corking entertainment with all four members being tops in taps. Routines are versatile and intricate, and costuming and novel effects make for a dandy act. Easily the hit of this bill.

Jack and Eddie Eden satisfy with a pleasing musical, dancing and comedy turn.

Gaston Palmer registers solidly with his corking juggling and comedy. Act is made for laughs and Palmer's purposeful misses are turned to good comedy account. Swell selection for closing intermission.

Dawne Sisters, two good-looking gals, give a good account of themselves in a singing and dancing number that's likable.

Nat Gonella, English boy, works a la Louis Armstrong in scat singing and hot trumpeting. Is assisted by five boys calling themselves the Georgians and a femme crooner who is very weak on pipes and showmanship. Altho well received at this spot, act is none too impressive and needs overhauling and better numbers.

Mitchell and Feru, two men acro-comedy team, are a fair closer.

Bert Ross.

Mogador, Paris

(Week of August 16)

Mogador Theater, erstwhile white elephant, has reopened under the direction of Mitty Goldin, who made the ABC a successful vaude spot. Initial offering is half vaude-half revue, with honors going to the vaude section.

First half is the best and peepiest vaude bill seen in Paris since the Alhambra faded out. Atlas Arabs open with fast routine of tumbling, assisted by Blue Bells and Earl Leslie Girls. Stetson follows with neat line of hat and cigar-box juggling, mingled with good bits of comedy. Carlos Machado, whose hoofing usually leaves us cold, surprises with excellent bit of acrobatic dancing.

First smash hit of the show is scored by Frank Libuse, nut comedian, assisted by the stately Margot Brander and an unbilled stooge. Act reminds one of Al Trahan, but gags are quite different and garner the laughs. King Kong Perdue and his two assistants also score a wow with their acro-contortion bits and nut comedy.

Ciro Rimac and band come on for rousing session of exotic melodies, with good bits of hoofing, singing and comedy by Charley Boy, Giro and the girls of the troupe. Stage revolves to reveal Blue Bells and Earl Leslie Girls in Equatorial setting for a lively finale, with Rimac and the pit ork pouring out hot rhythm. Dreaan, good comedian, fills in gaps of the first half with amusing songs and clever patter.

Second half stars Mistinguett in a typical French revue. Mistinguett may be a bit passe, but she still possesses a commercial name and seems able to hold her public. Good vaude acts live up the revue. Outstanding bits are two superb acro dance numbers by Capella and Veronique and amusing dance parodies by George Dorlis. Zlbral on in his musical clowning and imitations of Chevallier. Blue Bells and Earl Leslie Girls offer lively dance ensembles assisted by a freakish line of boys. Pit orchestra capably directed by Fred Mele. Business good. Ted Wolfman.

Wintergarten, Berlin

(Month of August)

A strong program, celebrating the 700th anniversary of the founding of Berlin, wins excellent support from enthusiastic audiences attending every performance.

Arnold and Delfini Company open with a good cycling novelty, using the inevitable freak machines. Hermine Frechtl, young blond girl, presents a troupe of clever dogs, including two smart pooches who actually play a miniature piano. Two Mikos, in Indian attire, thrill with a miscellany of hazardous perch balances, a type of act that

never fails at this theater. Mercedes, Willy and Raoul, in adagio and acrobatic travesties, are good in spots but employ several weak bits that are worn threadbare. Nevertheless, they make the grade. Heyn Quartet, male operatic vocalists, click solidly. They interpolate light numbers into their melange of operatics and all feature excellent pipes.

Dagenham Girl Pipers cannot by any stretch of imagination be termed a good act. They seem shrill and amateurish. Here they surprise the reviewer by registering one of the major hits of the bill. Perhaps it's the military touch. Heid over from last month, Valeria, girl illusionist, offers a new repertoire of tricks. She's easily the best femme magician on the European continent and a superlative showman. Act is smartly costumed and a cinch for any audience. U. S. A. Girls, four in number, formerly known as the Co-Eds, are the only American turn in the lineup. The girls are first-rate acro-dancers and tumblers and register with all tricks. Two Burleys, acrobatic and juggling comedy team, are familiar here. Good act with sure-fire tricks. Mireilly, youthful trapeze performer, is astonishingly clever and graceful for her 15 years. Should develop into a name attraction in a short while. *Berlin Laugh Parade*, 35-minute finale. Is a musical sketch. Features Edith Schwoller, singer, and Hanns Weckendorf, comedian, plus most of the acts on the bill. It's fast and holds plenty of laughs.

Detroit May Get Another

DETROIT, Aug. 28.—Town may get another downtown vaude house this fall, Gus Coplan, new operator of the Times Square Theater, revealed this week. The house, formerly a burlesque theater, was opened recently after being closed for six years. In first four days the theater, with 1,500 seats, played to 8,000 people. Policy is double film features only, but flesh may be added with cooler weather. Present admission policy is 15 cents, hiking to 20 cents for Saturday and Sunday.

Flesh to New Castle

NEW CASTLE, Pa., Aug. 28.—Cathedral Theater here will open with a policy of stage shows and films September 13. House has a seating capacity of 3,800 and will be managed by Charles Freeman. Opening bill will feature the Jackie Coogan *Movieland Hit Parade* revue.

Affiliated, Detroit, Changes

DETROIT, Aug. 28.—Affiliated Theatrical Exchange, which was operated by Johnny Daley, Harry Goodman and Chuck Burns, has moved to the Michigan Theater Building from the Hoffman Building. Affiliated will be handled exclusively by Daley for the time being, with Goodman no longer connected with the organization. Burns remains in the new office, but is forming the partnership of Burns and Curtis with Leo Curtis, who has hitherto operated the Curtis Booking Agency. Mabel Duggan, formerly with the Affiliated office, has joined the Katherine Blackburn Empire Theatrical Booking Service.

"Hollywood Hotel" Starts

NEW YORK, Aug. 28.—Second edition of Harry Howard's *Hollywood Hotel* unit opened Thursday at the Paramount, Springfield, Mass., and follows with the RKO, Boston, week of September 2, getting \$5,500 for the latter week. Unit's cast includes Marty May, Gale and Carson, Clark and Eaton, Maria Del Carmen, Mariora, Robert Baxter, Alice Fenway and Wilma Horner. Also 16 girls in line and eight showgirls. Howard travels ahead of the show, Bob Barrie is company manager, and Mack Davis, musical director.

U. B. A., Detroit, Moves

DETROIT, Aug. 28.—United Booking Association, managed by Henry H. Lueders and Coreen Castle, is moving this week to new quarters in the United Artists Theater Building. New space will be approximately double the present suite. Activity of the office has been centered on outdoor shows and fair presentations in recent weeks, with five falls going at one time in Michigan, Ohio and Indiana last week. Jack Figaro remains as booker and field man, with Harry Faulkner in charge of the office.

Morrison With Syndicate

NEW YORK, Aug. 28.—Charlie Morrison, agent, is now associated with the Artists' Syndicate of America, the connection being a direct one with Matty Rosen, Bill Miller and Lester Lee, who run the latter firm. Morrison will remain on the Coast, making his office with Feldman & Blum, and there will be an interchange of talent between offices.

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Ben Marden's Riviera, Fort Lee, N. J.

This beautiful night club just across the bridge from New York will attempt to stay open all year, instead of shutting for the cold weather. The enormous construction cost and the heavy show have no doubt made it necessary to spread the nut over the year rather than try to recoup it in the short space of three or four months.

Undoubtedly the one spot which most resembles those fantastic night clubs of film musicals, Marden's is also completely functional. It has a heating plant and other gadgets than can convert the club from a large summery cafe into a smaller, intimate spot.

The show today is a vast improvement over the one that opened the club earlier this summer. The revolving centerpiece of the dance floor is now working and giving the production an extra flashy touch. The lighting is much better and the Mickey Alpert Orchestra is providing music that is far superior to the opening night accompaniment. In addition, there is the swell 10-piece combo led by Val Ernie and handling the relief assignment nicely.

The show itself is a tuneful, eye-ful affair highlighted by Eddie Garr's show-stopping comedy. Garr has never been better. His comedy chatter binds his impersonations together nicely, Garr switching from serious vein to comedy and from one impersonation to another with amazing facility. Rang up a few

showstops and gave the show its much-needed comedy.

The Ben Yost Varsity Eight, youths singing lusty military and operetta-style numbers, got over easily. They balance off the large troupe of girls. In addition, individual members step out to lead production numbers. Wes Summerfield sings *The Image of You*, which is the theme of a gorgeous production number that has the 16 showgirls out in stunning medieval costumes and the 12 chorines in modern snappy dresses. The opening production number has the lovely showgirls in regal Coronation costumes, and the finale has them out again in soubrette getups while the Yost boys warble *I'm Happy, Darling, Dancing With You*. Use of floor pinpoint lights and well-manipulated overheads gave the exquisite costumes an additional lively quality.

A sock specialist is Lyda Sue, acrobatic dancer, whose graceful, easy maneuvers are interest-holding and build into the applause back-flip finish. Outstanding turn. Bob Rips is another clik. A vaude veteran, Ripa knows how to please his audience, working thru a fast routine of balancing and juggling stunts. Held close attention, bowing off to a huge hand.

Pretty Frances McCoy show-stopped with her rhythm singing, using special arrangements and fancy mannerisms. More personality than true singing ability, she gets over easily.

Mickey Alpert leads the band for dancing and emcees the show. His 14 men offer interesting arrangements that possess definite lift and swing, with standout groups forming all the time. It's a vastly improved outfit. Lols Kay, pretty, is the canary, her voice compelling attention easily. Lou Valero lends his tenoring to the band vocals also. The Ernie outfit is smoother and more versatile. Ernie's fiddling leads and all of the men double.

No cover here. Minimum of \$3.50 and \$4 on Saturday and holidays. And the atmosphere, food, service, music and show makes it a bargain. *Paul Denis.*

Villa Venice, Chicago

The elaborate settings of a Venetian garden, gondolas gliding on the Des Plaines River around the club and colorful Italian Renaissance architecture single out this spot in a class by itself.

Operated by Albert Bouche, the Frenchman who styles himself as "the Ziegfeld of Cafedom" and claims to be the originator of the theater restaurant in America, the club is roomy, smart and pleasant. It is located some 30 miles from Chicago (in Northbrook, Ill.) and is open for a three-month summer season. In the winter Bouche hires for Miami Beach, where he engages in a similar venture.

Individual, but rather skimpy, is the *Revue of Revues*, which makes its appearance twice nightly and comes on for an added showing week-ends. It is a feeble attempt at duplication of a Continental spectacle, possessing neither sufficient talent nor production ideas to make a presentable carbon copy.

Seven showgirls parade in the opening scene, nude from the waist up, and make a none-too-hasty disappearance to make way for Grisha and Brina, two gold nudes. Do a fairly impressive interpretative turn, altho it loses much of its effectiveness because it is performed too far from the audience.

Helen Doyle, blond soprano, miked *The Night Is Young and Only Make Believe* and did a good job. The Gaylene Sisters followed with a Hawaiian routine and a fast acro finish that netted them a good hand.

The Three Orchids (Dorothy Martin, Dillys Miles and Virda Twiford), harmony trio, displayed average sweetness in their voices, warbling *I'm Budding Over and Johnny One-Note*.

Dolly Arden is the ace performer, her great acrobatic and control work being as graceful as it was intricate. Young, good looking and charming. Took two spots and scored both times.

The Wadimoff Trio made an odd combination, singing listlessly as street beggars. Possibly a good bit for the Continent, but out of place here.

Gaylene Sisters returned for an acro-control number, with a fast cartwheel finish. Cas Franklin, romantic baritone,

took the next spot with *Temptation and Old Man River*. Has a good voice and makes a nice appearance.

Grisha, of Grisha and Brina, returned for another nude dance, this time prancing all over the dance floor in spring tra-la fashion. Dolly Arden comes back for the next-to-closing offering, the finale having the cast on for another bow.

Chiquito is the gondola and garden singer. The Pan-American Trio (Tamara Doriva, Rudy Vasso and Nina Franco) are the strolling musicians. Music by Henry Gendron Orchestra.

A \$2 minimum in effect week days and another \$1 added on Saturdays. Never a cover. *Sam Hontberg.*

Savoy-Plaza Hotel, New York

With its hair down for the summer this swank spot is enjoying patronage that borders on winter activity. Rectangular in shape, evenly and spaciouly laid out and pleasantly conditioned by a cooling system, it offers an inviting oasis for summer informality.

Affording the sole entertainment item here for the greater part of the summer, Russell Swann conducts a one-man show that for single-handed entertainment rates a bouquet or two. He is essentially a magician, an illusionist; but he so combines his flair for showmanship with comedy patter, and so insinuates a fostering of good-natured repartee, that his ledgermain technique has to be set on an equal footing with his ability as an all-round spoofer. Despite his free and easy manner Swann is in full accord with every requirement of taste and demeanor that the room demands.

His bag of tricks is unusual in neither novelty nor dexterity, but he fills it out so completely with amusing monologs and patter with his Chinese assistant, Lum Toy, that it works to his advantage that his material is not of the so-called top-notch variety. In the combination of the two mediums lies Swann's appeal. Aside from the usual run of rope, card, egg, disappearing bottles and live rabbit gags, his offering strikes a definitely different angle with his dialog with a synchronized recording, which, besides affording comedy situations, guesses accurately the result of a card trick ex-

ecuted simultaneously with the playing of the record.

Emil Petti and his band of six provide incidental accompaniment for Swann and all of the dance music. Outfit keeps mainly to the softer pops, tangos and the semiclassicals. Instrumentation consists of piano (Petti), bass, accordion, guitar and two fiddles. The guitarist offers vocals. Between dance sessions the pianist obliges with request piano-logs.

Minimum of \$1.50 after 10:30.

George Colson.

Walnut Room, Bismarck Hotel, Chicago

A pleasant atmosphere prevailing here, walnut-paneled walls and mellow lighting effects harmonizing with the colorfully exotic music of Eddie Varzos and band. Outfit is in its fifth month and increasing its following with American and Latin dance tunes, specializing in rumbas and tangos. The boys also offer a gypsy music concert at the dinner hour and partake prominently in the nightly floor show. Varzos, when caught, was spotted with his violin, playing admirably the Russian *Bibitchki* and *Turkish Street Song*. His marimba player, Jose Bethencourt, was singled out in a couple of Latin tunes that went over nicely.

Bill is opened by the Walker Trio (Marge, Jo and Lee), vocal harmonists, with the next act to follow the orchestra specialties being the flexible Geraldine Ross in a fetching acrobatic routine. Girl is graceful and executes difficult tricks with ease.

Lucio Garcia, band's Mexican vocalist, is featured in native tunes. The boy has an individual personality and works with an abundance of enthusiasm.

Pasquale and La Dorr, new dance team, were well received with their gay musical comedy cocktail number offered to *Cocktails for Two* and an original waltz number which stood out for its graceful circular work. The team fits well in a classy room, their style bearing class and distinction. In the second show they are seen in a tango and their conception of Ravel's *Bolero*.

Included in the band are Varzos, leader and violin; Jose Bethencourt, marimba; Charlie Tamburino, trumpet; Paul Luman, second violin; Teddy Herman, accordion; Nat Farber, piano; Ralph Hancock, bass, and Milton Chalfoux, drum.

Minimum is \$1 nightly and \$2 Saturdays. Service and food excellent.

Sam Hontberg.

Pittsburgh Hotels Signing Union Pact

PITTSBURGH, Aug. 28.—Manager Gerald O'Neill of the city's largest hotel, the William Penn, and its affiliate, Fort Pitt, yesterday agreed to sign a preferential union contract with the Hotel and Restaurant Employees' Alliance and to raise wages of employees between 15 and 20 per cent in a move that not only forestalled a threatened walkout of 700 workers of the hostilities but also is expected by the AFL group to be the wedge that will force Hotels Roosevelt and Pittsburgher into line.

Agreements now in force with the Henry Webster Hall and Schenley hotels and a number of restaurants will expire October 1, when agent C. Bookjahn of the Alliance expects new agreements to include wage raises which are next year expected to be again raised.

All hotels previously signed, as well as the Roosevelt, yet unacted, provide night entertainment.

Buffalo Agency Sets Dates

BUFFALO, Aug. 28.—Frank R. Murphy Agency has set the following bookings for the week of August 23: Eddie Berry, Berrie Bauer, Carl Martior, Cody Sisters and Lynn Eddie at the Como Club; Elaine, James and Judy, Marion Stevens, Louise Rano and Louise La Mar and Scott and Nolan at the Queen's Heart; Lynn and Lazzeroni, Harry Frank, Cornell Sisters and Flying Aces at the Show Boat, Niagara Falls; Harry La Verne Jr., Ricardo and Cleo, Marion Williams and Al Howard at the Edward Hotel, James-ton; Rose and Buddy Sawyer, Will Kramer and Queenie Kelly and Betty Parker at the Normandy Club, Warren, Pa., and Ethel and Alice Worth, Rotha Vaufuit and Ted La Rue at Clark's Tavern, Buffalo.

Philly Spots Charged With Dirt, Illegal Sales

PHILADELPHIA, Aug. 28.—After a four-month q. t. investigation by the State Liquor Board hawkshaws 24 hot spots in the neighboring Delaware County face closure edicts. Indecent floor shows, liquor sales to minors and after-hours and Sabbath sales are charged against the nabobs.

The investigation was begun by agents Louis Feldman and Harry Keim after hundreds of parents squawked about their tiptling younguns.

Tromar, Des Moines, Opens

DES MOINES, Aug. 28.—Tromar Ballroom opened its fall season Wednesday with Duke Ellington's Band. Bennett Stidham succeeds Kermit Bierkamp as manager of the spot. Latter is now auditor and office manager for the Tom Archer Circuit, which includes several ballrooms in the Midwest. Stidham comes from Omaha, where he managed the Krug Park ballroom. Policy of making Thursday night a "big name" band night will be continued. Lawrence Welk's Orchestra will play for the Sunday and Tuesday night sessions.

Lexington Club Bankrupt

LEXINGTON, Ky., Aug. 28.—A voluntary petition in bankruptcy has been filed in Federal District Court here by William P. Keith, owner and operator of the Springhurst night club, Harrodsburg pike. Club's total liabilities were listed as \$2,065 in secured claims and \$5,898.83 unsecured claims, a total of \$7,963.83. Exemption was claimed for \$250 household goods and a truck valued at \$450. Fifty creditors were listed among those having unsecured claims.



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Swing Club, Hollywood

Gala reopening of the Swing Club on Las Palmas avenue took place last week, presenting newly decorated interior and the paintings of John Decker, caricaturist and artist. Nan Blakestone heads the floor show, featuring the Four Squires, Hal Brown, Frankie Gallagher and the Swing Club Girl Revue with Dorothy Roberts. Guy Rennie, well known locally, acted as m. c.

Blakestone, just over an illness, offered her familiar and popular routine, *Blakestone's Been to the Laundry, Laziest Gal in Town, All I Have Is You and Singin' in a Hammock*, all in a style too familiar to need describing. Suffice to say she is a class performer and deserves her headline billing.

Hal Brown, septa pianist in the Fats Waller style, is a fine artist but lacking

in the outstanding personality needed to make him a headliner, Frankie Gallagher is built and sings like Dick Powell. Petite Dorothy Roberts, billed as the "Princess of Pep," is an animated hotcha dancer with plenty of spirit, who with her four minions executed *Jammin', I Can't Dance, Suzie Q and I've Got Rhythm*, every number sizzling, fast and hot off the griddle.

Club is alleged to have spent \$25,000 on redecorating. Decker's pictures are modern movie stars in the costumes of the old masters, such as Clark Gable, as Little Boy Blue; W. C. Fields, as a Franz Hals burgher, etc. Elaine Barrie is alleged to have offered Babe Hensley, manager of the club, \$5,000 for the picture of John Barrymore as Hamlet, but was turned down. The paintings are insured for \$50,000. *David Arlen.*

Chez Paree, Chicago

The dance departments stand out in the new pre-fall revue, Paul Draper and The Reyes, respectively, coming thru with refreshing tap and ballroom work.

Paul is a showman, despite a speech handicap and not-too-expressive face. He dances to classical music and makes the customers like it. At show caught he opened his featherweight tapping session to *Boo Hoo*, then a couple of 18th Century pieces and George Gershwin's *It Ain't Necessarily So*. In one of the encores he scored with a couple of *Hot Lips* choruses trumpeted by Henry Busse, cork leader.

The Reyes, youthful Latin team, impressed with their musical comedy strutting generously sprinkled with *Truckin'* and *Susi-Q* pleasantries. Make a nice appearance and work with ease.

A new personality on a night club floor is the up-and-coming Red Skelton, who emcees the shows and performs with some of his standard theater bits. As clever here as he is on the stage. He can be both clean and funny.

Carolyn Marsh, low-voiced blues singer, is on early in the show with *Ain't Got Rhythm, Night and Day, St. Louis Blues* and a brief medley of pop tunes. Her fitting arrangements of the standard hits clicked.

The line of 16 girls, each one a beauty, is spotted evenly in three production numbers, well staged and costumed. Don Houston, of the band, is featured in the vocals.

The Readinger Twins were held over from the previous show for one week and were succeeded by Billy and Beverly Bemis, highly popular team in this area.

Dance and show music still tops here, Henry Busse and his 15 men headlining in the band stand. Maurie Sherman's outfit continues to supply intermission dance tunes. *Sam Hontigberg.*

Lookout House, Covington, Kentucky

Reis and Dunn, comedy singers, top the new offering here, which also includes Loyanne and Renard, dance team, held over from the last show. Dean Murphy handles the emcee role, dispensing smart chatter that could be studded with sounder laugh stuff. Ruthe Laird's Texas Rockets (8) spring the barrier with a neat routine which has the frails toting a megaphone. Skipped off to warm mitting.

Loyanne and Renard, classy and well-groomed dance pair, are winding up their fourth week here. Pulled a good applause reward with a well-executed waltz routine and for an encore contributed a brief but okeh rumba effort. Jackson and Blackwell start out as a legit ballroom team but swing almost immediately into a series of hoked dance indignities to fair laugh returns.

Their work was impeded no little by bad spotting.

Reis and Dunn, two lads perched before a miniature piano, with one manipulating the keys, registered strong with a corking set of comedy song numbers. Lads have appearance, voice and volume. Open with a medley of choruses woven around the *Lots of Money and You* theme and follow with a dab of a novelty, *Whose Oozie Wozzie Is 'Ou?* Next warble a novelty made up of choruses of pop ditties to good results and encore with a pip of a parody on *Where Are You?* Bowed to prolonged applause.

Dean Murphy filled this spot with a series of impersonations, including Roosevelt, Arliss, Ned Sparks and the Duke of Windsor. His take-offs are realistic, but he spends too much time on each one. More of them with less running time for each would be more effective. As it was, tho, he got over in good style. The Texas Rockets bring the show to a close with a routine labeled *Birds of a Feather*. Clyde Trask and his ork, a brand-new combo, with Sally Sage, songstress, fared well with the dancers and handled the show music in a fair manner. *Bill Sachs.*

Bill Green's, Pittsburgh

With indoor dancing in the Casino and outdoor in the adjacent Terrace Gardens, this one-time barbecue has blossomed into the city's largest nitery. Trade predominantly youngsters, due partly to the \$1 head minimum, no cover policy and partly to the gay music of Charley Gaylord's Orchestra.

Indoor section has capacity for more than 300, with a larger than ordinary dance floor. Outdoors, capacity is more than 600, with an even larger floor. Service and stand-up bars located in both sections.

Band policy brings in for stays of one to eight weeks outfits just below "name" class. Recent attractions have been Sammy Kaye and Charley Agnew. Coming are Frank Dalley, Jimmy Joy and Sammy Kaye (return).

Peddling a variety of smooth and hot swing, Gaylord stresses his string quartet and the vibra harp, which synchronizes brass vibration and creates a sweeter tone.

Instrumentation: Lew Schneider and James Hanson, violins; Bruce Chase, viola; Bill Peske, cello; Bud Prentiss, Harry Iverson and Bob Kunk, saxes; Dick Feige and Lennie Michelson, trumpets; Paul Spiers, trombone; Bob Counzelman, drums; Bliss Blesner, piano; Al Kluge, bass fiddle; Charles Gaylord, violin. Vocals by Madeline Chevelard and Gaylord. *Morton Frank.*

Grosvenor House, London

Now down to two acts, both American, the ritzy Grosvenor House is still drawing fair business.

Retained for a fifth week, Norman Harris and Sylvia Shore register an outsize in hits with their ingenious and novel sophisticated dance travesties. Couple manage to combine comedy with tersichorean skill without hurting either department. All four numbers are different and excellently received.

Other holdover is Bob Hall, whose extempore vocal monolog is built to order for this spot. Diners take a delight in being singled out by Hall for mention in rhyme and he bows off to swell applause. *Bert Ross.*

Romano's, London

Romano's, a well-patronized spot in the West End, has an admirable attraction in the Dollinoffs and Raya Sisters, four-people flash, for long a vaude headliner in England. Act is an unusual choice for a floor show, as it features a remarkable effect in lighting. Turn is original and quite unique in dancing acts. Excellently received here. *Bert Ross.*

Dorchester Hotel, London

Hildegard, unusual songstress, possibly the most popular of London's floor-show singers, is playing a repeat three weeks here.

Stunningly costumed and possessing an ingratiating personality, Hildegard has excellent pipes and an appealing style. Sings eight or nine well-chosen numbers, including requests, and has the diners clamoring for more. Jules Rubens turns in a swell job as accompanist. *Bert Ross.*

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Orchestra Notes

JIMMY JOY and orchestra, direct from an eight-week engagement at the Stevens Hotel, Chicago, will furnish music at the Spanish Ballroom, Jefferson Beach, Detroit.

WESTWOOD Symphony Gardens, Detroit, is featuring Anson Weeks and orchestra for floor show and dancing. Jimmy Montgomery's Orchestra remains at Westwood Otto Inn, adjoining the garden.

LEO REISMAN returned this week from Paris, where he played at the International Exposition, and resumed at the Starlight Roof of the Waldorf-Astoria.

GUY LOMBARDO was designated to present a silver loving cup to Dorothy Armstrong, winner of this year's New York State Beauty Pageant, at the Strand Theater, Albany, N. Y.

JERRY MONROE is vacationing at Roanoke, Va., before taking up a New York City engagement September 4.

WILLIAM WATT JR. has filed a bankruptcy petition in New York for \$21,534.77 liabilities and \$290.70 in assets.

ANTONIO LOPEZ'S Orchestra and Bettye Lee Taylor, featured organist, clicked at their opening at the Country Club, Coral Gables, Fla., to the tune of a contract for week-end dances until January, 1938.

GRIFF MORRIS will hit the Ohio trail for four weeks before settling down at the Wagon Wheel Cafe, Akron, O., for the winter.

PAUL TITUS, drummer and vocalist, now has two spots on WIP.

RAY HUMMEL has added his daughter, vocalist and saxophonist, and his son-in-law, Joe Reiber, third saxophonist, to his orchestra, which supplements its two weekly half-hour broadcasts over KOB with private group bookings.

EUNICE JOHNSON and her girls are keeping a fall engagement at Old Heidelberg, Medford, Wis.

LARRY SIREY will start a return engagement at the Hotel Ambassador, New York, September 7, succeeding Ramon Ramos.

HENRY GOODOUGH celebrated his 11th anniversary as trumpeter for Sid Austin's Band August 27. Orchestra is now at the Laurels Country Club, Sackett Lake, N. Y.

BILTMORE BOYS, formerly three in number, are now eight, and as such have been booked into the Commodore Perry Hotel, Toledo, by CRA.

LOUIS PRIMA'S Band started work at the Republic studio as the fourth orchestra in Manhattan Merry-Go-Round. The other three are Cab Calloway, Ted Lewis and Kay Thompson.

THE MARINE BAND, under the direction of Capt. Taylor Branson, will give an afternoon and evening concert in Pittsburgh's Syria Mosque September 17 in commemoration of Constitution Day and for the benefit of the fund being established to organize a police and firemen's band.

SAMMY COHEN'S Band, being routed along the West Coast by CRA as the second in its series of entertaining dance units, opens at the Crescent Ballroom, Tacoma, Wash., September 18.

CONSOLIDATED'S bookings for the State Fair, Detroit, include Mr. and Mrs. Jesse Crawford at the Ford Exhibit, Mike Riley at Eastwood Park and Ina Ray Hutton at Westwood Gardens.

LARRY FUNK will leave Walled Lake Casino, near Detroit, September 3, to open at Euclid Beach, Cleveland.

LAWRENCE WELK expects to end his present tour September 11 to open the Rainbow Ballroom, Denver, with a five-week engagement. After that the orchestra will keep an eight-week return date at the Hotel St. Paul, St. Paul.

KERMIT-DEMIRIS Orchestra has been

held over until after Labor Day at the Fort William Henry Hotel, Lake George, N. Y.

IRV SEIGEL and band are playing Central Wisconsin, featuring Seigel's own composition, Montana Moon.

GEORGE STOLZE and orchestra opened at the Nightingale Club, Wausau, Wis., August 27 for an indefinite run.

HENRY DURST and orchestra closing four weeks at the Nat Ballroom, Amarillo, Tex., and will follow Tom Gentry into the English Village, Tulsa, Okla., September 2.

HERB COOK takes over the music at Tony Murray's, Philadelphia.

BENNY GOODMAN is being angled for the Arcadia International House in Philadelphia.

JIMMIE LUNCFORD is set for September 2 at Atlantic City's Convention Hall for the colored charity ball.

JOHNNY SULLY has taken his music to the Dude Ranch, Pennsauken, N. J. SUNNY DUNHAM has finished the summer at Hunt's Ocean Pier, Wildwood, N. J., replacing Woody Herman.

JIMMY DORSEY plays the Chevrolet party at the Netherland Plaza, Cincinnati, October 6. Following day he opens the fall season for the spot and stays until the 21st, when he goes to the Congress, Chicago, for an indefinite run.

GLEN GRAY opens the fall season for the Nicolet Hotel, Minneapolis, September 25, staying for one week, following which he goes to the New Yorker, New York, opening October 8 for an extended run.

LOUIS SNYDER, according to information received from his manager, broke the attendance record at the Hiawatha Gardens, Manitou, Colo., formerly held by Ted Flo-Rito. One thousand and four hundred danced to Snyder's music.

SHELLEY AND REEVE'S Versatilians are now in their 12th week at Birk's Swiss Chalet, Saranac Lake, N. Y.

DICK BARRIE and ork followed Red Norvo and band at Claridge Hotel, Memphis, opening August 18.

GUS ARNHEIM and orchestra have opened a two weeks' engagement at Cascades Roof, Claridge Hotel, Memphis. RED NORVO and MILDRED BAILEY open an indefinite stay at the Palomar, Hollywood, September 7.

AL DONAHUE and orchestra left the Rainbow Room, New York, August 22 to fill an engagement at the Roosevelt Hotel, New Orleans. He returns to the Rainbow Room October 12.

JAUQUIN GRILL'S Orchestra opened at the Fairmont Hotel, San Francisco, August 24. Airs over KSFO-CBS. Deal set thru MCA.

BOB SAUNDERS is on a month of one-nighters, having started with Sweet's, Oakland, August 22. Associated American Artists booking.

STERLING YOUNG, now playing in Southern California, will replace Paul Pendarvis in the Palace Hotel, San Francisco, next month. MCA deal.

SALLY SAGE, formerly canary with Al Kavelin and Lloyd Huntley, opened last week with Clyde Traak's Ork at the Lookout House, Covington, Ky.

CARLOS MOLINA and ork will close an all-summer engagement at the Stevens Hotel, Chicago, September 29, to be followed by the Sandy Williams outfit, which will move in from the William Penn, Pittsburgh.

Stage Show Plays Night Club

INDIANAPOLIS, Aug. 28.—Continuing to do good business largely thru the use of outside talent for floor shows, Plantation Club near here presented the entire Lyric Theater stage show last week as an added attraction.

Paul Ash acted as emcee. Regular show included Ann Lester, Ondrea and Michel and the Virginia Asher girls. Music by Benny Strong.

New Company To Operate Music Hall Dansant, Cincy

CINCINNATI, Aug. 28.—Topper Amusement Company, Inc., newly formed and with offices in Carew Tower here, has taken a lease on the former Greystone Ballroom in Music Hall here and will reopen the spacious dansant early in October as the Topper.

Heading the new company are Ferd Clemen, president and general manager, and Paul (Chippy) Cain, assistant man-

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ager. Latter is now in his second season as manager of Moonlight Gardens at Coney Island, local amusement park. The Music Hall ballroom was operated last season as the Dirligle of Dance. Clemen and Cain will operate the spot, with regular sessions on Wednesday, Saturday and Sunday, with the rest of the nights given over to private and industrial organization dances.

All in a Day

CHICAGO, Aug. 28.—No dearth in back-stage visitors to see acts between shows these days. A one-day checkup revealed calls from boot-blacks, neighboring tailors, sandwich men, candy boys, bookie and number men, candid camera fends who shoot pictures from out front and then try to peddle them to the performers, music publisher representatives, insurance men, automobile salesmen and soap men promising remedies for falling hair.

Reviews of Acts

The Titans

Reviewed at Radio City Music Hall, New York. Style—Acrobatic novelty. Setting—In two. Time—Seven minutes.

A three-boy gymnastic turn that tops in its line, registering unusually heavy at this catching. They are hand-to-hand boys who are outstanding gymnasts and at the same time clever showmen, employing smart delivery and pacing and routing their act cleverly at a slow and graceful tempo and to a good musical score.

Understander is the main muscle boy, his work being most important and skillfully performed. He handles his two partners with ease, and when worked slowly there's more of a call on muscles. The tricks are all very cleverly conceived, most of them trio stunts.

S. H.

Baron and Blair

Reviewed at Chicago Theater, Chicago. Style—Dancing. Setting—In front of band. Time—Eight minutes.

Charles Baron and Joan Blair, caught with Rudy Vallee's unit, displayed fairly presentable waltz, musical comedy and eccentric work despite the handicap of space, having been forced to work in front of a band platform. The team makes a nice appearance and executes its routines with smoothness, altho they don't carry as much sock and spectacle as some of the turns offered by their competitors.

At this show their *Goofus Dance*, a takeoff of some of our moronic couples on a dance floor, hit the spot. Hon.

Roberta Lee

Reviewed at Chicago Theater, Chicago. Style—Singing. Setting—In front of band. Time—Five minutes.

A shapely, attractive songstress from the South whose only handicap at this stand was the thick Southern accent. A little smattering of it is cute, but too large a slice detracts from her vocal work. Has a clear, rhythmical, mellow voice. Did *Rockin' Chair* and *The Shag*. Currently warbling with Rudy Vallee's Band.

Hon.

Willard Gary

Reviewed at Oriental Theater, Chicago. Style—Dancing. Setting—In one. Time—Four minutes.

A tall, presentable tap dancer, doing neat and smooth steps to popular music. Opens in talls, cane and high hat to a medley of tunes, and returns to *Honeysuckle Rose* with fast work scattered through the width of the stage. Mature appearance, a rarity in rah-rah tapsters, helps him gain and hold attention.

Hon.

Loria Brothers

Reviewed at Oriental Theater, Chicago. Style—Kid songs and comedy. Setting—Full stage. Time—Nine minutes.

A Mexican ensemble of six boys, the smallest scaling about two and one-half feet. Boys do native songs, use a couple of native instruments and capitalize on comedy. The smallest two get many laughs with their hip-shaking and singing of American tunes. Do a Latin version of *Pennies From Heaven*, *Moonlight and Shadows* and close with *La Cucaracha*.

Hon.

Nina Olivette and Dmitri

Reviewed at Roxy Theater, New York. Style—Dance satire. Setting—Full stage (special). Time—Eight minutes.

After a short session with Gil Lamb, Miss Olivette has teamed with Dmitri and has joined that increasing horde of dance satirists. Their offerings follow the general pattern already set by preceding exponents for this type of pantomime, embellished to an extent by her aptitude for knockabout and her clever mugging. As much cannot be said for her partner, who impressed as being stiff and unexpressive. This falling in him necessitated the exaggeration of his stuff, producing an effect that was very obvious and without mirth. Perhaps with time Dmitri can acquire smooth-

ness and subtlety, this being practically their break-in date.

Team does two numbers, both quite similar, and often doubling tricks and effects attempted in the preceding dance. One thing positively in their favor is their music.

Commanded deuce spot on this bill.

G. C.

Ruth Hughes Aarons and Viktor Barna

Reviewed at Roxy Theater, New York. Style—Ping-pong novelty. Setting—In three (special). Time—Eleven minutes.

Billed as champion ping-pongers, this team is one of the many that have invaded the club and theater entertainment fields since the emphasis and demand of novelty attractions for these fields became noticeable a year or so ago.

Working in three, the pair is first introduced by a third member, who also serves as referee and commentator. First few minutes are taken up with demonstration of difficult and tricky shots and peculiarities of indoor tennis.

The match proper is played to 21 points; that is, the first who makes that many errors or misses loses. In this case, Miss Aarons was the winner. Perhaps she is the better player. At any rate it is good showmanship. Battle seesaws back and forth with quite a bit of suspense being built up, the audience naturally pulling for the frail.

A novel, fast attraction. A natural as an up-to-date, streamlined, stage show opener.

G. C.

Georgie Hayes

Reviewed at State-Lake Theater, Chicago. Style—Dancing. Setting—In front of band. Time—Three minutes.

A youthful and good-looking little toe dancer caught in a strong staircase routine, apparently her forte. Stair contraction scales over 20 feet, giving her plenty of room for some fancy toe tricks. Alternates between one-foot and two-foot jumps, co-ordinating grace and unison.

Hon.

Ketty Mara and Partner

Reviewed at the French Casino, New York. Style—Animal novelty. Time—Five minutes.

Miss Mara is an attractive brunet acrobatic dancer presenting one of the most novel turns around. Opening as a regular solo acro act, she returns with a monk and puts it thru a surprising routine of lifts, balancing, flips, stands and other acrobatic positions.

Novelty alone is strong enough to put this act over. Most stage monks either do a couple of table eating tricks or just walk around. But this one goes thru a varied routine like a vaude veteran and impresses as an unusually well-trained animal.

P. D.

Les Robenis

Reviewed at the French Casino, New York. Style—Acrobatic.

Three men and a girl fast acro turn that won liberal applause here.

They're spotted in several scenes, soaking over their stuff each time and reaching their strength in the Algeria scenes when they come on as Arabs or something. Here they rush thru a vigorous routine of back flips, somersaults, jumps, bounces, leaps, pyramids, spins and other fancy acrobatics.

P. D.

Brown and Ames

Reviewed at Loew's State, New York. Style—Comedy, singing and dancing. Setting—In one. Time—Sixteen minutes.

Wally Brown and Annette Ames make up this comedy, singing and dancing turn, which is a grand act and should be surefire with most audiences. Laughs are assured with so capable a comedian as Brown, who is one of the better laugh dispensers and will probably be grabbed off before long by the more important fields. His partner, a very cute half-pint lassie, lends the song-dance innings and also foils for Brown's comedy.

The comedy as dished by Brown is a sort of double-talk or mixed-up speling of amusing stories and gags. Opening

Night Club Lions Claw Candid Camera Enthusiast

BRIDGEPORT, Conn., Aug. 28.—Even animals don't like candid camera shots. Last week Fritz Menn, chef at the Schnitzelbank Restaurant, Bavarian night spot here, was severely clawed by two lions, each weighing 500 pounds, just as he focused his camera on them. But for the timely assistance of several patrons he would have been killed. The lions are part of a miniature menagerie which the management has in conjunction with the Bavarian atmosphere that prevails at the spot. Menn was taking the pictures at the request of a patron, who wanted a souvenir. Leo Websterback, owner of the restaurant, was arrested for violating the Connecticut statutes relative to the exhibition of wild animals. In court later he was ordered to close his menagerie within a week.

bit of trying to sing over a blatant pit band is too old a piece of biz for this enterprising act. Brown has good material, his delivery is excellent, and in general he had the audience laughing with him all the way at this catching. Cute Miss Ames sings a nice song and does okeh hoofing, but it's her personality and tiny size that finds audiences pushovers.

Were on second here to a huge hand that rated their encore.

S. H.

The Juvelys

Reviewed at the French Casino, New York. Style—Balancing and juggling. Time—Five minutes.

This mixed team is one of the smash hits of the new French Casino show here. Offer a fast, varied routine of balancing and juggling stunts that mount steadily into a sock finish.

Among their stunts is the man's balancing on teeterboard set over a tiny barrel, and then the girl mounting his shoulders while he's still on the barrel. There's a head-to-head stunt, with each juggling hoops and clubs. Their finish has them in head-to-head position, with a couple of head-size rubber balls as cushions between their heads—and with the man standing on a precarious perch.

It's all tense, interest-holding stuff routine and presented in novel fashion.

P. D.

Lake Boat Adds Bar, Show

BURLINGTON, Vt., Aug. 28.—World's oldest steamship company has gone modern with the installation of a bar and a floor show into the Ticonderoga, of the Champlain Transportation Company. Horace W. Corbin, operator, states that while the entertainment budget will be restricted for the present, if conditions warrant name acts will be introduced next season.

Philly Grove in New Hands

PHILADELPHIA, Aug. 28.—New life is expected to be given to the Coccoanut Grove, former ace nabe nitery, next season. Spot has been taken over by Jack Toland, former fisticuffer, and Max Cohen, former local burly operator. Grove was formerly operated by Harry F. Hahn.

Saranac Clubs Walloped

SARANAC LAKE, Aug. 28.—Night spots here took a poke on the chin for the waning weeks of the season when village board passed a midnight curfew ordinance recently. Ordinance forbids playing of musical instruments, radios or mechanical music devices in public places after midnight.

DETROIT, Aug. 28.—Amusement Booking Service branch office at Columbus, O., has just added three new class spots, Peter J. Iodice reveals. These include Dublin Inn and Ballyhoo Club at Columbus, and Murray's Cafe at Richmond, Ind. The Columbus office is managed by Frank Belt.

Ft. Worth Club Reopens

FORT WORTH, Aug. 28.—Ringside Club, on the Jacksboro highway, is to reopen September 17. Jimmie Joy's orchestra is to open spot, and Bill Thompson's band is to follow. Club will again feature floor shows. Only local spot with floor shows has been the air-conditioned Den in the Texas Hotel here.

Camden Sundays, Maybe

CAMDEN, N. J., Aug. 28.—Probability that Camden will once again provide the Sabbath night-living for Philadelphians was forecast with the announcement that enough petitions have been received by the liquor control board asking that the question of Sunday sales be put on the ballot at the general election, November 2.

Mt. Kisco Casino Opens

MOUNT KISCO, N. Y., Aug. 28.—Mount Kisco Casino, Inc., formerly the Green Chalet, opened last week, featuring Bill Smith and his Cornellians daily except Mondays, and a cocktail and dancing hour Sunday afternoons. Spot located on Junction Route 128-117.

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Ex-Burly Houses in Clear Despite Official Blasts

La Guardia puts houses on pan, but Moss is more friendly—licenses will be renewed, says inside info, but theater's must avoid indecencies

NEW YORK, Aug. 28.—While there have been several statements from city officials in the local dailies this week anent the ex-burlesque houses, condemning the policies of those houses, there is no indication that any drastic action will be taken against them. In fact, there was assurance from an official source yesterday that the theaters seem to be doing the best they can and that when their 90-day licenses expire they will be renewed without any difficulty. However, the officials are all of the same opinion that the ex-burlesque houses in their new vaudeque policy must keep their shows clean, steering clear of the stripping and other "objectionable" features associated with burlesque.

License Commissioner Paul Moss made several statements to the dailies this week. He said that when the American Legion Convention starts here September 20 there will be about 10 of the old burlesque houses opened. Also, that these theaters, using showmanship instead of filth, will be glad in a year's time that they were cleaned up. He further said that the reopening of some of the theaters does not mean a return to indecencies that resulted in their closing.

Mayor La Guardia, however, revealed to the papers that in his opinion burlesque is definitely on the way out and it is by no means certain that the current 90-day permits will be renewed. This was in answer to reports that some of the theaters have been reverting to the "objectionable" forms of entertainment.

A city official said that at the expiration of the 90-day period the theaters will have to make applications for new licenses, that they have been watched carefully, and it was noted that they were doing the best they could. He lamented the lack of showmanship on the part of operators, saying that he saw one show at the Eltinge in which an ordinary two-man acrobatic act stopped the show and really awakened the audience. He stated acts like that should be employed more, getting away from baggy pants comics and the like.

Only two ex-burlesque houses, the Apollo and Eltinge, are now using flesh policies. On September 3, however, the Irving Place, Oxford, People's and Republic will reopen. The Oriental will reopen September 10, and the Star and the Casino will also reopen next month. The 90-day licenses given the Apollo, Eltinge, Galety and Oriental will expire October 11; Werba's, Brooklyn, expires October 27, and the Star and Century, Brooklyn, November 22.

Briefs

JACK CADDEN has purchased a two-story seven-room home and grounds in Rye, N. Y., where he will raise cocker spaniels. He will commute daily to New York, a 45-minute ride. . . . **N. S. Barger**, of Chicago, was in New York for several days last week. **Dewey Michaels**, of the Palace, Buffalo, was another visitor, arriving Wednesday and leaving the next day when the Louisville fight was postponed. . . . **Sam Briskman**, operator of the Casino, Brooklyn, informs that **Edgar Allen** is no longer associated with him. . . . **Phil Rosenberg** was out of his office a couple of days last week on a trip to Buffalo and Rochester.

NAT MORTAN has spotted Barbara Doane, Gladys Fox, Annette, Aloma and Erma Vogele and Bobby Fay with the Oriental, New York, opening September 10. He also set Billy Chester into the Eltinge, New York, opening this Friday. . . . **Nellie Thomas**, a new Mortan find, goes into the Oriental as a parade girl

but is seeking a principal role as crooner. . . . **Ermain Parker** writes from Los Angeles, giving news of that territory. She notes that the Follies is the only L. A. burly house open but that night clubs are keeping burly folks active. **Cafe de Paree** has **Thais LaMare**, **Faith Rhodes**, **Bee Cunningham** and **Billie Byrd**, while **Tommy Raft** and **Claude Mathis** are at the **Paradise Club**. **Country Club** in Lake Tahoe has **Ginger Britton**, **Kitty Ellis** and **Barbara Mayo**. In San Diego **Miss Parker** is at the **Club Cardinales**, while **hubby**, "Slat's" **Taylor**, is busy with his fishing boat at **Long Beach**. **Rogers** and **Rochelle** are at the same club. **Alice Hewlett** is at the **College Inn** there.

CHICAGO BRIEFS: **Zorita**, snake dancer, crashed *The Chicago Tribune* rotogravure section last Sunday with several photos of herself and the snakes at work and play. . . . **Ford** and **Barnes** closed the 606 Club to join the **Hirst Circuit**. . . . **Margie Dale** and **Eddie Haywood** and **Renee** opened at the **National**, Detroit, Sunday. . . . **Charmaine** goes into the **Garrick**, St. Louis, September 3 as an added attraction. . . . **Betty Novak**, **Dorothy Dee** and **Billie Lewis** opened an indefinite engagement at the **Roxy**, Cleveland, Friday. **Fritz Wick**, local model, goes into the **Gaiety**, Minneapolis, for a week starting Friday as an added attraction. A Schuster booking.

ARLEN STEWART

After 24 weeks' run at the Casino, Bklyn. Now filling 32 weeks of engagement at the FOLLIES THEATRE, Los Angeles.

Talking and guess what?

Direction — DONNA DAVIS.

Pitt's Girl Boom

PITTSBURGH, Aug. 28.—Desire of local girls to go on the stage has upped as compared to last year. In answer to an ad calling for chorines, 85 girls showed up at **George Jaffe's Casino Theater** for a try at the 16-girl line of the house's opening show. Last year, in response to a similar ad, not even enough for an 18-girl chorus put in an appearance. This year **Jaffe** was able to send six girls to the **Casino**, Toronto, and four to the **Palace**, Buffalo, in addition to taking care of his own needs.

Jack Rosen, **Gus Schilling**, **Betty Rowland**, **Jane Dobbins**, **Dorothy Lawrence**, **Irene Austin**, **Dawn Dee Lees** and **Joey Shaw** with 28 chorines set for the reopening September 3.

JUNO, former burly prim, now **Winfred Greenough**, soprano singer in the *Paris by Night* revue at **Luna Park**, Coney Island, has been engaged by **James F. Victor** for six weeks of fair dates.

BATES AND HUNT added to the **Eltinge**, New York, cast August 27, when **Paul Ryan** replaced **Chick Hunter** and **Jack Shaw** replaced **Chet Atland**.

HATTIE BEALL, in retirement the last two years, has sold her **Long Island** gas station and now plans a return to the stage in her former role of straight woman.

CONNIE FANSLAU and **Eleanor Dale** spotted by **Donna Davis** at the **Red Ram Inn**, Mountain Top, Pa.

SID ROGERS, former comic and now with the **Empire Vaude Exchange**, Buffalo. (See U-NOTES on page 29)

U-Notes

By UNO

FRANCES RHEA, dancer, makes her debut at the **Casino**, Brooklyn, September 10. **Vera** and **Romez Trio** opened at the **Eltinge**, New York, August 27. Spotted by **Charles Merrick**, of the **Empire Booking Exchange**.

DANNY EVANS, character and straight, will go on the **Hirst circuit** this season. Another newcomer in the same unit will be **Charles Stuart**. Show began rehearsals August 26.

MARK LINDER, engaged by the **Republic**, New York, to put on comedy scenes, satires on current film and flesh show hits. **Lillian Murray**, **Fred Binder**,

Reviews

Rialto, Chicago

(Reviewed Friday Afternoon, August 27)

More shows of this road unit caliber (*Highlights of 1937*) and more people will turn out to see them. This first Hirst unit boasts of a great chorus, nicely costumed, good specialties and, above all, a really funny comedian. **Bobby Morris**, who resembles a talking **Charlie Chaplin**, drew solid laughs in his appearances. Has some good material, particularly the fight scene, which is a mild riot. His light footwork comes in handy for rib tickling and his

straight man, **Charlie Harris**, furnishes splendid support.

Other comedian with the show is **Bobby Vall**, with **George Kaye** acting as straight. Has little to do here and in his own spot early in the bill was handicapped with some moth-eaten patter.

The line, augmented with the house girls, looked fresh and went thru the routines with an abundance of vitality, a relief from the tired-looking chorus gals who dance only because it's their duty to do so. While their numbers are not original, their work is impressive and evenly balanced.

Irene Cornell, featured dancer, is a gorgeous blonde with a flowing mop of hair. She impressed with a modernistic body-teasing dance and later returned for an attentive acro-control number. Girl has talent, shape and beauty.

Of the **Rialto's** stock performers, the trio of **Charles Country**, **Kenny Brenna** and **Jack Buckley** remains to do a lot of the comedy work. Boys are favorites here and their style is generally amusing. **Peaches**, too, has been retained and scored with swiny tease parading, kept within the limits of the new burlesque standards.

Ceil Von Dell, beautiful brunet, is a newcomer in the stock lineup. She has a lovely body and a graceful walk routine. Entertaining and talented specialty tap team are **Joan Lynn** and **Ernie Deering**, who were spotted in a fast competition turn to **Honeysuckle Rose**, and **Joan** preceded earlier in the bill with a single strut. Songs are capably handled by **George Kaye**, of the unit, and **Buster Lorenzo**, veteran here.

Claudia Ferris, featured in the *High Hat*, **Piccolo** and **Cane** number, drew a good hand with some engaging toe work. Others in the lineup include **Leah Howard** and **Irving Benson**, talkers.

Screen has **Jack Holt** in *Outlaws of the Orient* (Columbia). Downstairs was filled opening-show time. **Sam Honigberg**.

Old Howard, Boston

(Reviewed Saturday Afternoon, Aug. 21)
Terrific heat, rodeo, beaches nor baseball could stove off the fans at the **Old Howard's** reopening today. Management has nixed all burlesque wordage, with current show tagged *Frisky Frolics*. (See REVIEWS on page 29)

8 More Units Set by Hirst

NEW YORK, Aug. 30.—With several houses already opened and enjoying good business, the **Hirst Circuit** has lined up eight more shows to make the tour. These are in addition to the eight shows that were listed in last week's issue, those units headed by **Bobby Morris**, **Bob Carney**, **Mike Sacks**, **Max Furman**, **Bozo Snyder**, **Peanuts Bohn**, **Jack Greenman** and **Harry Evanston**.

Of the new shows, **Harry J. Conley** heads one which opens this Sunday in Washington, produced by **Evelyn Ramsey** and managed by **Jack Garrison**. Cast comprises **Lew Brown**, **Lillian Dixon**, **Eddie Lloyd**, **Mac Dennison**, **Connie Ryan**, **Wade and Wade**, **Peggy Dale**, **Joan Marvis** and **Hilda Allison**. Another, headed by **Benny (Wop) Moore**, opens in Boston Sunday, produced by **Ken Rodgers** and **Ed Ryan**, with supporting cast comprising **Harry Bentley**, **Three Jolly Tars**, **Murray Gordon**, **Rita Devere**, **Emily Fliske**, **Boots Burns**, **Erma Dear** and **Arline Forrest**.

Billy (Beef Trust) Watson heads a unit which opened in Buffalo yesterday, produced by **Frank Bryan** and **Willie Hale** and managed by **Harry Diehl**. **Watson's** cast includes **Billy Grogan**, **Spencer**, **Johnny Barry**, **Evelyn Brooks**, **Milton Blakely**, **Harry Reed** and **Elsa Ryan**. **Jerry Brandow**, **Sunny Day**, **Ray Parsons** and **Gertie Reed**. **Bob Ferguson** heads a unit which opened in Chicago Friday, produced by **Fred Clark** and managed by **John Ensley**, the cast comprising **Mary Murray**, **George Lewis**, **Wynn Miller**, **Valerie Parks**, **Crystal Cook**, **Margie France**, **Franklyn Hopkins** and **Dorothy** and **Rella**.

Red Marshall's show opens in Pittsburgh Sunday, produced by **Beverly Carr**, the cast comprising **Murray Leonard**, **Hap Hyatt**, **Maurice** and **Marla**, **Claire Stone**, **Val Williams**, **Tom Bundy**, **Edna Dee**, **Jane Hazlett** and **Boo LaVon**. **Al Golden's** show opens in Waterbury Sunday, produced by **Lester Montgomery** and managed by **Jess Meyers**, the cast (See 8 MORE UNITS on page 29)

Troc, Philly, Stays Shut

PHILADELPHIA, Aug. 28.—**Troc Theater** here did not open last Saturday as a part of the **Hirst Circuit**, when **Isy Hirst**, operator of the house, called the opening off due to excessive demands made by the stagehands' local. **Hirst** had already made his deals with the actor and musician unions, but at the last minute the stagehands wanted their crew boosted from five to six men.

Zaidins Back at Cincy Gayety

CINCINNATI, Aug. 30.—**Morris Zaidins** arrived here yesterday morning from Cleveland, where he finished his second season Saturday in the department of amusements and concessions at the **Great Lakes Exposition**. He will again assume management of the **Clamage & Rothstein Gayety Theater** here, which gets under way with the **Hirst** shows next Friday. House has been thoroughly reconditioned for the new season.

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STAR THEATRE

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"Dead End" (UA)

Time, 90 minutes. Release date, August 27. Screen play by Lillian Hellman, based on the stage play by Sidney Kingsley. Produced by Samuel Goldwyn. Directed by William Wyler. Cast: Sylvia Sydney, Joel McCrea, Humphrey Bogart, Wendy Barrie, Claire Trevor, Allen Jenkins, Marjorie Main, Billy Halop, Huntz Hall, Bobby Jordan, Leo Gorcey, Gabriel Dell, Bernard Punsky, Minor Watson, Elisabeth Risdon, Esther Dale and others. Reviewed at the Rivolt, New York.

With his hopelessly lame leg made as good as new by the kind-hearted people out in Hollywood, with his name changed from the ignominious Gimpy to a more dignified Dave, the architect-idealist of Dead End emerges as such an East Side Davy Crockett that he himself, personally, shoots up the dreadful Baby-Face Martin and his gang after a gun battle that makes the Chinese and Spanish was seem like practice skirmishes. It's amazing what the change of a name and the straightening of a leg will do for a man's courage—particularly if aided by Hollywood's idea of what ought to be done to a hit show.

Dead End on the stage was never anything more than a cheap and surface melodrama given spurious importance by its clumsily and obviously pointed moral and by its magnificent stage setting, designed by Norman Bel Geddes. In films even the importance of that stage setting (the play's only claim to deserved fame) dwindles drastically, since we're used to seeing expansively sets thru the camera's magic eye. Nothing then is left but the cheap and surface melodrama and the clumsily and obviously pointed moral—and even they are made cheaper and more clumsy by the great change that turns the idealistic Gimpy into the gun-fighter Dave. The only thing that makes Dead End into a good picture is its press buildup—which ought to convince a lot of people that they ought to like it—and the performances of the kids who were taken from the New York cast.

Those kids walk off with the picture, as they did with the play. Hampered quite a bit in the celluloid version by the omission of all the colorful profanity that also contributed (among the morons) to the stage success, they still do a series of grand jobs, giving the film whatever interest, whatever reality, and whatever excitement it possesses. There's much more reason for going to see them than there is for going to see the picture. The plot (for those who didn't hear all about it a couple of years ago) concerns the East Side section of New York, where swank apartment houses rub elbows with tenements. Tenement kids dive off the docks, Gimpy (or Dave) sits and dreams of a kept woman and little Drina tries to save her young brother from the influences that will make him another Baby-Face Martin, gangster No. 1, who got his start in that very street.

Baby-Face, on the lam, stops to see the scenes of his childhood, is cursed by his mother and finds that his old sweet-

heart is a diseased streetwalker—all of which makes the sentimental gangster feel simply terrible. He feels even more terrible when he's bumped off by the law-enforcing Dave, who, in the original version, simply tipped off the cops. Drina's young brother meanwhile has cut the hand of a snooty apartment dweller and is sought by the gendarmierie—but you can fill in the rest for yourself, even if you haven't heard about the play.

Most of the adults in the cast do nicely enough, but it's the kid's picture. They do their best, and it's certainly not their fault that Hollywood managed to weaken even further the most over-touted 10-20-30 melodrama that ever pulled in the peasants of New York. Eugene Burr.

"Roaring Timber" (COLUMBIA)

Time, 62 minutes. Release date, July 4. Screen play by Robert James Cosgriff and Paul Franklin, from a story by Cosgriff. Directed by Bradley Rosen. Cast: Jack Holt, Grace Bradley, Ruth Donnelly, Raymond Hatton, Willard Robertson, J. Farrell MacDonald, Charles Wilson, Ernest Wood, Philip Ann, Fred Kohler Jr., Ben Hendricks and Tom London. Reviewed at the Rialto, New York.

For a lumberjack drama amid the tough-going North Woods, Roaring Timber is unimpressive and so stuffy it might be routed along the grade school circuit for a painless geography lesson. Yet while it isn't a name attraction to use as box-office bait, it is possible as a substitute for travelogs or educational narratives even in the snooty show places. What makes it all the more eligible for school screens or conservative elders' review is its refrain from love and clinches, its moral code whereby honesty is rewarded and the Horatio Alger do or die overtone.

Jack Holt is beset with enough obstacles to daunt the most determined contractor, but he comes thru to keep the contract calling for 80,000,000 feet of timber in 60 days. Tho he is tempted by unhealthy propositions, he rises above all to maintain his reputation as a square-shooting but driving woods boss and collects a \$5,000 bonus. Incidentally, it looks as tho he wins favor in the eyes of the boss's daughter at the end of the reel, but that suggestion is extremely mild. Sylvia Weiss.

"Dark Journey" (LONDON FILMS)

Time, 68 minutes. Release date not given. Produced and directed by Victor Saville. Screen play by Lajos Biro. Script and dialog by Arthur Wimperis. Cast: Conrad Veidt, Vivien Leigh, Joan Gardner, Anthony Bushell, Ursula Jeans, Margaret Pickard, Elliot Makeham, Austin Trevor and Sam Livesey. Reviewed at the Central Theater, New York.

Intrigue and espionage against an exciting background of battle scenes, submarine warfare and romance between spies from opposing countries. Theme when handled competently always makes a first-rate melior and Dark Journey is almost as good as The Thirty-Nine Steps (which was also a British product). Suspense runs high and is manufactured skillfully, so that until closing shots it's uncertain whether Veidt is a French spy masquerading as a German spy and Vivian Leigh is a German spy masquerading as a French spy. Director Saville's works is tops and shows in a thousand small details. Photography and editing are superb, scene dissolving and often exploding into scene without a tull. Veidt is still one of the finest screen actors around and he makes every gesture and accentuation count. His bodily and facial control is something to watch. Altho this is the sort of low-budget film that would be run thru the mill in America, it comes out here as one of the smoothest and most entertaining thrillers of the summer. Maurice Zolotow.

"Talent Scout" (WARNER)

Time, 58 minutes. Release date not given. Screen play by George Bilson and William Jacobs, from a story by George Bilson. Music and lyrics by M. K. Jerome and Jack Scholl. Directed by William Clemens. Cast: Donald Woods, Jeanne Madden, Fred Lawrence, Rosalind Marquis, Joseph Crehan, Charles Halton, Teddy Hart and others. Reviewed at the Criterion, New York.

Most Hollywood pictures are fairy tales, and Hollywood pictures about Hollywood are consequently double-barreled fairy

tales and have a potential audience running into millions, since half the population dreams of becoming stars, getting divorced many times, dancing in the Cocomar Grove and attending opening nights at Grauman's Chinese. (The other half of the population is writing a novel, but even novelists these days have their portable typewriters always packed handily, ready to heed the call from the studios.) In other words, a Hollywood picture about Hollywood (which is like Cinderella grown up and become a mother and, in turn, telling a pumpkin fable to her daughter) has all the odds in its favor. And with all the potential material for satire, it should be a cinch. Talent Scout plays the star-struck gals dirt. It doesn't really tell about Hollywood. It tells about . . . you guessed it, love.

Yes, Jeanne Madden (like Janet Gaynor in A Star Is Born) finds something greater than screen fame in Hollywood. And by an odd coincidence, like Miss Gaynor she falls in love with the biggest star in fairland. And by an even odder coincidence he falls in love with her. And by an even odder coincidence Fred Lawrence (the star) is loved by another woman, a Lupe Velez type. But Jeanne (the simple girl discovered at an amateur night by Woods, the talent scout) wins.

There is very little about talent or scouting. I am sure our American girls would have like Warners to go into more detail concerning matters coasian. Surely with so many other attractions, Los Angeles is one place where love is not "paramount." There is, for example, the Trocadero and Malibu Beach.

Pix has a couple of musical numbers and two chanteys, Born To Love and Absolutely, Wrong, are okeh.

Maurice Zolotow.

"White Bondage" (WARNER)

Time, 60 minutes. Release date not given. Story and screen play by Anthony Goldaway. Directed by Nick Grinde. Cast: Jean Muir, Gordon Oliver, Howard Phillips, Joseph King, Harry Davenport, Virginia Brissac and others. Reviewed at the Palace, New York.

Films in general and Warner Brothers in particular, glancing a bit self-consciously at the red cross of the Crusaders that has recently adorned their spotless Legion-laurendered shirts, have now turned their attention to the problem of share-cropping in the South. Share-cropping, so far as an upstart No'therner understands it, forces farmers to work land at a percentage of the yield and grinds them (at least so the story goes) deep into the soil by forcing them to pay for the implements of labor supplied by the owner, and also to buy supplies (on credit) at the owner's store. The result is that the surprised farmer, at the end of the year, finds that his share falls to equal the amount he owes; so he goes on and on, getting each year deeper into the rut of hopeless debt, while the owner gathers all profits from the lands.

There's meat there for a powerful picture—and at times Warners in White Bondage, almost threaten to extract that meat. But in the end it all turns out to be a ketch-him-and-lynch-him melodrama, and whatever crusading content was contained in the early sections is pretty thoroughly lost.

The yarn revolves around a young reporter sent by his paper to investigate rumors of injustice and who goes down playing no favorites. He uncovers the owner's shady and unfair practices, but his activities find no particular favor with the farmers themselves. When he gets the proof he wants against the owner, the owner manages to inflame the farmers against him and the thing descends into a hillbilly Western. He's

eventually saved by a mountain gal—and there's an indication that Warners originally meant the whole thing seriously when the closing sequence has him driving away from the now-happy yokels, leaving the lass in the arms of a mountain swain.

With the exception of Joseph King, an excellent actor, the cast barely manages to do justice to the script. Jeanne Muir, one of this reporter's prime favorites, is the girl involved. She doesn't seem at all like Jean Muir—or even the character at hand. Eugene Burr.

"Bad Guy" (MGM)

Time, 71 minutes. Release date, August 27. Screen play by Earl Felton and Harry Ruskin, from a story by J. Robert Bren, Kathleen Shepard and Hal Long. Directed by Edward Cah. Cast: Bruce Cabot, Virginia Grey, Edward Norris, Jean Chatburn, Cliff Edwards, Charley Grapewin, Warren Hymer, John Hamilton, Clay Clement. Reviewed at the Rialto, New York.

This show is electrifying. It's so full of dangling hot wires and dancing high frequency currents it's shocking. When recovered one realizes that in between these shots of voltage there gads about Bruce Cabot, careless, devil-may-care swaggerer, who can't find enough release for his energies in being just a crackerjack lineman. Hence he becomes involved in a gambling affray, kills a cheat, advises the jail electrician on how to repair the setup to insure enough juice for his own burning (a really amusing interlude), abuses the parole accorded him, double crosses his brother by tampering with his girl, breaks jail and finally roasts on a power line with the coppers in pursuit.

The picture isn't what you would call fascinating, but there's a good attraction in its physics and realism. Sylvia Weiss.

"Dance, Charlie, Dance" (WARNER)

Time, 64 minutes. Release date not given. Screen play by Crane Wilbur and William Jacobs, from George S. Kaufman's play, "The Butter and Egg Man." Music and lyrics by M. K. Jerome and Jack Scholl. Directed by Frank McDonald. Cast: Stuart Erwin, Jean Muir, Glenda Farrell, Allen Jenkins, Addison Richards, Charles Foy, Chester Clute and others. Reviewed at the Criterion, New York.

The Kaufman comedy about the producing end of Broadway legit still makes a fairly diverting piece of entertainment, altho time (and newer Kaufman comedies) have dulled the edge of most of the gags. Erwin is the gullible hick with \$25,000 to invest in show business, and Jenkins is a shoestring producer with a hammy musical melior in rehearsal who sells Stu an interest in the show. Stu picks up the Broadway lingo quick and it's really funny when he starts calling everybody "sweetheart" and says, "Give me a quick yes; in show business you gotta make up your mind quick."

The show flops in trout, but Stu talks another hick into buying a piece of it. On Broadway the audience roars at the melior, and critics next morning call it a mastery satire. Stu sells the hit back (at a profit) to Jenkins. Whereupon in walks a lawyer suing the producers for 66 2/3 of the show on charges of plagiarism.

Cast handle their lines deftly enough and Dance will make a pleasant interlude between the feature and the Mickey Mouse.

Like every film these days, this one has some music in it too. And a dance number. Maurice Zolotow.

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National Theaters, Pix Concern, Invites Legit

Subsidiary of 20th Century-Fox opens between 40 and 50 houses to touring attractions—more to follow if experiment succeeds—UBO co-operates on bookings

NEW YORK, Aug. 28.—One of the biggest steps toward reviving the legitimate theater—in its national rather than its local sense—came this week when National Theaters Corporation, a subsidiary of 20th Century-Fox, announced that it would open between 40 and 50 of its more than 400 theaters to plays, musical comedies and concerts. Bookings will be handled in co-operation with United Booking Office for the legit attractions, while the artists' bureaus of NBC and CBS will work in on the concert angles. National Theaters' houses are chiefly in the Midwest, Northwest and Pacific Coast.

Plan will be handled, from the National Theaters end, by Aubrey Schenck, assistant film buyer for the outfit. He and UBO have already set appearances of Billy Rose's *Show of Shows*, the *Ziegfeld Follies* and the Rowland Stebbins production of *Antony and Cleopatra* with Tallulah Bankhead in the lead. Most of the spots will be one-night stands.

Plans for organization of the new road circuit are going ahead, with Schenck intending to make tieups between the local theaters and individual local groups, in order to get subscription funds to meet the minimum guarantees of the attractions.

Plan was started, according to statements from Schenck and others, because of a growing belief that the legit field was due for a comeback on a national (if not on a local New York) scale. This, coming from the film field, habitually sour as to legit prospects, means plenty, and was caused, in the case of National Theaters, by experimental booking of live talent in the corporation's film houses in the Northwest. The experiment was overwhelmingly successful. Another contributing cause was the definite popular demand for plays and concerts in many of the towns where the corporation's theaters are situated.

"In many of the small towns where we have theaters," Schenck said, "there are no auditoriums. We feel that, being a community institution in those towns, we should open the doors to road shows and concerts on nights when it would not conflict with the presentation of films. For example, instead of running a double feature on both Wednesday and Thursday, we might present a stage show on Thursday."

If the plan goes over in the towns already opened more of National Theaters' houses will be made available to legit.

Philly Starts Labor Day

PHILADELPHIA, Aug. 28.—A Labor Day opening is secure only for the Chestnut Room Service being the definite curtain raiser, with *Leaning on Letty* to carry the house into October. Erlanger has hopes of unshuttering September 18, with Noel Coward's cycle, *Tonight at 8:30*, only a tentative initialer. Norman Bel Geddes' new musical, *Sing Out the News*, is penciled in only lightly for the follow. Forrest finds nothing on the horizon before October 4 and the new Ed Wynn musical, with definite dates set for Helen Hayes in *Victoria Regina* on October 18 for three weeks and Maurice Evans in *King Richard II* some time in December. Booking plans for the New Locust are still in a nebulous state.

Permanent Detroit Company

DETROIT, Aug. 28.—Plans for a new permanent acting company in Detroit are being formulated by the new Detroit Stock Company, with the probability that the organization will take over a major downtown theater some time after January 1. A stock or repertory policy would be the objective, with prices designed to compete with the level of motion picture theater prices, instead of starting around \$1, as has been the case with most past stock ventures here.

Sponsors of the idea are Jean Desjardins, veteran actor who was formerly with the Bonstelle Civic Theater here, and Edith W. Hourde, head of the Expression School of Speech and Drama. Detailed plans have not been disclosed, but they will provide for a company to be developed locally, the opening of the theater being entirely dependent upon the development of an acting company from new talent.

Legit to Modern; Dollar Stock Closes

PROVIDENCE, Aug. 28.—Stage shows, which throughout summer have been housed at the Empire Theater, will move to the old Modern, dark for months, when that house reopens Labor Day. First attraction will be *Brother Rat*.

Announcement was made this week that Modern has been leased for five years by Modern Amusement Company, Inc., with A. A. Spitz as supervising director. Approximately \$15,000 is to be spent on the Modern, dark for months, when it will be known as the Playhouse. Bookings to date include Maurice Evans in *Richard II*, October 26 and 28; *You Can't Take It With You*, January 3 to 9; *Yes, My Darling Daughter*, some time in February, and several others for which dates are not as yet set. Spitz hopes to get Theater Guild's *To Quit and Back* for a September 18 to 18 date. United Booking Office will book in stage shows, and film road shows and some foreign films will also probably be on booking sheet during the season.

Empire closes with its \$1-top stage policy tonight and will remain dark until middle of September. Policy thereafter still uncertain at this writing, but will probably go into vaudeville and second-run films. Season has been only fair, it is reported, with house forced to bring *Dead End* back for a return engagement this week when revival of *Good News*, previously announced, failed to satisfy representatives of management who looked over the production before bringing it into town. Fact that house cooling system can be run only during intermissions, coupled with hottest summer Providence has ever known, proved big handicap to business.

Theater Shortage Hampers Legit's Return in Chicago

CHICAGO, Aug. 28.—The people of Chicago are clamoring for shows, but the return of legit is being seriously hampered by a shortage of theaters. Ten years ago 16 houses were playing dramatic and musical shows. Today there are four, aside from the three that are being used by the Federal Theater Project, available for legit. Seven of the 16 playing stage shows in 1927 are now movie houses. Two have been razed and the sites converted into parking lots.

Shortage of houses is the chief worry of local theater men. Between 15 and 20 New York hit shows are scheduled for local production during the 1937-38 season when and if theaters are available. Two of the four legit houses are already occupied by shows that are expected to run well along toward the holidays. The other two will be occupied shortly. Curtailment of the Federal Theater shows may release a couple of houses, but from one standpoint or another they are not particularly desirable. The only other possibility is that one or more of the former legit houses now used as movies may return to the legit fold. Most desirable theaters in this category are the Garrick and Apollo, both now controlled by Balaban & Katz. They are situated in the heart of the rialto and could be reconverted to stage use with a minimum of alteration. Theater men have given serious consideration to this angle,

BROADWAY RUNS		
Performances to August 28, inclusive.		
Dramatic	Opened	Perf.
Brother Rat (Biltmore)	Dec. 16	208
Having Wonderful Time (Lyceum)	Feb. 19	219
Room Service (Cort)	Feb. 19	118
Tobacco Road (Forsyth)	Dec. 14	1506
You Can't Take It With You (Booth)	Dec. 14	290
Women, The (Biltmore)	Dec. 28	284
Yes, My Darling Daughter (Playhouse)	Feb. 9	229
Musical Comedy		
Babes in Arms (Shubert)	Apr. 14	159

ATC Discusses Three Problems

Making theatergoing easier, giving chance to youngsters and theater festival aired

NEW YORK, Aug. 28.—The American Theater Council, quiescent since it garnered publicity and suggestions thru its convention held at the Hotel Astor last May, met Monday to talk over three of the problems brought up at the convention. The council is not to be confused with the special committee appointed after the convention to sift suggestions. The committee met previously and discussed the possibility of running special trains to take care of commuting theatergoers.

The council, with about 30 members present, discussed three general problems and appointed committees to look into each. They were the task of making theatergoing more attractive to both suburban and local playgoers, the establishment of a showing spot to give youngsters a chance to be seen and heard, and the sponsoring of a theater festival next year. This last has been in the works for some time, having been practically set by Equity and other theatrical factors for a year or so. The plan then, tho, was to run it in conjunction with the World's Fair.

To make theatergoing easier it was suggested that all plays turn over one evening a week to a 7:30 curtain, thus allowing commuters to get out of the theater in time to make the mid-evening trains. It was also suggested that suburban women's clubs be organized and special trains be run. Also, that tickets be made available in the communities themselves thru sale at local drug stores or agencies, and that telephone reservations be received by the theaters. Max

Gordon tried out this last plan with *The Women*, and the results were gratifying. The committee to investigate the various angles consists of Frank Gillmore, chairman; Marcus Helman, Philip Dunning, Ben Boyer, Robert Haines and Richard Whorf.

To give theatrical youngsters a chance to appear in public and also to give young dramatists a chance to have their plays performed, it was suggested that an apprentice theater be organized to give special Sunday night performances, to be attended by the managers. The Dramatists' Guild would be in charge of the work for young dramatists, while the committee to make plans for the theater (which, it was hoped, would be established in two or three months) includes Antoinette Perry, chairman; Peggy Bancroft, Margot Stevenson, Blanche Yurka, Reed Brown, Herman Shumlin, George Heller and Philip Loeb.

A hope was expressed that the contemplated drama festival would be a reality by next August, but plans were vague. The committee in charge consists of Marcus Helman, chairman; Luise Silcox, J. C. McDowell, Warren P. Munsell, Brock Pemberton, Antoinette Perry, Frank Gillmore, Kenneth MacKenna and Philip Loeb.

No plans were laid to arouse nationwide interest in the theater, which was the ostensible primary purpose of the May convention.

"Professional" Players Offer "Royal Highness"

NEW YORK, Aug. 28.—A 10-year-old cold-storage turkey named *His Royal Highness*, animated fitfully by a group calling itself "Professional Plays and Players," was placed upon the stage of the much-abused Comedy Theater Monday night. There it flapped dismally for a little while, causing a brief spasm of acute discomfort in 41st street. Unwary reviewers, lured by "professional" in the title of the presenting organization, fled with varying degrees of swiftness—and so did other members of an audience that never, at its strongest, managed to muster more than 100 hardy (fool-hardy, they turned out to be) souls. At times, in fact, it seemed as tho the Comedy were the scene of a contest between play and audience to see which could finish first. The play probably won, tho this reporter, most masochistic of the starting lineup, didn't wait to see; when a blond shrew appeared in the last act to lower even further the amazing level of the acting, he relinquished an inextinguishable ambition to be the audience's sole survivor, and fled quietly into the night.

"Professional Plays and Players" modestly announces in the program that it conducts "the most practical and modern theater-training center in the world," and fills almost half a page with the courses offered. They include everything from radio continuity writing to commercial still photography, and one wonders why Mr. Franklyn Aarons, the author, and the members of the cast didn't take a couple of courses before they perpetrated their public appearance.

Mr. Aarons' play, which carries out the amazing flair of Professional Plays and Players by billing itself as "a robust and rowdy farce-comedy," deals with a newly-married missionary in Flushing (not, as you may suspect, to Flushing), who, after two weeks of the marital state, has yet to probe its deeper mysteries, much to the despair of his young and ardent wife. He receives an unexpected visit from the son of a maharajah whose hospitality he accepted in India, and the visit impales him upon the horns of a dilemma—for Indian hospitality, according to Mr. Aarons, involves use of the host's favorite wife, and Indian hospitality is expected to be returned. The missionary worries about it for two acts before the eruption of the blonde who drove this reporter into the night. It is schweiner! as dull as it is tasteless.

Also, it is as old as it is dull. Under the same title, but with the authorship then attributed to I. R. Franklyn, it was presented 10 years ago in a Greenwich Village cellar, with Hank Senber, the demon commentator of *The Morning Telegraph*, in the title role. The part is bad enough, but the thought of Mr. Senber disporting himself in it is (See "PROFESSIONAL" PLAYERS, 34)

Additional Summer Theater Reviews on Page 34

Summer Theater Reviews

"Triple Play"

PLYMOUTH PLAYHOUSE
(Milford, Conn.)

Presented by Connecticut Players, Marcus Merwin, managing director, in association with Greene & Friede. Comedy by William Roos. Directed by Luther Greene. Settings by Charles Rogers. Week of August 23.

Cast: Joseph Cotten, Edwards Andrews, Charles Powers, Dave Mallen, Ruth Hammond, Clyde Franklyn, Florence Pendleton, John Call, Edmond Dorsay, Tucker McGuire, Charles Keane, Warren Mills and Edward Everet Hale.

This play is slated to open on Broadway October 3 and with "touching up" should provide an interesting show. The play proved entertaining, with many episodes cleverly plotted and nicely acted.

The story involves "Rocket" Reilly, ace hurler of the Brooklyn Dodgers, who follows the advice given him by a fortune teller he constantly visits. This particular September eve she tells him that he is about to murder someone before 12 o'clock. Hank Hankins has told "Rocket" he is scheduled for mound duty against the Giants the next day. In the meantime Horace Moultrie, also stopping at the same hotel, has placed a \$1,500 bet that the Giants will win the next day's game, figuring that "Rocket" will not pitch. Upon hearing that the Dodger ace pitcher is slated for mound duty the Moultries connive a scheme whereby "Rocket" will be put in jail till after the game—this being arranged through the fake murder of Moultrie by the gullible "Rocket." Mrs. Moultrie lays the trap for the "fake murder" and gets "Rocket" to her room. However, in shifting bullets Mrs. Moultrie puts in real bullets—having been embittered by the treatment of her by the husband. Fortunately, Mildred, "Rocket's" home-town girl friend, shifts the bullets again.

Even though Mr. Moultrie has called him everything under the sun "Rocket" doesn't become enraged until Moultrie calls him a farm-town ballplayer, and then the ace ballplayer lets go the five bullet shots. The house detective arrives and hustles the crowd to "Rocket's" room.

In the meantime the supposedly dead Mr. Moultrie goes down the fire escape. As he passes "Rocket's" room Dodger ballplayers Johnny and "Snake" see him and use their bats to knock him out. Hearing the crowd coming to the room they put Moultrie in the bathroom. The puzzle is solved when Moultrie gains consciousness and makes his appearance, to the amazement of all concerned.

A. T. Colavolpe.

"Let the Mare Run"

LAKE WHALOM PARK THEATER
(Pittsburg, Mass.)

A play in three acts, six scenes, by Marian Grant and Robert Perry, directed by John Gordon; art director, Stanley Druk. Presented by the Guy Palmerton Manhattan Players week of August 2.

Cast: Francesca Bruning, Robert Perry, Frank Lyon, Keith Martin, Adrienne Earle, Grace Carney, Leonard Penn, Kenneth Parks, Herman Lieb, Nancy Duncan, Ramon Greenleaf, Stanley Druk, Jackie Daly, Caroline Rice, John Gordon, Olive Warren.

A large audience saw Francesca Bruning portray Patricia, a theatrical favorite who sacrifices the stage to marry her love.

Opening shows the discussion between her three children, two daughters and a son, pawning their widowed mother off on each other. Then the scene flashes back to 1901 and play begins reeling off the tragic events in her married life: How she leaves the stage for marriage, poverty, struggle and an unfaithful husband.

Back to 1937, the third act shows the children still quibbling about who should have their mother. Grimley, who has been Patricia's faithful friend all along, now an old man, divulges his love for their mother and his intentions to marry her. But as Patricia enters she quells her children's antics and says she can now return to the theater, but Grimley tells her she's all thru. Patricia sizes things up and curtain comes down on her line, "This mare is now free to run."

Interest is sustained, for play gets stronger as it progresses.

Sidney J. Paine.

From Out Front

By EUGENE BURR

An answer to an answer, as was once said here in a somewhat different connection, is a peculiarly dull affair. Yet the summer months and this column during them are both pretty dull anyhow (are you listening, Mr. Dakin?), and it may be that an answer to Mr. Maurice Zolotow will be no duller than anything else that might conceivably occupy this space. Mr. Zolotow, you may recall, came to this column's rescue a couple of weeks ago with an uncommonly interesting answer to a few random notes that had been reprinted here from an essay written many years ago. It was Mr. Zolotow's contention, in the main, that the distinction made here between a philosopher who sought for truth and an artist who sought for beauty was hardly valid, because an artist has much need for thought and wisdom; that my idea of beauty was a weak gushing over the sort of thing that appealed to sunflower-bearing acolytes of Oscar Wilde; that an ideational formal beauty was the aesthetic McCoy; that art should not seek, as I suggested, to escape from reality, because all true art is firmly based on reality of one sort or another; that, in any case, the "escape" theory of the arts, much beloved in this precinct, is a false one, since, as Mr. Zolotow inconceivably remarked, "There is no separating art from life except by committing suicide."



EUGENE BURR

The confusion in the reality-versus-escape controversy comes, I believe, simply over differing definitions of the word "reality," with Mr. Zolotow very rightly holding to the fundamental and universal meaning of the word, whereas I used it as an easy symbol to denote the tiny but appalling details that go to make up "real" (or everyday) life. We were, as I think he may agree, saying essentially the same thing. But more of that later.

In refuting an attempted distinction between artist and philosopher Mr. Zolotow says that the philosopher's occupation is the pursuit of wisdom, and that wisdom is needed by the artist "in understanding the chaotic multitude of experiences that go into a person's life" and "in shaping the confused mass into form and order." He says that it is no accident that *The Comedy of Errors* came 30 years before *King Lear*.

It is a somewhat specious argument, depending chiefly, it would seem, upon acceptance of the implication that the result of wisdom is understanding. It is an implication that seems amazingly difficult to accept, for wisdom and understanding are two very different things: understanding is born of experience, while wisdom is born of often sterile thought. Understanding is the basis of art; mere wisdom is the basis of philosophy or of science. I think Mr. Zolotow confused either his terms or his thoughts; I prefer to think it was his terms.

"Thought," he says in his discussion of *Lear*, "long and arduous thought, precedes always the moment of writing." It doesn't. Mr. Zolotow, with his *Lear* and *Comedy of Errors* references, uses Shakespeare as an example. But Shakespeare was notable (in the realm of thought) chiefly for stealing Marlowe's verse form, for taking plots from any and every source from which he could easily or even possibly slich, and for basing his verse—and, indeed, his characters—on the most universal and trite of all possible platitudes. His glory lay in his tremendous understanding (as distinct from thought), in his overwhelming beauty urge, that gave a rich, human glow to those thoughtless, stolen stories and characters, that clothed those platitudes in a jeweled raiment of matchless and unbelievably felicitous words.

Mr. Zolotow goes on to say that the artist is always a philosopher and that the dramatist must be an even-keener philosopher than, say, the musician, whose work is farther removed from thought forms. The dramatist must indeed be a keener philosopher than the musician—and therefore he must be less an artist. For the very crux of art is the musician's province; the very crux of art is in precisely such removal from thought forms—in such high-hearted, perilous journeying into the realms of pure and universal emotion, with understanding (and not wisdom) as the guide.

In looking down upon me for a tendency to "equate beauty with one of its specious subsidiaries, namely, lush language and over-musical rhythms," Mr. Zolotow holds Keats up as an example of what he thinks I like—and then proceeds to hold Cockney John upon the petard of his own words, quoting the famous bromide about truth being beauty and beauty truth. But Keats doesn't really settle anything, because Mr. Zolotow, not I, picked him as a symbol of my aesthetic ideal. As a matter of fact, I heartily object to him. If we must have a symbol let's take a much clearer and therefore a much better one: let's take Poe. And in the beauty-versus-truth controversy I then refer Mr. Zolotow, not to the famous Keats boob starker that he quoted (which is as sanctimoniously shallow as it is fatuously flat), but instead to Poe's sonnet, *To Science*.

As for my deplored confusion between beauty and lush language, even following Mr. Zolotow's pointing finger I'm not quite able to see it. It's the sort of thing that would probably leave me liking *High Top*. And as for "over-musical rhythms" as a source of my delight I'm not at all sure but that Mr. Zolotow has there perpetrated a phrase as meaningless and contradictory as Mr. John W. Gassner's "literary and theatrical in the debased sense." It almost seems as tho he has indulged in a fat contradiction in terms.

Mr. Zolotow says that in his mind the kind of beauty I seem to favor is associated with "Swinburnian babble and Wildean sickliness." The quoted phrase may also be regarded as somewhat controversial. It would be painfully easy, of course, to say simply that I pity a mind so filled with its own infirmities that it can see only illness in the gorgeous pictorial mosaics of Wilde's verse—a mind so filled with babble that even the sonorous soaring of Swinburn's fundamental philosophies seem (probably because of the sonority) merely further babble to a cackle-infested ear.

That would be not only easy to say, but also just about as fair as the arbitrary epithets Mr. Zolotow applies to Messrs. Swinburne and Wilde.

Mr. Zolotow offers, instead of such lush language and over-musical rhythm, "an ideational formal beauty," which he considers truly deserves the label of art. I too have found beauty in such, but to admit it as the only—or even as the highest or ultimate—beauty is appallingly fantastic. That it may and does possess elements of beauty is self-evident, but to call it the highest beauty is to rule out Beethoven for the ultimate glorification of Bach; it is to see beauty in Pope, but none in Blake; to discover beauty in a museum exhibit of flowers, but none in a wild rose; to thrill to the undoubted beauty of clean, stark, work-saving machines,

(See FROM OUT FRONT on page 34)

Summer Theater News

Starting with four straight sellouts, the Elitch Stock Company, Denver, hung up a record for the year with slightly over \$6,000 for the week. The production was *Girl Meets Boy*, and outside the sellouts the crowds were strong all week. Company has proved unusually popular this year, being better balanced than in several years past. Direction by George Somnes has had much to do with the season's success. Action has been paced fast and the crowds have applauded their approval. In the company are Kenneth McKenna, Barbara Robbins, Mina Phillips, Madeline Clive, Philip Ober, Walter Gilbert, James Spottswood, Frank Jacques, Ona Munson, Helen Bonfills and Bradford Hatton.

Robert F. Cutler presents the American premiere of Keith Winter's comedy, *Worse Things Happen at Sea*, at the County Theater, Suffern, N. Y., August 30. The play continues for one week.

For its ninth production under the management of Harlan Forrest Grant, the Weston Playhouse, of Weston, Vt., presented August 27 and 28 the premier performance of *See No Evil*, a comedy-drama with a flavor of mystery. The production was staged by the author, Arthur Strawn, a Hollywood writer who is a summer resident of Landgrove, Vt.

Priscilla Beach Theater, Plymouth, Mass., under the management of A. Franklin Trask, this week presents *Personal Appearance*, under the direction of Paul A. Foley. Cast includes Kay O'Neill, Melvin Berg, Barbara Phillips, Gertrude Farwell, Clara Behringer, Helen Plumer, Lee Edelson, Rita Shafer, Melanie Updegraff, Margery Ehrhardt, June Hulsappla, Mary McMurry, James Inge, Harold Kapner and Lee Pary. The settings were designed and executed by Gordon Miller.

Cecilia Loftus and Edith Barrett were starred last week in *As Husbands Go*, at the Newport (R. I.) Casino Theater. In the leading male roles were Paul McGrath, Franklin Gray and Philip Tonge, with other parts taken by Elizabeth Dean Farrar, Charles Trelxer, Bettina Cerf, Jus Addiss and James Honnen. The comedy was directed by Agnes Morgan and the settings designed by Charles Stepanek.

Empress of Destiny, by Joseph Lee Walsh and Jessica Lee, is being offered by the Band Box Players, Hastings Hill, Suffield, Conn., this week. Brace Conning, from the company in Madison, Conn., is directing, and Mary Ann Dentler is playing Catherine of Russia.

For the closing bill of the season the Farragut Players have chosen *Fly Away Home*. The Eye Beach (N. H.) group ends a popular and highly successful season with this pen product of Dorothy Bennett and Irving White.

Beginning August 31 for the final bill at the Newport (R. I.) Casino Theater, the Actor-Managers present their fifth new play this summer, *The Dramatist*, a romantic comedy by Abby Merchant, starring Alexander Kirkland and featuring Joanna Roos. The production will have incidental music and a small ballet and a cast including Philip Tonge, Franklin Gray, Miriam Jordan, Nell O'Day, Bettina Cerf, Edgar Kent, Elizabeth Dean Farrar, Hathaway Kale, Charles Trelxer, Hayden Rorke, Jus Addiss and the Hanya Holm dancers. Agnes Morgan has directed and Emeline Clark Roche designed the settings.

Connecticut Players will present *Boy Meets Girl* as their final presentation of the second season at their Plymouth Playhouse, Milford, Conn., this week.

Post Road Players, Madison, Conn., brought their season to a close with Victor Wolfson's *Excursion* August 21.

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FALL TERM BEGINS OCTOBER 26

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

Thru Sugar's Domino

EVERY phase of human endeavor concerned in any way with commerce or the bartering of merchandise or services for money has its small or large quota of grafters. Show business is not exempt. The vaudeville branch of show business, for example, has been graft-ridden since the beginning of the lengthening span of years that we have been an observer in its market places. The striking difference between a political grafter and a lad who shakes down performers at the expense of his employer in the vaudeville booking business is that the former steals from the taxpayer; the booking grafter snatches from the purse of private enterprise. It is a safe bet that if the money placed in "open drawers" by performers during the boom years of vaudeville were back in the hands of the donors at this writing there would be no hardships among the older members of the profession. It would serve no useful purpose at this interval to resurrect pictures of grafting practice in the days when the money flowed like spring flood water over a dam. Yet we have hearkened back to those days by passing reference to better appreciate the phenomenon that engages our attention for the purposes of this little sermon.



E. E. SUGARMAN

After beating about the bush it is our sad duty to wise up those who haven't yet ventured to the British Isles for theatrical engagements that a nervy, unprincipled gent connected with one of the larger offices handling British engagements of American acts is doing his own version of graft as it used to be in these United States when a route of less than 30 weeks meant that an act is slipping. It would give us extreme pleasure to mention the grafter's name but one such as he can be dealt with just as well in this manner as by throwing the spotlight on his name in the Knaves' Directory. Why mention his name when all who have worked in London in recent years know who he is? Why court a libel suit that inevitably results when knavery cannot be proven because in this case those who have been victimized are ill equipped to furnish evidence?

We shall consider the mission fully accomplished by this screed if just a few of the performers who have been paying tribute to this not so gentle grafter were to send a clipping of this piece to persons in power who are evidently quite blind to the machinations of a man who takes from acts and thereby forces theaters to pay salaries above what the market level should be—without the performers benefiting therefrom. The gent we discuss makes it clear sooner or later to American acts that they've got to pay him or else. Queer part about the whole thing is that he really hasn't as much power in booking as he claims. But the acts can't squawk because they fear to lose dates that frequently represent the difference between returning home penniless or with a fair-sized wad of savings. They fear to expose the man to the reliable agency by which he is employed because they feel instinctively that if an agency permits an executive to carry on so brazenly it probably has a share in the devil's toll. This is, of course, not so and our conviction that it isn't is the basis of our hope that performers will flood the agency office with clippings of this piece. When the agency begins asking questions then tongues might be unloosed and the culprit will probably be thrown out on his ear without ceremony. Our realistic self expresses the hope that his successor will be at least less exacting in his demands. The victims will probably catch on.

THE Man With the Eagle Eye and Jungle Ear who does private observing for this scrivener on the Coast shoots us a few lines to the effect that the movement (referred to here recently) by film producers to revive vaudeville as a breeding place for film talent is gaining foot. But our observer is somewhat worried and, after reading his latest report, we are also concerned to no little degree. The cause of it all is that the men who are pushing the project are starting off with the wrong foot. They are talking about putting film men in the spots that should be held by men who have had practical and successful experience in running vaudeville and stage enterprises. Fortunately, the project has not yet advanced to the point where tangibles can be sensed. It is therefore not too late to warn the well-meaning gentry that they had better not launch the experiment at all unless they have as manpower individuals who know the stage branch of the show business.

Hollywood seems to be doing very nicely in its own yard.
(See THRU SUGAR'S DOMINO page 29)

The Broadway Beat

By PAUL DENIS

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

THE hotels Times Square and Breslin are adding language instructors to prepare their staffs for the increasing number of visiting foreigners. French, Spanish and German are being taught. . . . The local hotels are planning to boost rates for the World's Fair crowds and one of their excuses will be rising labor costs. . . . The Empire State operators' union, which is again picketing theaters using Local 306 men, is parading new signs reading: "Un-affiliated with the AFL," with the AFL in big red letters and the other words almost unreadable. . . . Benito Collada tells us he has another quart of old Pickman Spanish brandy, vintage 1730. It sells \$2.35 a glass and up. . . . For your information, the Longchamps restaurants are now using "ionized air," said to be the most modern air-conditioning. It produces "mountain-top atmosphere" and is supposed to make you more hungry. Now, is that fair? . . . Bill Farnsworth, who resigned from the Fed Theater Project, inherited \$300,000 in Boston real estate and wants time to straighten out his affairs.

Roger Imhoff is playing the role of a naval commander in the film *Sweetheart of the Navy*, and his friends are having a laugh. They remember his water phobia. In bidding farewell to sailing friends he wouldn't even step on the boat. . . . Dot Gulman, the Hollywood Restaurant p. a., has a new letterhead showing a Gulman press release in a waste basket. What kind of a press agent are you anyway, Dot? . . . A couple of restaurants near Radio City are painting their menus on their roofs—and drawing quite a few extra customers that way. . . . The Rainbow Room and the Grill, incidentally, are doing phenomenal business, whereas most of the local night clubs are dying. . . . On hot week-ends night club waiters spend most of their time wrangling about the horses—and customers are as rare as a good tip. . . . That very fancy front cover on our Fall Special was made from a photo taken by Ed Kelly, of Century Flashlight.

Inside Info has it that FDR would have ordered the Fed Theater Project dumped long ago except that he liked the anti-utility show, *Power*, so much and felt the project had potentialities as an educational force. . . . It's happened before, but not on *The Billboard*. A call came in for "the morgue department" and our phone operator answered "wrong number." . . . Jeremiah T. Mahoney, mayoralty candidate, opened his campaign last week with a talk in Yiddish—proving that anything can happen in politics. . . . Incidentally, the theatrical unions are almost uniformly behind La Guardia. Local 802 of the musicians, Local 1 and Local 306 of the IA advocated indorsement of the fiery Fiorello at the State convention of the AFL last week and the AFA will surely indorse him. . . . The other day, in front of the Gayety Theater, a blind street musician hauled off and, with unerring accuracy, planted a right on the chin of a tormentor.

A club booker was running around frantically for a name act to take \$1,000 for a one-show date last week—and couldn't find one. Proving that either the club business has come back or somebody's screwy. . . . Mechanization overtakes peddler! One of the familiar Times Square fruit peddlers no longer carries a heavy basket on his back. He puts it on rollers now. . . . Orson Welles is leaving the Fed Theater Project and will organize a repertory company, with *Julius Caesar* as the first production. . . . A crowd of people were gaping skyward last week right after the heavy rain. And what were they looking at? Nothing more than the sun. One of them claimed he hadn't had a good look at it for days.

Chicago Chat

By NAT GREEN

CHICAGO has been exceptionally well supplied with free entertainment this summer. The Grant Park concerts, with noted guest singers and orchestra conductors, have been enjoyed by hundreds of thousands, and the Chicago Charter Jubilee has brought entertainment of a varied nature to hundreds of thousands more. During the past week the Carnival of the Lakes has been in progress on the lagoon opposite the old Century of Progress grounds, two separate shows having been staged nightly to audiences ranging from 70,000 to 100,000. No doubt these attractions have drawn many people who otherwise would have been attending the movies. The theater people have not looked too kindly upon these free shows, regarding them in the light of unfair competition. Probably they have taken some business away from the theaters. On the other hand, such shows undoubtedly create new interest in all forms of entertainment and in the long run the theaters will benefit. One thing the shows have demonstrated is that the public is hungry for "in the flesh" entertainment. And they are tired of double-feature movies. So perhaps the movement to do away with double features may crystallize into something tangible. Not only that, but the fact that night clubs are offering more and more in the way of floor shows may lead to a return of stage shows to some of the larger neighborhood theaters that have offered only screen fare. A tendency in that direction is apparent.

The two legit shows now running, *You Can't Take It With You* and *Brother Rat*, specialize in selling laughs and are finding it a profitable business. . . . The latter show, now in its second week, is a hilarious comedy that should quickly build into a substantial hit locally. . . . Early in the show some unctuous bits are handed out by Eulabelle Moore, colored actress playing a typical Southern mammy character. . . . When Barry Walker, ork leader at the Stork Club, and the Ryder Sisters, dancers in the club's floor show, compared notes they found they had attended the same high school in Park Ridge, Ill., where Walker graduated in '33. . . . Rubinoff, who completed his Chi Jubilee engagement early this week, opens at the Fox, Detroit, September 3 for two weeks. . . . Anna Millstone, who plays the organ in her own cafe on the south side, was for 22 years organist for B. & K. and Asher Bros.' theaters.

Bess Johnson—Lady Esther of the airwaves—flew to New York for the Louis-Farr fight. . . . Dr. Max Thorek, chief surgeon of American Hospital, has been appointed a delegate to the International College of Surgeons, meeting soon in France. . . . He also has been invited to address the London College of Surgeons. . . . Dr. Thorek is especially known for the splendid work he has done for show people. . . . Al Brackman, of Master Records, Inc., New York, in Chi on biz. . . . John D. Jameson, veteran agent, handling the press for *Brother Rat*. . . . Sam Gerson, Shubert office head, back on the job after a trip abroad. . . . Alex Robb, NBC exec, rapidly recovering from injuries received in an "L" smash. . . . Avis Kent, Chicago girl who is warbling modern ballads at the Stevens Hotel Continental Room, has won acclaim as "The Girl on the Magazine Cover," her picture having appeared on numerous covers and in the ads of many national advertisers.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

C. W. FAIT was re-elected president of the San Diego Magicians' Club at the group's regular meeting August 18. Others elected were Carl H. Hellborn, vice-president; Benjamin O. Lacy, secretary; Thomas Barron, treasurer, and Marvin Hulick, publicity director.

J. C. KELLER, Dayton, O., magish, is making arrangements to go out in the fall with a two-hour magic show.

FRACKSON, cigaret and coin manipulator, is at the Casino in Juan les Pins, France.

AL DeLAGE AND COMPANY, after closing at the Michigan Theater, Saginaw, Mich., opened Monday (30) in Mansfield, O. for a week's run. DeLage pens that he recently had the pleasure of meeting Del Edwards, magician, and found him a swell chap.

ACE MASON, Toledo trixster, reports that he is booked up on outdoor homecoming celebrations until October.

IN A QUESTIONS and answers series on magicians appearing in a recent Sunday Mirror Magazine Section the question was asked: "How much money does a good professional magical artist make?" The answer was: "From \$300 per week up to \$1,000 per week, a good magician." From that we take it that there are damn few good magicians.

JOHN BOOTH, after winding up a holdover date at the Hollywood Restaurant, Tonawanda, N. Y., jumped into Chicago for an engagement and then leaped into Birmingham, Ala., to open at the Club Rex, where he is doing the emseing plus his hocus pocus.

JEAN FOLE reports that Ted Heuber is still getting the cream of the money dates around Pittsburgh with a repertoire of magic and close-up stuff second to none. Heuber was formerly a circus serialist and strong man and has been doing magic professionally for only the last five years.

PERCY ABBOTT and Lyman Hug, of the Abbott Magic Novelty Company, Colon, Mich., jumped into Chicago recently to arrange for the opening of a branch office. Joe Berg has been named manager of the new office.

BLACKSTONE AND COMPANY opened their season at the Bijou Theater, Battle Creek, Mich., August 21, with a three-day engagement.

RICARDO will conclude a three-month engagement at the Summit Hotel, Uniontown, Pa., September 15, after which he moves into the new cocktail bar of the Maryland Hotel, Cumberland, Md., operated by Herb and Ethel Cornish. Ricardo will do a 15-minute broadcast each week day from the Maryland Hotel. He works floor-show magic and reads palms and cards at tables. Before opening in Uniontown, Ricardo played nearly 10 months in the Pittsburgh area.

WHAT NEWCOMER in magic is making it embarrassing for an old established performer on account of the similarity in names?

FRANCIS NICKOLAS and Billie Wingert, this season presenting a magical turn on the Snapp Shows, are planning on framing a unit featuring magic, mentalism and comedy for the fall and winter. Expect to open in the South and work northward.

DOC M. IRVING, manager of Princess Yvonne, mentalist, in her 12th summer season at Million-Dollar Pier, Atlantic City, proved a trouper of the old school recently when an infected tooth swelled his face to twice its normal size. After struggling thru his scheduled shows he summoned a dentist friend, who immediately after Doc came off stage lanced the tooth in the dressing room without anaesthetic and advised Irving to go home and rest. However, there was

a final show, and 10 minutes after the operation Doc was on stage, altho he admitted seeing a lot of funny looking spots he was sure weren't there. Early next morning the infected member was pulled and Doc is speling as loud as ever.

WE ARE INFORMED that the Society of Osiris of Baltimore has begun a campaign to induce Dante, now presenting his mammoth magical revue in England, to return to this country as the logical successor to the late Howard Thurston. No doubt Dante will smile kindly upon the Society's good intentions and thank the members for the flattery, but we doubt very much if the popular magician can be made to come to this country simply for the honor of being named the successor to Thurston. There'll have to be more than that. A show the size of Dante's can't be held together on marbles. There'll have to be playing time and the right kind, too, to make Dante even consider bringing his show over here. And with vaudeville and "the road here as it is, where will Dante find playing time to equal that which he is encountering abroad? Possibly it is an honor to be dubbed the "successor to Howard Thurston," but what good is that honor if it can't help you in a box-office way? Or are we being too commercial?

MORE THAN 125 magicians gathered in Massillon, O., Saturday and Sunday, August 21 and 22, for the 12th annual Central States Magicians' Carnival and Picnic. As in recent years affair was conducted by Mr. and Mrs. Charles (Baffles) Brush, of Canton, O. Headquarters were in Hotel Conrad, Massillon, and festivities commenced Friday night, with early arrivals. Two magic shows were slated. First was Saturday night in Hotel Conrad, with Charley Leedy, of Youngstown, O., as emcee. Participating were John McKniven, Will Ross, H. Adrian Smith, Chucky Kooztz, Stuart P. Cramer, John D. Lippy Jr., Nevin Hofert and Walter Simpson. Second show staged at same place Sunday afternoon had Stuart Cramer for emcee, with Ralph Hull, John D. Lippy Jr., Roy Shrimplin, Will Ross, Charley Leedy and George Holland. Amateur contest was held Sunday morning, conducted by Harlowe E. Hoyt. Contestants and awards were as follows: Original effect, George Holland, first; J. H. O'Brien, second. Best card effect, H. Adrian Smith, first; Ralph Hull, second; Claude Bauden, third; Frank Cauri, Bob Wasserlein. General magic, Keno, first; Jimmy Morrison, second; Joe Verba. Ropes, Richard Phelps, winner (no contest). Coin effect, Stuart P. Cramer, first; Chucky Kooztz, second; Charley Leedy, John McKniven. Patter, Charley Leedy, first; Nevin Hofert. There was a beer-fest at 10 o'clock Saturday following the show. Art Felsman, of Chicago, was the only magic dealer to set up shop. He was accompanied by Mrs. Felsman. Among other visitors were Harry and Zola Pavey, Mr. and Mrs. Horace Marshall, Mr. and Mrs. George Holly, Mr. and Mrs. C. R. Kooztz, Dr. and Mrs. J. G. F. Holston and Mr. and Mrs. George Eldman.

SEYMOUR DAVIS, youthful Stillwater, Okla., magic worker, cracked *The Stillwater News* August 22 with nearly a full-page spread on his beginning and rise in the magic game. Article was illustrated with three double-column cuts.

LARRY BENNER writes from Djokjakarta, Java, that he is still with the Tait Shows, now in that country, presenting his Punch, vent, music and magic. "We played Manila, the Federated Malay States and Sumatra." Benner pens: "We have played two stands in Java and have six more to go, then Celebes and Borneo."

THE GUY that burns us up is the one who harps continuously on what harm the so-called expositors are inflicting upon magic and then goes out that night and does a show for \$5.

FIRST OUTING of the Justo Higo Magic Club, Des Moines, held at Lake Ahquabi, Indiana, Ia., August 26, panned out a success. Festivities included a program of magic in which Virgil Betts, Walter D. McEwen, Grant Kamar, R. S. Payne, Ray D. Newton, Fletcher B. Mills, F. Glenn Harrison and Hugh R. Riley appeared.



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 FILMS

NINA OLIVETTE—comedienne of vaude and legit musicals, caught recently at the Roxy, New York, in the team of Olivette and Dmitri. Has experience, talent and a fine sense of satire and pantomime that is topped with an excellent mugging face. Can do knockabout with the best of femme comics. Suitable for all comedy roles, but particularly for the rough and tumble slapstick variety.

WALLY BROWN—comedian caught at Loew's State, New York, as a member of the act of Brown and Ames. A really funny fellow who does not resort to slapstick for his laughs, but who instead uses a very amusing

double-talk comedy handout and employs a showmanlike delivery. His stock of material is excellent, too.

For LEGIT MUSICAL

LUCIENNE AND ASHOUR—mixed novelty apache team now at the French Casino, New York. Their show-stopping act starts as a conventional apache routine, but winds up with the gal throwing the man around. Sensational knockabouts in this one, the act being a positive riot. Ought to be well spotted in a revue or even as a specialty in a film.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DEATH OF JAMES McINTYRE was mourned by Joe Hamilton in Camden, N. J. "I guess I knew both of them better than anybody in show business did, because I was understudy for Jim in his company for years," Hamilton said. "I had been acquainted with them for 60 years. They were the greatest black-face comedians that ever lived. Why, they were famous in their Ham Tree skit before Weber and Fields were ever heard of." Hamilton recalled that both McIntyre and Heath had a reputation among troupers for going on with their act "even if they had to use crutches," and that the two, both temperamental, frequently had spats and would not share a dressing room for weeks in fear they would come to blows.

M. L. FRISBIE writes from Greenwood, Miss., that F. S. Wolcott's Rabbit Foot Company has been back in that State since July 5 playing to satisfactory business. Frisbie, now in his 15th season with the Rabbit Foot organization, reports that S. B. Warren, manager of the *Broadway Rastus* Company, was a visitor on the Wolcott show in Greenwood and that he says his show is moving along nicely on week stands in that section, with prices scaled at 10 cents and 15 cents. O. L. Stone, agent with the Alabama Minstrels, was a visitor on the Rabbit Foot show in Shaw, Miss., recently. There is plenty of opposition in the Mississippi Delta at the present time, Frisbie says, what with seven shows now touring that territory.

TOM WATERS, endman, comedy-piano specialty and m. c. comedian; born Shenandoah, Pa., January 10, 1873; first minstrel engagement with Charley Dockstader's Minstrels, 1893; joined Frank Dumont's Minstrels at the old 11th Street Opera House, Philadelphia, in August, 1898, and remained there for three years. Entered the musical comedy and vaudeville field in 1902 and continued for many seasons, being featured in "Neighbory Neighbors," "Mayor of Laughland" and other well-known productions. For several years he has produced the annual minstrel show for the Shamokin (Pa.) Kiwanis Club; present activity, operates Ye Old Half-Way House near Shamokin.

"IN LAST ISSUE," pencils Tom Waters, of Shamokin, Pa.: "I noted Prof. Walter Brown Leonard's comment on the death of a Bill Barlow and asking for further data on same. Bill Barlow (the original), of Jim and Bill Barlow, the original Barlow Brothers, has been dead for many years. The family name was Arthur and they came from Pittsburgh. Another brother, Joseph H. Arthur, managed the brothers, Bill and Jim, when they had their minstrel show. Joe later managed Archie and Rose Royer in *Next Door*. He was also my manager for a short time in my *Neighbory Neighbors*

and *Mayor of Laughland* shows. In 1898 Bill Barlow and I did a double comedy act in Dumont's Minstrels at the old 11th Street Opera House, Philadelphia. Later, on all my visits to Pittsburgh, I never failed to call on Bill Barlow, for whom I had a lasting friendship. I cannot recall just when Bill Barlow died, but I know it was before I went to England in 1917. I last saw him in 1911 when I was at the Nixon Theater, Pittsburgh, with *The Pink Lady*. I cannot figure who the Bill Barlow is of whom Prof. Leonard wrote, but I recall that years ago I heard of a Bill Barlow, who was supposed to be a son of Milt Barlow, who was also an old-time minstrel."

CAL WEST, a feature with Billroy's Comedians, is still doing many of his old gags of bygone minstrel days in the Billroy concerts and reports that the material is going over well with the younger generation. He has been busy renewing acquaintances with former minstrel troupers since the Billroy show has invaded Ohio.

SILAS GREEN SHOW, colored unit, owned and managed by Charles Collier and produced by Boisey De Legge, after a successful run in Virginia is now en route to Tennessee and Kentucky. Company's offering is labeled *I've A-Comeing, Carlusia*. Reports from the show state that business has been good so far this season. Lee Golden is band leader.

PROF. WALTER BROWN LEONARD is visiting this week on his camp property on Raquette River in New York State. He is occupying his nephew's cottage there and is making plans to erect another new cottage for himself. Leonard says he has been keeping himself busy during the hot spell by writing songs.

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Norma Ginnivan Ends Tour Sept. 11

MANCHESTER, Mich., Aug. 28.—In spite of rain, cyclones and heat waves, business has been satisfactory so far this season for the Norma Ginnivan Dramatic Company, under the management of Norma, Howard and Peggy Ginnivan. The Ginnivan show, which began its 34th annual tour of Ohio, Indiana and Michigan May 6, is slated to wind up its current season September 11 in Milan, Mich., when the management leases the outfit to the Hillsdale and Centerville, Mich., fairs.

Cast has remained the same all season, including Lysa Ayer and Greg Rouleau, leads; George (Toby) Newman, Farrell and Caprice, Lucille Blackburn, Jeff and Beth Unruh and Red Moad, with Creston Wright directing. Company plays three-day and week stands, opening with *A Kentucky Thorobred*. Other bills include *The Call of the Woods*, *Which One Shall I Marry?*, *Her Gypsy Sweetheart*, *Cheating Women*, *Meet the Bride and Other People's Business*. Saturday night concerts have been drawing well.

The orchestra, under the direction of Jeff Unruh, comprises the following: Ann Hicker, Bert and Sherm Weir, Roy Slater, Orland Walker and Beth Unruh. Five vaude acts are offered with the regular bills each night. Little Buddy Walker, 7-year-old comedian, works his *Bozo*, *the Tramp*, act on feature night.

The show's canvas is in the hands of Orland Walker, who has put in a busy season fighting storms. On the closing night at Butler, Ind., recently the company watched a full-fledged cyclone in operation only two miles away. The jump to Edon, O., the following day was made difficult, due to flooded roads and fallen trees. Town boys met the stalled company and piloted it into Edon thru winding country roads.

Norma Ginnivan is in the box office, with Clara Weir on the front door and Peggy Ginnivan on reserve seats. Howard Ginnivan handles booking and billing, using plenty of paper. He is assisted in his duties by Roy Slater and Greg Rouleau. Company's new Chevrolet panel sound truck has caused lots of favorable comment. An attractive concession wagon is in the hands of Lyta Slater.

The Ginnivan organization received an exceptional break in publicity recently when *The Detroit News* devoted almost a full page to the show in its rotogravure section.

Van Arnham Show Notes

PLATTSBURG, N. Y., Aug. 28.—Business continues topnotch.

Still going strong are those two mysterious elfs, Reno Batr and Weedy Pinard Jr.

Strange, quiet and studious is Walter Keshlack, of the band, since the mad dash to Mexico, Me. It has been whispered that he was Daniel Booned. Scouts report that Paavo Nurmi at his top speed would just have been jogging along compared to Walter. He is now delving into the classics and expects to have one of Shakespeare's works finished by the time show goes into winter quarters.

Genial Jim Miller is leaving us September 4 to again take up his duties with Clark Music Company, Syracuse, N. Y. Jim has made a fine record with that firm and it looks as if he is lost to the shows except for a few weeks each summer.

Something I have longed for these many years and still do is to be present at a meeting between John R. Van Arnham and Pat Daley and listen to those tall tales well told. It's a toss-up as to who would win. C. D. W.

PETER MICHAEL, the "man with the x-ray mind," has joined the Harvey Players in Tennessee as featured attraction.

Hila Morgan Tent Rep Revives Old Memories, Reporter Says

(The following story, by Mrs. Harry E. Taylor, newspaper woman, appeared in *The Traer* (1a.) *Star-Clipper* of August 13)

The Hila Morgan Company, playing Traer this week, one of the few tent theater companies now in business, is the first to visit the town in many years. To oldtimers who have patronized their performances the Morgan show has revived memories of 25 or more years ago when road shows came frequently and were the most popular form of public entertainment. To many of the children in the audience each night this week the tent theater is an entirely new novelty; nothing like it has been seen in Traer in their time.

Most of the road shows, those playing theaters as well as those which carried their own tent theater, passed out after the World War. A variety of conditions contributed. The popularity of movies was one of the principal factors. The depression years delivered the final "K. O." to many road-show units.

Hila Morgan was one of the few who would not be whipped. She carries on year after year, playing much the same repertoire of plays which were favorites 30 years ago. And she makes the people like it! Her business has been on the upgrade since the depression years.

The Star-Clipper was curious to know what sort of an unusual woman is Hila Morgan, who despite the great change in the popular tastes for entertainment has maintained a large public interest and following in her tent theater during years in which most of those engaged in the same business gave up the struggle. She graciously answered all sorts of questions about her life and theatrical career, disclosing some of her interesting philosophy of life.

In private life Miss Morgan is Mrs. V. C. Vetter. Her husband has played the leading comedy roles in all the plays presented in Traer. She was reared at Kalamazoo, Mich., and it was not until

Billroy Show Has 3 Weeks in Ohio

CANTON, O., Aug. 28.—Billy Wehle, plotting his Billroy Comedians tent show for the 13th consecutive season, entered the Buckeye State here August 20 for the most extensive Ohio tour in many years. Show will play almost three weeks of major industrial centers in Ohio, along with several smaller communities where it has previously appeared.

Show proved a big surprise to Canton patrons, hundreds of whom had never seen a tent show. Located on the spacious fairgrounds here, the big top presented a real flash. While the city's only newspaper was slow in exploiting the show's local appearance, it did give it a three-column piece of art with a story the day previous to the play date. Station WHBC allotted the show a half hour at noon, using the band, several soloists and Manager Wehle, whose witty chatter gave the air listeners many laughs. It was a real plug and likely the best bit of exploitation the show received here. A parade of the show's trucks, with a dealer tieup, also was a timely bit of advertising.

The city gave the show big business, the big top being filled to overflowing. At near-by Massillon, O., with an all-day and all-night rain, the show played to near capacity on a soft lot. Erie, Pa., early last week, was one of the best stands of the current season, the show giving two performances there to accommodate the crowds.

Manager Wehle reports that business this season had been satisfactory.

after her first marriage, to Fred Morgan, that she became interested in the theater. Morgan traveled with circuses, including the Ringling and Barnum & Bailey shows, for years. Hila Morgan did not relish circus life and remained with her mother most of the time while her husband was with the show. After the death of her mother she determined to have a theatrical company of her own. For four years she managed the show, traveling with the company, her husband remaining with the circus. The first engagement of her troupe was at Marlon, Ia., in 1916. Ever since she has had a warm spot in her heart for Marlon and has played the town nearly every year since. After a few years her husband left the circus to assist her in the management of her show, the business having grown surprisingly. He remained with the company until his death. For many years after his passing Miss Morgan carried on the business alone and in late years has had the help of Mr. Vetter.

For years the Hila Morgan Company has opened its road season about the first week in April at Morrillton, Ark. The members gather there two weeks in advance of the opening performance for rehearsal and then play a week's stand. Morrillton proudly claims the Morgan show as its own. From Morrillton the company gradually works north, coming into Iowa about the first of June. They cover practically the same circuit each season because when once established the company has many friends and patrons in every locality it plays regularly. They play mostly county seat towns. The

(See HILA MORGAN opposite page)

Tolbert Tattles

ATHENS, Ga., Aug. 28.—Here we are back in Georgia again and is it hot. No relief day or night. Route cards say Georgia for several weeks and then Alabama. A new member joined today, Clyde (Smokey) Jewell, contortionist.

A party for the show at The Pines, Greenville, S. C., last Saturday night, with Mr. and Mrs. Skinny Boyette, connected with the R. C. Cola Company, as hosts, was enjoyed by all. They are old friends of Wiley Kilpatrick.

H. D. Hale made one of his flying visits on here last Sunday and Monday. I don't believe he cares much for trouping as he never stays long.

Laney Foster is saying good-by tonight. She's returning to Charlotte to open a dance school and to be near her mother.

We lost a blonde tonight: Dorothy Cannon came down to the tent with bronze-brunet hair.

This is Toby Eastman's idea. He wonders if Mack D. Ferguson remembers the night they cried on each other's shoulders sitting on a curb in Russellville, Ky.; if Wayne Bartlett has eaten anyone else out of house and home; if Tol Teeters sold that elephant; how long this season will last; who is Sally the Sleuth; why radio programs hit us on the days we have hangovers; if Sid Lovett can still do black.

Would like to say a word of praise for Stuart Douglas and Toby Howell and their crew of men for their splendid work this season. There have been six bad storms and not a blowdown or any other mishap.

Before the season is over Buddy Hale wants to see the chicken house curtain accidentally fall and expose the entire orchestra going thru their strip act.

SALLY THE SLEUTH.

Bryants at Cincy Food Show

CINCINNATI, Aug. 28.—Bryant Showboat Players, managed by Billy Bryant, opened Tuesday as a free attraction at the Zoo Food Show here. Show runs thru Labor Day, September 8. This is the Bryants' second engagement at the Zoo, having played there in a similar capacity last season. The Bryant Showboat, which showed the last eight seasons at the foot of Lawrence street here, spent this summer on the upper Ohio River and its tributaries. Included in the Bryant cast here are Violet Bryant, Sam Bryant, Billy Bryant, Josephine Bryant, Betty Bryant, Bebe White, Milton Haskin, Vic Faust, Joe Martin, Carl Adamson and Oral Leonard. Initial offering is *Ten Nights in a Barroom*.

"Give 'Em Plenty," Is Silvers' Motto

MARSHALLTOWN, Ia., Aug. 28.—E. F. Silvers, who with Mrs. Silvers operates Silvers' Fun Show in Iowa, with headquarters in this city, boasts of the unusual record of not having had a losing season in the 27 years the show has been on the road. Show plays all week stands, with a combo policy of drama, variety, musical, novelty and fun-for-all.

Preparations for the night show are begun daily at 7 a.m. when mailing lists are attended to. A little later in the day trunk telephone lines are notified of the show's arrival, neighboring towns are called, a callopie serenades the countryside, autos with advertising banners are parked around the square and bills are placed in parked autos. As a result the crowds are usually crashing the doors by 7:30 p.m.

"Let 'em in free," says Manager Silvers. "Give the customers a good time; let them enjoy the association of their neighbors. They get more kick in laughing at their own friends than they could at laughing at the highest priced comedian I could employ." Each night sees the farmers in the territory competing with each other in calling hogs; women vying with each other in gab contests; boys and girls, blindfolded, feeding each other mush and milk or sitting on cakes of ice; local couples being wed on the stage; dance contests, lying contests and similar features.

Another regular feature is the community spiritual seance, giving all the neighbors an opportunity to commune with ghosts. "Let 'em go home with their arms and pockets full of presents," says Silvers. "Give 'em and give 'em plenty is the motto of this show. Of course, there's merchandise to be sold—but that's another story."

Conger & Santo Head South Soon

GERMFASK, Mich., Aug. 28.—Conger & Santo Players, now showing the timber country in Michigan, will play three more weeks under canvas before beginning the house season for their annual trek south.

Show opened the season near Bay City, Mich., with a 60x90 top, four trucks, three trailers, its own cookhouse and light plant, as well as advance and passenger cars. Three and four-day stands have been the rule, but a few week stands have been played. Out of 16 weeks to date only three days have been lost due to inclement weather. Show works every night, including Sunday. Dramatic playlets, vaudeville and talking pictures are the show's policy.

Many tent shows are touring Michigan and all are reported doing well despite the many strikes in the State. Discovery of oil in Michigan has given new employment to thousands, and iron ore, copper, lime and timber are more firm than they have been in years.

Conger & Santo roster includes Pelkin, magician, assisted by Madam Lois and three children; Austin Rahl, juvenile tap dancer; Paul Swanson; Mr. Santo; George (Goofey) Conger; Frank O'Connell; Johnny Boulton, assisted by four canvassmen; Samuel O'Connell, chief mechanic and electrician; Buddy Winters, stage manager.

CAPT. J. W. MENKE'S Golden Rod Showboat is now playing down the Illinois River, headed for St. Louis.

WANTED

Medicine Show Performers. Need Straight Team doubling Music, Black Comie, Lugene, Specialty Act. Season closes about December 15; opens January 15. Salary sure. Boozers and chasers caused this ad. Pay yours, we pay ours. Must join Rockdale, Tex. at once. State lowest salary in wire or letter. Wire TACO MEDICINE CO., Rockdale, Tex.

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FARRELL & CAPRICE

Bobbie, leads—Innocent, Billy character-comedy. Above average. Comedy and Novelty Singing and Dancing, doubles. All essentials. Strong enough to feature. Reliable managers only. Care NORMA GINNIVAN CO., August 30 to September 4, Blissfield, Mich.; September 5 to 11, Milan.

WANT to hear from A-1 Rep. People in lines that double Orchestra. Preference given to those doing Specialties. Write, don't wire, state all. Circle opens October 1.

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Tab Tattles

By BILL SACHS

JIMMY AND PEGGY DOSS have the girl attraction with the Dodson World's Fair shows this season, with Jimmy handling the emcee duties. . . . Vic (Parlay) Faust, the old-time Swiss bell ringer, was a visitor at the desk Monday of last week. He is in Cincy with the Bryant Showboat Players, currently appearing as a free-act feature at the Cincinnati Zoo Food Show. Vic expects to play clubs again this fall and winter. . . . Is Billy Leicht still interested in the Baltimore booking agency, or what? . . . Mel Copeland will this season manage the Gayety Theater Milwaukee, for Jack Kane. . . . Bessie Belt, for years associated with various tabs in the Cincinnati area, is slated to leave the Queen City this week to make her home with her daughter, Dolly, in Cleveland. . . . Gus Sun, head of the Gus Sun Booking Exchange, and his younger son, Robert, returned to Springfield, O., last week after a motor trip to Yellowstone National Park. . . . Vic Higgins, formerly projectionist at the Rialto, Dayton, O., and May Boles, ex-chorine of Indianapolis, spent a few days with friends in Cincinnati last week. Higgins is now managing a radio shop for Westinghouse in Chicago. May, who has quit stage work, is also residing in the Windy City. . . . Mr. and Mrs. Marshall Walker are now in their 13th week on Capt. J. W. Menke's Golden Rod Showboat. "We are on our way down the Illinois River, headed for St. Louis," Marshall typewrites. "Every time I hear the word St. Louis I think of my old friend Fred Hurlley and about the time the baggage man was waiting to haul the trunks and Ralph Canton was emceeing, but they finally made it. I have five fair-selling recordings this year, written in collaboration with my old partner, Will E. Skidmore, and my old friend Hy Heath, which are bringing in a few nickels. Just received a release contract from Decca for *Hen House Blues*. I'm sure some of my old friends will remember that one."

HILA MORGAN

(Continued from opposite page)

season usually ends in Texas late in the fall. Eight of the 21 years Miss Morgan's show has been on the road it has played continuously thru the winter months. For three years it played on the Pacific Coast exclusively. Traer is one of the smallest towns visited in recent years.

This is the first time Hila Morgan has brought her own company to Traer, altho she played here once before, several years ago, with her brother-in-law, J. Doug Morgan, and his company. The J. Doug Morgan show is still on the road, playing most of the time in Illinois and Texas.

Hila Morgan has a code of professional ethics which is commendable. She likes children and presents plays that are not detrimental to youngsters. She never plays dramas with "ruined girl" or "triangle" themes. Says Miss Morgan: "Some of my plays may be pretty light and frivolous, but there is a worth-while lesson in every play. I have always tried to be fair and good to children and to please people who like clean plays."

During the depression years Miss Morgan admits she found the going hard, but has always managed to keep out of the red. For a few years she was forced to reduce the number on her pay roll and cut salaries and expenses in every possible way. Her troupe was loyal; most of her players were thankful for their jobs and a living when so many shows were folding up and quitting. Several members of the company have been with Miss Morgan for years. Her leading man has been with her show 15 years. Hila Morgan has not had a serious illness in her 21 years on the road and has not missed a performance. She has memorized and acted 200 different roles and directed the other players. Each of the 25 people in her troupe is prepared to double in parts of others, and no matter what happens they have always managed to give a smooth performance.

During the earlier years of her career she played in theaters, but believes the tent show attracts more people and does the most good. She regards her profession as an opportunity to do great good in the world, and her aim in life is to provide clean, wholesome entertainment for the public, she says. People who patronize her shows year after year are hungry for the spoken drama. The legitimate theater hastened its death by

dishing up "dirty" plays, she declares.

Travel in cars and trucks by her company began when the railroads began taking off trains from their regular schedule. The Morgan show traveled by train for years. Her stage properties and scenery, which are unusually good for a tent show, are given careful handling.

Miss Morgan is bored by almost any show other than her own. "I seldom go to another show, not even a movie, when I have the chance. When my work is over I like to walk in the sunshine."

Asked where she calls home, Hila Morgan says, "My home is anywhere and everywhere. I am as much at home in the hotel in Traer as any place. When we quit for the season we south go to the West Coast or we may go south until time to start out again. Is it a hard life? Oh, no! That is an old-fashioned idea! Life is what you make of it, no matter where you are. If we put something into it we get something out of it, and I love my work."

"What are my favorite plays? The one I like best is *Smilin' Thru*, but it is not in my repertoire this season. My next choices are *Peg o' My Heart* and *East Is West*.

"Yes, I plan on being in the show business for a good many years to come. I do not intend ever to retire. I hope to be like Sarah Bernhardt—die in the ranks."

Off stage Hila Morgan is attractive and has a sweet and gracious personality. She impressed this interviewer as one who has business ability, understands the likes and dislikes of the public, is possessed of unusual courage and has a great enthusiasm for her profession. All of these qualities, doubtless have contributed to her success in maintaining a road show during years in which public tastes for entertainment have changed radically, and many of her competitors have been forced to quit.

REVIEWS

(Continued from page 22)

Show was too lengthy, running time 152 minutes.

Dot Knapp deserves the nod for the chorus girls, who may lack pulchritude but are serious in their endeavors. Troupe is on 10 times with new and refreshing costumes, and routines are all different.

Honey Bee Keller headlines and her reception was good. Her work satisfied the boys. June Marshall is the other nudist dancer, and her mild-mannered style was click. She has an appealing figure and immediately became a favorite here.

Bob Carney is tops in emceeing, doing a mighty fine job at keeping the folks interested in his excellent comedy. His "Allah be praised" biz and his dialects have stamped him worthy of many repeats here. Tap and eccentric hoofing are pleasing. Bert Carr is the other comic, but is in need of better comedy lines.

Jack Keller is songster and straight.

Thru Sugar's Domino

(Continued from page 28)

It resents the intrusion of outsiders for reasons that are quite acceptable. In fostering a project that is vastly different from its own setup it should be smart enough to realize that men cut from an entirely different pattern are best suited to put the job over. There are many wrecks from the days of vaudeville's greatest glory washed up on the beach and being rotted by the elements. We do not have these in mind when we suggest to the men who are mapping a revival of stage shows in Hollywood-controlled theaters that there are plenty of men available who are still young and progressive and know the ins and outs of the proposition of running a circuit of "flesh" theaters.

It is not difficult to find these men. They are still in our business; many of them in radio, others in films and legit. Give them plenty of leeway, generous appropriations and encouragement and they will have stage shows back in a jiffy. Despite the cry being raised that talent is not available and that the public is not willing to pay higher prices at the box office to see stage shows. The public will pay if the shows are good and talent will overflow the market as soon as it is known that there is work to be had.

and his tenor pipes are more than adequate. Bob Taylor is a competent straight. Connie Lang is one of the best femme warblers heard here. Rosalie Roy is a specialty tapster, the second of her two efforts the best. Betty McKee is good as a talker, and in addition contributes good tap work.

Donnette DeLys was terrific with her incredible acro-contortion feats, with a tremendous round of applause her payoff. Her slow-paced tempo is okeah.

Sammy Paine booked in Burns, Baker and Burns. Trio of tumblers and tricksters have neat bits that earn them good hands. Sammy Burns does two somers and a swan dive that develops into a hand-to-hand catch in mid-air. Boys looked swell on this show.

A show like this proves that burlesque in its new form can keep out of the muck, attract the average theatergoer without sinful impressions, and at the same time be darn good entertainment.

Sidney J. Paine.

ager. Cast comprises Lew Devine, Bert Saunders, Dorothy DeHaven, Rose Heatherly, Vilma Joszy, Richard Dana, Wynne and Hurwyn and Deanne Lee.

U-NOTES

(Continued from page 22)

falo, was a New York visitor week of August 16, scouting for talent on his way to the Catskills for a vacation.

LILLIAN DELMAR, Wilma Horner, Helen Rogers Santora and Dottie Frances are part of Harry Howard's second edition of *Hotel Hollywood* unit.

ESTHER LANG is working niteries in and near her home in Buffalo.

SONDRA MARLOWE, torch singer, who was held over at the Hotel Dudley, Salamanca, N. Y., for another week along with the Shepard acro twins, celebrated a birthday August 16.

GEORGE PRONATH, number producer, postals from Saint Charles, Minn.: "Here opening new show for Ernie Young. Kept busy every minute."

MARGIE HART, who has been held over for an indefinite stay at the Eitinge, New York, was conspicuous week of August 20 in a bathtub full of suds, a novelty idea conceived by Max Rudnick.

BONITA GERMAINE'S pet hound, Fritz, captured a blue ribbon prize award in a recent dog show on Long Island.

JOE WARD, formerly Hill, found time while entertaining at the Queen Mountain Country Club, Ferndale, N. Y., to write a song, *You'll Never Be Forgiven*.

BEVERLY CARR, number producer, finished the Boston opening show of the Hirst Circuit and entrained August 24 from New York for Pittsburgh to put on another.

Endurance Shows

KEN BROWN writes from Knoxville that he is all set to open a show in a Tennessee spot in another month or so, the deal having been set, he says, after a three-month fight for an in.

INQUIRIES HAVE been received during the past week on King Brady, Al Howard, Jane Shannon, Jack Negley, Gordon Whitney, Earl W. Neu, Sleepy Hetszel, Ed Snider, Sally Bouknight, Walter Grafsky, Frank von Ach, Steve O'Neil, Ernestine Henderson, Svl Reilly, Bernie Marr, Phil Mathieu, Len White and Charles Steel. Drop in a line, folks, and let your friends know where you are and what you're doing.

ED AND CHARLES SNIDER—A letter to the endurance desk from Mrs. J. Glenn Springs, 1212 Park avenue, Rochester, N. Y., reports that your mother passed away August 25 and that your father is in a hospital in a critical condition. When last heard of the Snider boys were with Leo Seltzer's Roller Derby.

AN UNVERIFIED REPORT reaching the desk has it that Danny Boone is seriously ill.

MR. AND MRS. Johnnie Armbruster are vacationing and honeymooning at

Huntington Lake, Calif. Johnnie writes that he would like to read a line on Moon Mullins, Jackie Parr, Billie Beam, Joe and Cloris Nalty and any of the kids that were in the Venice, Calif., show.

IF YOU'RE ANXIOUS to contact your friends simply drop them a line in care of *The Billboard*, 25 Opera place, Cincinnati, and we will advertise their names in the Letter List, which is published in each issue of *The Billboard* free of charge. When they see their names there they will send us their routes and we will, in turn, forward your letter on to them.

CONTESTANTS
-NOTICE-
 Opening Our 5th Show In
HEART OF JAMAICA, N. Y.
 Two M. O.'s and Band Wanted
FRANK RAVESE
 Care General Delivery, Jamaica, N. Y.

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 WOULD LIKE TO CONTACT FOLLOWING
 Harry Jarkey, Jimmie Bittner, Joe Palooka, Joe and Mary Rock Jr., Jack Kelly, Skippy Skidmore, Mike Gouvas, Marion Kirk and all other Entertaining Teams. Moon Mullins and Wells Sloniger, also contact me.
SID COHEN, 4444 BROADWAY, CHICAGO, ILLINOIS.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given to the publication of 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.

Advertising Makes Second Unit Necessary

Thousands of people are sold on the value of *The Billboard's* advertising and my voice will be only a whisper in the general clamor of acclaimed results from such advertising, but with 107 letters from fans on my desk, postmarked from Maine to California and New York to Florida, my usual indifference to accepted rules is overcome and I just must say it's marvelous. I assume that the interest aroused was mainly due to the fact that the program of free attractions which the Eric B. Hyde Shows carry has been recognized and that including these acts in our standard contract tends to create a demand for our show from fans wanting to effect a saving on free acts. Nevertheless the medium by which the sale was effected shows the reader interest of the show and fair world in *The Billboard*. Among the many requests to submit propositions to fans are some 30 dates in the territory which the show could play, provided the time element was right, but with only about 10 weeks left in the season we must lose many a good date that we would like to play. With this in mind the management is seriously considering organizing a No. 2 unit. This, I think, is unique in advertising value. Many business houses have expanded because of increased business, but when a trade or class-magazine advertisement makes it necessary for a new show to be organized I again say it's marvelous. Incidentally, The Mixer's black-face items in Midway Comfab are worrying a lot of people. It's a real step in the right direction. That The Mixer has a definite goal in mind for which the black-face items are only playing the point is something that the light-minded seem to overlook. I know it is impossible to build Rome in a day, but I will watch each brick The Mixer puts in the structure with interest.

TOM TERRELL

Blawnox, Pa.

Several months ago a writer to The Forum inquired concerning two elephants, Old Lil, in Cincinnati Zoo, and another that is reported to be the largest in captivity, in Toledo Zoo. Since reading that letter I have had the opportunity to visit both zoos, and after talking to attendants and officials in charge I believe I am in a position to answer his questions. Both elephants were exhibited on circuses for a number of years. Old Lil was on the Robinson show until she became too old to travel and was then presented to Cincinnati Zoo. The other elephant, as I understand it, was on the Ringling show until she became unmanageable, then being sold to Toledo Zoo. While on this subject I wonder if any Forum readers can tell where Detroit Zoo acquired Jumbo 11 that later died on the Cole show.

A. C. WILLIAMSON

Old Zoo Bulls Both Traveled With Circuses

Notice that George Brinton Beal desires information regarding circus memorials. If he cares to contact me thru *The Billboard Letter List* I can tell him about two I have visited. In a letter to The Forum in issue of July 4, 1936, I gave a lengthy account of a memorial in Lovejoy Cemetery, near Durand, Mich. This was erected thru donations taken up thru *The Billboard* in memory of Wallace Bros. Circus wreck in Durand in 1903. Over \$400 was raised and a beautiful monument dedicated May 30, 1904, with appropriate services. It is inscribed: "In memory of the unknown dead who lost their lives in railroad wreck of Great Wallace Shows, August 7, 1903." Twenty-four were killed in the wreck and 10 of the unknown lie in the plot beneath the monument, one of the tallest in the cemetery. I have pictures of the monument. The other I have seen is in Wahpeton, N. D., erected

Offers To Aid Beal in Search For Memorials

me. He said he was in love with this little midget girl and asked my advice. Was it, in my estimation, proper? Well, we talked for a long while and finally he decided to pop the question. She accepted and the engagement ring was presented to her on the stage that night. They soon quit the business and bought a roadhouse somewhere out of either Buffalo or Rochester. I understand that two children came of that union. Speaking of midgets, I was with the Mrs. Tom Thumb show in 1884. What a wonderful thing memories are. I was 78 August 14. Best wishes to Billyboy and its readers. "UNCLE" BERT MARTIN.

Hot Springs, Ark.

Hot Springs, Ark. Mike Hat's comments regarding some of the old-time minstrel cornetists reminded me that there were few of the triple-tongued boys who could play a meaner cornet solo on the street concert than J. C. Coburn in his palmist. And, of course, the Jules Levys are not born every change of the moon either. I recall playing a season in the old vaudeville days with the family of Jules Levy, and the fine reception the fat Jules Junior used to get when his mother introduced the "chip off the old block." It is tragic to think that we are wholly deprived of minstrel shows today.

THOMAS ELMORE LUCY.

Says Coburn Was a "Wow" On Cornet

I note that in the July 17 issue Art (Doc) Miller asks for information regarding Admiral Dot. I don't know what year Admiral Dot was with P. T., but a Mr. Bunnell, of Buffalo, discovered Dot in San Francisco. He was so small that Bunnell used to carry him around in his overcoat pocket. From 1891 to 1898 I owned and managed the Eden Museum in St. Joseph, Mo. I don't remember the year, but I booked a convention of midgets at the museum. There were nine of them. I can't remember all their names, but among them were Queenie Foot and her brother, Admiral Foot. Correct name was Neslie, of Fort Wayne, Ind. There was Jennie Quigley, known as the Scottish nightingale. Admiral Dot and Jennie did a sketch together and Jennie used to sing a song. At the end of the song she would invite the audience to come up and kiss her, while she would pucker up her lips and wait. No one would venture, so she would make her little bow and say, "Well, it's only a matter of taste." Admiral Dot was a fine gentlemanly young man and among this convention of midgets was a beautiful young woman. One day the Admiral came to my office and asked to talk privately with

Bert Martin Gives Info on Admiral Dot

me. He said he was in love with this little midget girl and asked my advice. Was it, in my estimation, proper? Well, we talked for a long while and finally he decided to pop the question. She accepted and the engagement ring was presented to her on the stage that night. They soon quit the business and bought a roadhouse somewhere out of either Buffalo or Rochester. I understand that two children came of that union. Speaking of midgets, I was with the Mrs. Tom Thumb show in 1884. What a wonderful thing memories are. I was 78 August 14. Best wishes to Billyboy and its readers. "UNCLE" BERT MARTIN.

Revere, Mass.

I have been much interested in letters in The Forum regarding the first tramp juggler. I remember vaguely Vernell, juggler. I remember the letter of the juggler mentioned in the letter of John R. Breen. At that time Vernell was playing dates around Boston. I was employed on Howard street and Vernell was a frequent visitor to our establishment. If I remember rightly, and I believe I do, he billed himself as "The Eccentric Juggler," but his costume was that of a tramp. I also remember Harrigan, tramp juggler, as he played the Old Howard many times. Fred Mardo, former juggler, or Harry LaMarr should know something of the juggler Vernell. Regarding letters in The Forum about small shows, it is a shame we have so few or none. The business will never get into its own until they come back. WPA shows are a detriment to the profession and our government should be appealed to for their abolishment. I have great faith that the small repertoire show will some time come into its own again. We have in New England a group of summer shows at resorts and parks, but they are mostly conducted by dramatic school groups or others that have no touch of the real professional to them. There is a chance for tent repertoire on Cape Cod and it should do well in summer if conducted by experienced tent repertoire people. Good prices should be gotten for admission. This field has been overlooked by regular repertoire managers and they should come down here and cut in on some of these groups that are making money. Let's hear more regarding John Breen's letter.

HAROLD D. MCCARTHY.

Sees Chance For Pro Rep On Cape Cod

Dorchester, Mass. In reply to the appeal in The Forum of George Brinton Beal for circus memorial information, I should think his best bet for such information would be Charley Bernard, Savannah; Dexter Fellows, of the Ringling show, or Charlie Sparks, of the Downie show. These men can tell him where most of the prominent circus relics or memorials are to be seen and also assist him with information about burial places of prominent circus people. Among those having collections of programs that might be informative to him are Bernard, as above, and Ed Hannan, Boston, who has a large collection of data on all branches of show business. If

Wants His Circus Stuff Authentic

Deann D. Morrison is another newcomer to the Lodge. She hails from New York and was formerly cashier of the RKO Theater, Flushing, L. I. Mr. and Mrs. Joseph McGraw, of New York, and their daughter, Norma, motored from the Catskills to Saranac Lake August 23 and spent a few hours visiting their friend George Wilbur. George will leave soon to spend a two weeks' vacation with his family in New York. Harold Rodner, Will Rogers Memorial Fund executive, visited the Lodge recently and presented the following patients with okeh discharge papers: Camille Carpenter, Mollie Mantel, Mina Morse, Eddie Ross, Sal Ragone, Joseph Parker, Dan Lee and Melvin Fox. All will leave for their homes about September 15. Mr. and Mrs. George Barnett, of Sudbury, Ont., visited Marya Blake and other old friends in show business here at Saranac Lake recently. Mrs. Barnett has for many years been a real friend to the showfolk here and they thoroughly appreciate her and her husband's visits. Marya Rogers, Fern Todd and Flossie Griffiths, members of the *Continental Review*, while on their way to fulfill an engagement in Bangor, Me., stopped off at the Lodge for a couple of hours to visit their old friend Bede Fidler. Check on your health to avoid the cure and write to those you know at Saranac Lake.

43d YEAR
The Billboard
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The Largest Circulation of Any Amusement Weekly in the World
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Beal is contemplating a book on the circus I hope he will get his data from genuine circus people and not newspaper or magazine writers who know only what they have read of the tented world. There has been too much circus stuff written by people who have had no inside touch with the business and who have pictured it in a false light. OSCAR J. DAHLIN.

Saranac Lake

By JOHN C. LOUDEN

Harry Davey is our latest patient. He is from New York and was formerly employed at the Ridgewood Theater, Brooklyn. Marjorie Mahoney, Lambs' Club telephone operator, and Commander Lanny Callan, U. S. N., were here recently to visit their friend Katherine Keenan at Northwoods. While here they were guests of Jimmy and Helen Marshall at Camp Rainbow. Mr. Lewis Melton, of the Will Hays New York office, spent a few days here recently, visiting his friend Jules Zwilling. Deann D. Morrison is another newcomer to the Lodge. She hails from New York and was formerly cashier of the RKO Theater, Flushing, L. I. Mr. and Mrs. Joseph McGraw, of New York, and their daughter, Norma, motored from the Catskills to Saranac Lake August 23 and spent a few hours visiting their friend George Wilbur. George will leave soon to spend a two weeks' vacation with his family in New York. Harold Rodner, Will Rogers Memorial Fund executive, visited the Lodge recently and presented the following patients with okeh discharge papers: Camille Carpenter, Mollie Mantel, Mina Morse, Eddie Ross, Sal Ragone, Joseph Parker, Dan Lee and Melvin Fox. All will leave for their homes about September 15. Mr. and Mrs. George Barnett, of Sudbury, Ont., visited Marya Blake and other old friends in show business here at Saranac Lake recently. Mrs. Barnett has for many years been a real friend to the showfolk here and they thoroughly appreciate her and her husband's visits. Marya Rogers, Fern Todd and Flossie Griffiths, members of the *Continental Review*, while on their way to fulfill an engagement in Bangor, Me., stopped off at the Lodge for a couple of hours to visit their old friend Bede Fidler. Check on your health to avoid the cure and write to those you know at Saranac Lake.

A Menace to Concessions

THE concession department is one of the most vitally important parts of a carnival, yet many carnival managers apparently don't consider it as such if one is to judge by the way they permit practices that are retarding its progress in no small degree. One practice in particular—and a real menace—is that of allowing shabbily dressed men with coats off, shirts open, sleeves rolled up and hats generally on the backs of their heads, not only to work in front of the games but coax midway attendants who come any ways near the booths to part with their money, calling them by such names as Slim, Shorty, Sport, Buddy, Pal, Jack and what-not, or using the mere expression of "Hey, come on over," this especially when girls and women are within attracting distance. A few customers operators of such stands might get, but it is doubtful that there will be any if the practice is continued. People attending carnivals do not care to be coaxed into playing by shabbily dressed workers in front of the stands and that is the reason many of them are game shy. They have a fear immediately upon entering a midway where such a practice is permitted that the games are not "on the up and up" or such coaxing would not be resorted to. People with money for carnival amusement want to spend it where they please and they despise the practice of almost being taken by the hand of a worker and led to a concession stand. In short, they look upon this as a warning to beware.

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Ladies' List

Adams, Mrs. Babe Allen, Gail Allen, J. Mrs. Frank...

Hilburn, Mrs. Jannie Hilton, Daisy & Violet Hirsch, Alice...

Letter List

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Brer, Bill Brer, Charles Brer, S. Deans Buchanan, Harry...

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Richards, E. A.
Riddle, John L.

Sherin, Bob
Solla, Marimba
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Stanley & Kaplan

Hedberg, LaRoca
Heseman, Jack
Harold C.
Jones, Betty

McCabe, Hallie
McKinney, Julia
McVay, Mrs. James
Mearl, Ruby S.

Halliten, Jack E.
Harris, Bill
Harris, Hi

O'Neill, Tip
Ogle, Douglas
Olivere, Emilio

Schofield, Sam
Scott, Frank L.
Seamster, Blackie

King, Sally M.
Liberty, Miss Aldis
Miller, Miss Wanda

Miles, Frank B.
Miller, Bertram E.
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Andrews, Muriel
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Adams, Oliver
Arbuckle, Edward
Banks, B. E.

Gentlemen's List

Cooper, Mickey
Curry and Cooley,
Messrs.

Gentlemen's List

Allen, A. E.
Allison, Prince
Alzora, Karl

Gentlemen's List

Fred, Harry
George, James
Goad, Charles

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Ladies' List

Abbott, Faye
Baldwin, Mrs. E.
Bonnie
Farrington, Mrs.

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ST. LOUIS OFFICE
390 Arcade Bldg.,

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Baldwin, Mrs. E.
Bonnie
Farrington, Mrs.

ADAMS—Charles W., 47, for many years property man at the Hollywood Bowl...

ADDELLY—Alfred E., 75, former clarinetist with the Arthur Pryor and John Philip Sousa bands...

ANDREAS—Eulalie Lyter, 89, pioneer in the little theater movement on the West Coast...

ALLEN—Max, 45, veteran sheetwriter. In Los Angeles August 24. Survived by widow, brother and sister.

ATKINSON—Charles F., 80, former theatrical producer and manager, at his home in Brookline, Mass., August 21.

BELMAN—Edwin F., 65, musician, August 19 at his home in Detroit of a heart ailment.

BENHAM—Harvey, 64, musician and music teacher, suddenly August 19 at his home in Philadelphia.

BOWMAN—Mrs. Pocahontas, mother of Ivy Bowman, character woman and well known to Midwestern troupers.

BRAUNESS—Alois, 70, originator of the glassophone and dealer in musical glasses, in Richmond Hill, N. Y., August 21.

restaurants. In 1893 he perfected the first set of musical glasses and remained in that business until his death.

CAMPBELL—John Harry, 52, tenor and choral director, in Elmira, N. Y., recently following an emergency operation.

CLARK—Mrs. Mayme Siegfried, 75, former opera singer, in Seneca Falls, N. Y., August 13.

CULVER—Dwight, 31, August 7 at Queen of Angels Hospital, Hollywood, following an illness of three months.

DE LEMOS—Adolfo Kay, 67, music dealer, in East Orange, N. J., August 24 after a four-year illness.

ELLIS—Henry, 76, in Sydney, Australia, July 14. He was a pioneer of films in Australia and was father of the general manager of British Empire Films in Australia.

ENDRES—Alice, 73, actress, in St. Luke's Hospital, New York, after a long illness August 20.

FINKELSTEIN—Mrs. Dora, 68, mother of Al Finkelstein, Pacific Northwest theater operator, and mother-in-law of Mike Rosenberg.

FULLER—Raymond, 38, in New Zealand, July 2. He was the youngest male member of the widely known Australian theatrical family.

HEIROW—Anna, 64, mother of Jean Harris, of the team of Kane and Harris, August 12 from diabetes in Philadelphia.

JANSEN—Fred J., 58, for many years associated with theaters in Quincy, Ill., in that city recently.

JOEL—Louis D., 60, native of Brighton, Eng., and for many years operator of the Casino Theater, Jacksonville, Fla., August 15.

KELLS—William, one of the first film exhibitors in Australia, in Sydney, recently.

LAMBRIGGER—August S., 78, veteran circus and theater executive, at his home in Orrville, O., August 24 after a stroke.

Greater Wallace Circus, then piloted by the veteran Ben Wallace, and for more than 20 years was manager of the side show on there.

LOPER—B. E., 63, for many years connected with the film distribution and exhibition business, August 14 in Los Angeles.

MANNEBACH—Elizabeth, 47, sister of Margaret Mannebach, pianist for the Detroit Symphony Orchestra, August 21 in St. Joseph's Mercy Hospital, Detroit.

MARTIN—T. C., 50, pioneer theater operator of Pullman, Wash., recently in Portland, Ore., following a heart attack.

MOORE—Emmett, former vaudeville producer and recently connected with the sales department of Station KFVD, on the West Coast August 10.

PERKINS—John Ralph, 52, of United Billposting Company, Detroit, August 24 at his mother's home in Corey, Pa.

PETTUS—Mrs. Mary B., 34, wife of Walter K. Pettus, sound engineer for Warner Bros. Circuit Management Corporation, Washington, in Garfield Hospital, Washington, August 21 following

six weeks' illness. Survived by her husband and three daughters, Elizabeth B., Katharine M. and Mary Lee; her mother, Mrs. Kate M. Pettus, of Somerset, Ky., and two sisters, Mrs. Elizabeth Meadors, of Jackson, Miss., and Katharine Pettus, of Somerset; two brothers, William J. and Richard, of Somerset.

RIPER—Charles W., 43, proprietor of White Way Inn, Atco (N. J.) night club, August 14 at his home in Philadelphia following a heart attack.

ROUSSEL—Albert, 68, leading French composer of classical and religious music, August 24 in Paris.

SACKER—A. F. (Jack), 52, pioneer in the silent cinema in Hollywood, August 6 in Mt. Sinai Hospital, Philadelphia, after a short illness.

SATTERFIELD—George Thomas, 70, harness race driver, August 17 in Lewistown Hospital, Lewistown, Pa., from injuries received in a pile-up of horses during a race at Lewistown Fair August 6.

SHILKRET—Mrs. Rose, 70, mother of Nathaniel Shilkret, composer and orchestra leader, August 17 in Post-Graduate Hospital, New York.

SIMARD—William P., violinist and orchestra leader, of Biddeford, Me., in Clair, N. B., Can., recently following a heart attack.

SPANIER—Joe, 78, for many years a horse and auto race promoter at fairs and father of Adolph Spanier, showman, in Birmingham, Ala., August 14 following a heart attack.

STEINDORF—O. H., for many years operator of the Gem Theater, Amery, Wis., recently following a stroke.

TRANCHINA—Dominick, 64, night club operator, in New Orleans recently. Transchina had operated night clubs and restaurants for 42 years and had owned the Beverly Gardens, Victory Inn and other New Orleans clubs.

WARWICK—George, 76, for many years stage manager for J. C. Williamson, Ltd., Penzance, Australia, early in July.

WATTS—H. M., radio announcer, in Sydney, Australia, recently, after collapsing at the microphone.

WEIR—Jane, 21, film actress, in Los

The Final Curtain

six weeks' illness. Survived by her husband and three daughters, Elizabeth B., Katharine M. and Mary Lee; her mother, Mrs. Kate M. Pettus, of Somerset, Ky., and two sisters, Mrs. Elizabeth Meadors, of Jackson, Miss., and Katharine Pettus, of Somerset; two brothers, William J. and Richard, of Somerset.

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WEIR—Jane, 21, film actress, in Los

Angelo recently following an appendicitis operation.

WILLIAMS — Jesse Roger, 40, jam pitcher, killed in an automobile accident in New Castle, Pa., August 23. Survived by widow, Bessie.

Marriages

CAMERON-BRINSON — Skeets Cameron, son of C. T. (Pop) Cameron and member of the Four Camerons, and Patricia Brinson, of Chicago, dancer with Norton's Revue, at La Fargeville, N. Y., August 17.

GILMAN-HOBSON — Don Gilman, vice-president of the National Broadcasting Company, and Sara Hobson in Santa Rosa, Calif., August 14.

HACKER - GILLETTE — Stuart H. Hacker, Los Angeles attorney, and Ruth Gillette, actress, recently.

HILDEBRAND-GRADY — Elmer J. Hildebrand, associated with the Miller-Melville interests for the last seven years as the Skooter ride operator, and Helen Elizabeth Grady, nonpro, in St. Augustine, Fla., August 11.

HORSBURG - HORSBURG — James (Scotty) Horsburg, concessioner, with Ringling-Barnum Circus, to his former wife, Katherine Horsburg, formerly with Ringling-Barnum, at Waterloo, Ia., August 17.

KNOWLES-TILLET — Jesse Knowles, orchestra leader at Club Avalon, La Fayette, Ind., and Claire Ann Tillet, dancer and violinist, of Chicago, in Wapello, Ia., August 15.

MCCLELLAND-GAIN — Ward McClelland, secretary of Montgomery County Fair Association, Crawfordsville, Ind., and Mildred Irene Cain in Frankfort, Ind., August 17.

MIZZY-HOVICK — Robert Mizzy, son of a wealthy New York manufacturer, and Louise Hovick, better known as Gypsy Rose Lee, in Santa Ana, Calif., August 24.

MUROS - VAUGHT — Ben Muros, of Station WCAE, Pittsburgh, and Mildred Vaught, of Pittsburgh, September 2.

MURPHY-HERSON — Owen Murphy, film songwriter, and Marian Julia Herson, dancer, of Ithaca, N. Y., at St. Catherine's Church, Hollywood, August 23.

NATHAN-HARRIOT — Frank Nathan, Los Angeles insurance man, and Elinor Harriot in Hollywood recently. Miss Harriot plays the feminine characters with Amos 'n' Andy.

PAYNE-SHIRLEY — John Howard Payne and Anne Shirley, actress, in Santa Barbara, Calif., August 22.

REPAID-MACMASTER — Billy Repaid, radio announcer, and Nellie MacMaster in Ann Arbor, Mich., August 7.

ROSE-SHAW — Sammy Rose, Chicago revue producer, and Deana Shaw, dancer, in Newport, Ky., August 26.

SULLIVAN-BROWN — Barry Sullivan, formerly of the New York Brother Rat Company and now on the West Coast, and Marie Brown, of the Brother Rat Company now in Chicago, in Tijuana, Mexico, August 15.

VOORHEES-PARISH — Reginald Voorhees, sales representative for Consolidated Radio Artists, and June Parish, of the Parish Sisters, singing violinists, in Chicago August 20.

WALDRON-ROBERTS — Robert Waldron, author and scenario writer, and Joyce Roberts, authoress, in Sydney, Australia, June 24.

WALL-O'DAY — George Wall, chef, and Patsy O'Day, specialty dancer, both with the John R. Van Arnam Radio Barn Dance, tent show, at North Woodstock, N. H., August 20.

WILKINS-RIGGS — Terry Wilkins, saxophone player with Bob Young's Orchestra, and Wilma Riggs, nonpro, in Fort Worth August 20.

VINCENT-COLLEN — Stanley Vincent, associated with his father, W. R. Vincent, in the theater business in Northern Wisconsin, and Lucille Collen in West De Pere, Wis., August 17.

Coming Marriages

Charles Correll, Andy of Amos and Andy radio act, and Alyce McLaughlin in Hollywood September 11.

El Dorada Klein, professionally known as Dolly Carlisle, and Thomas Scott, both of the Strates Shows, soon.

Christine Kriens, premiere ballerina of the Randalls Island Stadium, New York, and Vitale Pokine, ballet producer, in New York soon.

Helene Redmile, box-office attendant at the Aldine Theater, Wilmington, Del.,

and Paul S. Baker, nonpro, here in the fall.

Tom Tyler, Western pictures player, and Jean Martel, Western player, in Los Angeles soon.

Glady Bostonian, member of *The Billboard* secretarial staff, New York, and Frederick J. Elliot, New York, soon.

Beth Calvert, radio singer, and Jack Curtis, radio and night club singer, in Philadelphia this winter.

Ann Marie Donalan, nonpro, and Henry-Gerard Rainville, concert violinist and composer, in Philadelphia soon.

Tom O'Connor, trumpet player, and Peggy MacElroy, nonprofessional, in Philadelphia late in September.

Robert M. Donnelly, son of Rex Donnelly, orchestra leader, and Clara Fidler, nonprofessional, in Wildwood, N. J., soon.

Harold J. Warner, Buffalo correspondent of *The Billboard*, and Eva Maria Goldenberg, of Buffalo, soon.

Eleanore Whitney, Paramount dancing star, and Johnny Downs, actor, in the near future.

Births

A 9½-pound son, Arthur Jr., to Mr. and Mrs. Arthur Dantes at the North Louisiana Sanitarium, Shreveport, La., July 26. Father was formerly with the United Shows of America and is now a member of the Shreveport Fire Department.

A seven-pound daughter to Mr. and Mrs. Robert Skok in Spokane, Wash. Father is player and singer with Dutch Groshoff's Orchestra. Mother was member of 1936 Olympic swimming team.

A daughter to Mr. and Mrs. Arthur Stahlman at Wilshire Hospital, Los Angeles. Father is with the Al G. Barnes Circus.

An eight-pound son to Mr. and Mrs. Louis Long in Stafford, Ariz., August 7. Father operates a string of theaters in Arizona. Mother died following childbirth.

A son, William, to Mr. and Mrs. James Murray in the Allegheny General Hospital, Pittsburgh, August 16. Father is publicity director and special announcer for Station WCAE.

A 7½-pound daughter, Barbara Joan, to Mr. and Mrs. (Buddy) Webster in Women's Hospital, Detroit, August 16. Father is guitar player with Mountain Pete's Orchestra over Station WXYZ.

A son, Charles Jr., to Mr. and Mrs. Charles Stark August 9 in New York. Father is a radio announcer.

A son, 8 pounds 12 ounces, to Mr. and Mrs. Dave Hirsch in Jefferson Hospital, Philadelphia, July 28. Father is manager of the Century Theater there.

To Mr. and Mrs. Ralph Doyle, a daughter, Felicity Dora. Father is the managing director of RKO-Radio Pictures in Australia.

A seven-pound, 11-ounce son, John Charles, to Mr. and Mrs. Charles A. Lee-man in Margaret Hague Maternity Hospital, Jersey City, N. J., August 14. Father is water sports performer at Steel Pier, Atlantic City. Mother is known as Jacques Booth, formerly with Carver's diving horse and rider act.

A daughter, Ruth Frances Marie, to Mr. and Mrs. Frank Delfino, midgets, in Minneapolis August 27.

A son to Mr. and Mrs. Daniel T. O'Shea at Good Samaritan Hospital, Hollywood, August 19. Father is executive aid to David O. Selznick.

Divorces

Mrs. Elizabeth Light Wharton Lambert, known professionally as Beth Chalmers (See *DIVORCES* on page 85)

'PROFESSIONAL' PLAYERS

(Continued from page 24)
something before which strong men (or even hardened drama reviewers) must turn pale.

The low level of the acting seemed to be unbroken, the Mr. Kelcey Allen, of *Women's Wear* (who left during the first intermission exclaiming to those of us who remained, "If I ever want to get even with any of you I'll just think of tonight!"), claimed to find less ineptitude in a lad named Lee Young than in the rest. Maybe he's right.

The stagehands were picketing the house, the why they bothered is a mystery. At any rate, they offered sorry comfort to Mr. Dan Walker, of *The News*. "If I thought that this was a union show," murmured Mr. Walker as he left during the second intermission, "I'd resign from the Newspaper Guild."
Eugene Burr.

Additional Summer Theater Reviews

"Jason's Journey"

THE BARN PLAYHOUSE
(New London, N. H.)

Presented by the New London Players of New Hampshire. By Seymour Gross. Three days, beginning August 19. Directed by Mrs. Josephine E. Holmes. Set by Norman Grant. Lighting by Paul Davee.

Cast: Ruth Hagar, Denis Plimmer, Howard Boardman, Carolyn Lichtenfels, Paul Davee, John Thomas, Anne Claverie, Charles Bowden.

Fantasy is the author's brainchild, written shortly after being graduated from college, and looks like the realization of his collegiate philosophy.

Jason Jonathan Journaman wants to find his ideal in the essence of a female, but like all things we want, when we finally catch up to it something steps in and grabs it from our grasp.

Action begins when a young couple enters Jason's living room "somewhere in the Pennsylvania mountains" after being stuck in a storm. Rankin, the butler, seems to have sensed their visit, for by the fireside the couple find their own slippers! Two other couples enter under like circumstances and again Rankin places their own slippers by the fireside for their comfort. Finally Jason enters, bids his guests welcome and offers them cocktails.

Second act unfolds the cocktails that cause people to react to their imaginative selves. This gag is potentially excellent, but the cast muffed the proper illusion and made matters a bit jumpy.

Betty doesn't react to her drink while her two beaux, Paul and Johnny, reflect their true selves. Betty selects Johnny. Jason has a yen for Betty, for his potion divulges her as being a sensible and sincere gal.

A recasting, with the possible exception of Boardman, and a more sensitive projection of the fantasy's authored purpose can make this an interesting piece.
Sidney J. Paine.

"At the Theater"

COLONY THEATER
(Ogunquit, Me.)

A three-act comedy by Laurette Taylor, directed by John Kirkpatrick; sets designed by David Asherman, lighting by Ernest Carriere, entr'acte music by the Ene Ensemble. Presented by Walter Hartwig for five evenings and one matinee beginning August 3.

Cast: Laurette Taylor, Lillian Foster, Stano Bragioti, William Swetland, Carl Benton Reid, Damian O'Flynn, Langdon Geer, William Roehrick, Evelyn Chevillat, Piske Gove, Phyllis Thaxter, Eloise Sheldon, Robin Thomas, Olga Deschey, Harold Wax, Peter Carhartt, Madeleine Hooley, Jill Stern.

A play about the theater within the theater is not easy to write or play, but Laurette Taylor has written the best piece of legit this scribe has seen in a month of summer play reviewing and certainly a good contender for Broadway honors.

Miss Taylor, as Marie Sanford, conducts a clinic in which she interviews and advises stage-struck youngsters. She, Arline Ashley and Jack Bosari are thrown together in a play written by Edward Smithson, but Arline reads her

part too dramatically and practically drives the young producer, Richard Tessler, into a frenzy. Arline walks out in a huff and it devolves on Marie to wise up her best gal. Arline loves Bosari, who, however, is eying Marie. Ensues a farcical love scene between Marie and Bosari, who is finally prevailed upon to desist. Bosari substitutes the name of Susan in the play for Marie and professes his ardent love for Marie in front of Arline. A crisis ensues. Jack walks out and the two ladies practically kill their friendship. To save friendship and critical smashup Marie even goes as far as faking up an engagement with Bob Safari.

All seems jake, but Arline quits the play. Marie is given the role and two months elapse—Arline has gone to Paree and picked up a gigolo, Alfredo Le Jeune.

The play should click with Broadway audiences.
Sidney J. Paine.

"Greatness Comes to the Maronies"

KEENE SUMMER THEATER
(Keene, N. H.)

Drama by Mann Page and Izola Forester. Presented by the Keene Summer Theater August 17 to 21. Directed by Freeman Hammond. Settings designed by M. S. Sampson, executed by George Pearson.

Cast: Muriel Brassler, Gilmore Bush, Kenneth Bisbee, Beatrice Colony, Don Farrar, Rosamond Page, Freeman Hammond, Rosalind Kharfen, Winthrop R. Page, Jack Price, Larry Johns.

In the first place the title needs changing. It's a good yarn for the legit boards and concerns an author and his wife who are being kept at the Maronies' home following an automobile accident. While there he gets the nucleus of a theme for a novel.

The author, Gordon Weir, discerns the unkindness of Thomas and Samuel Maronies, two brothers who haven't been civil to each other for a quarter of a century, the they live adjacent. Weir likes this condition; it fascinates him. While recuperating from his automobile crash he endeavors to unearth the reason for it, finding a confidante in Katherine Llewellyn, sister of Sam's wife, who divulges reasons to Weir's delight. Katherine is living here because she's had an affair with Thomas, and Walter is the illegitimate son, reared to believe his true parents to be Sam and his wife. Thomas and Katherine, however, have midnight trysts.

Weir, fully recovered from his crackup, leaves for Gotham upon advice from his publishers that his book has been accepted. Also at this time Thomas' wife has died on the Continent, and Katherine and he can now marry. A snag is hit when Thomas finds out that Katherine has told Weir the family quarrels. Weir comes to the rescue and promises not to publish the book. Katherine and Thomas resume their romance.

Piece is strong as it is. A third-act smash windup would put it in the winning brackets.
Sidney J. Paine.

Gilbert and Sullivan's *Patience*, opened August 30, is the last attraction of the season at the Berkshire Playhouse, Stockbridge, Mass.

From Out Front

(Continued from page 25)

but to find no beauty at all in the magnificent sensory glory of a sunset. I'm afraid I can't agree. To me the greater beauty—and therefore the greater art—rests with Beethoven, Blake, the wild rose and the sunset.

Mr. Zolotow also insists that my condemnation of "reality" on the stage is at war with facts, since all true art transports us from one piece of reality to another. He says that *Street Scene* to him represented not reality but merely its trappings, that an Arabian city setting does not get one away from life, nor does a tenement setting place one at immediate grips with reality.

He is, of course, perfectly right. He is saying the same thing that I said when I remarked that to me *The Lower Depths* was as much an escape as Alice in *Wonderland*. It all comes from my attempt, mentioned above, to make the word "reality" serve as a symbol for everyday life—the only "real" thing in the lives of the great masses of the people. Using the fundamental definition of the word, I agree with Mr. Zolotow; using the fundamental definition of fantasy, I agree wholeheartedly that *Street Scene* is infinitely more fantastic than *Outward Bound*.

I'm all for reality in the fundamental sense used by Mr. Zolotow. I warred only against what is known as "real life" (our everyday, humdrum existence) presented on the stage. That existence has never, in my mind, had any connection with Mr. Zolotow's fundamental and ultimate "reality."

As a matter of fact, I warred against "real life"—"reality" as I carelessly chose to call it—on the stage precisely because it is so cruelly, so fatuously, so meaninglessly and madly fantastic.

ACTS, UNITS AND ATTRACTIONS

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

- Abbott Dancers (Palmer House) Chi. h.
Abbott & March (S. S. Bear Mt.) NYC, s.
Adler, William (Ambassador) NYC, h.
Adron, Emilee (Villa Venice) Chi, c.
Adrian, Iris (Kit Kat) Phila, nc.
Ahear, Will & Gladys (Colonial) Dayton, O.
Alexander, Durelle (Radio City Rainbow Room) NYC, nc.
Allen & Parker (Great Lakes Expo.) Cleveland, p.
Allen, Ray (Bladen) Annapolis, Md., h.
Amonte, Marie (El Mirador) NYC, nc.
Aloya & Hula Hula Girls (Leon & Eddie's) NYC, nc.
Andrew Sisters (Paradise) NYC, re.
Ardelle & Masse (Brookside Inn) Plattsburg, N. Y.
Arden, Dolly (Villa Venice) Chi, ro.
Armando & Maria (Embassy Club) Montreal, Can., nc.
Arnold, Jack (Gay '90s) NYC, nc.
Arren & Broderick (Cascino) Dallas, nc.
Ash, Paul (Roxy) NYC, nc.
Ashturn, Harris & Yvonne (Shoreham) Washington, D. C., h.
Ates, Roseco (Pal.) Cleveland, t.
Aurette, Les (French Casino) NYC, nc.
Austin, Susanne (Bolton Grill) Harrisburg, Pa., nc.
Babe & LeRoy (Howdy) NYC, nc.
Bachors, Foy (Savoy-Plaza) NYC, h.
Ballantine & Pierce (Bon-Air) Chi, cc.
Banfields (Times Sq. Supper Club) Rochester, N. Y., nc.
Banks, Sadie (Old Roumanian) NYC, re.
Bappte & Lamb (New Yorker) NYC, h.
Barlow & Benter (Club Esquire) Seattle, Wash., nc.
Baron & Blar (Chicago) Chi, t.
Barr & Estes (Pal.) Chi, t.
Barra's, Cappy, Swing Harmonicas (State) NYC, t.
Barrett, Shelia (Capitol) Washington, D. C., t.
Barrington, Guy (Plantation) NYC, nc.
Barrison, Lou (Ambassadeurs) Paris, nc.
Barstow, Dick & Edith (Beverly Hills) Southgate, Ky., cc.
Barth, Ruby (S. S. Bear Mt.) NYC, s.
Bates, Scotty (Drake) Chi, h.
Bates, Gladys (Murray's) NYC, re.
Beasley, Irene (Versailles) NYC, nc.
Beekman, Jackie (500) Atlantic City, nc.
Bell & Grey (Blackstone Club) Cleveland, nc.
Belmont, Barbara (Nixon) Pittsburgh, re.
Bennett, Ethel (Old Roumanian) NYC, re.
Benton, Larry (Mitchell's Playhouse) Chi, nc.
Berg, Alphonse (Riverside) Milwaukee, t.
Bert, Lynn, & Myla (Adelphi) Phila, nc.
Berman, Henry (Edison) NYC, h.
Bernard & Henric (Rose Bowl) Chi, nc.
Berry, Bob (Edison) NYC, h.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Bowen, Sibyl (Pan-American Casino) Dallas, Tex.
Bill & Bill (French Casino) NYC, nc.
Bishop, Fred (Gay '90s) NYC, nc.
Blackstone, Nan (Swing) Hollywood, Calif., nc.
Blair, Francis (1518 Club) Tacoma, Wash.
Blanche & Elliott (Arrowhead Inn) NYC, nc.
Blaine, Dorothy (St. Louis) St. Louis, cc.
Blenders, Four (Embassy Club) San Francisco, nc.
Blue, Johnny (Essex House) NYC, h.
Bond, Gertrude (Times Sq. Supper Club) Rochester, N. Y., nc.
Bonnie, Carl & Leone (Radio City Rainbow Grill) NYC, nc.
Booth, John (Club Rex) Birmingham, Ala., nc.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Bouche, Nevia (Edgewater) Lafayette, La., nc.
Bowers, Eleanor (Arcadia) Phila, nc.
Bowers, Cooke (State) NYC, t.
Boyettes, The (Morocco Club) Phila, nc.
Bradford, Barbara (Paradise) NYC, re.
Bradford, Eloise (Biltmore) NYC, h.
Brink, Paul & Walter (Capitol) Washington, D. C.
Brennan, Bobby (Nut Shell) Lake Huntington, N. Y., nc.
Brian, Melba (Road to Rio) Pan Amer. Expo., Dallas.
Eino, Phil (Mount Royal) Montreal, h.
Brooks, Peggy (Howdy) NYC, nc.
Brown, Daphy (Club Lido) Youngstown, O., nc.
Brown, Ada (Grand Terrace) Chi, nc.
Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., h.
Brown & Ames (State) NYC, t.
Brown, Shirley (Promenade Cafe, Rocketteller Center) NYC, re.
Brownlee, Roy, C. V. E. Revue (Exhibition) Quebec City, Que.
Buckley, Dick (Planet Mars) Chi, nc.
Burns, Boots (606 Club) Chi, nc.
Burns, Jimmy (Village Brewery) NYC, nc.
Burns & White (Colosimo's) Chi, nc.
Burton, Mary (Ritz Gardens) Atlantic City, nc.
Burton, Effie (Club Alabam') Chi, nc.
Byton, Dorothy, Girls (Beverly Hills) Southgate, Ky., cc.
C Calgary Bros. (Frontier Fiesta) Ft. Worth, nc.
Carlman, R. J. (Essex House) NYC, h.
Cameron, Yukona (St. Regis) NYC, h.
Campbell's, Roy, Ambassadors (Chez Maurice) Montreal, nc.
Campbell's, Roy, Royalists (Biltmore) NYC, h.
Carenzio, Lino (French Casino) NYC, nc.
Cawley, Lucille, & Her Melody Men (El Reno Club) Ottawa, Ill., nc.
Carley, Rachel (Stanley) Pittsburgh, t.
Carlton & Juliette (St. Moritz) NYC, h.
Carney, Bob (Dude Ranch) Atlantic City, nc.
Carr, Billy (606 Club) Chi, nc.
Carr, Marie (Gaynor's Club) Milwaukee, nc.
Cascy, Emmett (Gay '90s) NYC, nc.
Castello, Diosa (Leon & Eddie's) NYC, nc.
Carter, Bette (Half Moon) NYC, h.
Challis, Beth (Silver Lake Inn) Phila, ro.
Chandler, Hope (Paradise) NYC, re.
Chase, Chas (Sands Point Casino) Long Island, cb.
Chiquita (Mirador) NYC, nc.
Christian, Eleanor (Beverly Hills) Southgate, Ky., cc.
Chullo Bros. (Oriental) Chi, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

- a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

- Claire, Jean (New Yorker) NYC, h.
Clare & Sanna Sisters (Earle) Washington, Clark, Coleman, & Co. (College Inn, Sherman Hotel) Chi, h.
Claude & Corinne (Westminster) Boston, h.
Coe & Duda (Club Chez Paree) New Orleans, La., nc.
Cole, Shella (Belmont) NYC, h.
Collette & Barry: Plantation, Ind.
Comique Continentals (Capitol) Lancaster, Pa.
Connor, Nadine (Sands Point Casino) Long Island, cb.
Continental Three (Brass Rail) NYC, re.
Cordes, Melba (Palmer House) Chi, h.
Corinne (French Casino) NYC, nc.
Corless & Palmer (Leon & Eddie's) NYC, nc.
Correa, Eric (Babette) Atlantic City, nc.
Cossacks, Three (Paradise) NYC, re.
Coster, Geane (Queen Mary) NYC, nc.
Cotton, Larry (Biltmore) NYC, h.
Courtney, Anne (Gay Nineties) NYC, nc.
Cowan, Tom & Verne (Hollywood Club) Kalamazoo, Mich., nc.
Craig, Phil (Wagon Wheel) Houston, Tex., nc.
Crawford & Craskey (Piccadilly) London, h.
Cummings, Alfer (Biltmore) NYC, h.
Cunningham, Fairy (Canadian National Exposition) Toronto, p.
Curtiss, Carl (Chicago) Chi, t.
D'Angelo & Porter (Biltmore) NYC, h.
Dash & Flash (Chevalier) NYC, nc.
Davies, Mary (Chula Vista) Wisconsin Dells, Wis., h.
Dale, Virginia (Silver Bowl) Sacramento, nc.
Darcy, Jean (McAlpin) NYC, h.
Dare, Virginia (Half Moon) Coney Island, N. Y., h.
Davis, Lois (Edorado) Detroit, nc.
Davidson, Kenneth (Radio City Rainbow Room) NYC, nc.
Davies, Mary (Chula Vista Resort) Wisconsin Dells, Wis., h.
Davis, Johnny (Drake) Chi, h.
DeW. Ray (Fritz's Fiesta) Crystal Lake, Ill., ro.
Day, Gloria (Dorchester) London, Eng., h.
De Ruth (Paradise) NYC, re.
De Marcos, The (Palmer House) Chi, h.
De Ring, Trudy (Avelon) Cleveland, O., nc.
De Witt & Veir Lene (Winter Garden Ballroom) Kansas City, Mo., h.
Dean, Shannon (Paradise) NYC, re.
Deans, The Great (Hells) Eugene, Ore.; (Maj.) Dallas, Ore., 5-6, t.
Delmontes, Nena (El Toreador) NYC, nc.
Demis & Sayers (Brass Rail) Ogdenburg, N. Y., 1-7, nc.
Denon, Helene & Twelve American Rockets (Pal) Cleveland, t.
Denning, Ruth (Mario's Mirador) NYC, nc.
Denny, Jack, & Orch. (Chicago) Chi, t.
Denny, Jack, & Orch. (Chicago) Chi, t.
Dewyer, Agnes (Bolton Grill) Harrisburg, Pa., nc.
Di Palma, Angelo (Nixon) Pittsburgh, re.
Diamond Boys (Pan-American Casino) Dallas, Tex.
Dillon & Farlow (Cocoanut Grove) Phila, c.
Dillon, Jean (Paradise) NYC, re.
Dixon, Gay (High Hat) Chi, nc.
Donald & Diane (Roxy) NYC, t.
Doronde Brothers (French Casino) NYC, nc.
Doray, Jimmy, & Orch. (Earle) Phila, t.
Dover, Jane (Edison) NYC, h.
Draper, Paul (Chez Paree) Chi, nc.
Draw, Charlie (Lombardy Bar) NYC, re.
Duchin, Eddy, & Orch. (Lyrle) Indianapolis, t.
Duffy & Wait (New Yorker) NYC, h.
Dumm & Wise (Palm Beach Cafe) Detroit.
Dunn, Vera (Famous Door) Boston, nc.
Dumont, Bob (Astor) NYC, re.
Duskin, Joyce (Paradise) NYC, re.
Duval, Dorothy (Brevoort) Chi, h.
E Engles, Jackie (Club Paree) Hartford, Conn., nc.
Edwards, Patricia (S. S. Bear Mountain) NYC, s.
Eliot, John (Biltmore) NYC, h.
Elton & Gilrone (Cleveland Exposition) Cleveland, p.
Eltons, The (Hollywood) NYC, re.
Endicott, Tom (Dude Ranch) Atlantic City, nc.
Escutres, Three (Pennsylvania) NYC, h.
Este, Dell (Minuet) Chi, nc.
Eton Boys (Pal.) Cleveland, t.
Evans, Bobby (Wonder Bar) Fallsburg, N. J., nc.
F Farrar, Jane (1523) Phila, nc.
Faye, Frances (Yacht Club) Chi, nc.
Felden, Lenore (Bismarck) Chi, h.
Feldner, Vera (Pal) Chi, h.
Finchley, Susanne (Hickory Lodge) Larchmont, N. Y., ro.
Firestone, Bette & Emmett (Piccadilly Club) Montreal, Can., nc.

- Fitzgibbon, Dorothy & David (Adelphi) Phila, h.
Florence & Alvarez (Pan-American Casino) Dallas.
Florence Cleo (Wivel) NYC, re.
Flores, Marisela (Astoria) NYC, h.
Flournoy, Yula (Bertolotti's) NYC, re.
Flowerton, Consuela (Chateau Moderne) NYC, nc.
Foote, Herbert (Edgewater Beach Hotel) Chi, h.
Forbes, Maria (Monseigneur) NYC, re.
Ford & Barnes (606 Club) Chi, nc.
Ford, Nora (606 Club) Chi, nc.
Forrest, Helen (Roosevelt) New Orleans, h.
Foster, Faith (Mayfair) Detroit, nc.
Francis & LaPa (Strand) Brooklyn, t.
Francis & Wally (Streets of the World) Great Lakes Expo, Cleveland.
G Gaby, Frank (Met.) Boston, t.
Gaby Bros., Tom & Joe (State) Salem, Ore., t.
Gainsworth, Marjorie (Earle) Washington, D. C., t.
Gale, Lillian (Bertolotti's) NYC, nc.
Gangi, Connie (Chez Ami) Buffalo, nc.
Garcla, Lucio (Bismarck) Chi, h.
Garr, Muriel, & Marvin Kane (Carlton) London, h.
Garr, Eddie (Riviera) Ft. Lee, N. J., nc.
Garry, Alice (Mounds) St. Louis, cc.
Garun, Murray (Essex House) NYC, h.
Garry, Alice (State Lake) Chi, t.
Garry, Alice (Beverly Hills) Southgate, Ky., cc.
Gaston & Andre (Mayfair) Detroit, nc.
Gaylene Sisters (Villa Venice) Chi, ro.
Gaylor, Ruth (Hollywood) NYC, re.
Gibson, Virginia (Bagdad) Miami, nc.
Gilbert, Esther (Gay '90s) NYC, nc.
Gilmore, Patricia (Surside) Long Beach, L. I., nc.
Gleason, Jackie (Cavalier) NYC, nc.
Glorv, June (Earle) Chi, nc.
Glover & Lamse (Radio City Rainbow Grill) NYC, nc.
Gobs, Three (Plantation) NYC, nc.
Golden, Les (Brown Derby) Boston, nc.
Gomez & Winona (Piping Rock) Saratoga, N. Y., nc.
Gonzales, August (McAlpin) NYC, h.
Gordon & Rogers (Rivier) Toledo, O., t.
Graham, Phil (Casino) Dallas, nc.
Gray, Alexander (Palmer House) Chi, h.
Green, Al (Pioneer) NYC, nc.
Griffin, George (Sands Point Casino) Long Island, cb.
Griffin, Edith (Colonial) Dayton, O., t.
Griffith & Wells (Florida Inn) Sacramento, nc.
Grisha & Brona (Villa Venice) Chi, ro.
Guarectas, Las (El Chico) NYC, nc.
Guy, Vernon (Farrish) Phila, nc.
Gyldenken, Ebbe (Wivel) NYC, re.
H Hacker & Sidell (Palm Beach Casino) Cannes, France.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Haie, Chester, Girls (Pan-American Casino) Dallas.
Hammond, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Handie & Mills (Gloria) Columbus, nc.
Harrington, Pat (18) NYC, nc.
Harris, Lydia (Parody) Chi, nc.
Harris, Marcia (S. S. Bear Mountain) NYC, s.
Harris, Phil (Casino) Dallas, nc.
Harris & Shore (Grosvenor) London, h.
Harrison, Spike (Gay '90s) NYC, nc.
Harvest Moon Dancers (State) NYC, t.
Hassan, Pierre (William Penn) Pittsburgh, h.
Hassett, Frank & Wilma (Club Faree) Hartford, Conn., nc.
Hawkins, Sid (Gay '90s) NYC, nc.
Hayes, Beth (Dorchester) London, Eng., h.
Heat Waves, Three (Riverside) Milwaukee, t.
Heath, Ann (Pierre) NYC, h.
Heckel, Elvira (Mandary) NYC, s.
Hella, Irene (French Casino) NYC, nc.
Heller, Jackie (Sherman) Chi, h.
Herbert, Arthur (New Yorker) NYC, h.
Herbert, Grace & Charlie (Chanticleer) Millburn, N. J., re.
Horton, Hal (214) Phila, nc.
Hector, Harriet (Frontier Fiesta) Ft. Worth, nc.
Holmes, George (Roxy) NYC, t.
Holt, Maymo (Lexington) NYC, h.
Hollywood Hotel (Paramount) Springfield, Mass., re.
Hooton, Don (Arrowhead) Westchester, N. Y., nc.
Huff, Tiny (Barrel of Fun) NYC, nc.
Hughes, Carolyn (Glen Island Casino) New Rochelle, N. Y., re.
Hyde, Herman, & Co. (French Casino) NYC, nc.
Ice Ballet (Boston) Boston.
Idler's Trio (Roosevelt) Pittsburgh, Pa., h.

- Internationals, Three (Roosevelt) NYC, h.
Irving, Jack (Harry's New York Cabaret) Chi, nc.
J Jacks, Two (Meadowbrook) Saratoga Springs, N. Y., nc.
Jackson & Blackwell (Chez Maurice) Montreal, N. O., nc.
James, Jimmy (Dude Ranch) Atlantic City, nc.
Jarrett, Art (Pan-American Casino) Dallas.
Jeffers, Dorothy (Hollywood) NYC, re.
Jeffers, Walter & Buddy (Chase) St. Louis, h.
Joffe, Ruth (Parody) Chi, nc.
Johl Jr., Wally (Coronado) St. Louis, h.
Johnson, Elinor (606 Club) Chi, nc.
Johnson, Mae (Plantation) NYC, nc.
Johnson, Lucille (Paradise) NYC, re.
Jordan, Jane (Parody) Chi, nc.
Juvelys, Les (French Casino) NYC, nc.
K Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
Karon's Musicales (Onesto) Canton, O., h.
Kavanaugh, Si (Pal.) Chi, t.
Kaye, Jane (Blackhawk) Chi, nc.
Keating, Nan (Club Faree) Hartford, Conn., nc.
Kellam, Norris (Great Lakes Expo) Cleveland.
Keller, Lorette (Cocoanut Grove) Boston, nc.
Kelly, Larry (Essex House) Hartford, Conn., nc.
Kenney, Billy (Cortez) El Paso, Tex., h.
Kenny, Phyllis (Park Central) NYC, h.
Kevan, Alice (Stevens) Chi, h.
Khadarie, Nicolas (Russian Art) NYC, re.
King, Kenn (Club Esquire) Hartford, Conn., nc.
King, Frank (Mirador) NYC, nc.
Kingsbury, Thelma (Radio City Rainbow Room) NYC, nc.
Kinney, Ray (Lexington) NYC, h.
Kirk, Earl (Nixon) Pittsburgh, re.
Kittars, Three (Riverside) Dayton, O., t.
Klutings Entertainers (Pal.) Cleveland, t.
Knight, Gaye (Colosimo's) Chi, nc.
Knight, Eleanor (Yacht Club) Chi, nc.
Kretlow, Muriel, Girls (Drake) Chi, h.
L LaRue, Eddie (Club Blase) Cleveland, nc.
Larue, Jack, & Vince Barnett (Oriental) Chi, h.
Ladell, Vincent (Bossert) Brooklyn, N. Y., h.
Laida, Aloha (French Casino) NYC, nc.
Laird, Ruth (Lookout House) Covington, Ky., nc.
Lamar, Henry (Gay '90s) NYC, re.
Lamb, Gil (Casino) Dallas.
Lamont, Don (Hollywood) NYC, re.
Landi, Sandra (Cavalier) NYC, nc.
Lane, Friscilla (Drake) Chi, h.
Lane, Rosemary (Riviera) Chi, h.
Lane, Muriel (Arrowhead Inn) NYC, ro.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane, Judy (Chicago) Chi, t.
Laurine & Jeannette (Montgomery Royal Gardens) Brooklyn, c.
Lavars Bros. (Mounds) St. Louis, cc.
Lawlor, Terry (500) Atlantic City, nc.
LeRoy & Sharp (Summit) Uniontown, Pa., h.
LeRoy, Hal (Stanley) Pittsburgh, t.
Leamy, Jimmy & Dad (Great Lakes Expo) Cleveland.
Lee, Bonny (Trocaador) Dallas, Tex., nc.
Lee, Charlotte & Dorothy (Montgomery Royal Gardens) Brooklyn, c.
Lee, Jane (Leon & Eddie's) NYC, nc.
Lee & Louie (Stevens) Chi, h.
Lee, Gypsy (Surside) Long Beach, L. I.
Lee, Tony (Dutch Village) Columbus, O., nc.
Leopard, Jack (Pennsylvania) NYC, h.
Leindoff, Leon (Wivel) NYC, re.
Lester, Jerry (Stork Club) Chi, nc.
Lester, The Great (Wivel) NYC, re.
Lester, Ann (Tower) Kansas City, Mo., t.
Lester & Monte (Revueette Supper Club) Springfield, Mo.
Lewis, Tex, & Hillbilles (Village Barn) NYC, nc.
Lewia, Nancy (Hollywood) NYC, re.
Lewia, Joe (Frolics Club) NYC, nc.
Leyston, Jack (Indian Village) Grand Rapids, Mich., nc.
Lilase, Frank (Cafe de Paris) London, nc.
Lilyn, Danis & Malo (French Casino) NYC, nc.
Lloyd, Shirley (Astor) NYC, h.
Lombard Sisters (Biltmore) Providence, h.
Long Jr., Nick (Earle) Phila, t.
Long, Leon (Corbornhill, Ala., 1-6; Sulligan, Ala., 7-9.
Loper, Don (Dorchester) London, Eng., h.
Lorraine, Lillian (Bertolotti's) NYC, re.
Lorraine, Jackie (Club Faree) Hartford, Conn., nc.
Loren, Emily Von (Earle) Washington, D. C., t.
Love, Violet (Stevens) Chi, h.
Low, Tom (Savoy-Plaza) NYC, nc.
Lowery, Fred (Piping Rock) Saratoga Springs, N. Y., nc.
Lowry, Phil (Italian Gardens) Pittsburgh, nc.
Loyance & Renard (Lookout House) Covington, Ky., nc.
Lucienne & Ashour (French Casino) NYC, nc.
Ludke & Lester (Glen Island Casino) Westchester, N. Y., re.
Lunard & Ferkova (Silver Bowl) Sacramento, nc.
Lyandra (Mirador) NYC, nc.
Lydia & Joresco (College Inn) Chi, nc.
M McCabe, Sarah Ann (Capitol) Washington, D. C., t.
McConnell & Moore (Bowery) Pan-American Expo., Dallas.
McCoy, Ceila (Club Rex) Birmingham, Ala.
McCook, Clyde (Stanley) Pittsburgh, t.
McCoy, Frances (Riviera) Ft. Lee, N. J., nc.
McKay, Amy (Palmer House) Chi, h.
McHugh, Betty (Bartlett) Rochester, N. Y., nc.
McKeener, Johnny (Park Central) NYC, h.
McKenna, Joe & Jane (Tower) Kansas City, Mo., t.
McKenzie, Red (Nick's Rendezvous) NYC, c.
McLellan, Rodney (Mt. Royal) Montreal, h.
Mack, Ted, & Orch. (Capitol) Des Moines, t.
Madison, Rudy (Gay '90s) NYC, nc.
Mac, Edna (F. Y. e.) NYC, re.
Magley, Pearl, Girls (Mounds) St. Louis, cc.
Mahon & Rucker (Park) Shanghai, China, h.
Majette, Claire (Nomad) Atlantic City, nc.
Mann, Dupree & Lee (Capitol) Washington, D. C., t.
Manolita (Russian Art) NYC, re.
Mara, Ketty (French Casino) NYC, nc.
Marcos, Sensational (Music Hall) Seattle, Wash.

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

Mares & Pals (Harry La Pearl's Circus) Navy Pier, Chi.
Marino, Joe (Famous Door) Chi. nc
Marion & Irma (Casino Municipal) Juan les Pins, France.

Ramon & Renita (Lake House) Saratoga Springs, N. Y. ro.
Randall, Peter (Green Gables) Drums, Pa. nc.

Taylor, Betty Lee (Country Club) Coral Gables, Fla. cc.
Temptations, Four (Edgewater) Lafayette, La. nc.

Banks, Clem: (Charles') Westchester, N. Y. re.
Bananas, Sharky: (Nick's Rendezvous) NYC, c.

Questel, Mae "Betty Boop" (Earle) Phila. t.

Stuart, Virginia (Sunbeam) Swampscott, Mass. nc.

Yost, Ben & Varsity Eight (Riviera) Ft. Lee, N. J. ro.

Garnett, Bill: (Glenn Rendezvous) Newport Ky. nc.

BANDS AND ORCHESTRAS

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

Aces, Four: (Yacht) Chi. nc.
Albert, Bill: (Bardlett) Rochester, N. Y. nc.

Camp, J. B.: (Continental) Canton, O. nc.
Gentlemen of Rhythm, Four: (Brown) Louisville, Ky. h.

Gray, Len: (New Cedars) New Bedford, Mass., nc.
Gray, Olen: (Eastwood Gardens) Detroit, nc.
Grayson, Hal: (Meadowbrook) Cedar Grove, N. Y., nc.

Marsala, Joe: (Hickory House) Larchmont, N. Y., ro.
Martin, Bob: (Chez Florence) Paris, nc.
Martin, Lou: (Leon & Eddie's) NYC, nc.

Steele, Blue: (Casino) Fort Worth, Tex.
Stein, Maurie: (Chez Paree) Chi., nc.
Stenos, Charles: (Mission Inn) Latrobe, Pa., c.

Fisher, Harry: (Wattsburg, Pa.)
Francis Trio: (Walton, N. Y.)
Frazier, Jack: (Pleasant Park) Rye, N. Y.

Hall George: (Taft) New York, h.
Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
Harris, Claude: (Joby's Stables) Detroit, nc.

Messner, Johnny: (McAlpin NYC) h.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Glen: (Roosevelt) New Orleans, h.

Tanner, Frank: (Coral Gables) San Antonio, nc.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.

Honey Family: Bedford, Pa.
Jackson Troupe: Lewisburg, W. Va.
Jaycee the Great: Canfield, O., 30-Sept. 6.

Hessberger, George: (Ferris Inn) Morton Grove, Ill., c.
Hill, Teddy: (Palladium) London, Eng.
Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., nc.

Morgan, Russ: (French Casino) NYC, nc.
Morris, Griff: (Conesus Lake) Geneva, N. Y.
Moss Stuart: (Capitola-by-the-Sea) Santa Cruz, Calif.

Tracy, Jack: (Chez Maurice) Dallas, nc.
Trask, Clyde: (Lookout House) Covington, Ky., nc.

La Tona Troupe: Peoria, Ill., 5-6.
La Venia Sisters: Milton Junction, Wis.
Lazell's, Aerial: Cambridge, Minn., 30-Sept. 4.

Holmes, Joe: (Norumbega Park) Auburndale, Holmes, Herbie: (Cavalier's) Youngstown, O., nc.
Hudson-Delange: (Playland Casino) Rye, N. Y., p.
Huntley, Lloyd: (Mount Royal) Montreal, h.

Nagar, Patt: (4-H Club) Chi., nc.
Nagel, Fred: (Del Monte) San Francisco, h.
Nagel, Harold: (Pierre) NYC, h.

VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Vagabond, Charles: (St. Nicholas) Decatur, Ill., h.

Lewis, H. Kay & Hollywood Varieties: Stockett, Mont., 4-5; Geyser 6; Roundup 7-8.
Lodi Troupe: Canadian Natl. Exhib., Toronto.

Irish, Mace: (Chanticleer) Millburn, N. J., re.
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
Jackson, Jack: (Dorchester) London, Eng., h.

Nelson, Ozzie: (Astor) NYC, h.
Newton, Bill: (Club Verdore) Cleveland, nc.
Novick, Jules: (Saxson) Monticello, N. Y., h.

Vogt, George: (Log Cabin) Gloucester Heights, N. J., nc.
Vorden, Vivian: (Midtex) Midland, Tex., nc.

Martin Bros.: Galax, Va.
Monroe & Adams: Marquette, Mich., 1-5; Indianapolis 6-13.
Morales Bros. & Little Daisy: Marshall, Mich.

Kara, Peter: (Green Gables) Hazleton, Pa., nc.
Kasey, Sammy: (Marine Ballroom) Point Pleasant, N. J., c.
Keating, Ray: (Murray's) Westchester, N. Y., nc.

Palmer, Freddy: (Colonial Inn) Elmgrove, N. J., re.
Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
Panico, Louis: (Chase) St. Louis, h.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Walker, Barry: (Stork Club) Chi., nc.
Wardlaw, Jack: (Pavilion) Hendersonville, N. C., h.

Need, James, Band: Kearney, Neb.
Paige & Jewett: Hastings, Neb., 2-4.
Palenberg's Doberman Pinschers: Essex Junction, Vt.

Kenneth, Eugene: (Hollywood) NYC, re.
Johns, Al: (Rhinelead Gardens) Armonk, N. Y., ro.
Johnson, Eunice: (Old Heidelberg) Medford, Wis.

Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
Panico, Louis: (Chase) St. Louis, h.
Pancost, Ace: (Sunset Inn) Drexel Hill, Pa., nc.

Wardlaw, Jack: (Pavilion) Hendersonville, N. C., h.
Waring, Fred: (Drake) Chi., h.
Watson, Howard: (Royal Pines) Lake George, N. Y., 30.

Robert's Circus: Leighton, Pa.
Roby's: Kingston, R. I.
Roxie's Rcvue: Leighton, Pa.

FAIR GRAND-STAND ATTRACTIONS

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

Ackermann's, Al, Six Tip Tops: Slayton, Minn.; Marshall 8-10.
Ahearn, Charles: Canadian Natl. Exhib., Toronto.
Albano, Lu: Marne, Mich., 2-3.

DRAMATIC AND MUSICAL

Brother Rat: (Belwyn) Chi.
Room Service: (Geary) San Francisco.
You Can't Take It With You: (Harris) Chi.

FIRST CIRCUIT SHOWS

(Week of September 5)
Babes With Charms: (Gayety) Cincinnati.
Bar & Stripes: (Embassy) Rochester.

MISCELLANEOUS

Almond, Jethro, Show No. 1: St. Charles, S. C., 30-Sept. 4; No. 2, Olanza, S. C., 30-Sept. 4.
Barton Society Circus: (Fair) Wapakoneta, O., 1-2.
Daniel, 2-10, Magician: Ionia, Mich., 1-2; Owosso 3-4.

Cole Defeats Fair Protest

Plays Sacramento September 1, two days before State fair starts

SACRAMENTO, Calif., Aug. 28.—Cole Bros. Circus is due to break a new lot on the outskirts of this city September 1, despite opposition of Robert Muckler, new secretary-manager of the California State Fair, which will open two days later.

Muckler went before both the Sacramento County board of supervisors and city council with a request to prevent the circus from showing on the ground that it would hurt the fair. Veteran fair heads counseled Muckler against opposing the circus, but he ignored their advice.

Both supervisors and councilmen turned his request down and oked Cole Bros. Organization will be the second circus to play the capital this year, Barnes having played to sell-out business in the spring.

Muckler threatened to carry his opposition to such lengths that Billy Hill, legislative representative of West Coast show interests, came here from San Francisco to fight for the circus if necessary. There was also talk of Hill flying to Long Beach, Calif., to defend the circus' right to play the capital before Governor Merriam, who was vacationing in Southern California. This, however, did not become necessary.

Harry Finks, well-known Sacramento billposter, worked with Hill and circus interests in the successful fight.

Penn Trek Tough On Mix's Trucks

SCRANTON, Pa., Aug. 28.—Tom Mix and his circus long will remember their trek into the upper sector of the anthracite coal fields this year. Three of the organization's heavy duty trucks came to grief in separate accidents on a mountainous boulevard leading into Pittston from East Stroudsburg. No one was injured and property damage was nominal.

One truck, loaded with horses and zebras, overturned near Bear Creek when its driver, Chesley Morgan, lost control.

Another truck, bearing four zebras and a llama, caught fire near Wilkes-Barre. A third, transporting six horses, became disabled from motor trouble. Animals were transferred to other trucks and the show played as scheduled. Mix himself was traveling in his automobile behind the truck driven by Morgan.

Mix Honored at Auburn

AUBURN, N. Y., Aug. 28.—Tom Mix was presented a Cross of Malta, emblematic of the Veterans of Foreign Wars, by Cayuga Post 1975, V. F. W., when his circus played here last Monday. Presentation was made at the circus lot in behalf of the post by two past commanders, Deputy State Chief of Staff Joseph Farkas and Robert B. Thompson, in recognition of Mix's service in the Spanish-American War. Mix is a V. F. W. charter member.

Big One in Fort Worth

FORT WORTH, Tex., Aug. 28.—Ringling-Barnum Circus, scheduled to show here tomorrow, will be making its first appearance in Fort Worth in two years. Arrangements have been made for the circus to use the Texas & Pacific Reservation, the location used by the circus here until about nine years ago.

Guests of Charles Sparks

NORFOLK, Va., Aug. 28.—Members of the unique Three Score and Ten Club, all over 70, were guests of Manager Charles Sparks when Downie Bros. showed here August 23. Visitors were taken on a tour behind the scenes by Mr. Sparks, met Reb Russell and then occupied reserved seats for the performance.



KATHERINE CLARK, who only last fall was drum major for the Elkhart, Ind., High School Band, was signally honored by her townspeople when Hagenbeck-Wallace Circus played there. Miss Clark, who leads the spec and rides an elephant in one of the pageants, was presented with a large bouquet by Edward J. Cullen, commander of the Elkhart American Legion. George Way, who was partly instrumental in bringing Miss Clark to the attention of circus officials, played drums in the H-W band during the evening performance. Way is a former circus bandman.

Blowdowns Hasten Chase's Closing

ST. LOUIS, Aug. 28.—Chase & Son Circus closed a successful season in Kansas August 21, according to H. V. Darr, who managed the advertising cars and who has been signed as contracting agent and biller for the 1938 season.

"Early closing," says Darr, "was occasioned by two bad blowdowns in one week. The first did considerable damage, but the second one completely destroyed the cogwax, etc. Inasmuch as it was so late in the season the management decided not to try to obtain new canvas this fall, but to go into winter quarters until next spring, at which time the show will open with all new canvas, etc., and will be greatly enlarged for the 1938 season.

"Practically the entire personnel has been re-engaged for next year. Salaries were paid in full every week, including closing, and everyone voiced a vote of thanks for a swell season."

Seils Shuns Double Date

CHARLES CITY, La., Aug. 28.—It looked for a time as tho this city would entertain two circuses here September 1, as both Ringling-Barnum and Sells-Sterling were booked for that date. Sells-Sterling, however, canceled its date last week. It will mark the first time Ringling-Barnum has exhibited here in 30 years.

AFA Enlists Aid of Labor Units Following Fracas With Cole Bros.

NEW YORK, Aug. 28.—Following the alleged assault of Guy Magely, American Federation of Actors' organizer, by Cole Bros. Circus in Everett and Seattle, Wash., last week, Ralph Whitehead, executive secretary of AFA, announced here that every effort will be made to reprimand the show as much as possible. Magely, who was on the show for the purpose of organizing employees as part of the Circus Employees' Division of the AFA, did not suffer serious injury, it is said, altho he underwent a "roughing up" of no small degree.

Whitehead revealed this week that he has been in touch with William Green, president of the American Federation of Labor, and has the backing of that organization in a drive to obtain his rights. He will probably leave for the Coast and

Pagel Does Turnaway in Africa, \$3 Top; Duttons' Stay Extended

FRANCISTOWN BECHUANALAND PROTECTORATE, South Africa, Aug. 7.—With a \$3 top scale, Pagel's Circus has been turning them away in the isolated frontier towns in this country. There is a big overhead in getting here, but the increased tariff more than makes up for that. In this particular town there has

been a gold discovery. Mining interests have stationed a number of men here and natives are at work prospecting under the direction of white men.

Pagel recently completed a long jump from the Cape country, where cold winds and rains wrecked business, altho the show had a good business week in Port Elizabeth (the Detroit of South Africa), where all American cars are assembled. Boswell Circus jumped into Rhodesia ahead of Pagel, who refused to follow and fight it out. Instead he decided to play around the Cape for a month or two and then enter Rhodesia when the agricultural shows (fairs) are going on.

The Americans with the show have inaugurated a parade and Nellie Dutton has made some good-looking wardrobe for elephants and kaffir boys. The turnout looks quite nice. In the big towns William McK. Bausman makes the gold elephant and it creates a mild sensation.

Being signed for another six months with Pagel, Nellie Dutton and her company are now due to leave for the U. S. in May. They will be accompanied on this trip by Pagel.

H-W Straws 'Em At Chattanooga

CHATTANOOGA, Tenn., Aug. 28.—Opening Chattanooga's circus season, Hagenbeck-Wallace Circus put them on the straw Tuesday night after a matinee that wasn't near so good. Even most of the kids waited for the night performance.

Circus arrived Sunday morning from Knoxville, rested, made repairs and had pay day. Over the week-end the popular Hoot Gibson, featured with the show, talked over local stations and got a good press break. He always had a gang of youngsters at his heels. Other acts given a big hand at the evening performance included Terrell Jacobs and his lions, Poodles Hanneford, Jeanette May, Jim Wong Chinese troupe, performing elephants and Ernie White, Chattanooga boy, now a "daring young man."

Bob Hickey, press agent, reported business "fine since early spring." Nashville was the next stop.

Vanderburg Planning Long Season in South

CARBONDALE, Ill., Aug. 28.—Vanderburg Bros. Circus, which is in its 15th week, is planning a long season in the South. Clarence Auskins, general agent, has placed show in some very good spots, a large number being under auspices.

Harry and Mary Leonard joined at Kirkland, Ill. Leonard is on front of the Side Show and is turning a good percentage of the folks. Ray and Silvia Biebler have added bear act to big show program. Thomas King Jr. has a Western act with show. Vera Orton Fanning returned at Ridgeway, Ill. She has been spending some time with her parents at Adel, Ia., where she was convalescing from a recent operation.

June Russell Leaves Hospital

NEW YORK, Aug. 28.—June Russell, equestrienne with the Walter L. Main Circus, was released from St. Vincent's Hospital, Staten Island, this week after being confined with internal injuries received when a horse fell with her. Miss Russell's horse tripped over a guy rope during the August 23 performance at Sisco Park, Fort Richmond, and fell on its rider. Hospital attaches said that she had been discharged from the hospital to rejoin the show but that she will not be able to work for several weeks.

Eleanor Wollandi Loses Foot

NEW YORK, Aug. 28.—Eleanor Wollandi, member of the Wollandi Duo, high-wire artists, suffered the amputation of a foot this week in New York City. The young artist was injured July 28 but continued her work after a few days' rest. Doctors decided recently, however, that blood poisoning made amputation necessary.

Lincoln, Neb., Aug. 28.—Despite poor crops in this section of the country and a quick rerouting, Al G. Barnes-Sells-Floto Circus came out a winner in this State. Organization played eight stands, all of which were money-makers. Hastings, North Platte, Kearney and Alliance were all big days.

The show, caught by a representative of The Billboard at Fairbury, is the best ever put out by Sylvester Cronin. The program is swift moving, the 27 displays taking up only an hour and 50 minutes. The opening spec, winding up with the Spanish dance numbers, is colorful in every sense of the word. Costuming was of the best and Eddie Woekener's music made it an outstanding attraction.

Jack Tavlin, handling the Del Rio midgets, introduced an innovation here when he had Charley Bryan, ex-mayor, and three University of Nebraska professors from Lincoln look the tiny people over personally.

The Fairbury date was a big one for Harry Chipman, press agent; Jack Tavlin, manager of the Del Rio midgets, and Buck Reger, bannerman. Reger lived in Fairbury a few years ago, while Chipman and Tavlin often winter in Lincoln.

Duke Drukenbrod has an excellent side show.

Belasco Joins Downie; Business Satisfactory

NEW YORK, Aug. 28.—Jean Belasco has joined Downie Bros. Circus as story man. Will Wilkens has left the show and Harry Mack will continue to handle press back and big show announcing. Charles Sparks, operator of the big motorized circus, reported that business thus far has been satisfactory but not worth "writing home about."

Show realized consistent business on Long Island week before last and moved to Asbury Park, N. J., over the week-end. Route will take it south to Virginia, North and South Carolina. Long Island run came to a close August 14 at the Huntington Station lot and show departed early Sunday morning for New Jersey via the Holland Tunnel.

Visitors Saturday included Clyde Malory and Mr. Holland, of the Walter L. Main advance; F. Darius Benham, New York member of the Circus Saints and Sinners Club; John Graham, Christy Pictures, Inc., New York, and Charles Lomas and Roger Littleford, The Billboard New York office.

the show this week-end. "We are enlisting all labor units, along the Cole-Beatty route to aid in mass picketing at every stand, pass out literature while the show parades downtown and post 'unfair' signs on all Cole paper," said Whitehead. "We are notifying all newspapers in advance of the show's route of full particulars of the incident in Washington. In fact, we plan, with the aid of Mr. Green, to make Messrs. Adkins and Terrell regret what happened on their lot last week as much as possible."

Whitehead has already informed Jess Adkins and Zack Terrell, operators of the show, of his attitude toward them at the present time. Charges of assault and battery have been filed against these individuals who took an active part in the Everett and Seattle incidents.



With the Circus Fans

By THE RINGMASTER

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

(Conducted by) WALTER HOHNADL, Editor
"The White Tops," care Hohnadel Printing Com-
pany, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 28.—Harper Joy, Spokane, Wash., caught Cole Bros.' Circus when it played Baker, Ore., and writes the following: "Rode show train to Walla Walla, to Colfax and then to Spokane. It's a great show and the Fans all had a big day in Spokane. Fred Hart and party came in from Metaline Falls and A. J. Ironside came down from Cranbrook. We had a special section and a wonderful time. I'm leaving for the Coast tonight and will catch the show at Everett, Wash., with Leonard Gross. We will also see it at Seattle, Tacoma and Aberdeen. I am planning to visit our office in Yakima next Monday and hope to catch Russell Bros. that night. Show will be in Toppensh, a few miles from Yakima."

Walter Krawiec, CFA artist of Chicago, made 28 sketches on the lot in the nine days that the Big Show played there.

Fred Schlotzhauser, of Oquawka, Ill., and A. T. Sawyer, of Monmouth, had a big time when Ringling-Barnum played Galesburg and Burlington, Ill. Sawyer, who is in the insurance business, purchased 45 seats for the Galesburg date and 25 for Burlington, entertaining employees from his office.

Des Moines and Iowa are exceptionally honored in that Dr. Mary E. Golden, one of its newer CFA members, but a great enthusiast, is the national president of the Osteopathic Association.

Burt Wilson, wife and mother left Chicago Monday on a motor trip to Cleveland and the Great Lakes Exposition. They expect to be gone about a week.

When in Paris you want to buy The Billboard, Brentanos, Avenue de l'Opera, have it on sale.

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

August 31—DUBUQUE, IA.
September 1—CHARLES CITY, IA.
September 2—MARSHALLTOWN, IA.
September 3—BOONE, IA.
September 4—FT. DODGE, IA.
September 5—SHELTON, IA.
September 6—SIOUX CITY, IA.
September 7—CHEROKEE, IA.

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Cole Does Well In Washington

ABERDEEN, Wash., Aug. 28.—The 16th week of Cole Bros. under canvas saw the circus arriving in the Pacific Northwest. Walla Walla was the first stand in Washington after one performance only in Baker, Ore. Colfax broke the jump into Spokane and, nestling in the mountains as it does, the ball park was the only available spot to show in. This was small and the menagerie had to be corralled and the circus tents overflowed into surrounding ground and along the streets, but despite these handicaps the two shows and parade started on time. Spokane came thru with the usual splendid trade.

At Wenatchee a new lot was used, requiring only a two-block haul. Parade was canceled because of attitude of city officials, but citizenry turned out in great numbers. At Wenatchee Rufus Woods, publisher of *The Daily World*, realized a lifelong ambition and suppressed desire by joining the show as a clown. He stayed with the show until it reached Tacoma. Story made page one in the Seattle papers and was carried all over the country. At Everett another small lot, with only a two-block haul. Show was scattered along several blocks. Newspapers were closed because of strikes. Seattle for Saturday and Sunday received the show with open arms because of impression made last year.

Tacoma being only 40 miles from Seattle, circus trains were in early. Lot, Union Pacific grounds, right in heart of city and unloading took place on lot. Lot is notorious as a dusty and dirty one, but a hard all-night rain did wonders. Tacoma is the home of CFA Leonard Gross and he was around most of the day, together with Harper Joy. Both of these boys had been with the show at Everett and Seattle. Alma Owens, former circus girl, showed up at Tacoma with her two children. She is now Mrs. Swenning. Wellington Mack, former circus clown and singer, was around at Tacoma. Mack now lives in Seattle with an elderly aunt. A new wire act was put in the show at Tacoma, Leo, Pete and Mike Gasca, and received large applause at initial appearance. Visitors at the night show here consisted of Governor Clarence Martin, Secretary of State Reed, Sergeant at Arms J. E. Mehan and several others. Governor is a cousin of Walter L. Main. Newspapers in Tacoma are indeed generous and friendly to a circus and were exceptionally so to Cole.

Dan Cupid Halts Tyler's Tour; Will Wed Fem Lead

ATLANTA, Aug. 28.—Dan Cupid temporarily halted the tour of Tom Tyler, who is being featured with Wallace Bros. Circus, but he will return to the big top in a few days.

Tyler left here tonight, flying to the Pacific Coast to marry his leading lady, Jeanne Martel. Romance dates back to two years ago when Tyler gave Miss Martel her first part in a Western picture he was filming on the Universal lot.

When Tyler joined Wallace Bros. in Wisconsin eight weeks ago it was understood that he would be permitted to return to Hollywood for the wedding. Manager Ray W. Rogers granted him a week's leave of absence. Tyler appeared with the circus in Rome, Ga., today, motored to Atlanta and then took a sleeper plane to the Coast.

Wedding will be a Hollywood social event with many celebrities in attendance. Ceremony will be performed next Friday in the Little Church of the Flowers, Glendale, Calif. After the nuptials Tyler and his bride will board a plane and fly back to Georgia, rejoining the circus at Columbus on Labor Day. The bride will also appear with the show.

Atterbury Closes; Begin Fair Dates

ALBIA, Ia., Aug. 28.—Atterbury Bros. Circus closed its one-day stand tour at Washington, Kan., August 4 to take up fair dates. Band and all people not needed for fairs were paid off and the animals and canvas were sent to winter quarters in Dakota City, Neb.

Members scattered to various points. Harry Hayden's troupe and the Atterbury Duo have fair bookings. The Atterbury sisters, Helen and Annie, acri-

15 Years Ago
(From The Billboard Dated September 2, 1922)

War clouds hovered over 12th and Market streets in San Francisco when a Sells-Floto Circus elephant broke down an alleged spite fence, erected by representatives of the Ringling-Barnum Circus. The fence effectively cut off the former from a Market street entrance. . . . Mighty Haag Circus was in its 76th week of continuous operation, losing but three nights in that time. . . . It was announced that Walter L. Main Circus would appear at the Connecticut State Fair, Hartford, Conn., for six days as a free attraction, giving three performances daily. Menagerie also was to be gratis. . . . Roy Fortune, clown and one-legged wire walker, left the Mighty Haag Circus to join the M. L. Clark Circus. . . . Ab Johnson, veteran circus clown and animal trainer, called at *The Billboard* and informed that he had left the Clark Circus to connect with the Haag organization. . . . John Robinson's Circus winter quarters at Peru, Ind., were undergoing much improvement. . . . A billing war was on in Memphis between the Ringling-Barnum and Hagenbeck-Wallace circuses. The former's billing crew had small stands in evidence announcing its date as October 23, but the latter, booked for Memphis on Labor Day, had not begun to paper the town.

Frank T. Kelly left John Robinson Circus as night watchman to join Al G. Barnes Circus. . . . Circus labor shortage, caused by workmen being attracted to jobs in the industrial plants at Canton, O., proved a handicap to Al G. Barnes Circus, a near blowdown being averted when all available members of the organization hurried to the guy ropes and stood guard until a severe windstorm passed. . . . Richard and Gustaf Warner, known in the circus world as Captain Richard Ricardo, animal trainer, and "Wooden Shoe Dutch," hostler and driver, were reunited at Ringling-Barnum winter quarters for the first time since 1872.

Bronx Pans Out Fair for WPA-ers

NEW YORK, Aug. 28.—WPA Federal Theater Project's three-ring circus closed its week-end run at Soundview, Bronx, Sunday to fair business despite a heat wave. Show played host to a large group of children from the Rockland State Hospital, Orangeburg, N. Y., Thursday afternoon. Tots made the 40-mile trip in a bus and were provided with a bag of peanuts and pink lemonade at the front door. Harold Sullivan, exploitationist, made the arrangements.

Burns O'Sullivan, who was called back to reorganize the show, is now busy re-vamping the *Savage Africa* spectacle. Visitors included Ed Trock, staff photographer for *Life*, who spent several days with the show taking pictures for an early edition of that mag; Silver Dollar Brady and Rose Stein. The last named is a feature magazine writer.

Press department now has a special herald which is forwarded weeks in advance to various newspapers. A souvenir year book to be sent to members of the Circus Fans' Association is also being planned. With the show scheduled to open a three-week engagement in Brooklyn September 1, invitations are being sent to local circus fans to attend the opening in a body, according to Wendell J. Goodwin, general press representative.

allists, have returned to school. Mrs. Ran Atterbury, who was left at the Emergency Hospital, Genoa, Neb., three weeks ago with a case of blood poisoning, is improving rapidly and will soon be at quarters. Nearly all have engaged for next season.

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Under the Marquee

By CIRCUS SOLLY

THE KLINES (Elmer and Elvira) are playing fairs in Iowa.

CLARENCE AUSKINGS, while at Sikeston, Mo., saw Doc Decker.

THEY-SAY Frankie Saluto, midjet clown with Ringling-Barnum, is making a big hit with his Charlie Chaplin act.

ALL DEPARTMENTS of the Sells-Sterling Circus enjoyed the biggest day of the season at East Chicago, Ind.

LAVENIA SISTERS, doing double traps and a cloud swing, played the Farmer's picnic at Rochelle, Ill., August 26.

LOYD SENTER caught Lewis Bros. Circus at Princeton, Ill., and saw a fast-working performance and a number of features. Business was capacity.

TOM MIX is the guest of King Edward Hotel, Toronto, during his show's engagement at the Canadian National Exhibition.

W. N. LINABURY visited Walter L. Main Circus in Port Chester, N. Y., August 16 and saw a well-filled tent at night show.

FRANCIS DORAN, now fully recovered from injuries received when he fell from a trapeze July 28, has joined Barney Bros. Circus for remainder of season.

MRS. WILLY ARLEY sailed August 7 for Belgium, where she will spend a few weeks. Her mother recently died and she will settle the inheritance.

CAPT. POP MARTIN has joined the Chase show with his military ponies and educated goats. Mile. Dolly has Buddha act on show.

"CINCY" WETTERER, inside reserve ticket seller on Hagenbeck-Wallace Circus, has left show. In a call at *The Billboard* office in Cincinnati stated that he will take a long vacation.

BRUCE NOBLE, New York rep of a Canadian railroad, is planning to attend the CNE at Toronto in September. Is anxious to see the Tom Mix show while it is playing for Patty Conklin there.

BOB PRINTY, wrestler, temporarily with Hagenbeck-Wallace Circus, has returned to Lagro, Ind. Will do some professional wrestling and look after the folks' hardware business in that town.

ANNIE BRUCE, mother of the late Vera Bruce Codona, is traveling with the Ringling-Barnum Circus. She will leave the circus in St. Louis and then return to Livermore, Calif.

J. C. ADMIRE, general agent, who closed with Chase show August 13, has joined Howe Bros. Circus as general agent. His wife is handling ticket promotions. *Admire* is doing likewise.

ARTHUR AND EVELYN HEYDEN saw Jack Hoxie Circus at Vandalla, Ill., and report a good performance. They visited Mr. and Mrs. Ray Guyer and Baby Maxine and George Myers. The group also visited Ringling-Barnum Circus at St. Louis.

FISHER AND GRAHAM, aerialists, left Walter L. Main Circus August 28 and will go to California. Had a nice season with show. State that their rigging was broken up in a blowdown at South Paris, Me. They intend to play fairs in California.

JAMES MCKENNA recently visited Benson's Wild Animal Farm, Nashua, N. H., and spent several days there watching the training of lions, dogs and ponies. He says that the farm has one of the finest collections of waterfowl in the United States.

MR. AND MRS. H. BARROWS, formerly with Ringling-Barnum and Hagenbeck-Wallace circuses, caught the Barnes-Sells-Floto Circus at Hastings, Neb. Among others they met Eddie Wockener, Tommy Hart and Duke Drukenbrod.

C. M. HIBBARD, formerly with Ringling-Barnum, accompanied by his son, visited the Sells-Sterling Circus at

Coldwater and Sturgis, Mich., recently. Performances were pleasing from start to finish and capacity business was done at both matinee and night showings. Hibbard reports.

MINERT DeORLO, clown, following his engagement at Coney Island, Cincinnati, August 27-September 6, will return to the East to play fairs. He visited *The Billboard* office.

JOHNNIE DEIGNAN visited Lewis Bros. Circus at Havana, Ill., August 22 and renewed acquaintances with Jimmie McCall and Dutch Rapt, J. F. Dusch, band director, and Owner Lewis. Circus had opposition from a stock company, but both shows fared well, Johnnie reports.

JOSH BAILEY, former circus man, is now justice of the peace at Boothwyn, Delaware County, Pa. Recently went to Atlantic City and spent day with Frank B. Rubin, also met John Welsh and Mrs. Lizzie Thompson. Showmen are invited to call on Rubin when in A. C. He has *The Billboard* on file.

BUZZ BROWN, agent of the Bud Hawkins Show, saw the Haag Bros. Circus at Danville, Ky., recently. Afternoon show had nearly a full house and the night performance strawed them. Brown says he met Mr. and Mrs. Roy Haag and Henry Haag, Cal and Babe Townsend, and Anna Knight, wife of the late Abner Knight.

LINWOOD FARLOW, former elephant man, accompanied by his family, visited Edward (Shorty) Doherty, superintendent of the menagerie on Downie Bros. Circus when that show played Salisbury, Md., Farlow's home town. Farlow says a double-header baseball game presented stiff opposition, but show's night performance had a large crowd.

LEE TRACY'S mother, Mrs. W. L. Tracy, was the guest of the Tom Mix Circus when the organization played Wilkes-Barre, Pa., August 20, according to Cliff McDougall, who is publicizing the show in Toronto, Can. Big top was packed at the night performance there. McDougall adds that West Pittston and Towanda, Pa., were also good spots.

ED RAYMOND, clown with Wallace Bros. Circus, entertained the crippled children at Shriners' Hospital, St. Louis, while playing the Police Circus in 1931 and made a lasting friendship with Daisy Bogovich, a little girl who could not raise her head. That girl and her mother were guests of Wallace Bros. when it played Granite City, Ill., August 11.

H. S. (SLIM) YOUNG'S pit shows and pony ride, playing one and two-day stands independently, enjoyed good business at Clarkston, Coopersville and Osego, Mich. Organization will play one more week in Michigan before heading for Indiana. Recent visitors were Jack O'Brian, Harold Cook and F. C. Fisher. Last named is general agent for George Carter's Minstrels.

JOE BAKER writes from Bellingham, Wash., where he is doing amusement work, that he met billposters Green and Sordes at Seattle. Harry Goodwin and Jockey Moore were also seen there on their way east. Ed Smithson has improved since leaving hospital, and Spike Huggins, carnival owner, is well and prosperous. Baker visited Cole Bros. at Seattle, Wash., August 21-22. Says show had good performance and fine business.

FRANK LITTLEFIELD and wife saw Downie Bros. Circus at Salem, Mass. Day was very hot, but both shows were packed. Reb Russell also packed them in for concert. William De Barrie's Kid Show is drawing. Myrna Karsey purchased some more snakes at Benson's Farm. Charles Sparks had the orphans as guests of show. Harry Mack is obtaining much newspaper space on show day. Shaw also is getting many after-notice.

HOWARD Y. BARY, personal manager for Doris Major, who joined the Hagenbeck-Wallace Circus a few weeks ago, is endeavoring to have a special sequence

written into the picture *Here Today and Gone Tomorrow*, recently made by Metro-Goldwyn-Mayer, with the show as a background. If it is too late for this a special part for Miss Major will be written into the next picture to be produced by Bary. Working title for new feature will be announced soon and production will start in two weeks.

GEORGE (RED) EMERY, former circus clown, is now employed as field secretary and assistant alumni secretary at the Massachusetts State College, of which he is a graduate. Before he returned to his alma mater in 1930 he appeared for several years with Sells-Floto, Walter L. Main and Gentry Bros. shows. He has become well known as a lecturer on the circus and circus life. *The Daily Hampshire Gazette*, Northampton, Mass., dated August 10, carried a story of the Walter L. Main Circus written by Emery.

STANLEY F. DAWSON sends following from Cole Bros.: "Leonard Wood came on for a visit at Colorado Springs and went back home from Grand Junction. Bill Grady, a friend of McCluskie's, visited at Denver. Ray Blankenship was seen on the lot at Grand Junction. Fern and Myrtle Compton Goodrich were visitors during show's tour of Idaho. Doc Hall was a visitor at Salt Lake City. Louis Tindell called on his old friend, Ken Maynard, at an Idaho stand. Paul Nelson and his gang never miss an opportunity to go swimming. Bill, the crow, since he joined the ticket department, has gained 10 ounces in weight. Nothing could induce Bill to 'walk away' from his present surroundings. He had another bad cat scare last week, but Archie came to his rescue. Harper Joy was on hand at Baker, Ore., and stayed with show until Everett. Mr. Hart and party of five came down from the B. C. line to see the show at Spokane. Eddie Burbank joined the ticket department at Colfax and is now handling the downtown sale. Sid Ayles was called to Miami, Fla., on account of serious illness of his wife. Clyde Beatty has made some wonderful catches of fish. Ken Maynard's quarters on the lot has become the rendezvous for many of the gang. His tent is called the 'Water Hole,' Maynard, Beatty, Happy Kellem, J. M. Christensen, Harold Voise and Julia Rodgers have been before the mike. Mike Hall visited at Everett and he, Jack Pfeifferberger and D. C. Hawn spent a couple of hours in talking over old times."

Dressing Room Gossip

HAGENBECK-WALLACE: Today (August 25) is a beautiful one in Nashville, but it is also "shower day" for Eva Hill as she gazes at the huge spread of beautiful gifts in blue and pink before her. Eva leaves us next week to await a "blessed event." Believe it or not, Ernie White is dieting. No more French fried potatoes, and Ira Millette says "Me to." Performers' ball team is still leading the soft-ball league with 10 wins and 2 losses. Joe LaForme and John Hellott preside over the ice water barrel. Kayo Croustner says the ball club can't fine him. Tom Gee, of the Young Kam Troupe, and Jack Karoll keep up a continuous two-handed pinocchio game. Think Jack is 28 games in front. Eddie Reese says he'll start working again soon.

Birthday anniversaries are continually celebrated. Joey Martin received many beautiful gifts and a big birthday cake was served in the dressing room August 12. Helen Drouse, of the Ballet Top, very reluctantly walked into the padroom to receive the chapping for her birthday August 18. Jimmie Millette received his August 19. Even the girls joined in. He says the cane welded by Jake Posey was the works. Marian Knowlton celebrated her anniversary August 23. She would have escaped the chapping if she hadn't twice tried the trick of slipping under the side wall to make her acts. Evason always brings the chaps down harder, but Marian took it with the usual smile. She received many beautiful gifts. Setting the new style for shorts on the lot are Frank Tuley and Freddie Freeman. Dr. Adams, Hoot Gibson's right-hand man, receives many calls from the padroom. Four new bugle bells played by Gen Jaeyna, Gene Frechette, Helen Drouse and Dorothy Dean add plenty of color to the spec.

Bill Phoenix and Garrett DeKay, formerly of Sousa's Band, are new members of show band. Henry Kyes entertained

Tal Henry and Bill Trombley in Asheville, N. C. Ernie White was the fair-haired boy in Chattanooga, Tenn. His wife, daughter, father and mother, together with a host of friends, visited. Pinkie Hollis remarked that it's no wonder we did big business there. Oscar Jordan has been busy fixing all the new riggings. Tom Waters tells the boys the name of the theater in each town. Played them all for years in vaudeville. Everybody was glad to see Tom and Juanita Nelson in Knoxville. Chris Cornelia's new chickens are real speed demons. There has been some talk of a match race between them and Bedini's new dog. Art Borely says he is glad that they can't see him over the mike. Jimmie Millette failed to appear on the ball diamond one day last week. He said he had a sore foot, but it was later proven that he and Grace Hanneford had been sighted at a picture show.

All the dressing room wishes Mildred Millette a speedy recovery from her recent fall from the trapeze in Rudford. Her brother, Ira, reports that she is doing nicely. Joe Allen still continues to vamp the ladies en route. Pauline Smith, why did you quit one day and come back the next? Mrs. Mary Levine, snake trainer, is popular with everyone on the Slide Show. Henry Kyes receives many compliments on his early delivery of mail to the men's dressing room. Prospects of a long season is making everyone happy.

Dedicated to Onelda Andresen. From Women's Dressing Room of Hagenbeck-Wallace Circus.

There's an empty space in the dressing room,

A vacancy in every heart,
Her trunk, her work and she is gone,
She seemed so young to depart.

We feel her presence and it seems unfair,
Tho she's gone to her home above,
We hope to meet her some day up there,
Such thoughts are born only of love.
She never seemed strong, seemed out
of tune

With this day-by-day drama of life,
And the empty space in the dressing
room,

Marka the end of a loving life.
—By BETTY CASE.

RINGLING-BARNUM: The night before leaving Milwaukee Ella and Fred Bradna, Ralph Clawson, Mr. and Mrs. Yacopi, Tim McCoy, Dorothy Herbert and Mr. and Mrs. Merle Evans were guests at a dinner given by Oscar Greenwood, manager of the Gimbel store, at Hotel Juneau there. Fredyson, manager of the Magyar Troupe, which arrived from Europe recently for the Barnes-Carruthers fairs and celebrations. Josef and Melaine Antelek surprised their friends by revealing their secret marriage in Chicago.

Mr. and Mrs. Oeldine, the latter a sister of Ralph Gramm, entertained a party from the dressing room. Louis Glorioso recently replaced Fred (Porky) Wentel in Paul Wenzel's trio of clowns. Ed Allen, veteran clown, who was injured recently in an auto accident, visited. He left for New York. New routes are out. How many Sundays? Guess and win the booby prize.

Red Finn and Frank Haley were sighted looking over the baggage stock. Red says he is in line for a 10-horse team of dapple sorrels. At this writing KMOX, St. Louis, broadcast several interviews from the back yard. Lewis General Store had a crowd listening in on its radio. The all-star baseball team was defeated 8 to 7 by the big-top colored boys.

Little Paul Horompo has been out of the concert singing program on Merle Evans' Band for a few days due to a sore throat. When Chesty, Paul Wenzel, Jack LeClair and Everett Hart make a decision it continues thruout the day and winds up at 90 car, with Bill the porter making a home run. The Wild West department has fine Western costumes. Tim McCoy's cowgirls, cowboys, Cossacks and Indians make a fine impression. The midjet clowns have been quiet lately, can't get anything on them for the gossip. Visiting friends in clown alley is Lee Potter, formerly with Hagenbeck-Wallace. Champion cigar smokers are Mickey Graves, Roberta Yocopi and Bob Reynolds. Now enjoying cool days after several hot ones. I see the flag is flying over the cookhouse. Turkey and all the goodies. Join the AFA and get the good things in life. Mrs. Bruce, mother of Clarence Bruce, who has been with her son on the show several days, will leave for Los Angeles for an indefinite stay. **JOE LEWIS.**

The Corral

By ROWDY WADDY

REPORT emanating from West Virginia indicates that Buck Owens is now being featured with the Grey Feather Medicine Show.

FIRST RODEO of the season at the L. M. Hebert Ranch, six miles south of Beaumont, Tex., will be held soon for charity benefit. Jamming of stands last season forced doubling of seating capacity this year, according to the Heberts.

WILLARD OAKLEY cards from Pawtucket, R. I.; that he took in the rodeo at Suffolk Downs while in Boston recently. He reports that in his opinion it was a real show and a credit to the rodeo profession.

PERCY MOORE, of Harry Taylor's Rodeo Company, sustained injuries while attempting to bulldog a steer when the organization played Springfield, O., recently. He was removed to the city hospital, where his condition was reported as fair.

FRANK KINDLER writes from St. Cloud, Minn., that he witnessed the George V. Adams Rodeo Company's performance there recently. Featured performers, according to Kindler, include Chief Mason, Mary Keene, Cherokee Hammond and Roscoe Armstrong.

JACK NELSON, bronk rider and bulldogger, blew into Cincinnati last week after playing rodeos in Southern Kentucky and Indiana. During a short visit to *The Billboard* he infoed that he has been enjoying a good season and plans to remain in the Queen City for a few days before making the Eastern rodeos.

DAKOTA BILL BAKER writes from Batesville, Va., under date of August 12, that his Wild West Circus is in its 11th week playing to good business in the heart of the peach section. Baker says that Jack Rippl visited the organization when it played Schuyler, Va., recently. Jack Rippl, with six people, three horses and mule, is expected to join the show soon.

E. W. KRISATIS, cowboy artist, of Butte, Mont., who suffered an affliction to his eyes while painting at a night club in Alexandria, Minn., last year and who has been under a specialist's care since, will have the bandages removed soon, according to H. A. Weber, who visited him recently. Weber infoed that Krisatis will vacation for two weeks at Dyersville, Ia., before starting his show and night club dates October 1.

CONTRACTED performers at the recent Monte Vista (Colo.) Rodeo, according to Tillie and Ed Bowman, who also were featured there, included Frank and Bernice Dean, Jean Creed, Ramsey Family, Buss Carson, Jack Martinez and Johnny Grimes. Grimes' wife, Ruth, sustained severe burns to her face, arms and back during the event when the gasoline stove on which she was cooking breakfast exploded. The Bowmans, who are now in Preston, Ida., also played the third annual Durango (Colo.) Rodeo. Other contracted performers there, the Bowmans report, were Juanita and Weaver Gray, Jean Creed, Little Tin Horn Hank Keenan and Tin Horn Hank Keenan.

SECOND ANNIVERSARY of the death of Will Rogers was observed with a memorial service on the roof of the Will Rogers Memorial Hospital, Chicago, recently, in which Rubino and his violin and Helen Morgan played prominent roles. A capacity crowd jammed the roof and amplifiers were installed so that crowds on the street could hear. Reverend C. H. Hull and members of the hospital's board of directors were introduced over the air, via NBC's National Farm and Home hour, and reminded listeners of Rogers' death two years before. All troupera were invited to visit the institution whenever in Chicago.

NEW FRONTIER DAYS, being presented for the first time this season by the Mounted Troops of America under direction of President John M. Guthrie, played to capacity crowds totaling over 15,000 paid admissions at Springfield,

Mo., August 12-14 under auspices of that city's famous Boys' Scout Band, according to John A. Stryker, who handled publicity and announced the event. To John A. Guthrie goes the lion's share of credit for the fast and colorful program presented. Organization's roster includes John A. Guthrie Jr., Jack Massey, Fred Riser Jr., Clark Riser, Bill Riser, Pete Morgan, Bobby Hardwick, Sam Hill, Virgil Howell, Kenneth Good Eagle, Don Stewart, Pat Clary, Dick Colvin, Clyde Kline, Frank Gardner, Bobby Clack, Tommy Snodgrass, Oklahoma Bill; 11 Pawnee-Otoe Indians, headed by Chief Koshway; Indian archers, including Martin Sam, Ell Sam, White Tobacco Sam and Dudley Hanhan.

NINTH ANNUAL Phillipsburg (Kan.) Rodeo, August 5-8, drew record-breaking crowds each day with late comers being turned away the last day, according to McDill Boyd, program director. Event was augmented by *Broadway on Parade*, a Barnes-Carruthers attraction under direction of Franklyn Vincent. Contracted trick riders and ropers included Hank Durnell, Eddie and Marjory Boyson, Vic Stamey, Lloyd and Francis Wever, Norma and Clark Schultz, Malee Harding, George Newton and Dean Buchner. Charley Schultz clowned and Shorty Ricker directed the arena. Vic Blackstone carried away top honors in the all-round competition, nosing out Kenneth Roberts by one point. Rodeo officials included Francis Jacobs, president; W. A. Barron, vice-president; Dan Hopson, secretary and treasurer; Dr. John Buchner, live-stock superintendent, and McDill Boyd, program director. Results: Calf Roping—Amye Gamblin, Jim Snively, Jiggs Burks. Bronk Riding—Tuffy Combs, Gerald Roberts, Vic Blackstone. Bull Riding—Kenneth Roberts, Vic Blackstone, Allen Hayes. Bulldogging—Ralph Warren, Shorty Ricker, Tony Schwartz.

RESULTS of the highly successful Nebraska's Big Rodeo, August 10-13, at Burwell: Bronk Riding—First day, Herman Linder, Bob Askins, Cliff Helm;

Dexter Fellows Tent Tattles

(CSSCA)

By FRED PITZER

NEW YORK, Aug. 28.—Our idea of an honest-to-goodness circus fan is one who enjoys a shower in the country because it refreshes up the circus posters on the old barns.

The only girl we know who can remember elephants by their first names is Sylvia Viscont. Take her to a show and she'll point out Cudjo, Trojan, Old Bess, etc. To us an elephant is just an ele-

Fritz Truan and Paul Carney split fourth. Second day, Herman Linder, Bob Askins, Hub Whitman; Cliff Helm and Les Karstead split fourth. Third day, Rube Nelson, Paul Carney, Hub Whitman; Herman Linder and Frank Campbell split fourth. Finals (four horses), Cliff Helm, Herman Linder, Bob Askins, Paul Carney. Calf Roping—First day, Barton Carter, R. W. Young, Huston Burns; Jake McClure and Toots Mansfield split fourth. Second day, Curtis Lamar, Toots Mansfield, Hugh Bennett; Amye Gamblin and Jake McClure split fourth. Third day, Toots Mansfield, Juan Salinas, Allen Holder, Huston Burns. Finals (four calves), Toots Mansfield, Jake McClure, Juan Salinas, Barton Carter. Bulldogging—First day, Hub Whitman, Herschell Ross, Ted Miller, Red Thompson. Second day, Mike Fischer, Hugh Bennett, Herschell Ross, Goldie Corbin. Third day, Shorty Ricker, Red Thompson, Gene Ross, Maurice Rolly. Finals (four steers), Hub Whitman, Red Thompson, Gene Ross, Ralph Warren. Bareback Riding—First day, Bob Estes, Kid Fletcher, Frank Clancy; Joe Orre and Milt Free split fourth. Second day, Canada Kid, Bob Estes, Bob Murray, Joe Orre. Third day, Doc Faust, Jimmie Hazen, Joe Orre, Canada Kid. Finals, Canada Kid, Bob Estes and Joe Orre split second and third; Jimmie Hazen.

Hamid's Hub Rodeo Does Well; Signs To Repeat Show in 1938

BOSTON, Aug. 28.—George A. Hamid has exercised a two-year option rider and closed preliminary negotiations with the Eastern Racing Association to present the second annual edition of Milt Hinkle's Texas Rangers' Rodeo at Suffolk Downs in August, 1938, as a result of the August 16-22 rodeo success which was concluded August 21 after Sunday's matinee and night performances were rained out. Engagement will run from 10 days to two weeks under an augmented setup. Contract for the exhibition just concluded was signed with Charles F. Adams, president of the Eastern Racing Association, for one year, with the two-year rider option, which if exercised would make the event an annual affair. Hamid came to Boston for opening night and again Saturday, and Dorothy Packman, general secretary for Hamid, came on from New York to wind up the show before leaving for the Central Canadian Exposition at Ottawa.

Attendance for the six days (eight performances) totaled 84,750. Saturday matinee drew only 2,500. Morning overcast skies developed into lightning and thunder and a heavy rain 15 minutes after starting time. Track arena became a sloppy affair that ruined new costumes, yet transformed the contests into a sock performance.

Jimmy Nesbitt, cowboy clown, was a hit with his merriment on the track. Fans knew him from Boston Garden rodeos for the last five years.

Alice Sisty injured her knee on opening night during trick riding, but she was on the following night. Duke Tague while bulldogging a steer was dragged several hundred feet along the barbed-wire fence and his abdomen cut in several places. Peavine Slim while bucking a horse was thrown over the fence onto an asphalt wall. Lee Knox received a broken left leg while wrestling a steer. Bill Parks sustained bruised legs and shock when his bucking horse fell on him.

All media of publicity, excepting sky-writing, were utilized to the fullest extent under the active supervision of Leonard Traube, promotion chief of the Hamid organization. He was ably as-

sisted by Tex Sherman as press agent, also for Hamid.

Rodeo was not supplemented by a carnival or rides of any sort. Concessions on drinks, candies and hot dog stands and rodeo paraphernalia enjoyed a brisk business.

Hinkle rounded up an adequate number of cowboy and cowgirl champions to make the bill impressive. These included Mary Parks, Curley Roberts, Billy Keene, Wylie Elliott, Lloyd Schermerhorn, Opal Wood, Ralph Clark, Pauline Nesbitt, Colonel Jack King, Rube Roberts, Blackie Russell, Jack Jackson, Jimmy Nesbitt and Alice Sisty.

Combination of the three-ring circus acts interspersed between the various competitive events went big with the crowds.

Program also featured a nightly fireworks display, arranged thru the American Fireworks Company, and the Texas Rangers All-Indian Band, Chief W. P. Winneshiek directing. Judges were Earl Sutton, Don McLain and Art Keller.

The 18 head of bucking horses which Hamid bought for Hinkle from the Canadian, Tex., Anvil Park Rodeo showed superior work.

Jack Knight was Hinkle's business manager and arena secretary. Rube Roberts was assistant arena manager and pick-up man. Wylie Elliott was also a pick-up man. Marlon Savage was the feminine press agent, handling women's pages, clubs, society columns, newsreels and fashion angles.

After Boston the Hinkle Rodeo was split into two units, Tex Sherman having left to publicize the Niagara County Fair, Lockport, N. Y., as the first in Unit 1's circuit of Hamid fairs. Jack Knight took Unit 2 into Riverhead, L. I., N. Y. (Suffolk County Fair). Doc Stahler, Hamid concession lessee, is going to the Trenton (N. J.) State Fair. Leonard Traube will concentrate his efforts on the Trenton Fair.

A special radio feature that clicked was Wylie Elliott's description of actual bronk riding, using a portable microphone that was broadcast thruout New England over WEEI, Boston, and handled by Jay Wesley, WEEI production man-sports announcer.

phant and as far as memory goes the elephant has us beaten a mile. Yet we have heard Sylvia point out by name plenty of dead elephants that we do know about. I suppose the management just forgot to bury them.

The following from good old Ches Goldstone, who really has the interests of CSSCA at heart: The Dave Satterfield mentioned is an ardent member of the W. W. Workman Tent, of which Ches is secretary. "In reading your column in *The Billboard* dated August 21 I notice you mentioned that Dave Satterfield was running for Congress. I am pleased to advise that he was successful in receiving the Democratic nomination for Congress. This is tantamount to election, as the Republican 'competition' in Virginia usually amounts to very little. He made a splendid race and kept his campaign on a high plane. This is characteristic of Dave."

Some time during the early part of September a committee from New York will meet in Washington with a committee from Richmond, Va., to discuss matters affecting both Dexter Fellows and W. W. Workman tents.

Harry Baugh Writes

Out of the wilderness comes a script from good ol' Harry Baugh, who is now superintendent of literature for the Washington Duke Hotel at Durham, N. C. Under date of August 19 Bubbling Baugh writes: "Dan Rice Circus was here yesterday, the first of the season. Had a good crowd at matinee and put them on the ground plenty at night. I stayed out there every minute I could give them and then hated to leave. Just had to pull myself away."

In reading the biography of the late James McIntyre, of the vaudeville team of McIntyre and Heath, we were rather interested to learn of the great number of circuses with which this team had been connected. In 1877 they were with Sells Bros.' Circus, in which they danced in the concert. Then they joined out with Howe's London Circus. This show left them stranded in Atlanta. In 1879 with Anderson's Wagon Circus, and in 1883 Barnum & Bailey employed them and paid well for their services.

At the last executive session of the Tent there was much favorable comment about a circus feature which appears in the September issue of *Pic*. Feature is entitled *Under the Little Tops* and is made up of 21 grand action photographs of scenes taken inside the "little tops" that surround the main tent of the Ringling-Barnum Circus. As the caption explains: "Everyone has been to the circus. Some have had to carry water for the elephants to earn a ticket to the greatest show on earth. Others have had to sneak into the tent when the cop was not looking. By hook or by crook, everyone has seen the mammoth spectacle under the big top. But how many have been able to look inside the little tops surrounding the main tent? What do circus folk do when they are not performing death-defying feats around the three rings? *Pic* has sent its cameraman backstage at the circus to bring you intimate pictures of the world's most romantic group of actors."

It is a somewhat different sort of picture series and I would strongly urge that it be added to any collection of circusiana. This very much alive picture magazine is edited by a young Princeton graduate, A. Lawrence Holmes, whose father and publishing associates, Ormond Gould and E. L. Robbins, are devoted Saints and Sinners. Young Holmes had heard so much circus talk around the office that he decided to do something about it in a pictorial way. His cameraman painted a far more flowing tribute to the circus folk than words could possibly express.

Some of the best shots show Red James, an elephant handler, taking a nap with Liz, one of the pachyderms; Habib, the fakir, tickling his asbestos tongue with a red-hot poker; the Yagopi Troupe, star acrobats, checking over their ropes for the evening show, and 18 others equally as good. The cover of the magazine shows the living statues gliding themselves before the show.

B BAR B RANCH RODEO

WANTS FOR OTTAWA, ILL., Auspices Sheriff's Radio Fund, and Fourteen More Weeks Bronk Riders, Steer Riders, Trick Riders and Ropers. Salary sure and good treatment. Wire BIG MAO, Rodeo Headquarters. Concessions of all kinds wire TERRY MARTIN, Hotel Cradon, Frank Stokes and Bill Moore answer.

P. S.—BILL OROSBY Wire.

IONIA WINS WEATHER BATTLE

Free Annual in Michigan Makes Records in Three Days of Rain

Attendance is estimated at more than 285,000 and profit will be about \$9,000, declares Chapman—auto races carried over on Sunday and many refunds are made

IONIA, Mich., Aug. 28.—Radical changes, some beyond control of fair officials, marked closing of the 23d annual Ionia Free Fair on August 22 after seven days' showing to more than 285,000. Weather, declared by many to have been worst in history of the fair, not only brought three days of almost constant rain but gave the fair several days of hottest temperatures. But fairgoers did not hesitate to spend at every point where entertainment was available. Records of some kind or another were broken despite adverse conditions, and Secretary Fred A. Chapman, former head of the IAFÉ and present head of Michigan Association of Fairs, smiled at a jinx that dogged the 1937 showing at every turn.

Secretary Chapman gave unofficial figures, declaring a profit of about \$9,000. He said the fair equaled that of 1936 in receipts and went above in attendance. He estimated 285,000 attended as compared with 273,000 last year. Every department with exception of the grand stand had increases this year. Count was delayed because of numerous refunds to fair patrons not able to attend grand stand performances on Thursday, Friday and Saturday because (See IONIA WINS on page 67)

Could Be Released On Politicians' Day

DETROIT, Aug. 28.—A natural gas well was found on Michigan State Fair grounds here this week by workmen seeking drinking water to supply a chain of fountains. Gas was struck at about 85 feet and sand and dirt were thrown high into the air by the pressure. Drilling was halted and attempts were made to pipe off some of the gas.



J. C. KELLER, secretary-manager of Tri-Parish Fair, Eunice, La., is in his fourth year in the post. The fair, 11 years old, made progress thru the depression and has its own plant of about 20 acres with seven large buildings. Event is well organized thru co-operation of county agents, principals of elementary and grade schools and officials of parishes of Acadia, Evangeline and St. Landry.

Sedalia Gets New Day High

Wednesday, with a total of 65,500, is all-time record—program enlarged

SEDALIA, Mo., Aug. 28.—An all-time daily attendance record at Missouri State Fair here on August 21-28 was set on Wednesday, Governor's Day, with 65,500. Sunday, Veterans' Day, established an all-time Sunday record with 55,000 paid admissions. The "Everybody Pays" policy, inaugurated by Charles W. Green, secretary-manager, three years ago, has proved very successful with 25-cent gate admission.

Saturday, Sunday, Monday and Tuesday showed almost a 100 per cent increase in attendance over last year. Crops were far better than for the past five years and conditions throughout the State far more favorable. This, coupled with the fact that the fair spent 35 per cent more in advertising this year than in 1936 and 50 per cent more for attractions, was given as the cause for the big attendance increase.

All departments were ahead of previous years, with the Horse Show heading the list with 192 entries. The many permanent buildings on the spacious grounds were unable to hold the increased exhibits and officials were compelled to order three large tents to care for added displays. To Manager Green the 37th annual fair must be a dream come true, it was remarked. Much credit was given R. D. (Duke) Molesworth, publicity director and assistant manager of the fair, for his aid to Mr. Green in making the 1937 event the most successful in history. Receipts at all grandstand performances and at the Horse Show, held for the second successive year in the Coliseum, showed about a 40 per cent increase over 1936.

Ernie Young's *Cavalcade of Hits*, nightly attraction in front of the grand stand, was pronounced by the public one of the finest shows ever presented. Featured are Ione O'Donnell, prima donna; Easter and Hazleton, dance team, and Dave Malcolm, emcee. Vince Borelli is musical director; Fred Rickard, stage carpenter, and William Scarp, electrician. Featured acts between chorus numbers are Joe Jackson, comedy cyclist; Betty Reed, xylophone; the Danwills, teeterboard; Michon Brothers, comedy stars; Great Curran, high wire, and the Five Flying Fishers. St. Louis Musicians' Post, American Legion, played for grandstand performances, while Major Lee's Cowboy Band furnished afternoon and evening (See SEDALIA GETS on page 67)

N. C. Expo Body Announced

RALEIGH, N. C., Aug. 28.—Appointment of a World's Fair commission has been announced by Governor Hoyer to determine advisability of North Carolina having buildings at the New York World's Fair and Golden Gate International Exposition in 1939. Members are State Senator E. G. Flanagan, Greenville; Representative W. E. Fenner, Nash County; Representative John W. Caffey, Guilford County; J. P. Rawley, High Point, and J. Q. Gilkey, Marion, members of the board of conservation and development. An appropriation of \$2,500 for commission expenses was made by the Legislature.

First Vermonter in Black

MORRISVILLE, Vt., Aug. 28.—Lamolle Valley Fair, first in Vermont this year, can dispense with red ink for some time to come after a record four days last week. Average daily attendance topped the 5,000 mark and money was spent more freely than any time in history of the fair. Dick's Paramount Shows reported excellent business.

Superior Has Over 100,000

SUPERIOR, Wis., Aug. 28.—Tri-State Fair here on August 16-22 had one of the largest attendance marks in its history, 101,276, Secretary Max Lavine reported. Entertainment included WLS Barn Dance in three performances on the Sunday preceding opening day and *Folies Royale* with five outdoor acts showing twice nightly before the grand stand. Royal American Shows were on the midway and a 10-cent gate, with free parking, was charged. Last year admission was free, but there was a parking charge. Grand stand remained at 25 cents.

Lax Gate Has Small Tilt

LA CROSSE, Wis., Aug. 28.—Five-day Interstate Fair, which closed here on August 14, chalked up attendance in excess of last year by a small margin, said Secretary J. J. Frisch. Eddie Bondrand, assistant to Capt. Eric Van Der Wall in Hollywood lion act on the grandstand platform, had one hand badly clawed on August 11, and Louis Goyer, Eau Claire, Wis., suffered a skinned face and side injury in a spill from his motorcycle during Saturday's Thrill-Day program.

GEORGE (BUCK) BUCHANAN, lighting artist on the big eusel, after Jackson (Mich.) Fair will be at Indiana State Fair, Indianapolis; Kentucky State Fair, Louisville, and then will play fairs in the South.

Buckley Reports Success Again for Bad Axe Annual

BAD AXE, Mich., Aug. 28.—Bad Axe Fair here on August 17-20 again went over the top with \$3,500 profit, reports Secretary-Manager Robert P. Buckley. Fair was struck by heavy storms on August 19 and 20, but little damage was done. Many improvements were made on grounds this year, and agricultural and stock exhibits were best in a number of years.

Happyland Shows, with greatly enlarged midway, did exceptional business. Grandstand show was booked thru Henry H. Lueders, of United Booking Association, and included acts for afternoon shows and two revues at night, *Rhythm and Moonlight* revue appearing on August 17 and 18 and *Cavalcade of Stars* revue on August 19 and 20. Grand stand was sold out at all eight performances and during two nights of fair weather spectators were seated on the race track. Thearle-Duffield fireworks and three races daily were presented.

Wisconsin Scores Biggest Sunday In History; Bargain Day a Success

MILWAUKEE, Aug. 28.—The 87th Wisconsin State Fair on August 21-28 surged to a hoped-for 500,000 attendance, with 254,907 on the first four days as against 218,235 for the same period in 1936. Second day saw the largest Sunday crowd in history, with 101,821 jamming the 148 acres. Hankinson AAA auto races in the afternoon packed the newly enlarged grand stand, seating 20,000, to capacity, with an estimated 10,000 standing seven and eight deep in places along the rail. So heavy was ticket demand that sales to grand stand had to be halted an hour before races started.

A new policy for opening day, also Veterans' Day, with American war veterans admitted free, was Bargain Day. Tickets for the day, valued at \$1.05 in entertainment, were sold for 50 cents, including admission to grounds, grand stand (afternoon or night) and three rides.

Afternoon and night grandstand program featured Greer & Hammer Rodeo, with Thearle-Duffield's Fountain of Fire a night fireworks display. At the night rodeo performance James Whiteman, Clarksville, Tex., received severe injuries from a bucking steer. Attendance for the day was 37,408 as against 34,424 last year, indicating favorable reaction to the Bargain Day idea.

Sunday's grandstand entertainment, in addition to auto races, with Billy Winn, Detroit, copping the 25-mile fea-

Reading Bans Money Games

"Controlled" devices also barred at 1937 fair—sale of space reported better

READING, Pa., Aug. 28.—Immediate arrest, punishable by fine or imprisonment, confronts violators of the edict calling for no money games or "controlled" devices at Reading Fair. Determined to protect interests of the people at home, Reading Fair officials, headed by President J. Stanley Giles, have notified concessioners that such operations on the midway must stop. Nothing but (See READING BANS on page 67)

ture event, included 10 acts. Greer & Hammer Rodeo presented an afternoon and night performance in the Coliseum, with Barnes-Carruthers *World of Stars* followed by fireworks, the evening grandstand feature.

The stand was filled for opening performance of this revue, which features Shorty Flemm and George Tyler, the Paraffs, Two Hellkists, Edna Lee, Gibson and Company, Cosmopolitan Octet, Held-Lambert dancers and Cervone's Band.

Children's Day on Monday, with all youngsters under 12 admitted free and all rides at 5 cents, clocked attendance of 65,771 as against 65,845 on that day last year. Entertainment included a free grandstand show for youngsters under 12 in the morning, harness racing, Greer & Hammer Rodeo and 10 acts in the afternoon, with the *World of Stars* in the evening, featuring Sydel with his dogs.

Industrial and Pioneer Day on Tuesday drew 52,107 as against 35,025 on the same day last year. Afternoon and evening entertainment features were similar to the previous day.

This year's fair, nine days, was longest in history. There were daily broadcasts from the fair over WTMJ, Milwaukee; WHA and WILB, Madison, and WLS, Chicago. It marked the first time the State Fair was visited by an outside broadcaster. As last year, admission was 25 cents and 50 cents to the grand stand.

Mackenzie Succeeds Winder As President of Utah Board

SALT LAKE CITY, Aug. 28.—A. G. Mackenzie, secretary of Utah chapter, American Mining Congress, and many years associated with Utah State Fair, was named president of Utah State Fair Board to succeed the late W. C. Winder.

Charles H. Smith, Centerville, was named vice-president, succeeding Mr. Mackenzie, and J. Ray Hinchcliff was named to succeed Mr. Smith. Resolutions in appreciation of the many years of service of Mr. Winder as president were adopted by the board. It was voted to add a portrait of the late president to the collection of art hanging in the capitol.

Mr. Winder's son, William C. Jr., was named a director, succeeding to a position held by his father. Ernest S. Holmes, fair manager, reported extensive plans for the 1937 annual.

NEW YORK.—George A. Hamid received a telegram from Secretary Bligh A. Dodds giving fulsome praise of the *Winter Garden Revue* and acts furnished for Gouverneur Fair, including Mildred O'Done, Billy Keaton and other principals of the company, the Erwings, boxing bear act and Jack Hawley Band.

Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Kid Junkets Mark 500,000

Final promotion to be for attendance of youngsters of Southwestern States

DALLAS, Aug. 28.—Promotion of final two months of Pan-American Exposition will be largely organization of school children's tours. It was indicated last week with announcements that tours will be originated in every public school district of Texas, New Mexico, Louisiana, Arkansas and Oklahoma. The expo extended its tour work outside of Texas when railroads conceded a 1/2-cent per mile rate for the entire Southwest for those trips. Children's tours were especially successful for Texas Centennial Exposition last year, when more than 300,000 children were brought in on one-price tours, under responsibility of teachers and principals, and confined to a mapped schedule for their entire stay. Officials have set their aim at a minimum of 500,000 pupils this year.

With everything set for a big Labor Day week-end celebration, when grounds will be headquarters of Southwestern American Federation of Labor affiliates and their president, William Green, all-star college football team and the Chicago Bears are in training for the game the evening of September 6.

Rio Ballet Discontinued

Antonio Carrillo's Mexican bullfight and rodeo troupe will begin daily performances in the Live-Stock Arena on September 3. The actual bullfighting will be done in burlesque without bloodshed, but other rodeo features will be in sincerity. Julian Pastor, Mexican matador and member of the Carrillo show, took part in the weekly jamboree in the Amphitheater Wednesday evening.

Several personnel changes were made last week. Ned Blaine, director of special events, resigned to accept a position with a Texas power and light company. His successor is Howard Hill, formerly grounds program director. Blaine and Hill have had varied experiences in many capacities for the exposition during the past two years.

Discontinuation of the Alexander

STRATOSPHERE MAN WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT

Finishing With a 500 Ft. Slide for Life. Available for Fairs, Parks and Celebrations. Address care of The Billboard, Cincinnati, O.

WANTED FOR WESTMORELAND COUNTY FAIR

FREE ACTS Ligonier, Pa. RACING Sept. 14 to 17 DAILY DAY AND NIGHT RIDES — SHOWS — CONCESSIONS Only Fair in Westmoreland County I. HAYES, LIGONIER, PA.

WANTED FIRST-CLASS CARNIVAL FOR UNION COUNTY FAIR EL DORADO, ARK., OCT. 19 TO 23, INC. Over 40,000 attendance in 1936. Expect 50,000 to 75,000 this year. Address J. B. ALPUENTE, Secy., Union County Fair, El Dorado, Ark.

ATTENTION ACTS

CAN USE Single High Pole Act or High Acts of other descriptions weeks September 5 and 12. Write or write J. C. MICHAELS ATTRACTIONS 8824 E. 8th Street, Kansas City, Mo.

Attendances	
Previously reported	1,139,572
Wednesday, August 18	10,197
Thursday, August 19	10,242
Friday, August 20	10,920
Saturday, August 21	13,568
Sunday, August 22	12,864
Monday, August 23	8,796
Tuesday, August 24	12,611
Total	1,218,770

Oumansky ballet was announced by Road to Rio. Stage show will be strictly vaude acts remainder of the season, said Manager Walter Herzog. Oumansky and his wife, Peggy, announced plans for a motor trip to Chicago, Detroit and New York.

"Drunkard" Back Again

Crowds are again seeing *The Drunkard* in William J. Collins' Showboat. *Murder in the Red Barn*, which had been the bill there since the expo opened, was dropped and the old favorite opened last Thursday night. Mr. Collins expressed pleasure with business and over receptions given the new show by newspaper critics.

Cast members include Peggy Humphrey, as Mad Agnes; Noel Collier, as May Smith; Neil Fletcher, as Edward Middleton; Gale Woodward, as William Dowton; John Wagner, as Squire Cribbs, and Ethan Allen, as the barkeeper. Neeley Edwards is emcee for the olio, where the Two Dorans, Guy and Frank, are permanently starred in their burlesque of two belles of the gay '30s. William H. Kittrell Jr., assistant to Expo Director-General Frank McNeny, is in Washington on business.

Good Profit Made In Chippewa Falls

CHIPPEWA FALLS, Wis., Aug. 28.—Success attended Northern Wisconsin District Fair here on August 3-8, said Secretary-Manager A. L. Putnam, altho warm days hurt the afternoon gate. Night crowds were big.

Hennies Bros.' Shows on the midway hung up a record for gross receipts, crowds remaining until well after midnight. C. W. Hinck's Congress of Thrillers closed on Sunday with Captain Don Voge crashing a plane in the infield, packing the grand stand, with throngs around the entire track fence. *Continental Revue*, a Schooley production, booked thru Barnes-Carruthers, scored big and did excellent business each night.

Practically all available exhibition space was packed. Stock barns were loaded to capacity with exceptional quality. Money was flowing easier than in the past seven or eight years. Everyone did nice business, giving all a good start for the fair circuit, it was reported.

Gate and grand-stand records were broken, the fair showing a good increase in every department. Auditors are working on the records and the fair will show a substantial profit.

About 50,000 in Manitowoc

MANITOWOC, Wis., Aug. 28.—Manitowoc County Fair here on August 18-22 had an all-time paid attendance of nearly 35,000, said Secretary George Kiel. With children admitted free, total attendance was estimated at 50,000. Entertainment included WLS Barn Dance, Wednesday; Jimmy Lynch and his Death Dodgers, Thursday; and *Show of a Century* revue on Friday, Saturday and Sunday, featuring American Eagles, Larimer and Hudson, Nalda and Perez, LaTemple and Company and Gautier's Steeplechase. Ozark Exposition Shows was on the midway.

OPELIKA, Ala.—Due to improved conditions, American Legion, sponsor of Lee County Fair here, expects 1937 to be best in the fair's history. Blue Ribbon Shows will be on the midway and \$600 in premiums will be paid.

Clever Act Bill Featured At Monterey Fourth Annual

MONTEREY, Calif., Aug. 28.—Fourth annual Monterey District Fair here on August 12-15 was voted as one of the finest Class B agricultural fairs in the State, being an unqualified success, said Manager Treffe La Senay. V. V. Adams, secretary of Monterey Chamber of Commerce, is secretary. Arthur P. Craner, San Francisco, was director of publicity, and Jack E. Lewis, general manager of World Wide Theatrical Circuit, San Francisco, was director of entertainment.

Aside from acts booked direct by the management they were supplied by Mr. Lewis and Ann Dempster, of the Howe office, Hollywood. Music was by Charles E. Post tabloid circus band, Los Angeles, and the program ran off in smooth style, emceed by Cy Perkins, creator of the Kountry Stoar, and included the Penas, unsupported ladders; the McCrays, rube wrangling number, man and two women; Patricia's Debutantes, dance steps; Johnson and Gilbert, hand-to-hand balancers; Burton Sisters (four), musical harmony; Arlene Flory, dance steps; Dorene, tap dancer; Charlie, the horse, equine nonsense, and Tiny Kline, aerialist, in her slide for life.

New Plant for Yazoo Annual

YAZOO CITY, Miss., Aug. 28.—The 1937 annual of Yazoo Negro Fair Association here will be greatly improved as a result of the success last year and will feature agricultural, live stock, poultry, needle arts and canning exhibits, said Secretary R. J. Pierce. So big was the 1936 event that the association purchased a six-acre tract and erected buildings at a cost of \$7,000. This year Zimdars Greater Shows will play a return engagement. T. J. Huddleston Jr. is fair president and D. W. Lindsey is agricultural director.

SOUTH HILL, Va.—H. W. Nash, secretary and general manager of Mecklenburg County Fair eight years, has resigned because of ill health.

Ill. New Top Hits 945,000

Springfield fair breaks all previous marks—increase is big for concessions

SPRINGFIELD, Ill., Aug. 28.—Altho final check of admissions and attendance has not been completed, records now available indicate that Governor Henry Horner's expectation of a record 1937 Illinois State Fair on August 14-22 was fully realized. Attendance totaled 945,000, compared to the previous record of 900,000 in 1936. Attendance by days was announced by E. E. Irwin, general manager, as follows:

	1936	1937
Saturday	75,000	60,000
Sunday	125,000	125,000
Monday	70,000	50,000
Tuesday	80,000	90,000
Wednesday	100,000	120,000
Thursday	200,000	200,000
Friday	75,000	90,000
Saturday	125,000	130,000
Sunday	50,000	80,000

Figures on grand-stand attendance and Society Horse Show will not be ready for several days. Finance department, estimating in part, reports collections for the 3 per cent retailers' occupation tax on tangible property sold by concessions, such as food, drinks and souvenirs, will amount to \$7,300, a 25 per cent increase over a year ago, and indicating sales of about \$250,000 by this group of concessioners, which did not include rides, shows, carnival attractions, bingo or similar concessions.

August 19 was Governor's Day, highlight being the governor's speech to a packed grand stand. On Friday the grand-stand program drew another ca-

(See ILL. NEW TOP on page 67)



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SEPTEMBER 12 TO 18.

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SEPT. 14-18—5 NIGHTS AND 4 DAYS

WANTED—One Good Comic Platform Free Act. State price and description. CAN USE a few good Concessions that give out stock, also two good, clean Shows. Free Act write ROSS DAUCHERTY, Secretary, Hartford City, Ind. Concessions and Shows write JAMES WILLMAN, President, Fair Grounds Hotel, Indianapolis, Ind.

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1936—FAIRS—1937

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Great Lakes Exposition

CLEVELAND
By HARLOWE R. HOYT, The Cleveland Plain Dealer

Radio Circus Stunt Is Next

Gene and Glenn to be featured in efforts to repeat on Jubilee Day success

CLEVELAND, Aug. 28.—Planning to repeat the stunt pulled by their Jubilee Day, when 105,819 passed thru turnstiles, Great Lakes Exposition heads will stage a Gene and Glenn Circus at Sherwin-Williams Radioland on September 11 and 12. This team made its first hit broadcasting over WTAM in Cleveland, and Jake and Lena, characters enacted by Gene, became popular. In their heyday the two held a top spot in broadcasting. They still have a tremendous pull thruout Ohio territory and it is upon this that the bet is made.

Plans are that Radioland shell is to be transformed into a huge circus tent for the show. Gene's Jake will be ringmaster. Animated lions, tigers, monkeys, horses and clowns will be produced. Johnny Weismuller will do a Tarzan. Glenn will sing and handle musical end. Starting on Wednesday, the two will broadcast over WTAM. They will journey thruout Ohio for 11 days ballying the show. On September 4 they will air a marathon program, similar to their Christmas broadcasts of other days, from 10 p.m. to 1 a.m. Aim is getting listeners to subscribe to take youngsters to the show, the team giving requests in return for pledges. Special \$1 strip tickets will be offered. Five performances will be given daily.

Gate Discussion Still

State finals in the beauty contest were held Wednesday night, with Jean Fadden, 17-year-old East High School graduate, chosen Miss Ohio. She will go to Atlantic City to participate in the national beauty contest there. Miss Fadden won second place in the jubilee contest on August 14 and next day spotted second in similar event in Puritas Springs Park.

Discussion continues as to discontinuing the gate on Streets of the World. Present tax is two bits. Concessioners from time to time have joined to

Attendances

Total for 81 days.....	2,238,635
Wednesday, August 18.....	25,535
Thursday, August 19.....	22,800
Friday, August 20.....	24,823
Saturday, August 21.....	37,277
Sunday, August 22.....	46,156
Monday, August 23.....	33,236
Tuesday, August 24.....	22,264
Wednesday, August 25.....	28,856
Total for 89 days.....	2,479,582

have it removed. Management holds that this cannot be done. Concessioners claim a bigger play would be theirs with no gate since the adjoining midway has none. Management contends that the result would be only a mob without any willing to spend real dough. Argument goes on, pro and con, with probability that gate will remain on until end of the fair. It is pointed out that 45,000 of the 105,000 who attended Jubilee Day went into Streets of World and that place was swamped and unable to handle the crowd at times. At any rate, business is picking up with fair weather, no rain and increasing crowds with special days and the natural impetus as the public begins to realize that the expo will end for all time on September 26.

West Virginia Honored

Concessioners, shop owners and restaurant keepers of Streets of the World are joining in confabs for a plan to continue nationality buildings after the exposition. It is pointed out that the present location is ideal for summer cafes and shops. Spot is on lake front not far from Horticultural Gardens, which remain permanent, and at the end of the Cleveland mall. Buildings are constructed solidly with concrete foundations and will last for five years or more. Demolition cost would exceed salvage returns, according to best plans. There is a decided effort among certain groups, led by *The Cleveland News*, to reclaim the buildings and maintain them either on their present site or in park sectors where summer opera will be given.

There was plenty of excitement last Sunday when Gov. Fred P. Cone, of Florida; Gov. Martin L. Davey, of Ohio; Mayor Cornelius D. Scully, Pittsburgh; Nathan Mayo, Florida's director of agriculture, and Earl H. Hanefeld, Ohio director of agriculture, were welcomed on the grounds by General Director Lin-

coln G. Dickey, General Exposition Chairman Dudley S. Blossom, Associate Directors Peg Willin Humphrey and Almon R. Shaffer and other directors. Trailed along from the Florida Manor House, Recess Club, Show Boat, Alpine Village and El Dorado. Ceremonies dedicating the Florida exhibit were broadcast over a national hookup, with Governor Cone and Mr. Blossom speaking. Ceremonies ended on Monday when Governor Cone and his party cruised from the Cleveland Yacht Club to the exposition grounds, conveyed by the U. S. Coast Guard cutter Tahoma and greeted with a 19-gun salute. Today Governor Homer A. Holt of West Virginia will bring his official party as guests of honor.

"Barkers'" Contest Again

Event of the coming week causing much excitement about the grounds is the "barkers'" contest, which will get under way on Tuesday. All announcers, talkers or any person connected with the exposition are eligible. Blanks are being issued, and Frank D. Shean, assistant director of concessions and amusements, is handling entries. Preliminary run-off will be in international circle in Streets of the World Tuesday night. Last year's contest proved one of the most popular of any events, since it aroused great interest among concessioners and brought banner crowds to the circle.

"We are going to carry on to the very end, just as we have," General Director Dickey said. "All of the stars were under run-of-the-play contract except Weismuller and he has signed for the extended time. We have special orchestras to fill out the time. Vincent Lopez is coming for last 10 days at the Aquacade. The exposition is operating in the black and has been in the black for some time. We should hit 4,000,000 by the end of the season."

Backing his statement, Mr. Dickey pointed out that last year's attendance was 3,979,229. Today it is a trifle less than 2,500,000. During September and two cold weeks of October last season attendance was never less than 204,000 weekly. Last week's attendance was 215,292. The week before it hit 269,755. Special events are being built up and stress is being placed upon staging them in Streets of the World.

Paris Expo Gates Exceed 10,000,000

PARIS, Aug. 23.—Record attendance at Paris International Exposition last week-end brought gate figures well beyond the 10,000,000 mark. Starting on the eve of Assumption Day holidays, August 13, with 149,975, gates clicked thru 183,836 on August 14, 237,317 on August 15 and broke all records on August 16 with 363,349. August 16 was popular-price day, with gate at 3 francs. Amusement park of the expo has adopted popular-price Monday policy with admission of 2 francs and has dropped Tuesday "galas" with the 5-franc gate charge.

Main amusement park was jammed over the week-end, with practically all rides and shows doing big business. Cyclone Scenic Railway resumed operation after shutdown due to trivial accident. Fun House is not yet operating, but practically all other rides and shows, including Planetarium and Trip to the Moon in the annex park, have been completed. Park operators have been using much space for display ads in newspapers the past week.

Centre Parisien Amusement Park, adjoining the exposition, is doing little business and many stands have faded out. Rides and shows continuing to operate are Rytcraft Autos, Pretzel, Auto Scooters, small Ferris Wheel, motordrome, freak show, Fairy in the Well and amusement machine arcade.

Construction work at the exposition is about terminated, finishing touches being given the few spots not yet open. Ensemble is decidedly attractive, and illuminations, water and pyrotechnic displays at night add to effectiveness.

Acts Lined Up in Charlotte

CHARLOTTE, N. C., Aug. 28.—B. Arp Lowrance, executive secretary of the 1937 Carolinas Agricultural Fair here, said some outstanding talent has been secured, including Joe Basile's Madison Square Garden Band and Ernie Young's revue. One of the largest attractions will be the Quintuplets, five girls, who quiver the scales at 1,200 pounds. The fair is expected to draw in excess of 300,000 this year. More than \$6,000 has been offered in premiums.

Tops in 1936 Stratosphere 1937 CHATTANOOGA TRI-STATE FAIR

SEPT. 20-25
and
NORTH MISSISSIPPI WEST TENNESSEE Fair & Dairy Show
Corinth, Miss.
Oct. 4-9

WANT Concessions—No Games. Space in Industrial and Woman's Building. SENSATIONAL GRAND STAND ACT. J. A. DARNABY, Fair Offices, Chattanooga, Tenn.



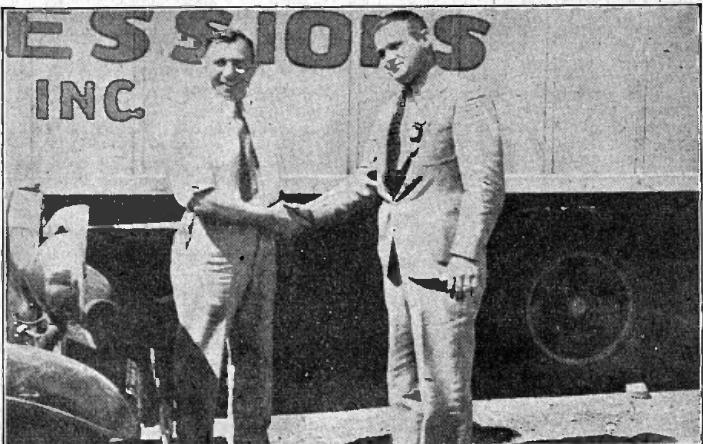
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SKY-HIGH GIRL
Dainty Darling of the Air.
Aug. 30 to Sept. 3,
VIRGINIA SENIOR, Bridgeport, Ill., Fair.

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WILLIAM M. OLIVER, Reidsville, N. C.



NO WONDER THEY SMILED. Snapped on the last day of North Montana State Fair, Great Falls, are shown Max Goodman, Goodman Wonder Shows, left, and Harold F. DePue, secretary-manager of the fair. Owner Goodman's gross on his midway show was reported 21 per cent greater than that of last year and he grossed 20 per cent higher with his concessions than when he was here last year as a concessioner. Manager DePue's smile may be due to the 215,112 paid admissions recorded in six days by a fair which has only 90,000 persons living within a 150-mile radius. Or it may be because the fair was awarded the National Hereford Show for the fourth successive year.

Runners Hurt Calif. Annual

Del Mar fair fails to click as expected—plant and attractions of high order

DEL MAR, Calif., Aug. 28.—Second annual San Diego County Fair, sponsored by the 22d Agricultural District Association, closed August 15 after a nine-day run. Last year the fair was held under difficulties, as buildings had not been erected and much necessary grading had not been done. Present set-up represents an outlay, according to directors, of whom J. D. A. Noble was spokesman, of \$1,000,000, a PWA project.

Running short of money needed for completion, a company of which Bing Crosby, radio and screen star, is president, advanced \$450,000 and secured a 10-year lease for periods each year during which Del Mar Jockey Club, of which Crosby is president, presents running races. The club just completed a 29-day run and that probably is the reason that the fair was not the success that had been hoped for.

The fair is State subsidized and Crosby takes as pay on his loan 12 1/2 per cent of the mutuels take. It is a fine layout, ideally situated, and the physical equipment is unusual. There are 15 stable units, with 40 to 80 stalls each, for over 1,000 horses, and above each unit are living quarters for grooms and caretakers. Newly erected are cattle barns, horse barns and barns for other display animals.

Concessions in Mixup

Downie Bros., Los Angeles, supplied large tents for other displays. The fair, while providing entertainment of high class, just did not click; when the runners got thru one week before the fair the public evidently was fed up on this style of entertainment or badly bent financially. Many concessioners said they thought they had the "ex" on certain concessions but were mistaken. The writer has not seen anywhere such a lot of disgruntled concessioners.

Exhibits, while of high order, were not large, notably horse and cattle departments. United Attractions, George Moffet and Milt Runkle in charge, had the rides and some concessions, most of the concession space being sold by the fair management. Rides did fair business, concessions not so good and the several shows on the midway did not have any "standouts."

Big Lineup of Acts

Attractions in front of the grand stand, furnished by Fanchon & Marco, with Neal Abel as director and emcee, included Three Reddings, trampolines; Rex and Betty Powers, roller skating; Cy and Whimsical Ford; Maurice and Vincent, acrobats; Bimbo, tramp comic; Six Hub Shaw girls, acrobatic number; the Fanchonettes, 24 girls, dance numbers and ensembles; Stevens and Myers, snappy act tabbed Flash of Speed; Vulton and Wells, streamlined athletes; Renoff and Renova, dancing act; Douglas Wright and Company and Charley Horse; Hector and Pals, canine act; Five Cords, girls in acrobatic number; Bruno Welts Trio, high act. Ward Hutton Orchestra of 17 played the shows. Special exhibitions on track were sixups to heavy wagons by W. K. Kellogg Ranch Clydesdales; Crowell grays from El Ranch La Loma, Riverside, and the Ruby Ranch Percherons. Other events and numbers were coronation of queen, Park Barr's accordion band of 50, strolling cowboy musicians, Markley's Maids' Band of 50 girls; Serape Club horsemen, trick riding and drills in paddocks; Bonham Boys' Band, of San Diego, 125 members. One afternoon was given to rodeo, all participants being Indians from nearby reservations with cowpony races, bare-back bronk riding, buckboard races and Indian games. Each night there was presented pageant, *Under the Stars*, by Early California Days Association in center field in front of the grand stand.

Midway Is Pretentious

The midway: United Attractions, Milt Runkle, superintendent Merry-Go-Round; Joe Mackley, foreman; Dan Chase, assistant; Jule Crane, tickets. Ferris (See *RUNNERS HURT* on page 70)

Varied Program Is Lined Up for Flemington, N. J.

NEW YORK, Aug. 28.—Flemington (N. J.) Fair on August 31-September 6 is "ordering perfect weather for the entire week," according to word from there. Flemington, always heavy on horse racing for size of the event, will have one of the strongest harness programs in its history. Governor Hoffman has again indicated that he will be in evidence on Wednesday and will present a trophy to winner of the three-year-old trot.

Major E. B. Allen, fair manager, said exhibit space and general interest in the annual are running well ahead of last year. Ralph Hankinson auto racers will take over the track on Saturday and on Labor Day and has assured Allen that "the best drivers in the East will be here."

Christy's Circus unit, offering eight varied acts, head the grand-stand show, booked from the George A. Hamid office. Joe Basile's Madison Square Garden Band will supply music. Harry Heller's Acme Shows, augmented for the fair season, will be on the midway.

Grand-Stand Shows

FREE ACTS at Le Sueur County Fair, Le Center, Minn., on August 20-22 were Fred and Marie Guthrie, aerialists; Welgand Troupe, acrobats; Bonnie Miller Trio, skaters, and Cortellos' Dogs.

SMITH'S Superba Band will play fairs in Keller, Galax, Staunton, Woodstock and Petersburg, Va.; Salisbury, Shelby, Hickory, Greensboro, N. C., and Orangeburg, S. C.

CALIFORNIA STATE FAIR, Sacramento, has booked Lottie Mayer Diving Ballet, Smith's Diving Ponies, Don Ricardo's Spanish Troubadours, Albee Sisters, Yvonne St. Claire, Charlie the Horse, Armanda Chlot, Bob Eugene Acrobatic Troupe, Jiggs the Monkey and Marion Daniels. Film talent is being lined up for personal appearances on Motion Picture Day, with Victor McLaglan as emcee.

ERNE YOUNG'S *Passing Parade* and Jack Palmer Henderson's Band will be featured at the second All-Iowa Live-

Stock Show in Frontier Park, Cedar Rapids, said Charles D. Moore, show manager. Fairly-Martone Shows will be on the midway. Other acts booked include Five American Eagles, high wire; Five Cordovas, barrel jumpers, and Harry Froboess, pole balancer.

AFTER playing fairs and celebrations in Iowa and Minnesota, Marie's Marvel Dogs and Animal Circus will go to Eastern Canada on September 1 for a few weeks, then going to South Louisiana State Fair, Donaldsonville, and others.

ACTS for Berlin Fair, Marne, Mich., will be headlined by WLS National Barn Dance, Prairie Ramblers, and Miss Patsy Montana, singing cowgirl. *Cavalcade of Stars*, with Sam and Jenny, blackface; Hadji Baba and company, Oriental mystery; Dubell Pets, Swiss Alpine Wonder Dogs and Two-Steppers.

ACTS furnished by George A. Hamid, Joe Basile's band and orchestra, and Hankinson auto races were at Kent and Sussex County Fair, Harrington, Del.

SILVERS Johnson and Company opened the fair season in Kahoka, Mo., on August 2, also on the bill being the Three LaMours and White and Hazel Harris. Following week in Fonda, Ia., bill was Silvers and Company and Lew Rosenthal's 35-people swing revue.

AL G. MARRIOTT'S *Los Aerob*, tower and plane flash aerial act, has been contracted for Mahoning County Fair, Canfield, O.

OPENING fair for the Gus Sun Detroit agency was in Marshall, Mich., on August 24-28, to be followed in order by fairs in Petoskey, Hastings, Jackson, Hartford and East Jordan, all Michigan. Jack Dickstein, office manager, is in personal charge of productions for the fair season. Betty Bryden, Detroit booking agent, is going out with her all-girl band.

TITLED *World on Parade*, the grand-stand show at Ohio State Fair, Columbus, as announced by Earl H. Hanefeld, director of agriculture, will comprise Five Flashes, roller skaters; Six Jordans, teeter board; Blomberg's Alaskan (See *GRAND-STAND SHOWS* page 57)

Davenport Views Best in 5 Years Despite a 2-Day Handicap of Rain

DAVENPORT, Ia., Aug. 28.—Even with handicap of rain on two days Mississippi Valley Fair and Exposition here on August 15-21 was best in five years. Retaining best of old features and adding many new ones, the management gave patrons one of the finest exhibitions in the 18 years it has been operating. Largest attendance was registered on closing Saturday, when more than 15,000 passed thru gates to set a mark of better than 60,000 total paid admissions.

President M. H. Calderwood, Secretary H. W. Power, Assistant Secretary Mazie C. Stokes and other officials worked especially hard to make this year's fair an outstanding success and they expressed themselves as well pleased with the showing made.

Hennies Bros.' Shows on the midway chalked up a much higher gross than last year. Independent concessioners also found business better than in previous years, and grand-stand gross showed a substantial increase. By Thursday night Hennies Bros.' gross equaled that of the entire week last year.

Midway Is Improved

With excellent crops, agricultural and live-stock exhibits made a great showing, being larger and more varied than for several years. Nearly 400 4-H Club boys and girls participated in a competitive program culminating the year's activities.

Entertainment program was finest the fair has had in many years. Auto races opened and closed the fair. John A. Sloan staged the races, with Austyn O. Swenson in charge. Many nationally known drivers participated and gave fair patrons plenty of thrills. The half-mile track was devoted to horse racing on four afternoons, harness and running events.

Hennies Bros.' Shows had a fine lineup of attractions and both shows and rides

received good play. Orville and Harry Hennies have greatly improved their show this year. Neon lighting has been used liberally on rides and show fronts, as well as on the light towers down center of the midway, and there are several very attractive chromium fronts. Entire midway is brilliantly lighted. Concessions are all neatly framed and carry attractive merchandise.

Thrillers Are Presented

Monday, Children's Day, featured a baby-doll parade and pony and bicycle races for boys and girls. In addition to paid admissions on that day some 10,000 children were admitted free. On Wednesday an elaborate Thrill Day program was staged by C. W. Hinck's Congress of Thrillers, this including auto polo, motorcycle racing, auto crashes, auto rollover and parachute jump. Wild Bill Beamish did a crash thru a flaming wall, and Bette Beamish, 20-year-old Minneapolis girl, successfully presented the automobile roll-over stunt. Carl Doran and Bill Peterson staged a head-on collision of two autos. Birdie Draper and Dorothy Faltico made a thrilling parachute drop. There were various stunt and trick-driving exhibitions.

There were free acts in front of the grand stand each afternoon. Feature attraction was the night grand-stand show, presenting Barnes-Carruthers' *Show of the Century*, a colorful and fast-moving revue, beautifully costumed, with excellent acts presented between production numbers. Show, which was (See *DAVENPORT VIEWS* on page 57)

Extension Is Aid in Ottawa

Early figures big at Golden Jubilee — midway gross may hit a new record

OTTAWA, Ont., Aug. 28.—First three days of Ottawa's Golden Jubilee Exhibition on August 19-28 had attendance of 96,500. It is impossible to make a comparison with last year's fair, that having run only six days. Rain on Thursday and Friday, first two days, cut into patronage heavily, but midway receipts were good. Saturday saw attendance of 37,600, when a complete program was given.

Grand-stand show on the first three days consisted of Lucky Teter and his Hell Drivers, who went over big again. Efforts to stage a pageant, *Chandlers*, by Drew McKenna, Toronto, were unsuccessful owing to rain, but it was given in entirety Saturday night. There was no grand-stand performance afternoons on the first three days.

Opening day was free to children, as was Saturday, and bulk of patrons were children. August 23 was also a Children's Day, and in addition to free admission they were given midway rides for 5 cents. Manager Max Linderman, World of Mirth Shows, gave prizes to the first 200 children entering. Starting last Monday, Edwin Franko Goldman and his band presented concerts and played twice daily. Commercial exhibits were largest in history, all space being sold many weeks in advance of any other year at the same time.

George A. Hamid presented his night show, *Revue of Tomorrow*, all week in front of the grand stand, bill being one of the best ever brought here, where Hamid has staged the grand-stand show many years.

The three extra days gave the World of Mirth Shows a high-geared sendoff toward a record engagement for the event. Show officials said grosses for the first three days reached surprisingly high totals. Records for the Thursday in-augural, when thousands of children swarmed to the midway, showed that receipts rivaled those of the Monday Children's Day opening in 1936. Public appraisal of Max Linderman's newest World of Mirth entourage credits the veteran manager with bringing to Ottawa the largest and most impressive midway in history of the event.

Buildings Wired for Night Showing in Mineola, L. I.

NEW YORK, Aug. 28.—For first time in its 95-year history Queens-Nassau Counties Fair, Mineola, L. I., will be a full-week night attraction. According to popular request, the society has wired all exhibit buildings at considerable expense so that desk-tied Long Islanders may have opportunity to view the county's displays without forsaking other duties. Buildings will remain open until 10 o'clock every night of the fair except on Saturday, when the grand-stand show, produced and directed by Phil Wirth, will have the spotlight.

Wirth, it is understood, has booked in a rodeo for that evening, plus additional free acts. Horse racing will take care of the matinees until Saturday, when Ralph Hankinson's auto racers come in for single day. Heads of exhibit and special events departments report exceptional interest in this year's event and predict one of the largest lists of participants in a decade. O. C. Buck Shows will be on the midway.

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FIVE DAYS — SIX NIGHTS — OCTOBER 11, 12, 13, 14, 15, 16.

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We Book Our Own Midway—Everything But Shows and Rides.

Corn Game, Frozen Custard and Novelties Sold.

SPARTANBURG COUNTY FAIR ASSOCIATION, Spartanburg, S. C.

LONG BEACH LAYOUT ACTIVE

One of Money Spots of Coast

Cyclone Racer Pier and Silver Spray Pier report good biz—entertainment varied

LONG BEACH, Calif., Aug. 28.—This district has been one of the money spots on the West Coast all season with many concessions, shows, rides and a variety of entertainment. City of Long Beach supports one of the finest big bands in the country, which is featured. Cyclone Racer Pier, separate from other locations, covers much ground. A public-address system with 12 units covers the entire plant.

Ride has capacity of 2,400 persons per hour and is owned and operated by Long Beach Racing Coaster Company. As a special bally Louis Manly, with a unique setup, does Punch. On week-ends 30 shows per day are given, with a lot of showmanship displayed in handling of the front of the big ride. The Punch shows are scheduled with time bulletins, and that Punch is still popular is indicated by crowds that gather in front of Manly's setup at appointed times.

Frank Parks Harris is manager; Charles Huan, foreman; A. E. Sternert, electrician and technician; operators, James Cantillon, Norman Wolfe, Fred Lebach, R. Griffith; Veina Highstone, cashier; Mop Manley, assistant cashier.

Many in Arcade

Concessions: Pop corn, Myrtle Allison Green, Mrs. Louis Manley. Fun in the Dark, Tom F. Anderson; operators, A. Cassidy, Mickey Goldfarb, Charles O. Laughlin, M. G. Coen; Trudy Winrait, cashier. Long Beach Pike, concessions, souvenirs and novelties, B. Graham, E. Duernne. Crystal gazer and palmist, Katherine Berry. Jewelry, A. Rogers, S. G. Murtha. All-wave fillers, Tom Day. Ice cream bars, J. Jacobson. Pocket book No. 1, Paul Turner, manager; Miss E. Cheffer, Miss Ames, assistants. No. 2, William Turpen, Margaret Wilson. Holly-Wich Shop, Ben Haller, Tony Ferber. Rose Jar, Florence McGinnis. Crystal Shop, Mrs. Fitzgibbons. Beads and shells, A. Veinas, N. Durwalt. Novelties, Mrs. E. Hobbs, owner; Helen Harriman, agent. Japanese art, A. Tomalka, B. Asal, Miss M. Aokal. Philatelist station, E. Vernef. Shop of Palestine, Mr. and Mrs. Jacob Hanania. Blue Hawaii, George Kamauka, M. Ohau. Odds and ends, Al E. Cooper. Paint Box, B. Merschel. Graphology, Virginia Hin—
(See LONG BEACH on page 49)

Ice Vaude Show Circuit Forming

ATLANTIC CITY, Aug. 28.—The all-summer stay of the professional ice-skating troupe at the Auditorium, where it is making the turnstiles click as they have never clicked before, is lending thought to the fact that here might be a new branch of show business heretofore neglected. To date ice shows have been held on a charity basis. But Roy and Eddie Shipstead, Edward Mahlke and Oscar Johnson, promoters of the present Ice Follies, are convinced that the ice vaudeville show can stand on its own with solid bookings from November to April in major ice rinks in the U. S. With more rinks being erected and several other units following the pace set by the local one, an ice circuit is being established much like the old-time vaudeville circuit and vaudevillians who have learned to skate are signing up for the show. In the local show, for example, are MacGowan and Mack, a former vaudeville team.

The shore company imported Gus Lussal to put on the second edition of the carnival. Production numbers have thus come into being, a big stunt number being "Sledding on the Ice Walk," a takeoff on Atlantic City's roller chairs, the chairs being sleds instead of the wheeled carts.



VIEW SHOWS FRONT ENTRANCE to Forest Park, Dayton, O., including one of the parking lots, having been taken on the occasion of one of the big outings of the season, picnic of employees of a large General Motors plant. Bookings are heavier this season than the management anticipated, said Reese H. Jones, publicity director. Free-act policy has been especially successful this season, he added, recent engagement of Barker Bros.' Society Circus having drawn continually increasing crowds.

"Talks to the Soul"

PHILADELPHIA, Aug. 28.—Present-day park press agents have something to learn from their predecessors, pillared David N. Phillips, advertising manager of Philadelphia Rapid Transit Company, owner of Willow Grove Amusement Park, in a guest column for *The Daily News*. Harking back to the art of ballyhoo in a previous generation, Phillips cited the following modest passage about the park, circulated back in 1896: "The millions who visit Willow Grove Park are solaced as they come under the spell of that something in the atmosphere which talks to the soul. They cannot resist temptation as they sit in the spacious amphitheater and drink in melodies that cause even the birds of the air to hesitate and linger in their flight."

More Acts in Swedish Spot

GOTHENBERG, Aug. 28.—Vaude and circus acts in Liseberg Park this month are: Bird Gondis Trio, hand-to-hand; Three Cresso Brothers, acro comics; Radio Mast Demetris, parachute jumper; 16 Millie Jackson Girls, English dancers; Oreste Raspini, unsupported ladder; Francis Dorney, harmonica; Little Jacky and Baby, comedy, and Tau Moe's Hawaiian Trio.

Park at Paris Expo Is Called Fine Experimental Laboratory

PARIS, Aug. 22.—Park showmen in search of data on operation of an exposition amusement park should follow efforts of operators of the amusement park at the Paris International Exposition, who apparently have set out to try everything once. In particular, the experiments with variations in gate charges have run the full gamut and the end is not yet in sight.

Starting as a unit entirely distinct from the exposition, the amusement park tried operating with a gate set at 5 francs. Lack of business at this price resulted in a hookup with the exposition thru which holders of exposition tickets, which cost 6 francs, were admitted without extra charge to the amusement park, and admission price to the park only was cut to 2 francs. After a brief try of this scheme admission to the park only was jacked up to 3 francs, in addition to which Tuesdays and Fridays

Cincy Zoo Manager Stephan To Retire

CINCINNATI, Aug. 28.—Sol A. Stephan, 88, will retire as active general manager of the Zoo on September 19. James A. Reilly, Zoo president, announced. That date will mark the 62d anniversary of opening of the Zoo and the 82d anniversary of Mr. Stephan's service with the Zoo.

During Mr. Stephan's many years of service in caring for animals he has become one of the most famous men in the world in this pursuit, according to Zoo officials. He has been noted especially for his ability in keeping animals alive many years beyond their normal lifetime in captivity and for his success in breeding wild animals.

Mr. Reilly said Mr. Stephan would be given the title of general manager emeritus. Date of his retirement will be designated as Founder's Day and there will be special ceremonies in honor of Mr. Stephan and the founding of the Zoo. There will be an unveiling of a bronze plaque bearing a bas relief likeness of Col. Stephan which is to be placed in a special seat embrasure in his honor.

For many years Mr. Stephan has been aided in his work by his son, Joseph Stephan, superintendent of the garden. Within the past year a third generation of the Stephan family was added to the
(See CINCY ZOO on page 49)

Duncan Again Pilot Of K. C. Fairyland

KANSAS CITY, Aug. 28.—Management of Fairyland Park here was reassumed last week by Harry Duncan, who had headed the resort 11 years but resigned to enter another business. However, Victor and Mario Brancato, owners of Fairyland, persuaded him to return and succeed Omer J. Kenyon, who took the post at first part of this season.

Mr. Duncan's success in Fairyland won him a national reputation as a park manager. In addition, he has always found time to take an active part in local charity work, serving as general of division 4 of the Allied Charities campaign two years and taking active part in the mayor's annual Christmas tree party. He has made it a practice to entertain all orphan children of the city with a tour of rides and funhouses in the park each year.

He announced that a cut-rate policy adopted early in the season will be discontinued, as he always has been a firm believer in upholding rates to a level that would bring worth-while returns to the park without cheapening its concessions.

Coney in Cincy Has Varied Show

CINCINNATI, Aug. 28.—Among acts that arrived for Coney Island's big Labor Day Celebration are Rita and Dunn, high wire; Athleta, heel-and-toe traps; Four Aerial Devils and Flying Molesters. Event opened yesterday and will continue thru Labor Day, bringing one of the most notable seasons in the 51 years of history of the park to a close. Coney Fireworks Carnival and Festival of Light will be staged nightly as a free attraction during the 11-day period. Combined with it will be a "Hippodrome Circus" at 4 and 9 o'clock daily, also as a free attraction.

Edward L. Schott, president and general manager of Coney, said every type of feature now embraced in the world of modern aerial fireworks is included in displays. Festival of Light, adapted from one of the features during closing days of Chicago's A Century of Progress, is reenacted in the nightly shows. Every color of the rainbow is thrown on smoke screens and patterns created in the fireworks display and form a giant spectacle in the skies. This great fanfare of colored illumination picks out the eccentric effects high in the heavens and turns the smoke clouds rising upwards into beautiful pictorial designs.

Regular attractions at Coney include Dick Stable and his orchestra in Moonlite Gardens, Smittle and His Gang at the Clubhouse and Rose Garden and Bob Sidell's Kentucky Swingsters on the steamer Island Queen, playing for free dancing.

Biz Increase Is Reported For Excelsior Park, Minn.

EXCELSIOR, Minn., Aug. 28.—Altho spring weather was bad and there was a long heat period, a good business increase in Excelsior Amusement Park is reported by Manager F. W. Clapp. There will be a Labor Day Celebration on September 5 and 6 with fireworks. Labor Day picnic is a tieup with *Shopping News*, third annual, and there will be many giveaways, games and contests.

On September 4 queen of Apple Day Celebration, a yearly event of the town of Excelsior, will be chosen with her attendants at the pavilion in the amusement park. Grand Apple Day ball on September 11 will be in the park's large ballroom. On August 22 Gould's 85-piece Banjo Band rendered two concerts in the pavilion, which was crowded. Joe Billo and his swing Rhythm Band will furnish music for remainder of the season.

Plans are to air-condition the ballroom during the fall after close of the park, ready for use next spring. Management plans to use as many name bands as possible during summer. On Wheatie Day, August 21, 10,000 kiddies jammed the grounds.

were dubbed "gala" days with gate fees of 5 francs.

Not finding this complicated enough to keep the staff busy, the exposition directors made Mondays a "popular" day, with tickets, including admission to the amusement park, cut to 3 francs. Evidently not yet satisfied, the figure jugglers recently, without any warning and minus any sort of notice on ticket booths, started charging 1 franc for the special tickets permitting visitors from the exposition grounds to enter the amusement park.

Operation of rides and shows in the park has been on the same principle. When opened not a single ride was ready to operate and not more than two shows were open. One of the principal attractions of the park, a big Funhouse, is not yet ready to open, and two other big attractions, parachute tower and Par—
(See PARK AT PARIS on page 49)

American Recreational Equipment Association

By R. S. UZZELL

W. F. Mangels, undaunted by delay due to depression, is on his toes in activity for advancing the American Museum of Public Recreation. A new brochure on the museum, its accomplishments, purposes and ultimate scope is in preparation and will go to amusement men generally. We have not succeeded in getting many of you to come to this worthy institution, so we shall bring it to you. It is hoped that the publication will not be tossed away lightly but that it will be studied carefully and kept for reference.

In the pamphlet are concentrated the conscientious thought and altruistic effort of many years of one of the men who is a credit to the entire industry. He arrived in America at 16 years of age and is now 70 years young. The span of a lifetime with a rich accumulation of beneficial experiences helpful to us is all placed with much of his own personal funds at the disposal of this "apple of his eye." It is no wild guess to say that not 3 per cent of the men of the outdoor amusement industry have personally visited this fascinating and educational exhibit. A visit will cost nothing. Once seen you are sure to become an enthusiastic advocate of a continuance and further development of the finest and best institution of its kind in the world. Let us enable him to pour into this undertaking his excellent experiences of a well-spent life as a producer of wholesome diversions for the multitude.

Pageant Is Surefire

Toronto exhibition is sure of increased attendance this year. Those enterprising men are opportunists. They are producing a pageant depicting the Coronation. To say that it is colorful puts it mildly. It would draw the crowds in the States, but in Canada it has a double appeal. All Eastern Canadian fairs expect an advance over 1936 results and are preparing accordingly. Our fairs are sure of better results than in former years. It will furnish a good background for an optimistic tone at the conclave in Chicago in helping to dispel the lethargy which has had the devastating effects of rust.

It is just as essential to prepare for prosperity as for depressions. A sharp, rapid advance is in the cards; then look out again for breakers. Better make it now while you can, then we shall tell you how to get under cover instead of getting caught short as many of you did before.

Accomplishments of NAAPPB

Do you know that there is a monthly checkup on our Chicago affairs by such conservative men as Norman Alexander and Herbert O'Malley? They know how things are being conducted right along. This is as it should have been long ago. With present income the association can begin to carry out many cherished plans for the mutual benefit of the membership. The new insurance system is an encouraging example. President Harry C. Baker has played no small part in injecting business principles into our national association affairs.

When the question "Where does all of this money go?" is asked an intelligent answer is forthcoming and you will not be branded for exile. Insurance benefits alone more than justify the dues and all of these other benefits are thrown in for good measure. Is there a soul so dead as not to visualize all of this and toss his hat into the ring with us and help to make it even better?

There is a vast amount of work done gratis by our prominent members. They do not ask it or even expect it, but after all they are human and would feel encouraged by a little appreciation. I should prefer to give flowers while the recipient can enjoy their fragrance rather than pile them later on his lifeless form.

Chi Riverview

School kids are making a last-minute rush before the bell rings calling 'em back to the books day after Labor Day. Last Wednesday was the biggest two-cent day turned into the spot this season, with kids jamming the walks. And now the talk is all Labor Day, which will amount to the final big push for conces-

sioners. Park does not close until September 19, but the remaining few days after the holiday are usually just a clean-up period with the boys and girls completing their plans for fall. With good weather breaks, tho, there will still be some shekels pulled in.

Riverview is becoming a haven for trailer salesmen, and W. E. Allison, of the pan pitch, was just added to the list of prairie-schooner purchasers. Crew on the Spook Town ride can't keep the cars rolling fast enough to handle all of the customers. Eric Leufstedt, its operator, and his boys, Emmet Walbaum, Walter Bergen and Harry Mueller, say it's been that way all season, too.

Stan Rittoff and his Casino ork, who have been dishing out some neat music for patrons here, will increase the outfit this fall and move to the Paradise Restaurant in Dayton, O. Santa Claus who paid a visit from wherever it is that Santa Claus comes from, left this week after passing out Annie Oakleys to the youngsters from his trailer! Fellow behind the whiskers was George Pope.

Harry Dunsse's newest attraction for the Palace of Wonders is Mommette Deviney, 6-year-old contortionist and a very cute number with plenty of showmanship. Mrs. Helen Ball in from Milwaukee to visit her sister, Esther Felke, and helping her spear the hoops on the hoopla. Lea Beaudro pinch-hitting in the ticket box on the Over the Falls, while her mother, Violetta, entertains a visiting sister, C. C. Martin, straw boss of the stockroom, is gaining quite a rep as a Don Juan. Everyone offering condolences to Adolph Dietrich, whose mother, Elizabeth, died. He has been a park employee many years.

Carlin's, Baltimore

By CLEM WHITE

Six days of rain made things anything but pleasant, but clear skies now loom. Big baby show with east, west and south Baltimore Day, had to be postponed, but that meant added co-operation from the

four papers sponsoring. Great Calvert, current free-act feature, with his high wire, is going well. First time here in seven years after a long spell before that.

Plans being approved for enlarging Iceland, where hockey was so successful last year. John J. Carlin returned from Canada after conferring with Coach Gordon Fraser with views of strengthening the Orioles team. Sam McAllister is back as rink manager for eighth successive year. Labor Day will offer most elaborate fireworks in several years. Conceived by Park Technician George Bushby, show will evolve around "South Sea Islands," its promotion title. Even the help are eyeing the cellophane skirts which the ballet will wear as part of the celebration.

Chick Carter and orchestra are in the ballroom after a jump from Buckeye Lake, O. Will return there following this engagement. Bobby Burns, ballroom manager, will leave soon to resume winter duties in Cleveland's Trionon. Pete Surgis, of the round stand, appears hard to please. His thesis is that in warm weather people don't eat peanuts and in cool weather they take too long to roast. Hugo Quist, Sonja Henie's manager, down here last week-end closing for her personal appearance in the rink next winter. Great display of ice talent to be offered all season in addition to public skating and hockey. Gordie Lee, last year's goalie, had the time of his life on the rinks the past few days. Vern Buckles, star right-winger of the Orioles, was his guide and folks are noticing that he's losing his Canadian accent.

Big gates on recent boxing and wrestling matches have done the park plenty of good. Town's spenders come out for sports and when the show is over seem to make the midway from one end to the other. Uncle Ezra Stebbins and his radio gang will be here early in September in a short appearance. Roland Clifford still is under the impression that a short bear should be given with every ride on the Fretzel. Arthur Emmanuel took off a few days to go to New York for a rest and came back even more tired.

Coney Island, New York

By ROGER LITTLEFORD JR.

Business barometer at Coney Island dropped to its lowest ebb last week, thanks to one of the longest and dreariest rains in months. Skies broke loose Saturday night and continued to wet this part of the country almost without pause until Wednesday morn. Thursday, as this is being written, it's overcast again and a light drizzle at intervals will without doubt minimize today's Coney patronage. It's too bad Old Man Pluvius got so tough all of a sudden, but, then, the ancient geezer always has enjoyed dampening spirits of showmen the world over. Weather is just one of those things that make this outdoor show business so intriguing.

This season's Mardi Gras schedule has been slightly altered to account for the additional week "in honor" of the national meeting of the American Legion. Mayor La Guardia, and Police Commissioner Valentine are expected to open festivities on September 13 when Police Safety Night will be observed. Understand that traffic and policing squads have prepared a few surprises in the way of floats, etc., and, as usual, the Police Band will supply the music. Wonder if the mayor will lead the musical outfit, as he did one time last winter.

Bid for White Sand

Second night will be Volunteer Firemen's Night and thousands of fire companies from surrounding communities will participate in their own version of a parade. Wednesday will be given over to municipal and State life guards and Woodmen of the World. On Thursday the Iceberg A. C. and the United Boys' Brigade will have the spotlight and on Friday the American Legion will hold sway. Latter is expected to present a preview of what can be expected the week following when the entire playground will be thrown open to them. There will be no pageant Saturday night, but in the afternoon the annual baby parade will bring the mamas and their kids. As usual, parade is open to all kids from 2 to 10, and applications for participation are now being obtained at the Coney Island Chamber of Commerce office, Surf avenue.

When I. H. Klein, C. of C. prez, tendered the mayor an official invitation

to participate in the Mardi Gras, he didn't lose the opportunity to put in another bid for that white sand promised for the beach. He also urged the mayor to ease Coney Island parking regulations for remainder of the season. Traffic problem is becoming increasingly serious and complicated each year and all know that something drastic will have to be done before long.

The New York Times Magazine on August 22 ran an interesting piece on Coney Island. Titled it "Gay, Incredible Coney: Portrait of a Multitude." Last Saturday evening nearly 2,000 of New York's deaf and dumb were guests of Luna Park. "It was deafening," quoth Manager Charlie Miller, speaking of the park that evening. Fred Fansher Jr. is managing his dad's Bamboo Funhouse walkthru at Luna. . . . And Joe Levison, champ speller, is back again. . . . Kavana (Wall Street Jerry) says that once again Walter Winchell proves himself right. Even the nobodies don't come here anymore. . . . They say Dorothy Pauline, four-month-old youngster of the Heppes, has already been introduced to the intricacies of operating the Kandy Meat Market. Shop is enjoying good season, according to dad. . . . George Kister Jr., son of the well-known ride operator in these parts, has serious intentions of becoming a minister.

Octopus to Miami

Mrs. Holtz, frau of "Pop" Holtz, probably one of the oldest ball game and cat game operators, is running her own cigaret shot game this season. Understand she's a second Annie Oakley and a whiz at instruction. . . . Helen Haggerty is one of the more comely dainties at Luna's Naughty Nifties show. They say a couple of the boys will hate to see her leave

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Gush of bad weather set in suddenly and sent amusement people cryin' the blues, tho the spell of climate for two and three weeks previous was just cut out to their favorite prescription. Biggest forthcoming event seems to be annual Mineola Fair, Suffolk County event, Riverhead, got off to a wet start with rain in torrents during the first two days.

Henney Youngman, Surfside, Long Beach, emcee, acquiring a neat coat of tan to present to studio audiences when he returns to the Kate Smith show on September 30. Archery seems to be a winning fad among island motorists, giving strong competition to golf ranges right now. Joe Wilton, erstwhile island promoter, back on the stage, appearing in Allen Gilbert's Apollo (New York City) production.

Joe Moore promises dedication of the World's Fair Hotel, Flushing, shortly. Mickey Ebler, refreshment stand king, off for Chi via plane to study winter locations. Grassy Point Hotel, Broad Channel, one of the largest Long Island cabarets, back in the hands of John and Min Hartel, Joe Canavan surrendering. Lotta snappy stuff plotted for the Labor Day week-end, accepted as the season's finale.


ROCKAWAY BEACH: About one out of four of local concessioners is aiming for Florida after the season. Iz Faber's concession near the Incline Walk was one of the big money makers this summer. A concessioner at Seaside, with 25-foot frontage to his spot, reports "\$100 a foot profit for the season so far." Right after Allen's dance spot went up in flames at start of the summer Sammy Young's Band was engaged in a spot down the street. Shelborne Hotel conflagration removes another landmark from the scene.

Jimmy Mangan, superintendent of beach maintenance and personnel, feted by subordinates at Grogan's. Fireworks shows cease right after Labor Day. Sign of times: Buddy Keenan, once owner of considerable beach front property, is now a New York City copper. Life guards are working hard to make their positions all-year-round affairs, explaining winter duties should be care and readying of beaches for summer. Harlem Nights show on the Boardwalk, with a dime admish and an hour show, has made coin.

LONG BEACH: Figures on toll receipts from bathers, to be made known late in September, should reveal a take well up in six figures, tho resort was off to a slow getaway. City lists 60 spots using entertainment, most of them small. Looks like La Cabana, once a bit-time nitery, is doomed to decay, unoccupied three years. Long Beach Stadium's season was good. En route to a wedding in formal attire, concessioner Danny Loomis ankleed the Boardwalk an hour to let the gang give him the o. o.


with the show this week. . . . Nick Protentos, chief mechanic on the Virginia Reel, is working these days with a shaved dome. No one seems to know the reason why. . . . George Asemacopoulos is a proud man. His daughter recently won a long-distance swimming race across Great South Bay. He is proprietor of the Mardi Gras Bar and Grill.

Tony Pollicisto says, "Even if I must say so myself, the Sidewalk Cafe is one of the cleanest eateries on Coney Island." . . . Mack Winkle and Richard De Lenz, ticket sellers, are recent additions to the roster of World in Wax on the Bowery. . . . Paul and Luke's three paper hustlers will probably always stick together. They are Arthur Reilly, Sal (Golack) Appel and Leo Levy. They evidently know the value of teamwork. . . . Nat Cook, formerly a concessioner with the Art Lewis Shows, is selling tickets on the Motor Parkway. Nat is a brother of Phil Cook. . . . Mr. Kauper, manager of gasoline cars at Sixth and Surf avenue, reports better biz of late. Emmy Cohen is selling tickets. . . . They will take the Octopus ride, in operation here, to Miami next winter.



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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Winter Wonder(?)land

A movement was started in New York City last week to obtain winter jobs for the city's life guards. Idea is that these strapping youngsters who work hard each summer patrolling city beaches are left out in the cold after the summer bathing season and many never find employment until the following summer. Originators of the drive point out that these life guards can't be expected to live all year round on the salaries they get each summer and therefore, as I understand it, they either want them to receive higher wages or be given city positions in fall and winter.

Constant readers of the column will recall that I discussed a similar situation with pro swimmers at commercial tanks a few years back. At that time Sol Pincus, presently associated with the department of sanitation in New York City, who then operated the twin Cascades outdoor tanks, New York City, attempted to have stockholders of both plunges provide employment in winter for the two pools' help so that the same staff could be maintained from one season to the next. The plan failed because not enough jobs could be promoted and the concentrated effort on the part of Pincus was stopped. However, that was right in the heart of the depression and there may have been a reason.

It is my opinion that such a movement could be made successful by both municipal and commercial pools and that it certainly is a worth-while attempt. There is no question that swimming-pool work is a little specialized and that often by the time an outdoor pool operator gets his staff in working order the season is nearly over and then, as the situation is now, he has to get an entirely new group the following season. You certainly can't blame employees for taking a steady job instead of waiting for a summer one. And now that the well-known corner around which prosperity was reported to be hiding is fast coming into view, more and more steady jobs are being grabbed up by summer swimming men and women, with the result that the pool owner is left holding the bag.

Therefore I hope that this new try on the part of New York City's life guard is successful. Maybe it's a political move, but if it means that life guards will be provided with jobs in winter it's a worthy project.

Zimmy Carries On

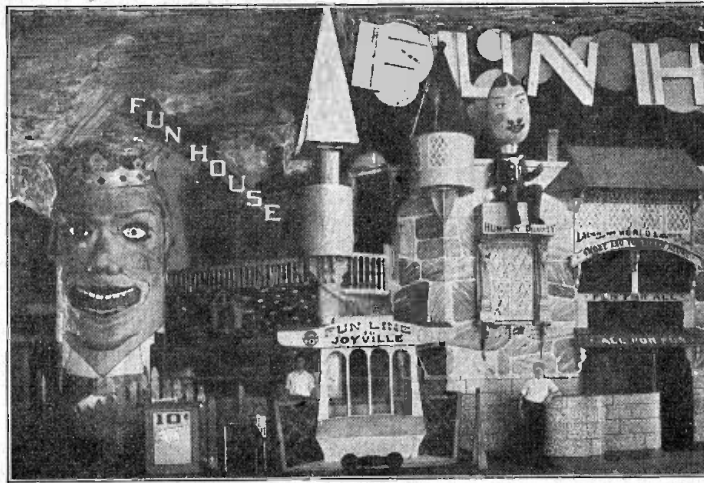
As this is being written Charles Zimmy, popular legless swimmer, is floating his way down the Hudson River from Albany nearing New York City. What he hopes to prove after he has successfully completed his journey I do not know, but you've got to admit that he certainly is gaining himself a flock of publicity. And water performers in every line can use the good ol' ballyhoo.

However, this department has heard rumors that Zimmy's marathon swim is more than just a publicity stunt. It may interest those in the swimming biz to know that the fearless legless wonder is supposed to be receiving no less than 15 grand for the stunt from none other than Sam Rosoff, the big subway builder, who operates a steamship line running up and down the Hudson.

Whether this be true I can't say. But it seems more than likely that Zimmy has some kind of sponsorship. He has been in the aquatic profession too long to undergo such endurance merely for publicity. I know for a fact that he has been planning the swim for many months and that he did contact various national advertisers to back him. Whether one of them finally did or whether it really is Rosoff cannot be revealed at this time. Perhaps Zimmy himself, who is a regular customer of this department, will tell us all about it after he has finished his swim.

Postman Rings Once

The press agent for Washington Pool, Coney Island, N. Y., B. Frank Braunstein, writes to invite me to take a swim as his guest at the popular Coney Island natatorium. For which I am greatly appreciative. And he further writes: "The Washington baths and pool



EXAMPLES OF PAPIER-MACHE AND PLASTER WORK not commonly seen in amusement parks in recent years, submitted by Artist Alfred W. Nichols. At the Funhouse built this year in Asbury Park, N. J., which has been operating successfully, the king's head contains a spiral stairway and bounces up and down, significant of tottering crowns. Humpty Dumpty moves as if ready to fall, motor operated.

has been giving away three lockers every Sunday, all of which has met with success, as has the harmonica contest about which I wrote you last time. Now we are getting ready for a gala closing party, which will be held in the form of a dance on the handball courts on September 22. Dance music is to be provided by a name band and we expect about 500 people to attend."

All of which reminds me that all open-air tanks, regardless of size, should plan one big party, officially closing the season. In the past such affairs have proved to be great good-will getters, and even if you have to offer free dancing it is sure to pay.

Savin Rock, Conn.

Altho hot weather and rain the last part of August did not help business in the park, ride and stand owners are pleased that the season until now has been very good. Fred Levere, of Savin Rock Park Company, said business has been much better than last year, regardless of the lag. Pepping up appearance of the park is credited with the great change for the better this season.

Encouraged by last year's business, the park owners spent money on improvements this year and they have been rewarded. Savin Rock Park Company is negotiating for two more big rides to be set up in The Grove next year. Since the Thunderbolt was repaired and freshened up its business has been fine. Other rides are doing well. Gullano's Flying Horses and Scooter sharing in biz, as are Jack Tierman's Lightnin' Bug and Airplanes. Old Mill, Chutes and Virginia Reel are also getting better play.

Amateur boxing in White City has been drawing. Rather slow in getting started because of raise in admission prices, management lowered to last year's level and crowds have been turning out. About 15,000 crowded Donovan Field for Police Field Day. Altho it was too late for much of the Rock to get much benefit, some business was received. In hot weather crowds trek to Lighthouse Park Beach on the east shore. In days of old Savin Rock held the crowds in hot spells because of the beach. There is some talk that a beach may be put along parts of the shore front so that crowds could be kept on the west shore.

Palisades, N. J.

By MARION CAHN

Biggest Saturday in many a moon last week. Pool jammed to capacity and was Phil Smith beaming! Followed by three days of the steadiest rain this correspondent has ever seen. Of course, much card playing, filling of glasses and crying, altho everybody had to admit that this season has left nothing much to cry about. It's been pretty swell for everyone concerned.

Lucky Millinder and his band, with an entire revue, in for two weeks. Built up by much ballyhoo and newspaper

advertising, plus his natural drawing power, big things are expected. Triple-threat free act show over week-end offered Millinder, Alf Loyal and Eric the Great.

Bobby Paulson is going highbrow by reading Dick Tracy's adventures in book form. Harold Menley bought a new car—the better to romance with, Harold? Landers, of our office staff, smashed up his new car.

Handball championships (N. J. A. A. U.) well under way now with finals in singles being staged and doubles starting this week. Mike, the park gardener, has enjoyed a phenomenal season with his flowers. He developed the first century plant in the park's history. Plans now under way for rebuilding Funhouse and Lindy Loop. Big moving sign being moved to side of park on waterfront so that the reflection of the park lights does not spoil its effect. Charley Moskowitz and Marvin Schenck entertained a party of friends the other eve. Palsades has biggest paint job sign on the Times Square area at this time and is proving to be a big success. Shorty Ullrich's bank rolls should be growing by this time with all the time spent looking over those racing sheets. Doc Morris gave Anna Halpin a good tip last week. She bet 10 and got back seven. There must be a better way of making money. Irving Rosenthal has a swell nose for news, and many thanks.

Outings Bring Big Crowds For Resorts at Salt Lake

SALT LAKE CITY, Aug. 28.—Managers Ira Derr and Hal Thompson at Sunset Beach will stage on the next four Sunday and Labor Day. Dick Jewell, stunt man from Hollywood.

Saltair had the two largest days of the year, Democratic Day early in August and Republican Day on August 20. On Democratic Day \$1,000 in prizes were given with a girl show staged by Raymond Booking Agency. Republicans featured a fireworks display, *Spirit of 1776*, from a platform in the lake. Both events drew about 8,000. Tommy Tucker's Orchestra played to dancing.

Record day of the year, said Manager Thomas M. Wheeler, was M. I. A. Day in June, when young people of the Mormon Church held their annual outing at Saltair, more than 10,000 attending. A dance contest, with participants from all over the West, was main attraction. Milt Taggart's Orchestra played.

CONNEAUT LAKE PARK, Pa., Aug. 28.—Altho the park will remain open thru September 12, the last big holiday of the season will be September 6, when Thomas C. Foley, park manager, has provided two features for Labor Day. There will be five outboard motorboat races on the lake, sponsored by Mid-East Outboard Association. At 11 p.m. on Labor Day there will be a big display of fireworks on Hotel Conneaut pier.

MARY PARK did parachute jumps in Moxhala Park, Zanesville, O., for two days, reported Manager George Anagnost, first balloonist to appear there in several seasons.

Old Orchard Beach

By HOWARD STANLEY

Marred by weather reminiscent of November, the past week threw nearly everyone for a loss. Rain, cold and northeasterly winds forced many visitors to head for home. Shep Fields and orchestra were signed by Howard A. Duffy, followed by Don Bestor on August 27, with Louis Armstrong moving in on September 3. C. W. Usen's Palace Ballroom and Thomas Kane's Luncheonette appear to be suffering from entertainment anemia.

A walkout for shorter hours or more pay on Freddie Dittmer, of beano-tango, was settled amicably in short order chiefly thru the diplomacy and mannerisms of Bill Rankine. All the boys are back except that good man and a loss to an efficient organization, Harold (Trader) Horne. Mrs. Jerry Gardner's appendectomy was a success.

Plans of Old Orchard milkmen: Jim Drew, topflight, to make fair with a Dittmer unit; Art Murphy and James Riley, to continue colitch, and Mrs. Stanley's pride and joy, attending Boston University and broadcasting on WCOP. Max Gruber has landed a lucrative position with a photography company in Philly.

When we said two columns ago that Old Orchard was fast developing a reputation for having an unclean beach, it seems we thoughtlessly punctured a prideful spot in the hearts of our townsmen. Herman S. Gerish, chairman of the board of selection, leads us to believe. We made that assertion, not because this columnist thought Old Orchard not good enough for his presence, but because he tried to be a good citizen and made the suggestion in all sincerity for the benefit of all concerned that a special crew be appointed for the sole purpose of beautifying and keeping clean our beach, a great asset.

This columnist is proud of the fine way in which Old Orchard treats visitors, bidding them to come again. When we saw worthy deeds we never failed to mention them, always trying to give Old Orchard a boost. However, we saw a fine beach, with no first-aid stations, waste-baskets or regular clean-up crew, fast deteriorating and becoming dilapidated. We felt it our duty to crusade for a better beach, as fine if possible as Jones Beach, known all over the world for its cleanliness.

Apologies to H. F. Hutchinson, of the Brunswick Hotel, haven of the better class, for saying that it had folded for the season. It will be open until after Labor Day and is doing fair business. We must blame an unreliable news source for our misinformation.

Wildwood, N. J.

By ORO

Altho several proprietors of games of the bingo variety were granted temporary restraining orders from Vice-Chancellor W. Frank Sooy against police interference, week-end was marked by closing of some games. Prosecutor French Lowland, whose county detectives made raids with State police, declared the injunction covered only games of skill, while, he asserted, raided stands maintained games of chance.

Hearings for making the restraining order permanent had been postponed, but it is expected that S. B. Ramagosa, operator and owner of Casino Arcade, will push the case. A temporary order had also been granted Mrs. Annie Scatferg, whose game was the only one open during the week-end.

Third annual outing of employees and families of Cedar Boardwalk Amusement Company, held last week in Woolson's Log Cabin, Albert H. Ward in charge, was the largest ever held, attended by more than 100.

Ebbe Nidorf's Sportland Cafe was locale of the greatest night club show ever seen in this section on August 30 when talent from all the other spots presented a benefit show sponsored by Beth Judah Temple.

Edna Phillips, of Phillips Dancing School, Philadelphia, has inaugurated free dancing classes at Hunt's Ocean Pier, classes to follow regular kiddies' parties on Tuesdays.

Mal Hallett was booked for a solo engagement on August 30 at Ocean Pier. Alex Bartha comes from Atlantic City Steel Pier to make music for annual Wildwood life guards' ball at Plaza ballroom.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ROYAL Rollers, skating trio, report that after an engagement in New Riverside Ballroom, Green Bay, Wis., they joined a Barnes-Carruthers show at Mason (Mich.) Fair.

TWO LINDSTRÖMS, comedy roller skaters, are at the Carre Theater in Amsterdam.

A NEW rink may be opened in Miles City, Mont., he writes, by Charles S. Mason, who has been operating with a 40 by 80-foot floor in small Montana towns since spring. He intends to book exhibition skaters.

TWO RINKS operating at Rockaway Beach, N. Y., simultaneously, for the first time in history of the resort, are doing capacity biz. They are Playland Park Rink and Rockaway Arena Rink, Edgemere. Both using only a small amount of exploitation, depending largely on word-of-mouth publicity, but propose to employ more elaborate means next season. Rockaway Arena Rink attracts trade from several deaf and dumb groups and the spot has become so popular with this element that they gather for 30 and 40 miles around.

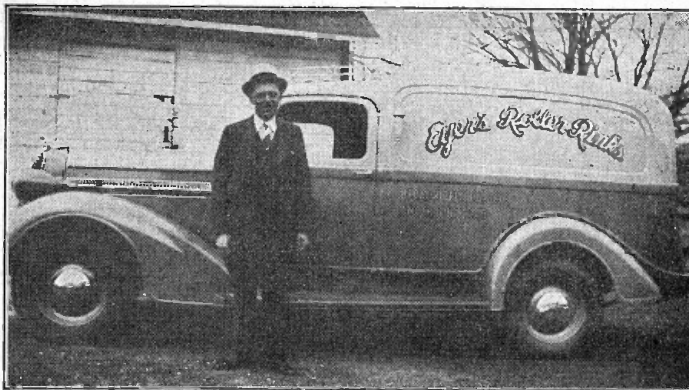
WHITE PLAINS, Westchester County, N. Y., will shortly have a first-class ice skating rink. In addition to a public rink, hockey games, exhibition skaters and other features will be played. Integrity Amusement Corporation, headed by Mario E. Brod, well-known business man of White Plains, will operate the enterprise, to be known as Imperial Ice Skating Rink. Arena seating 4,000 is well under construction and opening date will be announced soon. It is reported that this is the first ice rink to be established in White Plains, although roller rinks have met with considerable success.

SEFFERINO'S Rollerdrome, Cincinnati, reopened on August 21 for week-ends and until September 1 will be open every Saturday and Sunday. Then it will be open nightly except on Mondays. A new air-circulating system, acoustical ceiling and redecorating have been installed. The big floor has received its first sanding. Skaters are paced by music of the rink orchestra.

JAMES C. AFFENIT, manager of Playland Skating Palace, Rockaway Beach, N. Y., will celebrate a birthday anniversary in the rink on September 18. Program will include skating, grand march, waltz contest, exhibition skating by his son, Vincent, and dancing. Prizes will be awarded winners. Affenit reports summer business good and that the rink will remain open until late December, with skating and dancing on Saturdays.

A PORTABLE opened in Welsh, La., by Elmer B. Ford and Robert C. Pitman, formerly of the Ringling-Barnum Circus, is drawing good business, they report.

NEON, Ky., was the latest stop last week of Armand J. Schaub Sr., Cincinnati, skating club enthusiast and former rink operator, who is on a tour of rinks. In Harlan, Ky., he was guest of the proprietor of Lucy Myers Rinks and traveled with him to neighboring territory in quest of locations. New rinks may be established in Virginia, West Virginia, Kentucky, Alabama and Tennessee. He reports the mountain folk greatly inter-



ERNEST R. EYER, who with Mrs. Eyer conducts three roller rinks in Indiana, one in Broad Ripple Amusement Park, Indianapolis; one on Moss Island road, Anderson, and a portable on the fairgrounds in Frankfort. Mr. Eyer is living in his housecar in Frankfort for the summer. Mrs. Eyer is operating the Indianapolis rink and their daughter, Mrs. Keith Epply, operates the Anderson rink. Business is reported fair in the permanent rinks and exceptionally good in the portable.

ested in figure skating and new dance steps.

SKATING HAMILTONS, American roller skaters, are at the Casino Badia, Calro, Egypt.

F. J. VOSS is readying Deemer Beach Rink, New Castle, Del., for the 1937-'38 season and has already booked many roller parties.

AFTER having quit the carnival and circus field three years ago, Dick Wayne Barlow, well-known showman, decided to enter the rink business and on July 1 he opened a roller rink in Marlon, Ill., and one in Murphysboro, Ill., on August 1. He reports both are doing well. Murphysboro ring has a new 80-watt electric organ and both have new Chicago skates and new hard-maple floors, floor in Murphysboro being an 8,000-footer.

LONG BEACH

(Continued from page 46)

key. Tru Vue Games, Samuel H. Meacham. Portrait artist, Manuel Aguiara. Desert plants, Barbara Sallaman. Treasure Chest, Jane Thayer, Thomas Pearson. Little Barn Treasure Shop, Viola Mendoza. Pressed flowers, Malda Indo. Indian Gift Shop, Mr. and Mrs. E. K. Miller. Redwood Plaque Shop, Mrs. Ethel Helsey. Old China, S. Lee, owner; G. Huan, A. Kwon On, B. Chan. Silhouettes, Maudie Roberts. Gold wire artist and engraver, A. K. Dennison. Crayon caricatures, Jesse Blake. Village China Shop, Miss A. D. Armstrong, Nella Furbish. House of Chen, M. Chen, Bettie Harris. Glider planes and water novelties, Marie Smith, Belle Knowles. Kitchen gadgets, Major George Wood. Forecast, Flo Ann Dedrick. Photo strip, B. Edgerly, Meda Winston. Photo studio, Thelma Allyn, Anna Searcey. Ball game, Matt Voe, Tony La Rue, Frank Sampson, John La Rue. Astrology, John Burke. Long-range lead gallery, Joe Clark, Phyllis Smollen, violet Clark.

Amusement Arcade, Jack Chapelidene, Agnes Gustafson, V. Stephenson, Lewis H. Sallee. Balloon dart, P. S. Wiemann, owner; W. H. Mayo, Bill Pascoe. Novelties, D. Bridgeman, S. H. Henderson. Penny pitch, D. Zampina, Thomas Scallisa. Grunt derby, Sam Young, M. Yoder, A. Strong. Play ball, Amy Cook, Harold Kaylor, Buck Weber, Lindy Young. Pop corn, caramel and corn novelties, George Magruder, Beth Crilley, Jean Maller, Gene Newhouse, Dorothy Slezmore. Salt-water taffy, A. Leisner, Martha Murray, Bertha Leisgang, Ada Southers. Embroidery shop, Mr. and Mrs. J. J. Meyer; novelties, N. Creighton, D. G. Hayes, Grant Hammel. Graphology, Edith Kent, Minnie Richman. Big ball game, J. Weimann, Jess McClain, Ed Oyer, Bernie Staples, Ben Hirner. Photo strips, Bennie Oster, Joe Oster, Jerry Tolan, Pearl Andrews, Irene Pattison. Ball game, B. Oster, Max Barton, Walter O'Neil, Wade McConaughy, Scales, Skipper Dano. Balloon dart, Al Chico, Leonard Parker. Long-range lead gallery, M. E. Clark, Alice Murray, Rita Brewer. Skee ball, Alex Schneider, Horton Temple, Leroy Smith. Lindy Ross, E. G. Brind, Ed Tallman. Chinese art, A. Wing, B. Fong, Miss E. Tai Chan. Palmistry, Mme. Wardell. Lucky charms, Clyde W. Jacobs. Short-range lead gal-

lery, Smith Ellenwood, Ben Smith, Jack Scharr. Life readings, Mme. May, Seeress, Mme. Zarah. String game, Ned Dorsey, Bill Wardley, Tom Sessions. Balloon dart, E. Grissom, B. C. Carpenter. Kick 'Em Over, Bill Warmesley, Ted Skaggs. Mexican gems, Monte Caliph. Tie shop, M. Flannery, Harvey Showles. Duck pond, S. Ellersley, Jack Manning.

Pier Rides and Shows

Silver Spray Pier—Rides: Streamline Train, Custer and Hanks; Ted Raymond, engineer; Joe Bowles, platform; Mrs. T. F. Hanks, cashier. Merry Mixup, A. Custer, manager; Grat Dall, foreman; Mrs. Telander, tickets. Apache Trail, Frank Henlon, manager; Homer Jones, M. E. Comeaux, Jim Lacey, assistants; Mrs. Henlon, tickets. Toboggan Wheel, Dan Cameron, foreman; George Smith, Elsie Davidson. Tumble Bug, Wesley Adams, foreman; Tom McKnight, assistant; Edna Campbell, tickets. Scooter, Nate Miller, manager; Louis Beyer, foreman; H. Hardy, assistant; Helen Wagner, cashier. Loop-o-Plane, F. D. McNutt; Gail Boggess, cashier. Octopus, Frank Shubetz, R. Gartinger, Sam Ewing; Evelyn Searies, cashier. Merry-Go-Round, A. Luoff, owner; Al Brown, foreman; George Reed Sr., C. H. Martinson, George Reed Jr., Ed Rayburn; Ellen Derringer, Esther Bovinge, cashiers. Pony Ride, G. B. Griffith; Mrs. Griffith, cashier; Art Leadley, Tommy Mearns, assistants. Kiddie Park, Ferris Wheel, Mixup and Aeroplane, Walter Adams, owner; Bill Whaley, superintendent; Hannah Williams, Lyman Bates, George Witherspoon, Arch Boulanger, assistants. Motordrome, Reckless Ross; Henry Goshorn, front. Boy Turning to Stone, Jack Archer; Bernice Stone, nurse; Arthur Sawelson, assistant. Living Monsters, G. B. Griffin, M. Nallis. Copenhagen Flea Circus, Mrs. Cal Lipes; Mickey Pagan, Bill Cruze, assistants. Fill the It Girl, Mrs. J. Archer, Donnie La Rue, Jolly Lee Harvey; Eral Harvey, front. Third Sex, Mrs. Anna Howard, V. Pearson. Double-Headed Boy, Mrs. Jenny Carlisle; Eda Thacker, assistant.

Puzzle Town, Al Freeman, manager; Don Whitman, Oscar Meservey, Jud Bannister, assistants. House of Magic, J. H. West; Marty Caulfield, assistant. Octopus, George Lynch; Cecil Corbett, Joe Chudzisak, assistants. Palace of Illusions, Prof. A. G. Gregory, Marcia Queen, Melissa Stonehouse; Jay Middlehouse, front.

Archery Campus, Cate Cobb; Jimmie Enfield, Lucille Barnes, assistants. Ball game, T. Turner, Mike Gliberson, Fay Wright. Long-range lead gallery, Virginia Robertson; Celia De Courcy, Anita Pagels, assistants. Ball game, F. D. McNutt; Betty Kashuba, George Moseley, Greta Glesling, assistants. Duck pond, J. Archer; Dorothy Davies, Beth Rogers, assistants. Novelties, Frank Rozell; Alma Rozell, A. H. Boggess, assistants. Photo gallery, Matt Boe; Jack Moore, Bert Ryland, Richard Lunt, Dot Rochester, assistants. Scales, Harry Marx, Andrew Brown. Frozen fruit juices, Tom Taverner, Myrtle Connaughy. See 'Em Run, Wayne Lotheiser, Patsy Drummond, Gus Shafer, Red Anderson. Everyone reports a prosperous season.

PARK AT PARIS

(Continued from page 46)

Belum ride, have just been put into operation. Lighting is not yet completely installed in the park and many stands have never been opened, while others have already changed ownership several times or folded definitely.

Layout of the park is called all wrong. Rides are practically all excellent and doing good business in spite of many being badly placed. Shows, on the other hand, are considered poor. Exceptions are the Midget Village, Plathion motorcycle wall, Marck's Lions, Equatorial Africa and a pony show, which are legitimate park shows. Most of the other shows depend on elaborate ballyhoos and bluff to draw trade.

Headache Tablets Handy

"Veuille France," de luxe restaurant-cafe section of the park, is also trying everything from folk dancing to prize fights to draw trade. Original plan was to charge admission of 3 francs to this section, but after sporadic trials this plan has apparently been dropped. Vaude shows and public dancing are principal attractions, but talent and orchestras in general have been mediocre.

As an experimental station the amusement park of the exposition should prove invaluable and park showmen with any weird ideas they would like to have tried out are advised to get in touch with the Paris park operators, who seem determined to leave no stone unturned in their quest to discover just how much the paying public will stand for. Proof that they can and will take a lot is that business is far from bad at this topsyturvy attempt at a park. At least credit the man who laid out (?) the park with uncanny foresight in placing an "American drug store"—where headache tablets may be had—within hailing distance of the park offices.

CINCY ZOO

(Continued from page 46)

Zoo staff when Sol's grandson, Dr. Sol Stephan, was appointed Zoo veterinarian. Col. Stephan came to Cincinnati on September 18, 1875, to deliver an elephant to Cincinnati Zoo. He was to stay a week. The week's assignment stretched into 62 years.



RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

"CHICAGO" Skates are used by All the Big Rinks in Chicago

Madison Gardens Arcadia
Riverview Park Hollywood
White City Armory

Why not profit by these operators' experience and use CHICAGO Skates.

CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

RINK MANAGER WANTED

FOR NEW ICE RINK NOW UNDER CONSTRUCTION NEAR NEW YORK CITY.

Want to hear from all around Rink Man experienced in every angle of the business. Must have previously looked Hockey Games, Ice Carnivals and other Special Ice Rink Features. State your qualification and just what you have done.

Fancy Skaters, Instructors and others with propositions suitable for Ice Rink, write at once. Those interested in Concessions also communicate.

BOX 807, Billboard, 1584 Broadway, New York City.

Carnival at Naval Base

United Attractions stages event for Naval Relief Fund successfully

SAN DIEGO, Calif., Aug. 28.—The Naval Relief Fund celebration held on the grounds of the U. S. Naval Station here August 19 to 21, inclusive, was a financial success in every department of its carnival features, which were furnished by the United Attractions.

Officers in charge of the event were Capt. Paul P. Blackburn, commander; L. W. Comstock, Arthur Moen, Arthur Burrows and T. J. Klimes, lieutenant commanders. Milton Runkle had the contract for the midway. The 32 concessions were operated by naval officers, their wives and sweethearts and figures of the take are revealed as recording the event as a stupendous affair, the total gross being in excess of \$20,000. As proof of profits two concessions on Saturday alone did a phenomenal business—blanket wheel grossed \$793.60 and cigaret wheel \$499.30. The attractions consisted of shows, rides and other concessions besides those cited above, such as penny pitch, mentalist booths and such.

Runkle stated that the rides did a terrific gross and totaled the highest ever recorded in his experience.

Aside from the usual number of men at the Naval Base, there were 65 warships at anchor in the harbor and the navy paid off its officers and men here the day before the opening of the celebration.

An interesting fact is recorded in connection with event when it is noted that the naval men loaded the carnival equipment on government trucks at Del Mar, Calif., and set the paraphernalia up on the grounds, and when the affair was over the same crew and trucks delivered it to the cars at the Santa Fe Railroad station. The entire profits went to the Naval Relief Fund.

300 at PCSA Floor Show Entertainment

LOS ANGELES, Aug. 28.—The Pacific Coast Showmen's Association's last affair of the summer preliminary to the annual home-coming event, usually held after the closing of the circus and carnival season, was a floor show and entertainment tabbed *The Last Rose of Summer*. More than 300 were present. John J. Klein acted as chairman.

President Peggy Forstall had secretly planned a party for the Ladies' Auxiliary in observance of her birthday anniversary for the same evening, but after consulting with her the committee arranged for her and her party to be guests at the floor show, where she was introduced. She was the recipient of many remembrances. (See 300 AT PCSA on page 37)

Newsman and Press Agents! As to Labor Day Reports!

You will probably want to get reports of your show's Labor Day activities in *The Billboard* in the earliest available edition following that big holiday event. That issue will come off the presses Monday, September 13, and will be dated Saturday, September 18.

The editor of the outdoor departments of *The Billboard* is of the opinion that a full report of the day, from opening to closing hours, can be intelligently covered in one full letter-size sheet, typewritten and double spaced.

Your reports should be written Tuesday, September 7, and airmailed promptly direct to *The Billboard*, Cincinnati, O.; that is, if you desire this service in connection with your Labor Day news.

Show letters covering the full week which ends September 11 can follow later and should carry news of the show you represent that is not contained in your Labor Day story.—Carnival Editor.



THIS SCENE ILLUSTRATES AN INTERESTING BIT OF TILT-A-WHIRL ACTIVITY: This photo was taken August 5 and shows two semi-truckloads of the fifth Tilt-a-Whirl purchased by Charles Miller just prior to leaving the factory at Faribault, Minn., for Chicago. In addition to this load these same trucks picked up four other of these rides sold to Miller by the maker and left the factory as follows April 9, 1930; May 19 and 29, 1936, and June 17, 1937. M. W. Sellner reports that he is much elated over the success of this ride and gratified in this exceptional sale to such a successful ride operator as Miller.

Hennieses Set Date For SLA Benefit

PERU, Ill., Aug. 28.—Thursday, September 9, at midnight has been selected by Harry W. and Orville W. Hennieses as the date for the Showmen's League Cemetery Fund performance, which will take place on the midway at the Michigan State Fair in Detroit in conjunction with several acts playing in the huge vaudeville revue at the fair.

Already Harry and Orville, with the able assistance of Robert L. Lohmar, are making the necessary arrangements, committees being appointed taking in the entire personnel of the show. Tickets have been distributed and every effort will be made to establish a new record for attendance and receipts for these events.

Most of the show talent is rehearsing new skits. A big minstrel first part is being arranged, with an olio of some of the highest class acts in show business, and concluding with a "Kangaroo

Court," in which Harry W. Hennieses will preside as "Judge," assisted by members of the show's executive staff.

O'Henry Tents at Toronto

CHICAGO, Aug. 28.—The O'Henry Tent and Awning Company has for the second consecutive year furnished all the canvases needed on the midway of the Canadian National Exhibition, Toronto.

The shipment consisted of more than a carload of tents, sidewalls, stage curtains, prosceniums, ride covers, bally cloths and umbrellas. The color scheme is entirely different from that used last year and is revolutionary in construction.

Bernie Mendelson was personally on the fairgrounds and supervised the erection of the complete setup for J. W. (Patty) Conklin.

SPARTA, Ga.—The Hancock County Association has entered into a contract with Barfield's Cosmopolitan Shows for midway attraction and other amusement for the fair which is to be held this fall.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Cinema, Calif.

Week ended August 21, 1937.

Dear Red Onion:

After laying off for a week the Century of Profit Shows opened completely reorganized. Thousands of citizens of the moving picture colony turned out in droves to gaze upon our newly glamorized and fascinating midway. Not only were the now famous stars present for the opening but many has beams and will bes. When the city mayor threw on the switch promptly at 8 p.m., illuminating our *Broadway on Wheels*, the "ahs" and "ohs" were heard on all sides of the pleasure trail.

So impressed were the patrons with our setup and lighting effects that Ballyhoo Bros. decided to finish the job by revamping the equipment behind the massive fronts. They immediately wired the Blindle Stiff Mush Faking Canvas Company to send on their representative. The result of their agents' visit wound up with the bosses placing a large order with their concern, consisting of 200 canvas needles, 100 palms, 50 pounds of beeswax and 1,000 balls of twine. The local light company unknowingly donating 500 feet of rope used while doing our electrical construction.

Tuesday, Cook and Camp's Commonwealth Colored Concert Company joined for the remainder of the season. Arriving late everybody helped get the show in the air. So interested were the local picture actors in our shows they grabbed sledges and helped set it up. Of course this good fellowship on the part of the actors was prompted by Pete Ballyhoo, who publicly stated, "We are on the

market for a good picture star to feature, that is one that can double on canvas or stick."

The office felt honored in entertaining the famous actors of the screen. Orders were issued to recognize all "With it" and "For it" cracks. They further agreed to hold up their end by issuing as many passes as possible. This gave the show a front-page story in the Saturday afternoon paper. Stressing on the fact that the show left money in town as well as giving employment to many citizens and printers who were forced to work three shifts a day turning out passes.

During the forepart of the week a contract was drawn up between the Ballyhoo Bros. and the Tabloid Picture Company. The agreement between the two is to the effect that all our equipment was to be leased for the making of a carnival picture. It was further agreed that the bosses were to furnish an instructor to educate the actors in the line of "Wise Cracks to Patrons in Pig Latin." In return the picture company was to shoot scenes of the midway showing our name captioned on the wagons and railroad cars.

Before the week was over the picture was finished and the office is expecting a world of publicity and prestige from the promotion. Millions of showgoers will soon have the opportunity of viewing our mighty midway and famous title in an 80-car feature entitled, "Burning Them Up." Our long list of bonafide fans start in the near future.

MAJOR PRIVILEGE.

McCarter on New Policy

Modernistic Shows' manager favors merchandise concessions under new plan

QUAKERTOWN, Pa., Aug. 28.—The Modernistic Shows appeared here this week as the midway attraction for the Bucks County Agricultural Fair. Among the attractions are Merry-Go-Round, Big Ell Wheel, Whip, Chair-o-Plane, Caterpillar, Loop-o-Plane; animal, minstrel, Ten-in-One, girl, posing and unborn shows; some 25 stock and percentage concessions.

The company features the Edythe Siegrist Troupe of aerialists and Frank Meeker's Concert Band.

Namy Salih, former Coney Island (N. Y.) showman, with Frank Broderick, presents an animal arena consisting of lions, dogs, ponies, sheep and a number of small displays. Other prominent independent showmen are Happy Voight, with girl revue; Nelson Stover and Dr. Roy Allensworth, unborn show; Joe Sauer's Chocolate Dandies and John Williams' Ten-in-One and monkey circus.

Johnny Ciaburri is now concession manager; Stanley Reed, special agent; Louis Rice, business manager; W. J. Mays, auditor; Brigham Young, lot superintendent; George Smith, ride superintendent, and R. C. McCarter, general manager.

Prominent concessioners are Mrs. R. C. McCarter, cookhouse; Mrs. George Smith, big wheel, and Rex Coulter, fishpond.

General Manager McCarter, in speaking of the recent reorganization of the Modernistic Shows, said to *The Billboard* reporter: "In the long run it appears that only the strictly legitimate concessions are profitable, as the other kind kill the profits of rides, shows and merchandise concessions. So from the date of our recent upset we have decided on having only the better class of concessioners. However, the shows' auditor reports that, despite the elements and other obstacles, the Modernistic Shows are safe on the right side of the ledger to date."

Spencer & Clark To Go On Without Gate

CANTON, O., Aug. 28.—The Spencer & Clark Exposition Shows management announces they will continue as a carnival unit and will not wind up the season with only its rides, as originally planned, C. D. Clark, associate owner and general manager, informed *The Billboard* representative here. "Spencer and myself have decided to finish out the season with the shows and concessions, since their owners have informed us they prefer going along as in past weeks rather than to play independent celebrations and fairs," Clark said.

According to Clark, the fence inclosure, marquee entrance and other equipment will be returned to headquarters and the show will finish out the season playing streets instead of lots, eliminating the pay gate.

The show had a good week at Louisville, which is just outside the corporate limits of Canton, and is the first carnival to play the Canton district this summer. Others which had been contracted were compelled to cancel when the steel strike situation became so tense that many outdoor activities were suspended hereabouts. Well known here for his previous promotional efforts, Clark renewed acquaintances with a host of friends, including many of the city administration.

Hodge Shows' Employees Injured by Automobiles

MENASHA, Wis., Aug. 28.—Lon Hopkins and Madeline Marvin, employees of the Al G. Hodge Shows, were injured on the carnival grounds here when struck by automobiles. Hopkins is believed to have suffered the more serious injuries.

In accordance with its policy of many years' standing, the Universal Motor Company is extending again this year the courtesy of free lighting plant service to all traveling shows.



MEL H. VAUGHT
Owner and
General Manager



Executive Staff

L. CLIFTON KELLEY
General Agent

DAVE LACHMAN
Assistant Manager

MRS. MEL H. VAUGHT
Secretary-Treasurer

CHARLES WHITE
Superintendent of Concessions

ELMER WELLS
General Superintendent

--- NOW ENJOYING THEIR GREATEST YEAR ---
PRESENTING ONE OF THE FINEST MIDWAYS EN TOUR

FLYING LESTERS

"Flying Return Act"

Our First Year with the State Fair Shows and well satisfied.

FORSYTH BROTHERS

"Ride Operators of the Rocky Mountain Region"

Operating the "Octopus" and "Dual Loop-O-Planes" with the State Fair Shows. Doing nicely over here for our second year.

CHARLEY and BABETTE GREINER

Five years with the State Fair Shows, and like it.

CHARLEY
"Girl Revue"

BABETTE
"Ball Games"

PHIL LITTLE

Still Operating

Concessions of the Highest Type.

FLOYD SHANKLE

"Me Too"

CONCESSIONS

J. D. AND ANN SUMMERS

Enjoying Our Fourth Year Here.

— Our Capable Agents —

Blackie Schofield
Bob Hardy
Bill Bonta
Eddie Clark
H. C. Beaucamp

John Williams
Jack Morris
George Roby
Mel McGuire
Doc Stringer

W. C. JOHNSON'S MAMMOTH PIT SHOW

"Freaks and Oddities"

Featuring: ROSE EARL

JAKE DYMES

"A Night in Harlem"

Colored Revue
Fourth Year

"BULLDOG" BILLY NOLAN

Athletic Arena

Seventh Year

DOC BEST

With
MEL VAUGHT'S
BIG REPS.

MR. AND MRS. CHAS. W. GREEN

and Staff of
MISSOURI STATE FAIR

Extend Best Wishes for many successful Seasons to the State Fair Shows

TEOFILO CARVO

85 Year Old

"King of the High Wire"

Second Year with State Fair Shows

MELVIN LITTLE

"RAY-O-LITE"

Also Concessions

MR. AND MRS. JOHN R. CASTLE

Best Luck in the World to the State Fair Shows

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CLEVELAND, Aug. 28.—Just a few weeks and we will open regular meetings for fall and winter. Jack Benjamin and his house committee are making final plans on decorating and everything will be ready October 7.

Applications received during week were for Bert Melville, J. E. Padgett and James Doud, credited to John W. Galligan, and for John Rosania, John Obielecki, Jack Cooney, George H. Webster, Morris Hannum and Angelo Lumpugnole, credited to Fizzle Brown.

Cemetery Fund drive goes merrily on with results to date from following: Carl J. Sedlmayr and E. C. Velare, Tampa; O. J. Beaty, Superior Shows; Beckmann & Gerety Shows, Ray Marsh Brydon, Paul Lorenzo, Ted Webb, Michael J. Doolan, Will Wright, L. C. Kelley, John W. Galligan, Arthur B. Palmer, Albert J. Horan, J. D. Newman, Chickie Miller, L. J. Heth Shows, Robert Miller, Crescent Canadian Shows, American United Shows, Nate Miller, A. R. Lavole, Joe Tilly Shows, Isadore Reisner, R. W. Hood, George E. Fowler, Beverly White, John T. Benson, H. H. Hancock, James Cunliffe, Robert C. Fryal, Ellman Shows, William Glickman and Fizzle Brown, of West World Wonder Shows.

Dues received during week from Morry Brod, Maxie Herman, Steve Pappas, Fred Garneau and Nate Miller.

Late applications received are for Harry A. Manly, credited to Fizzle Brown; F. C. Richardson, credited to Frank R. Conklin, H. B. Page, credited to Al H. Fine.

Brothers J. C. Simpson and Harold Paddock were League representatives at funeral of our late Brother Bob Brumleve.

Latest reports tell us Goodman Wonder Show, Fairly-Martone Shows and Blue Ribbon Shows have been added to list of those that will hold Cemetery Fund benefit performances. The League appreciates this fine co-operation. Fizzle Brown writes that he and Louis Pickles will be in charge of benefit show on West World Wonder Shows, and that Kay Weiss is lending her every effort

to help put it over in a big way. Kay is for it 100 per cent.

Irving Malitz and Julius Wagner are with Morris Lipsky at La Porte, Ind., Fair this week.

Brother J. Ed Brown postcards from Dallas as follows: "No matter what Cleveland gets at its Cemetery Fund benefit show, Dallas will beat it." That's a fine spirit, J. Ed, but it looks as tho you have bitten off a pretty large chunk if reports coming to us mean anything. Well, we are for you, so go to it.

Secretary Streibich spent a pleasant afternoon visiting Blue Ribbon Shows at Logansport, Ind. Brother Roth is 100 per cent for League and sent in several new applications.

Brother J. C. Simpson, in town for a short time, dropped into League rooms for a hello.

George Terry, Barney Orkline and several of boys left to play big doings at convention in Cleveland.

Brother Fred W. Sims writes that he will soon be sending in a few more applications.

Remember, brothers, fiscal year 1938 starts September 1. Dues are due and payable on that date. We are not trying to avoid any work, but you can help a lot by remitting at once. Please do so.

Visitors at rooms: M. J. Doolan, Vince McCabe, J. C. Simpson, Jack Pritchard, William Young, Zebbie Fisher, Jack Benjamin, Charles H. Hall, Harry Coddington, Fred F. Donnelly, Larry O'Keefe and George Rich, circus agent, who is still at it.

Alex Wilson accompanied remains of C. B. (Doc) Scanlon from Springfield, Ill., to Chicago for burial and returned to show Friday.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 28.—Our visitation this week was to Max Gruber's World's Exposition Shows, playing Doud Park on Buffalo road, this city. This is first time we have seen these shows this year and were very pleasantly surprised to note bright, fresh appearance of their equipment and general favorable impression made by various attractions.

This is first time that particular lot has ever been used by any carnival whatsoever, so far as we can learn. From enthusiastic reception accorded shows during first days of week and general attendance noted nightly, we feel that this lot will be one of established locations in future. Altho it is located some distance west of city line, we are convinced that with proper billing and advertising it will justify its use.

We are indebted to Owner Max Gruber, Manager Milton M. Morris and General Agent Edward P. Rahn for many courtesies shown us in connection with our almost daily visits during this engagement.

We were pleased to note in our conversation with several executives of this organization that they are favorably impressed with possibilities of public liability insurance available thru the association, and we have been assured that applications for full coverage will be filed within the next few days. At this writing six applications have been filed and as soon as four additional applications are received we anticipate that the insurance company will issue policies to those who have applied.

Philadelphia

PHILADELPHIA, Aug. 28.—Weather has been rainy and cold all week, making it for bad business with shows and fairs in this vicinity.

Danny Gorman, of Eighth Street Museum, arrived home this week from a world tour, during which he visited Japan, China, Korea, Russia, Germany and France. Saw some war in China and Exposition in Paris. Is now renovating museum, which will open season September 4.

Reports from carnivals operating at early fairs are that shows and rides have been having good business, but that concessions are not being so favored.

Street Fairs in France Important and Popular

PARIS, Aug. 17.—One of the most important street fairs of the month is that

15 Years Ago

(From The Billboard Dated September 2, 1922)

For the second successive year C. A. Wortham's World's Greatest Shows were furnishing the midway attractions at the Canadian National Exhibition, Toronto, Can. DeKreko Bros. Shows had just landed one of the biggest plums of the fall season when Harry E. Crandall, general agent, signed a contract with George H. H. Pratt, concession chairman, for the shows to furnish the midway for the fourth annual American Legion Convention at New Orleans the latter part of October. Altho Billie Clark's Blue Ribbon Shows were the first carnival to exhibit there and the first show that had appeared in Elizabethtown, Tenn., in more than a year, it did not result in any startling business.

Doc King blew into Chicago from New York after having walked the distance in 13 days. Doc was on his way to the Aurora (Ill.) Fair and reported that the hike from New York was not a fake wager, but simple exercise that toned him up wonderfully and put him in tip-top physical condition. Wade & May Shows had just begun their fair season with a successful engagement at Timm, O. S. W. Brundage Shows' engagement at Pekin, Ill., proved a profitable one under American Legion auspices. Gerard Greater Shows had just enjoyed the banner week of their season at Northampton, Mass. Ed Scott Amusement Company was playing West Virginia territory to some swell business.

Billie Owens, general agent of the Greater Shesley Shows, was in Chicago making railroad contracts for that organization. T. A. Wolfe's Superior Shows ushered in their season's fair engagements with a red one at Ionia, Mich. The Showmen's League of America had just been presented with a life-size oil painting of the late Colonel William Frederick Cody (Buffalo Bill) by Ray Hammill. Edgar Lees, well known in carnival circles, had the Merry-Go-Round and was assistant electrician at the park in Rockford, Ill. Fern Chaney and Lou Dunworth, formerly with the Torrens United Shows, were operating concessions with the Richards & Lipps Amusement Company. David Arizola, bandmaster, accompanied by six of his musicians, passed thru Cincinnati while en route to join the Majestic Exposition Shows at Shelbyville, Tenn.

N. J. High Court Orders 'Walk Wax Show Licensed

ATLANTIC CITY, Aug. 28.—A decision of much importance to the amusement industry regarding the rights of municipalities to regulate and control was this week handed down by the State Supreme Court in the case of Steven Williams vs. Atlantic City.

Williams, owner of a wax works on the Boardwalk, was closed by the city authorities and refused a license on the grounds his exhibit "lowered the tone of the Boardwalk."

He appealed to the Supreme Court, and Justice Harry Heher after hearing case issued a peremptory mandamus ordering that a license immediately be granted to reopen.

The city some time ago passed an ordinance prohibiting side shows, museums and the like from the Boardwalk and has strictly enforced it with exception of Williams, who somehow managed to get by. However, Mayor White ordered the place shut down when the license expired and City Hall refused a new one.

at Cambrai, August 8 to 22, with more than 60 rides and attractions, among which are a Figure 8 Coaster, Whip, Aeroplane Ride, Loop the Loop Swings, Rumba, two Auto Scooter Rides, Caterpillar, Pleasure Train, Gallon's Menagerie, Cohen's Theater and Motordrome. Important fun fair taking place at Evreux, August 8 to 22, with more than 60 attractions, including Auto Scooter Ride, Whip, Caterpillar, Radio Cars, Bob-sleds, dance hall, Hippodrome Palace, glass blowers, freak and illusion shows.

Los Angeles

LOS ANGELES, Aug. 28.—Milt Runkle, general agent of United Attractions, of which George Moffet is president, closed a contract to present that show for the U. S. Naval Base Relief Fund on the Naval training grounds at the San Diego, Calif., base. Twenty-two officers of the navy will man the concessions. Sixty-five ships of the U. S. Navy are at the base. There is a pay day for the men just in from a long term of sea duty on opening day. Lieut. Commander Mohan, U. S. Navy, is chairman of the committee.

Jo Krug and Sol Grant came in town for short stop. The Golden Gate Shows are starting tour of Southern California. Charley Walpert and Grant are associated on the show.

Billy McGrath left to join the Crafts Shows as special dance feature.

H. F. Hanewinkel, oldtimer of the circus and carnival, a Covington, Ky., native, has joined the Coast defenders.

H. S. Huey, of Indianapolis, after visiting the showfolk in and around Los Angeles left for home.

Thomas J. Hughes in town and out for another prospecting tour in the Midwest.

Sam Abbot, retired and well known in the outdoor amusement field, has framed a musical act and playing clubs.

Phil Williams in town for short stay. Has the shows booked for the season.

Mr. and Mrs. Ed Walsh, of the Hotel Bristol, left for four weeks' vacation.

Al Fisher ducked in town without prior notice and did the duck out same way. Is the general agent of Clark's Greater Shows.

George Simmonds back from San Diego.

Flo Appel and Dan Stover have contract for the San Pedro B. T. A. fiesta.

Santa Barbara annual fiesta opened Monday. Attendance for Tuesday reported at 70,000. One of the notables in for the affair was Mrs. Alice Roosevelt Longworth and daughter Paula.

Ted LeFors, called home by serious injury to his two sisters, rejoined the White City Shows. Returned by plane.

J. R. Stephon Shows are in suburban Los Angeles locations to good business.

Gasca Trio, after tour of Japan, back in town; will play fair dates.

J. Alan McManis, former circus and carnival trouper, has completed a problem play. Has offers to produce it and also from a major studio for screen rights.

Dave Sanden, of Lincoln, Neb., is latest to join the Coast defenders.

Bert Chipman, after tour of Midwest, is back in Hollywood.

Leo Pirogue, of New York, was a short-time visitor to Southern California en route north.

Gene Tolliver and Brad Holder in from New York. Plan to go to the Orient.

A great demand for ventriloquists at studios and for radio.

Tom Stack and Sid Marion have much time booked. Capt. W. D. Ament framed a new ventriloquial act to play engagements.

All fiesta events have drawn immense crowds. Centinella Days at Inglewood, Calif., closed Sunday to the largest crowds since inception. The usual whiskerino contest drew the most attention. The men had a great assortment of facial foliage, from the usual to the handle bar, drop ceiling, Lord Dundryary, Galway sluggers, Oom Paul Kruger and other designs. Prizes were awarded in the contest Saturday, at which time there was said to have been over 1,000 horses in the big parade.

Frank W. Babcock Shows had a very good week at the Italian celebration at 20th and Darwin streets. Opened Monday at Maywood, Calif., for the annual celebration and industrial show.

M. Lee Barnes, of Foley & Burk Shows, a visitor this week. He said the show was having a very good season and doing the best business in years.

Harry Taylor, of Clark's Greater Shows, had frozen custard store on the Foley & Burk Shows for a week. Mr. and Mrs. Clyde Gooding in town. Report as having a big season on Foley & Burk with Lilliputian Village. They contracted for several more small people while in town.

Gerald B. Griffin again located at Silver Spray Pier, Long Beach. Reports season as very satisfactory thus far.

Ruth Fowler is with the United Attractions.

Jim Franey, in from Boston, plans trip to Honolulu and Australia.

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Showmen's League of America

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OCTOPUS FOREMAN WANTED

Preference given to Semi-Driver. Dilkey wire. Address WM. PINK, care AMERICAN EXPOSITION SHOWS, Jackson, Mich., August 28 to September 4; Hastings, Mich., September 6-11.

WANTED

Pony Ride and several Shows for Fulton County Fair, Watseco, O., September 6-10.

LEROY WEER
Legro, Ind., this week.

Great Lakes Exposition Midway

CLEVELAND, Aug. 28.—Bill Hayes, who dispenses press credentials at main gate of Great Lakes Exposition, finds relaxation in stoozing at Hargrave & Reicher's *The Drunkard* and Monday night broke up play. The barroom scene sees Fred Towne Hall, hero, turning to footlights with "Everybody have a drink." Bill responded, accompanied by Jack and Bill Tripp, Bob Runyon, Sport Rutledge and John D. Lippy Jr. Mob swarmed footlights and Leland Standford Harris, playing barkeep, set out beer. Harris only one in on rib. Thirst quenched, mob took seats and play proceeded.

Seen about ground in perambulators young "Waxo" Williams, really Florine Williams, aged 2 months and weighing 9½ pounds. Youngster is named for her mother, who brought her here when but a few days old. Florine, a real trouper, views exposition sights and wins friends by her smile. "Waxo" is with Tony Sarg as bally and puppeteer. Among visitors this week were Peezy Hoffman, advertising and contracting agent; Charles S. Shepherd and L. C. Calvert, all with Rubin & Cherry. Mr. and Mrs. J. C. McCaffery stopped on their way to Buffalo. So did Al Gonsler, who supervised exposition construction and will tear it down.

Eleanor Holm Jarrett is confiding to associates that she's really going thru with it. Charles Diehl, who quit high diving at Aquacade to join Cleveland Rams, professional football team, is back looking for a berth for extended season. Ray Twardy, advertised as New York diving champion, never was in that State. Walker Dare Wahl is moving to Fort Worth when exposition closes. Larry Newmann, Cleveland magus, has worked Sherwin-Williams Radioland with a special show for Thompson Products.

Murray Zaidins, who supervises concession credentials in Administration Building, left today to return to Cincinnati and assume charge of his burlesque theater. Bert Todd, who has assisted, succeeded him. Bert has received an offer from a Texas oil syndicate. Todd and Ed Reicher, of Hargrave and Reicher, have birthdays on September 26, exposition closing day. They plan celebration of no mean proportions. Ann Cusumamb, violinist at Fortunato's Cafe on Streets of World, has recovered from a broken ankle. Lella F. Clark, mother of Will T. Clark, of Electrical League exhibit, was visitor from Fort Worth. Reported Mary Pickford and Buddy Rogers may appear at exposition before it folds. Eleanor Holm has refused offer from Sol Lesser to appear in his newest edition of *Tarzan*.

Art Temmesfeld, genial proprietor of Alt Heidelberg in Streets of World, was made honorary sergeant by Company C, 11th U. S. Infantry, stationed on grounds. Art set 'em up to super-excellent beer in honor of event. El Dorado, night club on Herman Pirschner's Show Boat, will move to Play House Square when exposition ends. Ellen Duffy and Marion Maschke, cashiers, look enough alike to be sisters. Associate Director Peg Willin Humphrey has pet peeve against yellow, so boys all wear yellow ties at staff meetings. Frank Monaco, who runs Monaco's Cafe on lake, is back from Detroit. He'll open another spot there

In addition to his Cafe Monaco on Play House Square. Mr. and Mrs. Harry Strnad and 11 children received award for biggest Czech family in Greater Cleveland. Entertained at Alt Heidelberg, with Meta Ruckstuhl modeling and Manager Temmesfeld singing. Mayor Don Cameron on Cleveland Heights threw a party same night and joined forces. Mr. and Mrs. George Andera and 12 youngsters were the largest Slovak family, with blowout in Hungarian village. Croats next in line.

Zoulza, sand diviner on Streets of World, was friend of Sarah Bernhardt. Sadie Jane Williams (Mrs. Frank Delfino), with Stanley Graham's Midget Circus last year, is reported a mother from Minneapolis. Frank played violin in orchestra and Sadie danced as specialty. Margie West, formerly of French Casino, is wine girl at Mayfair. Polly Rose, sister of Billy Rose, is packing up and departing for Manhattan. Clever stunt of Tony Sarg's marionettes is "March of Wooden Soldiers," performed by company of Scotties in full uniform. Warren Piper is back from Chicago and has resumed charge of Crown of the Andes at Streets of World entrance. Arman L. Merriam, of exposition staff, is on crutches with broken right leg from sudden step off pavement. Limb was broken before when Arman served as a plane tester.

Paul Yee, who runs a Chinese novelty shop on grounds, is a B.S. Wooster College, 1936, and studying for his degree in chemistry at University of Pennsylvania.

Glen Gray and his Casa Loma Orchestra opened at Aquacade on Friday, succeeding Bob Crosby and his boys. Of course, Stubby Gordon and his band continue to play show. Mrs. Lincoln G. Dickey is participating in a series of one-act plays presented by Shaker Players in Willow Glen Theater. Aquacade show was delayed 15 minutes, with 3,000 waiting, when school of minnows got into machinery and clogged underwater power. Supporting Faith Bacon at Pirschner's Show Boat are Judith Lawton, baritone; Roger Stearns, piano pounder; Merle Jacobs, who returns with his orchestra. he played Marine Theater of exposition last year and Four Hawaiians. Al Platco he starred on Empire Circuit in old burlesque days. holds forth nightly at Irish Village with songs and comedy. In addition to doing bally before *The Drunkard* he runs tables and works in show.

Smartest pooch on grounds is Hellum, pet of Goodyear blimp crew. Crew consists of Larry Furcolow, pilot and field manager; Ralph Herb, Ray Wise, Walter Wise, Bud Hendershot, and Joe Nick. Crew bought Hellum for \$3 two months ago and now pooch plays important part in landing blimps, dragging at rope and making himself best ballyhoo on that end of grounds. Tony Sarg's Marionette Theater played to its 100,000th customer on Sunday. Mrs. John Brinzo, of Cleveland, lucky customer, received season pass to theater and Winterland, as well as general admission. Automobiles have replaced cash prizes on Friday Bank Nights.

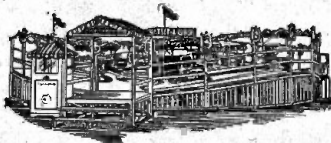
Two of busiest workers up and down grounds just now are Frank D. Shean, assistant director of concessions and amusements, and Lew Dufour, of Dufour & Rogers. Dufour, just returned while his partner has gone to Dallas, has joined with Doc in putting on a drive for table reservations for Showmen's League benefit in Billy Rose's Aquacade in September. Tables will be reserved for parties, and remainder of the huge auditorium will afford seating accommodations for many more. Sammy Brin has charge of tickets and Al Rossman is general chairman of whole affair. Purser Leslie Gilson, of Streets of World, found a \$1 bill and turned it in. John Lorman Jr. was a visitor this week.

Margaret Meck, "Miss Great Lakes," was ineligible to compete in bathing beauty contest. Reason, she married Eddie Chamberlain, of Aquacade cast, and only unmarried girls were eligible. Entered in preliminaries, she was shown out of finals and her place was taken by Marian Kureth, who had contended against Margaret when she won her title. However, Meck remains in her official position until exposition closes. Ed Murray, who handles guide-book concession, plans to act in same capacity at New York World's Fair in 1939. He was subject for one of prize-winning essays on exposition in recent contest. The writer was Ed Tennenbaum, main-gate purser, who told story of Murray's life.

CHARLES MILLER BUYS HIS FIFTH TILT-A-WHIRL

The first Tilt-a-Whirl was delivered to Charles Miller April 9, 1930. The ride proved so successful he has since purchased four additional Tilt-a-Whirls delivery dates being May 19, 1936; May 29, 1936; June 17, 1937, and August 5, 1937.

It Pays To Own A TILT-A-WHIRL



- Quick Portability
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- Economical Operation
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- Thrills That Make It a Repeater
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No wonder successful Ride Men Buy Tilt-a-Whirls and more Tilt-a-Whirls—Year after Year.

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FAIRS
10

12 Weeks Mobile, Ala.

WALLACE BROS. SHOWS
Commencing Sept. 13th

FAIRS
10

- OKOLONA, MISS., CHICKASAW CO. FAIR, SEPTEMBER 13 to 18.
- ABERDEEN, MISS., FIREMEN'S FREE FAIR, SEPTEMBER 20 to 25.
- STARKVILLE, MISS., LEGION COUNTY FAIR, SEPTEMBER 27 to OCTOBER 2.
- KOSCIUSKO, MISS., ATTALA COUNTY FAIR, OCTOBER 4 to 9.
- AMORY, MISS., COMMUNITY FAIR, OCTOBER 11 to 16.
- JACKSON, MISS., MISSISSIPPI NEGRO STATE FAIR, OCTOBER 18 to 23.
- HATTIESBURG, MISS., FORREST COUNTY FREE FAIR, OCTOBER 25 to 30.
- MEADVILLE, MISS., FRANKLIN COUNTY FREE FAIR, NOVEMBER 1 to 6.
- SUMMIT, MISS., COTTON CARNIVAL, NOVEMBER 8 to 13.
- GULFPORT, MISS., ELKS' FALL FESTIVAL, NOVEMBER 15 to 20.

12 Weeks in Mobile, Commencing December 1, Under Strong Auspices.
WANT the following Shows—Hill Billy, Motordrome, Mechanical City, Fun House, Wax Show, Big Snake, Musician and Performer for Minstrel Show, Salary and percentage. Pay every night. Boxer and Wrestler for Athletic Show. Leona Lee wants to buy for cash any Trained Wild or Domestic Animal suitable for Society Circus. CAN USE a good Mind Reader. WILL BOOK Octopus or Tilt, with or without transportation. CAN PLACE the following Concessions:—Ball Games, Fish Pond, Cigarette Gallery, Lead Gallery, Photo, Hoop-La, Penny Pitch, Pitch-Till-You-Win, Ice Cream, Candy Apples, Grab Joint. Can not place any Wheel or Skillo. Nothing that works for over 10c will be placed. Exclusive Frozen Custard Privilege for sale. Union City, Tenn., September 1 to 10; then Okolona, Mississippi.

WANT HELLER'S ACME SHOWS

Plantation Show, Kiddie Rides, Outstanding Free Acts, High Dive or Flying Act or Sensational Wire and Comedy Act. Six weeks' work, opens at Bridgeton Fair, week of Sept. 13, Bridgeton, N. J. Concessions of all kinds: Custard, Canvasman, Dancing Girls, Athletic People, Slide Show Acts, Good Ride Help. Out all winter. Flemington Fair this week, including Labor Day; Bridgeton, N. J. Then South: Warsaw, Amherst, Bedford, Va.; Littleton, N. C.; Elberton, Ga. Others to follow. Harry Ramish, please write. Fair Secretaries, we have six Major Rides, seven Shows, Free Acts and Big Midway. Write or come look our show over. All Address As Per Route. HARRY HELLER, Gen. Mgr.

WANTED 2 MORE SENSATIONAL FREE ACTS
FOR ENFIELD, N. O., FAIR, LABOR DAY WEEK.
Also clean Shows with own outfits. Liberal percentage basis. WANT organized Plant Show. Either salary or percentage. Have complete new outfit for same. Will sell exclusive Cook House. CAN PLACE legitimate Concessions, such as Scales, Photo Studio, Diggers, Custard, Novelties, etc. WANT Chair-plane Foreman. All winter's work in Florida. Come at once as per route.
SAM LAWRENCE SHOWS
Cambridge, Md., Fair, This Week; Enfield, N. O., Fair, to Follow.

TILLEY SHOWS WANT
Concessions, Shows with or without own outfits. Motordrome for 129th Inf. Veterans' Assn. Reunion, Ottawa, Ill., Week September 20. Address, this week, Princeton, Ill.; Sandwich, Ill., week September 6.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

BUFFALO BAZAAR CO.
Wants for Balbec Grotto Second Annual Frolic, Ithaca, N. Y., Nine nights, September 9-18.—Free Acts, Rides that do not conflict. Side Shows (no girls). No Wheels. For Sale—Candy Floss, Custard, Apples, Scales, Photos, Arcade, etc.
HOWARD POTTER
THIS WEEK, AVOCA, N. Y.
READING UNITED SHOWS
Shows wanted for fairs. Concessions, Bowling Alley, Bumper, Hartsville, Tenn., this week; then the Big Scottsville, Ky., Free Fair. W. J. WILLIAMS, Manager.

17 Y-E-A-R-S-I



That is the service record of ELI POWER UNIT No. 2, now operating Hal Graham's No. 5 BIG ELI Wheel. Use ELI Power for long service and economy.

ELI BRIDGE COMPANY
Builders of Dependable Products,
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30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 inch wheels. Special Price.

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75-Player, complete, \$5.25.

Including Tax.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamp, Luminous Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 187.
Heavy Convention Walking Cans.
Dark Mahogany Finish.
Price Per Gross, \$21.00.
Price Per Doz., \$2.10.

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ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 85c.

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— NOTICE —

The best guaranteed proposition offered in the Amusement Business. Anyone purchasing our Short Range Shooting Gallery complete and dissatisfied within 30 days of trial, we will refund two-thirds of the purchase price. Complete Gallery 10 feet by 10 feet, consists of 18 sheets of steel Plates, 8 feet high, 16 and 14 gauge; a set of Signs, 1,000 Targets, 500 of each; 5 Bullet Catchers, one complete Box Bullet Catcher, 2 jacks, all Decorations, 4 Winchester 62 Model Rifles, one dozen Fillers, and 1,000 .22 Shorts, Front Counter. Everything complete, ready to set up. Now is the time to open stores for winter's work. All Galleries now in operation have paid the investment price within eight weeks, and are all making nice profits. Send for folder with all information.

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1937-'38 Astro Forecasts and Guides.
Buddha Papers, 1-4-7 and 85-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now on the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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Midway Confab

By THE MIXER

GREAT IDEA SHOWS!

O. J. BEATY: How are the Great Superior Shows?

J. R. KAGLE cards from Muskegon, Mich.: "Signed as publicity manager for Joe Morris' Death Dodger show."

MR. AND MRS. B. F. PARKS card from Springfield, Ill.: "Joined Beckmann & Gerety Shows here."

ANN MYERS CAMPBELL left her home in Chicago to rejoin the Goodman Wonder Show in Sioux City, Ia., this week.

PRESS AGENTS: Speaking of them, we wonder who it was Rubin Gruberg advertised for to have him come back home. Or did he?

WHAT METHOD OF Illumination will follow the light towers and neon? You tell 'em!

WHAT IS A CONTRACT FOR? If the parties thereto do not intend to live up to them. What for and why are contracts entered into?

DARE-DEVIL DANIEL, who does a combination Roman ring and high perch pole act, is the featured free attraction with T. J. Tidwell Shows.

CHARLES SEIP letters from East Peoria, Ill.: "Thank The Billboard and my many friends for their tokens of esteem anent my recent birthday."

mie is with Homer's corn game. Rained out Monday night opening."

ROSE AND LEMON presented the "Globe of Death" on the midway of the Canadian National Exhibition, Toronto, years ago. Think it was booked with the late Col. Francis Ferari carnival—RED ONION.

MARION AND ROBERT PERRY, motordromists, have traveled practically all over the world. Were with Witt Bros. in South America and South Africa. They now have "Hell Riders" show with Ralph R. Miller Amusements.

C. D. AND R. S. HOWARD operate Lucas Bros. Shows. They letter from Lucasville, O., and tell of having one of their trucks hit by a motorist and demolished. However, neither driver nor assistant was hurt.

CANNOT UNDERSTAND why some people have to get all out of breath over nothing at all.—Tillie Few Clothes.

R. S. VAN NOY cards from Columbus, Ind.: "Mrs. Ray S. Van Noy, of Van Noy Concession Company, underwent a major operation here at the Bartholomew Hospital August 26."

ART WINTZ letters from Elmira, N. Y.: "Am contemplating re-entering the carnival business after an absence of two years. Am interested in rides. Previously

master Santo, of Gruberg's World's Exposition Shows, letters from Glens Falls, N. Y.: "Recovering from very serious illness. Been ill for a number of weeks but will be back soon and on the front gate selling tickets."

J. B. MANNHEIMER, press agent Gruberg's World's Exposition Shows, letters from Rochester, N. Y.: "Since friend Dick Collins left to join Art Lewis Shows I have been handling the press work along with other duties on the show and have my hands quite full."

MIDWAY CONFAB contributors: To facilitate the handling of the enormous amount of mail that comes to The Billboard daily, will you be so kind as to address letters and cards intended specifically for Midway Confab thusly: The Billboard, Midway Confab, Cincinnati, O.

H. G. STARBUCK, secretary Buckeye State Shows, letters from Lake, Miss.: "Neshoba County Fair did not come up to expectations. Thank The Billboard for recent picture of Buckeye midway. This spot proved very unsatisfactory; business practically nil."

NEARLY every one I know who write on typewriters have a tough time making their machines spell correctly.—Soapy Glue.

BAMBOOLA, fire-eater, letters from Hughesville, Pa.: "Recently with Art Converse. Have made and saved more money since joining Frank Zorda on the Bantley Shows than I have since leaving Barnes-Sells-Floto Circus. Holding down the side show front along with Cliff and Mae Patton."

HARRY L. SMALL, manager Ralph Miller Amusements, letters from Fairbury, Ill.: "John T. Hutchens, owner and manager of Hutchens' Museum, was honored guest of Fairbury (Ill.) Rotary Club. He gave a brief talk on why the show must go on, which subject was well received and enjoyed by the members present."

COVERED WAGON: Why not a ride titled "Covered Wagon" to take the place of "Rocky Road to Dublin"?

CHARLES S. ARNOLD, one-time aerialist of note and with the old Smith Greater Shows and many others, visited The Billboard office last week. He was en route from the American Legion Convention at Columbus, O., to his home in New Orleans. Arnold has been off the road for two years following the death of his beloved wife.

A. R. (RUBE) WADLEY, press agent John R. Ward Shows, letters from St. Joseph, Ill.: "It has been about 10 years since I did any press work, but now that I am back in harness will do the best I can to get familiar with that kind of work again, so will polish up my finger nails and in time hope to knock the rust off them."

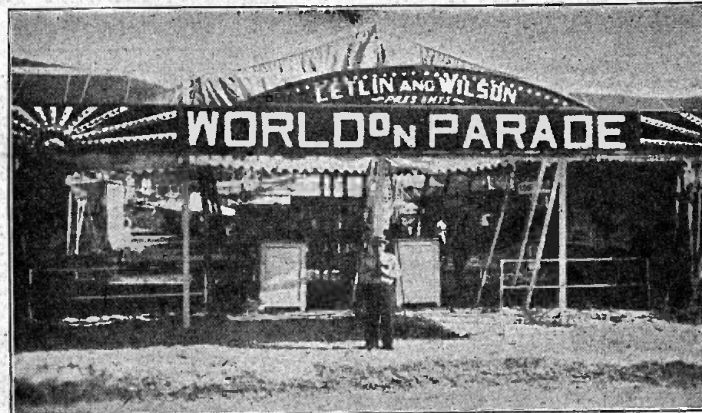
WHAT DO you want to call yourself an oldtimer for? People can look at some of you and tell that you are not exactly down to date, so why tell 'em.—Tillie Few Clothes.

T. L. DEDRICK, general manager Happy Days Shows, cards from Vienna, Ill.: "The president, secretary and treasurer the Gallatin County 4-H Free Fair, Equality, Ill., visited our shows here and booked them for their fair." Well, T. L., with all the officers consenting it surely looks as if you do have this fair booked.—Red Onion.

GREAT FOSSNER, spiral tower and aerial see-saw act, now finds himself in Texas as feature free attraction with the Bill Hames Shows. He writes that his presentation is new in the territory and has been receiving very nice newspaper notices. Fossner reports that Hames is doing quite well with his shows.

OBVIOUSLY: Following Labor Day there will be many changes in the makeup of the personnel of a number of carnivals; in fact, a great number.

PHOTOS. As to them: If a complete description of the subject of the photo is not given along with the names of the people concerned the photos are of no news value to The Billboard. Do not send in any four-for-a-dime kind and then squawk because The Billboard does not return them. If they are wanted back inclose postage for their return. Good clear photos of news events or men and women who are now active in show business are accepted and will be pub-



"WORLD ON PARADE" main midway entrance to the Cetlin & Wilson Shows. Photo was taken during the engagement of the shows in Winston-Salem, N. C., early one morning. The entire setup was designed by George Hirshberg, secretary of the organization, and built under his direction. There are 1,300 electric light globes used in the illumination of this "Grand Marquee" both inside and out. The "World on Parade" seems to have not started at time the picture was taken, and the lone individual present is none other than Hirshberg.

SAM J. GOLDEN, well-known showman and talker, now with Cetlin & Wilson Shows, letters from Blairsville, Pa.: "Have framed a big snake show."

J. W. (PATTY) CONKLIN—who originated "Frolexland" as the new title for the midway at the Canadian National Exhibition, Toronto?

MRS. ABNER K. (VIRGINIA) KLINE cards A. C. Hartmann from Sitka, Alaska: "This is my farthest north. The two-week boat cruise well worth while."

IF MOST PEOPLE were ahead as far as they are behind in many matters relating to life they would be better off.—Soapy Glue.

T. A. BLAKE letters from Detroit that John McFarland, long-time concessioner, is very ill in the Lucas County Hospital, Toledo, O., as the result of a paralytic stroke.

JOE W. STONEMAN, manager Playland Shows, letters from Knoxville, Tenn., that R. E. (Doc) Robertson has joined his staff and will have charge of fair bookings from now on.

MR. AND MRS. JIMMIE HICKS card from Altavista, Va.: "With baby Mildred Lee Hicks we joined Smith's Greater Atlantic Shows. Missus is working on penny pitch for Brownie Smith and Jim-

operated concessions and side shows and naturally the 'other side of the fence has greener grass,' meaning rides."

EDDIE HERMAN letters from Ridgeville, Ind.: "Closed a nice season with J. F. Sparks Shows, and then took my shows over to Christ United Shows to play fairs."

OTTAWA, Ont.: Bert Switzenback cards that he is having a good time in Canada with World of Mirth Shows and that his relatives from Oshawa, Ont., visited the exhibition.

DAVE CARROLL, press agent, letters from Altoona, Pa.: "Don Montgomery, trainmaster Dodson's Shows, and wife, Maude, main entrance ticket seller, closed with the shows at Jamestown, N. Y."

J. C. THOMPSON, secretary of the fair at West Mineral, Kan., letters: "H. C. Swisher Shows have been contracted for the midway. Second year for Swisher. He has many friends on the fair committee and also in this community."

NEVER MIND sending in rumors that are intended as propaganda detrimental to others, individuals or organizations.

MRS. JACK SANTO, wife of Train-

lished at the discretion of the Art Editor of *The Billboard*.

SAND MODELING SHOW. Don't forget to have one ready with real sand artists in charge in time for season 1938. Called attention to this some time back. Wonder if there is one at the Canadian National Exhibition.

K. E. SIMMONS letters from Crawfordsville, Ind.: "Visited Illinois State Fair, Springfield, August 18 and 19. Met Barney S. Gerety, Larry S. Hogan, Cash Miller and A. M. (Jake) Brauer, of Beckmann & Gerety Shows. Weather was warm but shows appeared to be packing folk in both days. Greater Exposition Shows played Montgomery County Fair, Crawfordsville."

HAROLD WADSWORTH letters from Winston-Salem, N. C.: "To inform my carnival friends: Have volunteered myself, along with 34 others, for service in the Chinese army. Leave here about middle of September for San Francisco to join several others there and then to China. If it is at all possible I will continue to read *The Billboard*, the greatest magazine on any news stand. Would be lost without it."

THERE SHOULD be more mechanical organs with carnivals. They are coming back in favor in England. Some big carnival man should look into this and get in line with what is going on in other parts of the world.—Wadley Tif.

WALTER D. NEALAND letters from Peru, Ill.: "On Monday August 23, here three shows opened to good business, Hennies Bros. was on the Pulaski showgrounds, and six blocks away Dr. Harry E. Dally and his medicine troupe held forth, while at the river wharf Golden Rod show boat, under command of Capt. Joe Menke, paid its annual visit. There was much fraternizing among the showfolk at Hotel Peru during the engagement."

CLARENCE POUNDS, secretary Mighty Sheesley Midway, letters Claude R. Ellis from Richwood, W. Va.: "Floyd Newell is ahead doing press work. Tommy Mix (Thomas Vigilante) was killed August 16 while they were loading the train. He was driving a tractor and the train was loaded except for the tractors. Tommy was asleep and men woke him up to load his tractor and while going up the runs he appeared to fall asleep again and fell beneath the tractor and was instantly killed."

DON'T WORRY: There is always a "flunkie" on the lot who tries to tell the boss all the dirt that is going on on a lot. He thinks he is making a hit with them by doing so, which is all wrong as far as big broad-minded men are concerned.

L. OPSAL, press agent McClellan Shows, letters from Brinkley, Ark.: "We have a little colored girl in the minstrel show known as Hot Mamma. She is really the leading feature of this show. A birthday party was given her August 19, her fourth. Among presents she received were four silk and four satin costumes. Refreshments were served. She is the talk of the midway and following her first performance in each town



FLOYD E. GOODING, executive head of the Gooding Amusement Company, reputed the largest operators of portable amusement riding devices in a manner, verified by having six units in operation this season.

she becomes the talk of that community."

EDW. A. KENNEDY, for 12 years special agent of the Johnny Jones Exposition, is in very poor health and would like to hear from his old friends. He has also been connected with the Rubin & Cherry Shows, George L. Dobyns Shows, Carl Lauther's Museum and many other shows. His address is 3183 32d street, Astoria, L. I., N. Y.

L. B. (BARNEY) LAMB letters from Valleyfield, Que.: "After three weeks in Quebec all of the acts in the side show are becoming anatomical wonders, developing 'disappearing stomachs', if the Mixer knows what I mean. However, I still have the same show I started out with this spring and pay days are every Monday. Have a nice fall season route booked and as usual will stay out all winter."

They Gave Her a Party

MARLO LeFORS, of the team of Marlo and LeFors, aerial free act, was given her annual party by members of the White City Shows at Kelso, Wash. She refuses to call it birthday for it is too much of a reminder of the fast-moving years.

The event was held on the show lot after the regular night's business was over. They got off to an early start, for business was the worst encountered for many years. However, this did not dampen the spirits of the funmakers.

The corn game sidewalls were lowered and a large table was erected in the center for an equally large cake especially constructed by the bakers and designed to represent a park setting with flower beds of the various kinds. In the center was a stage and on the stage was the miniature high rigging with a doll to represent the bending perch pole that Marlo features in her performance.

Those in attendance were the entire White City Shows' personnel, headed by Mr. and Mrs. Ted Corey, who sponsored the event. Entire show lot with lights, music and all paraphernalia, with surprises in each of the side shows, was utilized and lasted until the small hours of the morning. The show was located on the outskirts of the town and encountered no opposition from the local sleepers.

She received presents from the following: Mr. and Mrs. C. F. Corey, Claud Renner, Mr. and Mrs. Johnnie Sterling, Beatrice Young, Frank Burns, Mr. and Mrs. George Le Brell, Mr. and Mrs. Jack Elhart, Mr. and Mrs. Earl Beyers, A. W. Smith, Ed Peterson, Mr. and Mrs. J. W. Warner and party, J. W. Bailey, Bob McAllister, Al Windell, Mr. and Mrs. Roy Green, Mr. and Mrs. J. A. Mettler, Mr. and Mrs. A. J. Olsen, Kenneth Elkenhorst, Earl Gold, Mr. and Mrs. R. P. Halverson, Irish McMillin, Marty Rich, J. B. Bally, B. Morgan, Jerry Foster, Larry Mitchell, Mr. and Mrs. L. A. Godfrey, R. Duffy, William Lucas, Harold Ray, Tom Shota, Mr. and Mrs. Norman Klingler, Jack Woods, Mr. and Mrs. C. C. Leasure, John Leigh, Mitchell Family and Shota Family. After presents were presented she was escorted to the side shows, where entertainers were stationed to present their turns and to participate in the festivities. After refreshments showfolk had a good time until near daybreak. **TED LeFORS.**

SLIM DICKMAN cards from Woodstock, N. Y.: "Red Onion's get-back at the so-called 'King of Swingers' was colossal. This Jack Carroll blows his own little tin horn as if he were a 'Johnny come lately.' He does not say whether he has a big swinger or a little swinger. Anyway, he should not have made the cracks he did. I introduced the big swinger way back yonder with Ben Williams Shows and when it came to getting real money no one could touch Phil Hamburg."

CANNOT SEE why men must call themselves old just because they have a little age on their shoulders. Look at some of the young men in the business as Doc Waddell, Charles Seip, Dick Collins and a host of others, all active, yet way past 60 and then some.—Wadley Tif.

BETTY FARABEE letters from Jefferson, Pa.: "A lot of the friends of Donovan H. Watters did not know he was with shows in their towns until shows had left. He had Egyptian Mummy and Hillbille shows with Clint Roberts' Exposition Shows, which closed in Brownsville, Pa. For past three weeks Watters



WILL WRIGHT, general manager Golden State Shows, a California carnival organization, and president of the Pacific Coast Showmen's Association. The drive for the Cemetery Fund is on and Wright is in the vanguard of the association's activities.

has been with John Gecoma's Elane Exposition shows. People with Watters are Walter Bailey, guitar and harp; Wilbur Kelly, banjo, guitar, harmonica and singing, and Betty Farabee, piano, violin, guitar, banjo, harmonica and singing."

J. WEAVER letters from Clarksville, Tenn.: "My father, John W. Weaver, 53, died August 15 in Hopkinsville, Ky. Wish to thank friends for many letters received and am anxious under the circumstances to get in touch with my brother, Jerry O. Weaver, scenic artist. Visited J. J. Page Shows here and the people on the show give the appearance of having had a good season. They were rained out Monday night but had plenty of people on the lot. Saw Mr. and Mrs. R. E. Savage for first time in six years and both were looking fine."

MAN BITES HIGH DIVER: C. Gordon cards from Clinton, Mass.: "While firemen were filling the 'Diving Gordons' tank here a man rushed out of the audience and then up the ladder shouting, 'Watch me do this stunt!' Leo Ramon, who does a fire dive with the act, went up after him and tried to persuade him to come down. He would not, but suddenly moved toward Leo and fastened his teeth in his leg and started to chew it. However, the culprit was finally brought down to earth. This happened in Clinton while showing for the Boys' Athletic Club."

EVER HEAR that song "Why Spank Baby in a Trailer?" Many a showman and concessioner living in trailers has moved off carnival lots just because some dope mother or father insisted on spanking their children just about bedtime. Fact of the matter, spanking kids is out of fashion with parents who know things.—Tillie Few Clothes.

JOHN T. HUTCHENS letters from Carlyle, Ill.: "This was the fourth fair of season for Hutchens' Museum and business has been very good. Located around the public square, no day play but streets packed at night. Albion (Ill.) Fair had good weather and very nice business, with Thursday as the big day. Mrs. W. N. Montgomery met with an accident while working electric chair and was burned on one side and her hands were also. She was rushed to a doctor and getting along fine. Writer was also hurt while assisting her. W. C. Russell has completed painting all the museum trucks and autos and they make a nice flash en route."

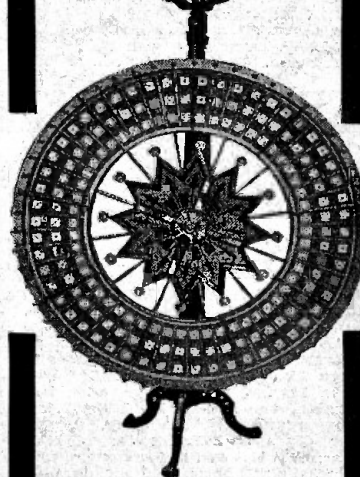
DOC WADDELL letters from Macon, Mo.: "Wish everybody well. Was 74 years young August 26. Been in show business (See MIDWAY CONFAB on page 57)



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FOR SALE CATERPILLAR
Complete, in fine running condition. Now being operated. This Ride is booked on Show and party that purchases Ride may book on Show balance of season. All mail and wires, until September 1, Hotel Airmance, Burlington, N. C.; after that Bland Hotel, Raleigh, N. C.
CHESTER HANEKAMP

OCTOPUS
"World's Newest Ride Sensation."
Erected in 1 Hr., 29 Min., by Dyer's Shows, Lena, Ill. "New OCTOPUS" Ride arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman Elsworth McAttee and his crew started unloading, the ride was in operation."
SALEM, OREGON
ABNER K. KLINE, Factory Representative.

Ray Roland Shows

REDONDO BEACH, Calif., Aug. 21.—Roster of Roland Shows when reviewed here July 22-25. Staff: J. R. Stephon, owner and manager; Paul Brachet, general agent; Mina Genilli, secretary; Mrs. J. R. Stephon, treasurer; Jim Turner, lot superintendent; Tom McNelly, electrician.

Shows: The Far East, T. Brainard on front; Rajah Tagore and Hassan Ben Berout, inside. Palace of Illusions, Tom La Rose, front; R. E. Moyer, inside; Mrs. R. E. Moyer, sword box. Guillotine and Fly-to Illusions, Etta Jordan and Ren Kennedy, operators. The Bremmer '49 Covered Wagon Show, Dean Foix's trained wild animals, worked by Dean Foix; Don McLeod, front; Martha Geyer, tickets. Desert Show, Earl (Bull Hook) Jackson, front; Mrs. Jackson, tickets; Sam King and Joe Gullford, inside.

Rides: Ferris Wheel, Dick Jones, foreman; Margaret O'Connell, tickets; Earl Ducerne, platform. Kiddie Seaplane, Ben Cook, foreman; Ada Ball, tickets. Kiddie Auto, James Barnes, foreman; J. F. Barnes, assistants; Della Clements, tickets. Pony Track, J. E. Pugh, owner; Mrs. J. E. Pugh, tickets; Paul Pugh and Lorne Partee, assistants. Mixup, Harve Kuhns, foreman; Dave Dornell, assistant; Mada Curran, tickets. Miniature Railroad, B. W. Lanterman, owner; L. Dunlap, foreman. Kiddie Ride, T. L. Bruner, foreman; Mrs. B. W. Lanterman, tickets. Cow Horse Track, George C. Spah, owner; Ben Guiterman and Ollie Furman, assistants.

Concessioners: A. E. Weber, novelties; Maxine and Mush Ellison, Scotty Thomas, William Gold, Clara Babb; M. Buckles, pop corn; Johnny James, Seaside Cafe, Shorty Blitz, Arthur Kennedy, Jim Carl Homer Wright, Marie Erdie and Mrs. T. Carter, agents; Edna Stone, deep-sea delicacies, M. B. Moyler, George Steward, Julia Tanner and Bob Winton, agents; Mrs. R. J. Hatfield, the Skiff, Mrs. Jess Carlisle and Edith Royer, agents; Louie Murrin and Mary Spottiswood, fish and chips; E. A. Bemien, manager of lunch, Gus Carlson and George Shannon, agents; D. Sherman and S. Kaplan, pitch-till-you-win; Nat Gladstein, the speero, Ed Miller, Nate Summers and Red McGarvey, agents; Edgar Clyde and Frank James, high striker; C. Pettet and M. Eyestone, penny pitch; James Thomas, La Bohemia, Mrs. T. K. Morgan and Sam Layman, agents; L. K. Clement, handy tools; Grace De Garro and Ellen Burris, knife rack; Harold De Garro and Harry De Garro, Pop-eye game; Mr. and Mrs. Swede Sprinkle, photo strips; Mike Torrance, E. Wilbur, Kenny Wales, Spot Gun Club; Tommy Tuohy, silk mender; Dan Stover, novelties; Ed M. Benner and Zelah Bourne, fruit juices; Mr. and Mrs. F. H. Dufferin, salt water taffy; Mr. and Mrs. Ed G. Hyde, cigarette store; Dick Rasmussen and Harry Reed, novelties; J. E. Studer and Ben Hearn, cigarettes; H. E. Groves and Bill Phillips, ball game; J. L. Leist and W. McCurdy, cigart shooting gallery; Ben Smith and Chuck Ellenwood, ham and bacon; Josephine Smith, Neil Purdy, Lawrence Bauer and W. G. Smith, photo strips; Mr. and Mrs. Al Lindberg, snow cones; P. Bertone, George Sackson, Phil Hiffmeyer; Hum Gin W and Lum Gee, penny pitch; Sam Harvey and W. H. McConnell, ham and bacon; Frank Medora, scales; Sam and Morris Stein, doggers; G. Breyerton, T. Thomas; Frank Strange

Rosters of Carnivals

(As Reported by Show Representatives)

and Minnie Hale, long-range lead gallery; Charles Blake, Cora Hume, Happy Hughes; Madame Zelds, graphologist; Ed Bierman and Scully Morris, ball game; Eddie Ames, Ruth Bierholt, George Wildcom; Ben Husey and Bertha Bauer, string game; Moe Schlessinger and Dave Gordon, duck game; Marlan Wardner, frozen fruit juices; T. Beveridge and Patsy Gray, balloon game; Gene Bursley and Paul Werner, novelty wheel.

Special feature of week was the Mandarin Ballroom, Phil Tower, manager; Maude Ernest, tickets; George Genrer, m. c.; vaudeville acts and the Yavapai Hillbilly Orchestra and entertainers.

J. J. Page Shows

PRINCETON, Ind.—Roster as listed during recent engagement in this city. Concessions: Mr. and Mrs. Borror, cookhouse; Spot Bassinger, bingo; Billy Clark, fishpond and radio store; Roy Fann, penny pitch and ball game; Roy Carey, cane rack, ball game, slum skillo and big wheel; M. Dugan, ball game, pitch-till-win and bumper; Al Rusher, radio wheel, rolldown and pop corn; Frank Stokes, ice cones and ball game; Jack Murray, scales; Horace Borror, mouse game; Walker Osborn, nail; Dinty Moore, diggers; Carl and Rose Jackson, cigart gallery and penny pitch; Dot Earle, country store; Jimmie Finnegan, roll-a-ball; Levi Barnes, lead gallery;

1 wheel, and Earl Dennis, No. 2; Mrs. J. A. Montgomery, tickets. Tilt-a-Whirl, Willie Drake, Tom Almon and Robert Waring; Trevor Montgomery, tickets. Chairplane, Ell Brooks, Luther Ingram; Charles Brooks, tickets. Kiddie Automobiles, Joe Longmire and Frank Neister. Airplanes, Charlie Thomas. Loop-o-Plane, Earl Coffman; Lena McCovey, tickets. Staff: J. J. Page, general manager; Billie Clark, assistant; Mrs. R. E. Savage, secretary; Mrs. J. J. Page, treasurer; R. E. Savage, publicity and agent; Chris Jernigan, agent; William R. (Red) Hicks, general agent; Roy Fann, lot superintendent and front gate; D. T. Morrisey, superintendent of electric; Rance Boyd, general utility.—Reported by R. E. Savage.

Kaus United Shows

WAYNESBORO, Pa.—Following is roster of No. 2 unit as shows appeared here recently: W. C. Kaus, owner and manager; Mrs. William C. Kaus, secretary and treasurer; Ernest Lee, electrician; Jerry Thorne, *The Billboard* agent. Rides: Ell Wheel, Simon Krause, owner; Lester Reed, foreman; Bill Truselo, second man. Rides owned by W. C. Kaus, Merry-Go-Round, H. Decker, foreman; Walt Jones, second man. Chairplane, Al McDonald, foreman; Wally Richards, second man. Whip, Nelson Kerr, foreman. Loop-a-Plane, H. Brand-



HERE IS SHOWN A PORTION OF THE MASSIVE MAIN ENTRANCE to the midway of West Bros. Amusement Company, of which J. W. Laughlin is general manager and Virginia Laughlin is secretary. The entire structure is built on two Springfield trailers and is the result of the work of several artisans and artists of the carnival world. Note the two sound trucks, one of which is used in advance and the other back with the show. Photo was taken recently during show's engagement at Litchfield, Minn.

Barney Sisson, pop corn and candy apples; M. Fondaw, pop corn; Whitey Crosssett, percentage; Miller Johnson and George Johnson, mentalist booth. Shows: Minstrel, Pig Jones, manager and stage manager and featured comedian; Eddie Young, comedian; chorus, Helen Britt, Edith James, Ruby Marie Wilson, Viola Drake, Mary M. Meacham, Jane Wilson, Marie Biglow; Pig Jones and Eddie Young, specialties. Orchestra, Myers Bridgforth, Cashen Coleman, Richard Sloss, Pig Jones, Delbert Payne; Wes Covey, talker and tickets. *Broadway Revue*, Ludy Kaeser, manager and talker; Lee Crane, tickets; Helen Kaeser, Virginia Caper, Peggy Wolfe, Mildred Romine, Georgia Doan, Red Swamp Devil; J. H. (Happy) Simpson, talker and tickets. Athletic Stadium, Tex Thorpe, manager and boxer; Chief Price, wrestler, and New Orleans Jack, combination wrestler and boxer; Marie Kerns, tickets; Tex Thorpe, talker. Hawaiian, Jack Raymer, talker and tickets; Bobby Thomas and Mary Lea Simpson, Side show, Don MacIver, manager and lecturer; Jack Smith, strong man; Escapo, escape artist; El Fuego, fire eater; Don MacIver, magician; Miss Gladys, Shanghai mystery; *Hollywood* motion picture monkeys; Frank Tromlin, featuring the man they cannot hang; Roy Vincent, cowboy rope spinner; Ramah, mentalist; Carl Mains and Shorty Reins, tickets. Rides: Merry-Go-Round, Edward Brown, foreman and clutch; Elmer Reed, tickets. Twin Ell Wheels, Emory Jackson, No.

ham, owner; Curley Phillips, foreman. Airplanes, H. G. Moore, foreman; Kiddie Autos, A. J. Dempsey, foreman. Shows: Congress of Living Oddities, Jerry Thorne, manager; Bob Baldwin and Carl Hall, talkers; Pete Williams and Bob Chase, tickets. Dantine, magician and lecturer; Novelty Stevens, juggling; Princess Nadja, mentalist; Dusty Rhodes, escapes; Betty Moore, sword box; Mystic Thompson, illusions. Annex attraction, Cora-Corrine, sex oddity, *Night in Paris*, peep show, Mrs. J. McAlvery, manager. Sex Show, Harry Schwartz, manager and tickets; Ruth Sandrook, Dixie Lee and Kitty Gordon, models. Geek, Joseph McAlvery, manager. Serpentina, Jerry Thorne, manager. Concessions: Cookhouse, Ray Sherman, owner; Elmer Murphy, chef; Bill Rogers, head waiter. Frozen custard, Simon Krause. Bingo, Mrs. Ray McWethy, owner and manager. Photo gallery, Ernest Lee, also pitch. Jack Coleman, Mickey Mousse. Jerry Thorne, three concessions. Madame Harriette, mentalist; Billie Buckland, manager. Leslie Coleman, penny pitch. Earl Hennings, pitch and cane rack. Pete Pullman, cookhouse, and Mrs. Pullman, ball game.—Reported by Bobby Kork.

Hilderbrand's United Shows

MISSOULA, Mont.—Following is roster of shows while exhibiting here at West-ern Montana State Fair, August 17 to 21. O. H. Hilderbrand, Margaret Hilderbrand, Betty-Joan Hilderbrand, Lucille King,

George Morgan, Charles Marshall, Walton de Pellaton, Martin Glabb, Glenn Henry, Ethel Henry, Claude Barrie, Leona Barrie, Mrs. John R. Castle, Joseph Stone, Clarence Black, James Wells, Mrs. S. Ganay, W. G. Wasilo, Mrs. W. G. Wasilo, C. P. Carter, Merlin Fowler, Harold Crook, Fred Stewart, Mae Stewart, Lucille Grisham, Lyman Grisham, Hazel Fisher, Verna Seeborg, William Hughes, Virginia Hughes, Hugh Matthews, Pearl Mills, Tim Murphy, Mrs. Tim Murphy, Arthur Cowell, W. C. Foster, Estelle Foster, Beatrice Epple, Sammie Epple, Don Lewis, Virginia Lewis, Tommie Lee, Mabel Lee, Richard Richards, Jack Henson, Ray Hamilton, Ann Hamilton, rex Alexander, Jockey Ford, Jimmy Sweet, Charles Ford, Jimmy Heller, Annette Heller, Billie Heller, William E. Smith, William McQuillen, Ruth McQuillen, Ralph Kalick, Babb Martin, John Nabor, Art Rasmusen, Carl Kuntz, Louis Scarell, Amelia Scarell, Robert King, Laddie Cose, Fern Chaney, J. M. Brown, Mrs. J. M. Brown, Harvey Stone, C. Du Frane, Betty Gaskins, L. D. Gaskins, June Gaskins, Stanley Cole, Buck Richey, Billie Richey, Max Williams, Mrs. Max Williams, James Rapin, Mrs. James Rapin, Mrs. C. Close, Maxie Bloom, Al Garbler, Tim Leary, Jimmie Jones, Harry Merkel, William Burns, Jerry Jackson, Lloyd Wyatt, H. S. McCormick, Franc De Salvo, Marie Inez Alton, Clarence H. Alton, Kenneth Taylor, Mrs. Kenneth Taylor, Binky Taylor, Johnnie Cardwell, Giggles Cardwell, Curley Govern, Nancy Johnston, Tommie Johnston, Joe Disant, Robert Gordon, B. A. Howell, Emil Malnen, H. B. Clifford, David Middleton, Emmy Clifford, Howard Clifford, Jack Clifford, Grace Clifford, Robert Clifford, Jack Zumhoff, White Stack, H. A. Growe, Mrs. H. A. Growe, Juanita Growe, Mrs. Teddy Barker, Bell Mitchell, Al Johnston, Tim Murphy, Arlene Gordon, Reggie Marrion, Al Keenan, Louise Maynard, Fredrych Nelson, Charles Collier, Jim Crouse, Lee Burrows, R. E. Mitchell, Vaughn Nelson, Myles Nelson, Peggy Nelson, Dean Nelson, Charles Bayliss, Robert Brown, Chester Barker, Earl Brannan, Burt Moore, Tommie Parker, Bud Cross, Mrs. Ann Cross, John Hertl, Roy Jacobson, Jack Churchill, June Love, Dell Cross, Red Hayward, Jack King, John Costello, Little Costello, Joe Costello, Robert Martin, Harry Brice, Arnold Cose, George Case, Charles Soderberg, Marjory Soderberg, Al Karamatic, Don Jurden, David Shannon, Harry Rhinehart, Arthur Logsdon, Harold Elmborg, Jimmie Johnson, Jean LaVell, D. O. McCarty, Mel Renick, Beverly Dorsch, Walter Reed, Earl Carrier, Alberta Shelton, Elma Carrier, Alvin Britt, George Thompson, John Franco, Joe San Diego, Sam Harris, Joe Carter, E. J. Murray, J. A. Buchanan, Mrs. J. A. Buchanan, Rudy Klein, E. W. Coe, Betty Coo, Virgie Miller, Chester Martin, George Gordon, Blanche Smith, Melvin Smith, June Pickard, Mrs. E. Pickard, E. Pickard, Burt Warren, Robert Robinson, Danny Callahan, Jerry Mackey, Helen Smith, George Smith, Ray H. Johnson, Roy McAllister, J. Sam Jones, Roy McMillan, Eddie Stimms, Mrs. J. Ferris, June Ferris, Arthur Warner, E. T. Borum, Mrs. E. T. Borum, Harry Drehouse, Jack Mason, Billie Borum, Mrs. Gene Knowles, Gene Knowles, Yvonne Knowles, Elene Knowles, Slim Bishop, Marie Bishop, Carleton Bishop, Hi Severson, Art Anderson, Henry Mason, Ronald Richards, Mrs. Ronald Richards, Betty-Ann Richards, Eugene Barber, Margaret Starr, Eddie Hughson, Ralph Balcom, Margaret Balcom, George Jacobson, Buck Buchanan, Walter Miller, Jack O'Keef, Eddie Bragan, Mrs. Clara Berger, Leo Burns, Buford Armitage, Weston Robinson, Harry Rose, Joe Kennedy, Jack Wilson, Jack Rowe, Mary Waliso, Harry Lucas, Mrs. Harry Lucas, Mrs. John Seibrand, John Seibrand, Al West, Clyde McDowell, Thomas Collette, Mrs. Thomas Collette, William Allman, Mrs. William Allman, Eddie Lane, C. O. Higgins, Mike Hermet, Mrs. Mike Herman, Ray Deluche, Earl Lloyd, C. L. Tompkins, Harry Lane, Al Leavitt, Alvin Britt, Bulldog Nolan, Wildcat Pete, Don San Diego, Roughhouse Nelson, Dorothy Dorsch, Slim Joyce, Marie Joyce, Billie Hicks, Johnnie Hicks, Bill Davis, Gene Stokes, Racheal Stokes, Helen Stokes, Henry Stokes, Marvin Hayhome, Mabel Crouse, Alberta Shelton, Gordon Gatney, Dixie Olson, Buddy Cohn, Mrs. Buddy Cohn, Sam Jones, A. S. Kernsey, Ethel Harrison, John Ford, Betty Richards, Gordon Pickard, Wills Pickard, Billy Beam, Nina Scott, William Hunter, Lonnie McCall, C. P. Mitchell, Robert Evans, Esther Cole, L. Wilson, Donald Ramsey, Olive Olson, Bert Gilbert and R. D. Carr. Reported by Walton de Pellaton.

AL BAYSINGER SHOWS
WANT Pit Show, organized Minstrel and good Grind Shows, with or without outfits. CAN USE Coupon and any clean Concessions that will operate without outside support. Twelve weeks booked in wonderful cotton territory, starting here this week, Truman, Arkansas.

VASSAR, MICHIGAN ANNUAL HOME-COMING
SEPTEMBER 9-10-11.
This is a wonderful spot. Ask anyone who played it last year. All Concessions open. WANT Ferris Wheel and Kiddie Ride. Would like to hear from a good Free Act. Address: WILSON SHOWS, Vassar, Mich.

WANTED
Cooks and Waiters. Must be sober and reliable. H. BARKOOT, Care World Exposition Shows, Rochester, N. Y.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Aug. 28.—Thirty-seven members were present at meeting Monday night. First Vice-President Ross R. Davis was present. Frank Downie acting secretary and First Vice-President Ralph E. Smith presided. Lights were lowered and silent tribute was paid to late Brother Roy Bard, whose remains were interred in Showmen's Rest August 16. Usual routine of business, reading of minutes and ordering of bills paid.

Communications: From Claude Barle, of Hilderbrand's Shows, chairman of "Show Within a Show" affair on that carnival, was read by Frank Downie. From family of Roy Bard an acknowledgment of services and flowers sent at time of his burial. Fred Scott, of Hemet, Calif., a letter to Steve Henry thanking for help in locating his son, Henry J. Blake, a note and inclosure, stating he was rapidly recovering his health. From Frank J. Kennedy a letter to correct a misstatement. According to Kennedy, his show has not closed and is going along in very satisfactory manner. From William B. Davis, San Francisco, letter and inclosure. From President Peggy Forstall of Ladies' Auxiliary, thanking the association for the fine reception given her at recent PCSA show and which day was her birthday. Joe Aguilar wrote from Justine, Calif., as being interested in securing a carnival. Will Hobday, of Golden State Shows, a letter and inclosure for new memberships. From Harry Taylor, chairman of the annual Charity Banquet and Ball, that tickets will be out coming week.

New members: Edw. Covington, credit Frank Babcock and M. A. Wiler. Sydney Jabez Backett, credit Doc Cunningham, and Edward Paradis, credit William B. Hobday.

Letter from Will Wright highly complimentary to the many who are responding to the Cemetery Fund drive. John Kleih announced the completion of the cabinet for inclosing the PCSA standard. He was given a vote of thanks for his part in providing the show of August 16.

Joe Krug, of the Golden Gate Shows, made his first appearance at a meeting in a long time. Milt Runkle did a few stories. Harry Fink, an infrequent visitor, did a "Grid Club," taking several of his friends over the hurdles. Sol Grant made a talk in interest of the Cemetery Fund drive. John Miller just returned from an extended vacation. Norman Peel and Nick Wagner made short talks. Harry LeMack, now retired, making first appearance in some months, did a resume of early show days. H. F. Hanewinkel, new member, related experiences covering many years in the show biz in this and foreign countries.

Weekly award went to Ross R. Davis.

Crystal Attractions Report Good Season

OSAGE CITY, Kan., Aug. 28. — At Burden, Kan., fair the lineup of the unit was under the supervision of Ray Steck and consisted of a Loop-o-Planes, Bozo and kiddie rides. Other unit of show was playing at Waverly, Kan., under the supervision of Daddy Brodbeck. That unit consisted of Merry-Go-Round, Ferris Wheel, Mixup, Kiddie Ride and Ocean Wave. Both units combined at Osage City, Kan.

Cutch Bartell has the Athletic Show, which is the only show carried. T. M. Jackson and wife have the cookhouse. Luther Miller and wife have the photos and ball game. Mrs. Ted Custer has three concessions. Andy Custer works his plaster stand. Elmer Frakes has the cigar gallery and Henry Rowe has the Jingleboard. Brodbeck unit also has corn game, two ball games, mentalist booth, and Doc Cooper has three concessions. As a whole show has had a good season. Reported by Maybelle Custer.

300 AT PCSA

(Continued from page 50)
branches from friends in way of gifts, letters and wires.

For the floor show most of the acts were from the Federal Theater projects. A Dean was in charge of the program, with Pat Kelly doing the emceeing. Jack Spencer was at the piano. On the program were the Great Rex, presentation of pulse and blood control; Vall the

Great, magician, assisted by Bozo; Frank Fawins, magician; Carroll and Ruth Larimore, songs and acrobatic dance; Bill Bell and his banjo; Tom Stack and Tom Jr., ventriloquist act; Sam Abbot, Oriental musician; Top Hatters, dancing; Hickman Brothers, in *Town Hall Tonight*; Sid Marion, ventriloquist; Four Madrigals, singers; Black and Blue, comedy sketch; Ruth Creason, soprano; Evelyn Wolmar, pianist; Three Schallers, pianolog, harmony numbers, eccentric dancing and acrobatic ground act. Leonard St. Leon was dance producer and as the closer the Spanish Fiesta, Orchestra, 12 men and four dancing girls doing the Spanish and Mexican folk dances and latter-day novelty dances. This orchestra also played the dance music. Art Floyd was chief electrician. Lunch and refreshments were served during the evening by Chet Bryant, Dan Meggs, Fred Shafer, Jack Bigelow and Dan Stover.

MIDWAY CONFAB

(Continued from page 55)

since 1873. My sainted mother was a bareback rider. Her father (my grandfather) was an animal trainer. My father's people were aerialists and acrobats. With all this gypsy and Bohemian in my veins how could I be anything else but a showman? Have no sugar, albumen, high or low blood pressure and my eyesight, hearing and heartbeat are good as it should be for one of my age. I know mortal life is uncertain and man never knows when the call to go will come, but I am ready to go. I am sincerely honest in trying to do all the good I can to the best of my ability. I lived and will die a circus man and want to pass on with my boots on and in harness. I am proud to be a showman and I love the people in show business. Love. Good thought. Prayer."

PAINT that ride or show front with good paint and they will not have to be painted so often but can and should be washed frequently. Ever think of washing a few wagon wheels once in a while? Way back in the old days farmers used to run their wagons into a creek, river or pond to lighten up the wheels. That method, however, was back in the "Horse and Buggy Days."

NOTES FROM Honest Bert's Shows: Opened season May 1 in Rock Island, Ill., with William Hoffman's Big El Wheel, Merry-Go-Round and Kiddie Autos; Honest Bert's pony ride; Cutler Robinson and *Darktown Strutters*; Ralph and Jackie Davis, slide show; Charley Fisher, Athletic Show, and Myrtle Duffy, girl revue. Mr. and Mrs. Kit Carson are operating Bert Carhan's corn game. Ruby Pugh has ball game and Jimmy Pugh cigar shooting gallery. Jack and Myrtle Clothier have penny pitch, ball game and scales. After seven weeks in Illinois show jumped into Iowa for several celebrations and still dates and then back into Illinois for La Fayette and Stronghurst fairs. Will go back in Iowa for balance of season. New arrivals on show are Texas Tommy, her husband, Blackie, and father, Buffalo Cody. Mr. and Mrs. Scotty Greenhagen and son are operating their animal and mystery show. Honest Bert purchased a Merry Mixup. Show has had a satisfactory season to date. Bert Carhan (Honest Bert) sole owner. Reported by Frank X. LaVell, general agent and secretary.

DAVENPORT VIEWS

(Continued from page 45)

in charge of Sharpe Carruthers, included in addition to the production numbers, Garnet Sisters, aerial ballet; Torelli animal circus; Three Byrons, comedy knockabout; Nine Martins, tumbling and pyramid building; Tyler, Thorne and Post, comedy dance act; Seven English Macks, tumbling and teeterboard; Chicago Civic Opera Quartet—Florence Tennyson, May Barron, Enrico Claus and Phil Fine; Elmer Cleve and Company, consisting of Elmer Cleve, who was emcee for the entire show, and Marilyn Keller and Professor Cheer, man with the xylophone head; Lottie Mayer's Disappearing Water Ballet, and as an added feature the Seven Flying Pottery. Production numbers were beautifully costumed and well executed. Thearle-Duffield presented elaborate fireworks displays. Entire evening show was pleasing thruout and attracted record grandstand attendance. Wednesday and Thursday nights were complete sellouts. Paid attendance at the fair by days was: Sunday, 9,467; Monday, 5,713; Tuesday, 3,944; Wednesday, 10,857; Thursday (rain in mid-evening), 13,054;

GROVES SHOWS WANT

FOR GRANT CO. FAIR, FAIRMOUNT, IND., AUGUST 30-SEPTEMBER 2; LABOR DAY CELEBRATION, SEPTEMBER 4-5-6. HUANTINGTON, IND.; NORTH VERNON, IND., AMERICAN LEGION STREET FAIR, SEPTEMBER 8-11; THEN SOUTH.

SHOWS, with or without own outfit. Will furnish complete outfit to capable Side Show Manager. WANT Working Acts for Side Show, Illusions or any Feature Attraction. Will book legitimate Concessions only. No X except Cook House, Bingo, Frozen Custard. WANT Agents for Stock Stores and Ball Games. ALL address ED GROVES, Mgr., as per route. P. 5.—CAN USE Merry-Go-Round and Ferris Wheel Operators.

WANTED -- Labor Day Celebration on Streets -- WANTED

PEKIN, ILL., SEPTEMBER 6 TO 11.

Shows, Concessions of all kinds. No exclusives except Corn Game and Cook House, both sold. This is positively the largest Street Labor Day Celebration in Illinois. Billed like a Circus. In the Heart of the City. AL C. HODGE SHOWS, INC., DeKalb, Ill., this week; then Pekin, Ill.

COREY GREATER SHOWS

FIREMEN'S CELEBRATION JOHNSTOWN, PA. THIS WEEK. BIG ONE-DAY LABOR DAY CELEBRATION, NEW BETHLEHEM, PA., SEPTEMBER 8. DAYTON, PA., FAIR, SEPTEMBER 7-11, WITH COOKPORT, PA., FAIR TO FOLLOW.

WANTED—Free Act, Kiddie Rides, Live Pony Track, Shows of all kinds, with or without outfits, especially Ten-in-One, Plantation, Fat Girl, Geek, or what have you? WANTED—Frozen Custard, Diggers, Merchandise Wheels, Ball Games and Grand Stores of all kinds. George O. Smith wants capable Agents for Roll-Down and Six Cats. All address GEORGE O. SMITH, General Manager, Box 918, Johnstown, Pa.

KAUS UNITED SHOWS—2

WANT FOR CHARLOTTEVILLE, VA.; WOODSTOCK, VA., FAIR, AND BALANCE OF SEASON OF FAIRS THRU THE SOUTH.

Novelties, Arcade, Diggers, Lead Gallery, all kinds of legitimate Concessions. We have Bingo booked, Juice Joints write. Pony Ride, U-Drive-it Cars, Ride-o, Octopus and Caterpillar. Due to disappointment, need capable of making money write. Girls for Girl Show get in touch with Mac Alvery. Experienced Help for Cook House write immediately. Side Show Acts for Jerry Thorne. Address all communications to W. O. KAUS, General Manager.

Friday (rain all day), 2,387; Saturday, approximately 15,000. Total 60,000.

Notes on the Fair

Two social events of the fair were a party given Wednesday night by Mrs. Mazie C. Stokes for the show people and their friends and a party tendered Mrs. Stokes Friday night by the showfolks. Needless to say, both were gala affairs.

Elmer Cleve, who emceed the grandstand show, made a big hit with his terse and witty announcements and also in his act with Marilyn Keller, clever comedienne, and Prof. Cheer.

Jack Duffield came on from Chicago on Thursday to check the fireworks show, then departed for Iowa, Mich.

Mr. and Mrs. Clare Miller, of Tipton (Ia.) Fair, took in the big day at Davenport.

The Chicago Civic Opera Quartet was one of the big hits of the show, The Klincs, known as Elmer and Elviry, rubbed the stands.

There were many well-known pitchmen on the grounds. Among those noticed were Mr. and Mrs. Paul H. Miller with flukum; M. Eder (Chief Ray), high pitch; Everett Alm, combo glass cutter and sharpener; Mr. and Mrs. E. T. Neller, horoscopes; Duke Dober, watches; Leonard Rosen, statistic eliminator; Mr. and Mrs. Charles E. Myers, pearl and wire jewelry; Bill Sherrick and others.

Mazie C. Stokes, who has been assistant secretary of the fair 11 years, was one of the busiest executives on the grounds, handling a multitude of details with an expertness born of experience, but never too busy to look after entertainment of visitors.

A hard-working member of the fair's directorate is E. P. Adler, prominent publisher and business man. The fair is his chief hobby and as superintendent of publicity and advertising he saw that the fair was well heralded.

GRAND-STAND SHOWS—

(Continued from page 45)

Huskies, performing dogs; LaFavor and Dolly, high trapeze; LaSalle and Donahue, high tables; Flying Flemings; Hustret Troupe, high wire; Tarokies, barrel jugglers; Three Milos, atop 115-foot tower; Six Rajah Arabs; Petroff's Comedy Bears; Arkansas Sod Busters; Bench Bentum's Diving Sensations; Gus Sun's Rodeo, and fireworks.

SUICIDE ZORKSY was at Carroll County Fair, Taneytown, Md., on August 10-13.

AUSTIN C. WILSON, auto races and auto polo, is also featuring the Jimmy Smith Hell Drivers show at fairs.

JOHNSON COUNTY FAIR, Tecumseh, Neb., on August 17-20, was one of the most successful events in years here, with entertainment playing a prominent part. J. C. Michaels' Grand-Stand Circus played to capacity crowds and featured Five Flying Lavans; Harris

WANTED

PALMIST READERS

Must be capable. I pay percent on Front Door Tickets. All Fairs to play long season. Address MRS. NOBLE C. FAIRLY, Fairly-Martone Shows, West August 30, Osceola, Ia. Then Cedar Rapids, Spencer and Keokuk, Ia.

BARGAIN FOR CASH

Parker Two-Abrast Merry-Go-Round with brass rods; Superior Model No. 12 Ell Wheel with Le Roy Engine; perfect running condition; 10-Car Kiddie Auto Ride. All can be seen in Cloggett, Minn., 3rd to 6th of September, or Wm. Wolf, Box 2725, Bloom & Lake Station, Minneapolis, Minn.

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Many models. 10 patents. Latest Pat. 4/20/37. Floss \$1.00, Electric Poppers \$30. Double Heads and 1-Piece Bais. Run 100% true. Guaranteed. Catalog Free. NAT'L FLOSS MOHN CO. 310 East 35th St., New York City.

Brothers, horizontal bars; Three Rolling Ramblers, skaters; Cycling Harrisona; Billie Irwin and Company; Ahrendt's Animals; Lemoind Trio; Dara-Devil Madden Company, burning wall crushers.

GREAT SIEGFRIED, ski jumper, who fractured an ankle in the Atlantic City Ice Follies of 1937, reports that he will shortly resume his part in that production.

MIDGE FOX and his band at Mid-South Fair, Memphis, will play daily concerts and for the rodeo afternoon and night.

AMONG fairs to be played by Jack Palmer Henderson and his band under Ernie Young's bookings are those in West Union, Cresco and Cedar Rapids, Ia.; Huron, S. D.; Birmingham, Ala., and Jackson, Miss., engagements already having been played at fairs in Thief River Falls, Mankato and Owatonna, Minn.

HOLDREDGE, Neb.—Rita Rose and Company, singers and dancers, and Kenneth and Kenney, novelty acrobatics, were at Phelps County Junior Fair here.

ADAMS COUNTY Fair, Hastings, Neb., contracted Fred Reckless, Flying Rocketts, Taylor and Moore, *Parice Vous Parce* revue, Graham's Juvenile Western Riders and Count Billy De Armo.

MRS. BLANCHE ABBOTT GEYER (Sis Perkins), of the Geyer and Abbott Trio, was cut on face, chest, arms and legs in an accident when returning from an engagement on August 11 and is at home in Grand Rapids, Mich.

THREE RIVERS, P. Q.—Opening day of St. Lawrence Valley Exhibition here, reported General Manager Willie Polson, was the best initial Sunday in its history, with attendance records broken for 37 years. He praised the Art Lewis Shows on the midway.

Johnny J. Jones Exposition

Streator, Ill. Week ended August 21. Auspices, LaSalle County Police Officers' Radio Fund. Weather, rain. Business, fair.

Last still date. Business marred by rain. With clear skies Monday, Tuesday and Wednesday show opened to a fair gross, with gate attendance picking up nightly. Thursday night at opening time rain started falling and continued for a two-hour period, then cleared up, but too late to give midway a good crowd. However, late arrivals kept show from having a complete washout. Friday morning another steady rain kept up thruout day and night, causing midway to stay dark and losing day entirely. Then all during Saturday up until opening time at night Old Sol did his best to keep the patrons away but gave show a big last-day break by letting up. Midway was packed and jammed by 8 o'clock and all attractions grossed a big night's receipts. Weekly children's matinee was lost.

Committee, headed by Frank Berrettini, co-operated in every way. Every shop department and attraction operator is working overtime building and re-vamping all equipment. R. E. Haney announced that new Stratoship ride will be on when show reaches Indianapolis. A new front has been designed for crime show. Bob Edwards finished a new Miss America front.

Visitors: Mr. and Mrs. Max Shaffer, of Miami, visited Mrs. Hody Jones; Mr. and Mrs. M. J. (Mike) Donahue and son, Von. Well-known Mike former Melville-Reiss general agent and Hotel Sherman convention manager, now a bona fide candidate for State senator of 39th senatorial district of LaSalle County. Denny Howard, manager, and Homer Gilliland, special representative of Hennies Bros. Shows, spent Saturday night on lot visiting their many friends. Tony Berrettini, State Fair concession manager, also a visitor. Altho a rainy week high, hard-surfaced lot remained in good shape for closing night and for moving of wagons, STARR DEBELLE.

Sam Lawrence Shows

Columbia, Pa. Week ended August 14. Garden Spot Fair. Weather, three days rain. Business, excellent when weather permitted.

Monday rain but fair business. Tuesday day and date with Dan Rice Circus and very good. Wednesday rained out. Thursday rain again. Friday and Saturday weather fine and capacity business. Ten-cent gate, with Capt. Von Frederick, cannon, and Casting Delcos as free acts. Split-Coach Corporation had an exhibit on grounds and as result show now has four more house trailers. Jerry Ramish purchased a new truck to haul her concessions. Ray Marsh Brydon and several of his circus people paid show a visit. He complimented Manager Lawrence. Jerry Cohn, of Fulton Bag, Atlanta, came on and secured several orders for canvas. Too much cannot be said for co-operation of Columbia Athletic Association, under whose auspices fair was held. TOM MEHL.

Patrick Shows

Chelan, Wash. August 9-11. Chelan Regatta. Business, very good. Weather, good. Location, streets.

Crowds very large due to location surrounding beautiful Lake Chelan. They came early and stayed until 4 a.m. Bingo, operated by Mr. and Mrs. Bill Fielding, did a continuous business day in and day out. Mr. and Mrs. Happy Whiteman's three concessions had a very prosperous week. Same for Mr. and Mrs. Walker (Bull Montana). George Phillips (Whiskey Patricia) is looking forward to a wet spell. Mr. and Mrs. Chandler, of photo fame, are doing big business. There is prosperity on Patrick Shows.

Omak, Wash. August 14-15. Omak Stampede. Weather, good. Business, very good. Location, streets.

Return date proved banner spot of season to date. Opened big and continued to hold up thruout Stampede. One hundred per cent co-operation from committee, city and county officials. Big Jim Greer, of cookhouse fame, says his dream has come true. He now operates four eating concessions employing 18 people. Mr. and Mrs. Harry Lyons had a very profitable date with Artist and Model show and concession. Capt. A. Jacks joined with Ten-in-One show. Bill Fielding, otherwise known as Silver Bill, just can't seem to miss getting business. Eddie Neiderman is foreman of Merry-Go-Round. Mr. and Mrs. Patrick were honored by a visit from his parents, of Wenatchee. They were very much pleased

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

with showing made by their son's show. Senior Patrick stood by gate and said, "It's all right." Mrs. Monroe Eisenman returned from her trip to visit her parents in Calgary, Can. Her mother greatly improved. She resumed her duties on front gate. Mr. and Mrs. Patrick returned from a buying trip in Spokane. Women of show have new attire, riding habits, which make very appropriate outfits for showgrounds. Mr. and Mrs. Patrick now preparing for another trip as far east as Chicago. Eisenman will be in charge during their absence. He is having big time on banners as well as profits. MONROE H. EISENMAN.

De Luxe Shows of America

Utica, N. Y. Week ended August 21. Location, Rome road. Auspices, American Legion. Weather, hot and clear. Business, good. Ten-cent gate.

Opened Monday night, large crowd. Good attendance all week. Rides, shows and concessions did a good business. Abe Frell's Loop-o-Plane broke down at last spot and did not work all week. New-comer is M. Boyle, with his Loopit, and did very good. Mr. Alkens, who owns long-range shooting gallery, bought a new ride, the Aero. Clifford J. Franco put up his new Minstrel Show and has front painted blue and orange and he titled it "Club Blue Heaven" and did very good all week. C. J. FRANCO.

Margarette Farmer, Leona and Paddy Cook, Bob and Opal Howard, Blackie and Lil Scofield, Tom and Doris Tullis and Jimmie Walker and his employees left to play independent dates with their concessions, to return at Colorado State Fair. Jim Schneck wants to bet that "cutest" concession ever on any midway was Mrs. Bobbie Hyman's penny pitch at Cheyenne and Longmont. Stand nicely decorated and concession operated by Mrs. Thelma Miller, reared on this show. Virginia Welch, age 15, visiting her sister, Mrs. Snippy Kolb, and Tillie Jones, age 13, niece of Mrs. Rose Marie Ruback, this being Tillie's seventh consecutive summer with show. Three girls were garbed in cowgirl regalia and stand attracted attention from townspeople and show people alike. MURRELL WOOD.

Byers & Beach Shows

Tipton, Ia. Week ended August 13. Auspices and location, Cedar County Fair. Business, fair.

First major accident of season marred trip into Tipton. Writer was aboard Merry-Go-Round truck that upset en route and can vouch for authenticity of song *Merry-Go-Round Broke Down*. Despite severely disabled horses it was up and going Tuesday. First two days slow, with fair crowd on grounds. Thursday rides did capacity business from 5 p.m.



MAX GRUBERG AND MILTON M. MORRIS, two carnival executives who cast their lot for the present season in behalf of Gruberg's World's Exposition Shows, former as owner-manager and latter as general business manager. Unperturbed by weather or other matters incident to the carnival business, they go steadily onward.



Western States Shows

Longmont, Colo. Week ended August 7. Location, Echo Park showgrounds. Weather, good. Business, fair.

Increased business at end of week. Business Manager Albert Wright pulled a big crowd for his regular Friday night public wedding. Many of shows' Denver friends visited during week. Jack Ruback, Albert Wright, Sammy Lasky, Ben Hyman, Larry Wood and Mickey Goldberg were frequent visitors to hot baths in Denver and to Denver Post international semi-professional baseball tournament. Pampa and Borger, Tex., had teams in tournament and were visitors each night on show lot, along with their sponsors, leading business and professional men of two towns, among them San Fenberg, formerly a partner with Jack Ruback in concessions; Max and Sam Leder, Harry Lipsky, L. S. McCann, Dock Maxwell, Chuck Prather and E. G. Aston. Mrs. Jack Ruback and niece, Tillie Jones; Mrs. Murrell Wood, Mrs. Thelma Miller and Mrs. Mary Kolb made shopping and theater trip to Denver. Larry Mullins, Tony Kitterman, Les Schoettlin, Hypo Deneke, concessioners, and Clyde and Babe Davis, with Hawaiian Revue, went to Deadwood, S. D., for Days of '76 Celebration. All reported good business. While there a birthday party was given for Kitty Kelly, of Hawaiian Revue, by Mrs. Lyl Henderson, General Agent Jim Schneck departed for an extended trip. After spending several weeks with show, Uncle Louie Eismann left for his home in San Antonio. Buck and Madge Buckley, H. G. and

On Friday kiddie day fell below Thursday average. Visitors: Mrs. W. Beach and family, of Moline, Ill., spent several days visiting Mr. and Mrs. Harry Beach. DON TRUEBLOOD.

L. J. Heth Shows

Huntingburg, Ind. Week ended August 14. Auspices, Dubois County Fair Association. Weather, clear and hot. Business, fair.

Cole County Fair at Charleston show's best date of season. Long move to Huntingburg and all set to open at 7 o'clock Monday night. Ten-cent gate Monday and Tuesday nights. This was taken off, however, opening date of fair. Show presents Page Kiddies' Band, Minstrel band and free act.

Staff: L. J. Heth, owner and manager; Joe J. Fontana, assistant manager and treasurer; Herb Shive, general representative; John Bollivar Hood, press representative; Sam Ryley, special representative; Al Fine, local adjuster; writer, electrician. Jack Beach back from hospital. Visitors: Raymond A. Walton, agent Haag Bros.' Circus; Charles Taylor, president, and Albert Derr, secretary, of Booneville (Ind.) Fair; Mrs. T. J. (Mary) Tidwell, nee Sparks, and little daughter, Patsy Ann, on visit with her sister, Mrs. L. J. Heth. Charles (Bingo) Miller in addition to being a successful corn game operator has built *The Billboard* sales from 15 copies per week to 70 copies per week since opening of season. Billy Pitzer topping left wing of midway for shows and Ray Daley topping right wing. Mrs. Heth's Octopus getting top money every-

where, natives seeing it for first time in their communities. Smiling Billy Crowson and wife, cookhouse operators, daily increasing their popularity with show-folk. Jimmy Giffin, with her merchandise diggers, and Mrs. Jimmy, with her snowball and lemonade shakeups, rounding out their second season with this organization. Betty Mac, little daughter of Jack Walsh, concessioner, in four weeks has become pride of midway. Joe Jay Fontana has added a fishpond to his string of concessions, bringing his total number up to five. Henry Heth is back on show after spending a few extra hot days at Great Lakes Exposition, Cleveland. JACK W. DRAKE.

West Bros.' Amusement Co.

Litchfield, Minn. August 9-12. Auspices, American Legion. Location, City Ball Park. Weather, fair. Business, good.

Everyone satisfied with four days' business. Octopus still topping rides, with Dunn's Ten-in-One leading shows. Mr. and Mrs. Laughlin made trip to Minneapolis to purchase two new trailer units, making 30 trucks owned by management. Drive for members for Missouri Show Women's Club continues, with Virginia Laughlin and Lettie White signing up following: Anna May Rowe, Mrs. Dixie Boyston, Elizabeth Campbell, Mrs. Marguerite Osborn and Mrs. Helen Moore. Leona-Leonard, half and half with Dunn's show, was rushed to hospital in Minneapolis in a very critical condition. Helen Moore discharged from hospital at Watertown, S. D., and is back on show but confined to bed. Eddie Larson, concessioner, joined benedicts at Watertown and boys and girls on show fixed them up by getting them up on top of Big Ell Wheel before letting them open their presents, much to their embarrassment, but they took it like real troupers.

Henderson, Minn. Annual Sauerkraut Days. August 13-15. Auspices, Henderson Boosters' Club. Location, streets. Weather and business, fair.

Crowd exceeded last year's reported 20,000, but money seemed scarce. This is a free affair, with free sauerkraut and wieners and they come from all over State, as estimated crowd will indicate. Mr. and Mrs. Pringle, on second advance, purchased a new housecar. Harry D. Smith left for South on a booking trip. Joe Howard still booking Southern fairs. A number of showfolk drove over to Mankato, Minn., to catch Barnes-Sells-Floto and Dee Lang, which were playing day and date, and had enjoyable evening. T. H. COPE.

Marks Shows

Cumberland, Md. Week ended August 14. Auspices, Sesquicentennial committee. Location, Community Park. Weather, fair. Business, excellent.

When Four Aces mounted their rigging at midnight it brought to an end biggest week of season for every department of Marks Shows and one of best weeks in history of organization. Gate thruout week was excellent and amply recompensed for last-minute shift in plans that threw Pleasure Trail behind fence of Community Park and off streets as originally planned. As it was, Monday night was virtually lost. When it was planned to place shows on streets arrangements were made for a boxing show to be staged within park as one of week's opening festivities, and when Robert R. Kline, general agent, shifted show into park it was too late to make other arrangements for boxing show. It made strangest sight in this writer's carnival experience of nearly a quarter of a century. Here stood a huge midway, flag bedecked and banners flying, all fronts and rides lit, concessions stands open with one watchman to each stand idling over counters and not a human to be seen anywhere on grounds. Boxing was staged behind midway in front of grand stand and after it was over gates were opened and from 10:45 to 11:30 did a rushing business. Midway had about one hour's fast play. But remainder of week made up for few hours lost Monday, and it ended Saturday with largest single night's gate in history of show. More than 14,000 paid admissions for a total gate of \$1,390. It was Jack Melton's week to lead and Museum of Oddities, in which he is a partner with Jimmy Hurd, got away to a good start Monday and led way thruout week. Madame Rosella, in annex, packed them in every lecture. Front also scored heavily, with I. P. McCoy, who now is recognized as the real McCoy, turning a large percentage of each multitude that faced him. Al Paulert, with a strengthened line and some new principals, went right to town with *Beauty Revue*, stepping on Melton's

heels. Hurd came in a close third with Wall of Death, while Doc Anderson's Harlem Dandies again proved that below line minstrel shows go best. Of smaller shows writer's Desert Demons was not far behind big shows, with Al (Shorty) Palmer having a big week with Marks' funhouse.

J. Lacy Smith and Brownie Smith, of Smith's Greater Atlantic Shows, were visitors along with Neil Burke, Fizzle Brown from West's Shows. Writer had pleasure of making Fizzle a member of show's L'il Abner Club. Herman Bantly of Bantly Shows, also a visitor. But God's gift to free-act business (with assistance of George A. Hamid) brought worlds of sunshine into a drab world when, in person, came Gypsy Leeds, full of smiles. Harry Biggs had an eventful trip coming in. Mrs. Pete Media, wife of able scales manipulator, came out of her convent trailer to spend a few hours on pleasure trail. Mrs. Jimmy Roach was ill here. Mrs. Robert R. Kline has added considerable charm to midway. Mrs. Acree, Mickey Hawkins' sister, came over to spend week and take little Billie back to school in home town of Williamson, W. Va. Reuel Ray left cookhouse to join Jack Chisholm's bingo staff.
CARLETON COLLINS.

Crystal Exposition Shows

McRoberts, Ky. Week ended August 21. Location, Baseball Park. Auspices, Community Charity Fund. Weather, fair. Business, good.

Mr. and Mrs. W. J. Bunts and two daughters spent a few days with friends in Findlay, O. Returning Saturday morning to find office crowded with coal miners' money, taking entire office force to get it counted, meaning that thing called "Script." Shows and rides did nice business and all concessioners seemed satisfied. Bill Waller is manager of Bunts' Midway Cafe, serving good meals. Leon Bernard and Madame Carlotta framed a side show. Madame Carlotta featured, and other acts are Jumbo Finn, fat man; Arthur, glass razor blade eater, and Jerky Jones, fire eater. Show has flash and getting top money of shows. Doc Carlo Mahaffey with wax show running close second. Mr. and Mrs. J. G. Frantz returned to show this week, bringing back to midway Iron Horse.
DOC R. G. FELMET.

Douglas Greater Shows

The Dalles, Ore. Week ended August 14. No auspices. Location, circus lot. Weather and business, good.

Opened Monday evening to good attendance which increased. Shows, rides and concessions had a good week. Maxine Ross, of girl revue, left for Los Angeles for fall engagements. Mr. and Mrs. Jimmy Ross are now managing girl show. A 7½-pound boy was born to Mr. and Mrs. Tom Moyer, of crime show. Roy Miller's cookhouse is getting over big with show boys. Mr. and Mrs. Douglas were guests of Mrs. Douglas' sister, Mrs. E. W. Woodruff, in The Dalles all week. A few off show visited Ziegler's show at Goldendale.
TUSKO REAGAN.

Golden State Shows

Placerville, Calif. Week ended August 8. Auspices, Veterans Foreign Wars. Location, Bennet Baseball Park. Weather, very warm. Business, good.

Owing to pear crop being late, this spot was two weeks too early, but business held up well, gross being a little ahead of last year. Business was consistent all week, finishing with very good Saturday and fair Sunday. Committee is 100 per cent and city officials likewise. Due to sickness, Jimmy Lee did not open Motordrome until Friday night. Boxers and wrestlers from CCC camp helped Athletic Show to stage good bouts to good business. Wednesday ladies on show gave party and shower to Mrs. Jewel Hobday in anticipation of an interesting event. Present were Beatrice Lewis, Pearl Belyea, Ketta Lindsey, Charlene Lindsey, Phillis Collins, Sally Rees, Myrtle Paradies, Dee Jacobs, Ola Hannameyer, Dorothy Whalen, Lydia Weeden, Ethel McDonald, Cecelia Kanthe, Mabel Wright, Lucille Zimmerman, Martha Davis, Dorothy Crimmins, Inez Dunlap and Marie Rickman. Thursday entire personnel of show staged a picnic at Lake Tahoe, 60 miles from Placerville on road to Reno. Twenty-two cars, all fully loaded with truck carrying refreshments, left at 8 a.m., arriving at Eldorado Beach at 10 o'clock. Manager Will Wright caused biggest laugh of day, but to divulge cause of merriment would hardly be fair. Fishermen did not report very good catches, but Bill Hobday did catch an outboard motorboat that broke down five

miles from shore and had pleasure, together with Homer Rees and Dutch Schilling, of rowing all way in.

Antioch, Calif. Week ended August 22. Location, fairgrounds. Auspices, Antioch Fair committee. Weather, warm and windy. Business, good.

Show opened with a free gate, but Thursday, with official opening of fair, a gate fee was put into effect, lessening somewhat crowd's ardor. Gross receipts established a new record here, however. Spot Raglin joined with grocery and blanket wheel. Splendid co-operation from auspices and local police, who handled heavy traffic and policed grounds. Octopus ride broke one of its parts Saturday afternoon. Manager Will Wright; Dutch Schilling, of grab stand; Bill Hobday, manager of side show, and Milt Hickman, owner of miniature wild animal circus, were well pleased with business done.
JOHN H. HOBDAY.

Reynolds & Wells United Shows

Prairie Du Chien, Wis. August 9-15. Auspices, VFW. Location, downtown. Weather, good. Business, very good.

Prairie Du Chien closing stand in Wisconsin. Engagement one of best of season for shows and rides. Tilt-a-Whirl still top money on rides, with Big Eli Wheel close second. Miller's Mechanical Battlefield and Paris Girl Revue shared honors in top money for shows. Rough-house Wilson took over Athletic Show here, Bob Oleary having been taken sick, departed for his home in Oklahoma. Circus Red Miller is now electrician on show. Ladies on show gave Mrs. R. D. Dalley a shower Saturday afternoon (14), as Mr. and Mrs. Dalley are expecting a new Merry-Go-Round foreman soon. General Agent Kish away looking after Southern route. Management recently installed four light towers down center of midway, which greatly improves lighting effects on show. Army Beard, of Al Capone car fame but now with Wisconsin De Luxe Novelty Company, a visitor. Ray Taylor, concessioner, added two new tops and concessions. General Manager L. C. Reynolds and Business Manager H. Wells all smiles over business conditions in north woods of Wisconsin.
JACK LINDSAY.

Kaus United Shows

Elkins, W. Va. (No. 2 Unit) Week ended August 14. Auspices, American Legion. Weather, hot. Business, excellent.

Long move from Waynesboro, Pa. Train connections bad, did not open Monday. Tuesday excellent crowds and continued to draw thruout week. This city has been a stand-by for Kaus Shows for years, always a winner. Excellent co-operation by auspices. First show in town. Matinees good. Rides, shows and concessions grossed more than double, 1936 receipts. Whip and Eli Wheel topped rides. Mrs. McAlvery's Night in Paris and Jerry Thorne's side show neck and neck in topping shows. Joe H. Brandham's new ride getting excellent play with help of good foreman. Mrs. Ray McWethy's bingo well filled with merchandise. Attendants courteous and in new uniforms and she puts out plenty of stock, therefore doing business and topping concessions. Writer, formerly operating Hollywood Revue with Tinsley and Jack L. Murray shows, is now attending to publicity and is The Billboard agent. Children's 3-cent matinees Wednesday and Saturday drawing kiddies. Joseph McElvery's new Geeko banners attracting attention. Jack and Leslie Coleman visited relatives over week-end. Paint brushes much in evidence putting on final touches. Visits exchanged with Letlip Shows in Parsons. Mrs. Michael Lucas still visiting show and her daughter, Patricia Ann. Writer was entertained by Iodine Bailey.
BOBBY KORK.

Miller Bros.' Shows

St. Charles, Mo. Week ended August 21. Location, Robbins' circus grounds. Auspices, State, county, town authorities. Pay gate, 10 cents. Weather, ideal. Business, good.

Sunday layover, Wood River lot, Alton, Ill., a fizzle. Delayed reaching here to open Monday night. Thermometer Monday registered 103 in shade. Heat felled Morris Miller, manager. Life despaired of for several hours. Heat estopped all work. Canvas town not put up until Tuesday morning. Tuesday night large attendance but patronage not in keeping. Free acts, Taylor Brothers, aerialists; Daisy, high diver, and Great Bouvey, spiral tube, held crowds every night. Saturday afternoon largest matinee of season, due to special kiddie tickets issued by Al Rogers, Bob Halleck, general

agent, canceling and filling in. Noah Webster and girl unit left. Frank W. Delmalne, of Landes Shows, visited. Capt. William Brown, St. Louis police department, with St. Louis business men, conferring with Morris Miller. Paul Beckley, official painter, and wife to Indianapolis. Johnny Toffel Jr. and wife, Mildred, visiting Mrs. Toffel's parents, Mr. and Mrs. Albert Olson, Chicago. Loren V. Leach and wife, Marguerite, added another photo studio. Each provided with self-playing piano. Richard McCarthy now foreman Merry-Go-Round. Harry (Texas Blackie) Fisher, foreman Chair-plane. His assistant, Frank Murphy. Key Thompson new foreman Big Eli Wheel. Paul Atkins assisting. Vern Giles and band banquetted Professor La Banca, former 101 Ranch Wild West musician, now leader St. Charles municipal band. Forty showfolk motored to Moberly, Mo., and enjoyed Ringling-Barnum Circus Friday. Editor Thompson, of Daily Banner-News, visited. Both Daily Banner-News and Daily Cosmos-Monitor lavish with space. Newsies St. Charles papers guests. Visitor, Meyer Schiom, former circus agent.
DOC WADELLE.

Gruberg's World's Exposition

South Glens Falls, N. Y. Week ended August 14. Auspices, Fire Department. Location, Eastman baseball park. Weather, rain first four days. Business, good Friday and Saturday.

Friday grounds were put in good shape. Saturday big Children's matinee and continued big all day. Mr. and Mrs. Frank B. Hildebrand arrived with two sets of Diggers. Mrs. Jack Santo, wife of show's trainmaster, on sick list. Max Gruberg gave orders for a general clean-up. Several new fronts are being built and all rides getting fresh coat of paint.

Watertown, N. Y. Week ended August 21. Location, Garland City Park. Auspices, Military Band Drum and Bugle Corps of VFW, Post 1400. Weather, rain and cold. Business only fair.

Altho very cold Friday and Saturday shows and rides did very well. Thursday lot was half under water but Max Gruberg and Milton M. Morris soon had it in shape. Visitors: C. W. Cracraft, general agent Ideal Exposition Shows, and General Agent Jack V. Lyles, of Q. C. Buck Exposition. Gordon Bryant, city editor of Watertown Daily Times, was very helpful to writer and show received plenty advance stories and art. General Agent Edward P. Rahn back on show for a week. Mrs. Jack Santo returned to show but is still too weak to take over front gate. Entire show mourned loss of Robert Brumleve, who passed away in Government Hospital, Newington, Conn. He had operated bingo for Milton M. Morris until six weeks ago when he was stricken. His wife was with him when he died.
J. B. MANNHEIMER.

T. J. Tidwell Shows

Enid, Okla. Location, North Grand and city limits. Auspices, Commercial Travelers. Pay gate. Weather, hot. Business, very good.

New Tilt-a-Whirl arrived and operated here for first time to good business. Station KCRG made a 15-minute broadcast from midway each night with Sunshine Butler's Band and talks by members of show and public. Ten-in-One added a 30-minute animal act to show. Daddy Pool has new Snake Show, displaying large and small reptiles. New truck, semi-trailer added and is pulled by a new GMC tractor. Monkey Show going strong with new-born twin monkeys. Sid Presson added two girls to his Naughty Nifties, girl show. Tex Thatcher doing well with Fan Show. Mamie Morris left show for visit with homefolk. He has charge of transportation and Octopus ride. Stine Head, publicity man, informed writer that show will have a new line of paper soon. K. C. Red doing nice job on banners. Dorothy Johnson and Viola Morris handling tickets on front gate.
DARE-DEVIL DANIEL.

Greater Exposition Shows

Gary, Ind. Week ended August 7. Location, Armory Field. Auspices, 113th Engineers, ING. Gate, 10 cents. Weather, hot. Business, good.

Repeating here after six weeks entire midway played to good business nightly thruout week and Saturday dimes were still jingling thru box-office window at midnight. Excessive heat killed Children's Matinee Saturday. Despite good buildup over WIND station and local newspaper, turnout of kids was sparse.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 36 cards, \$6.25; 50 cards, \$8; 75 cards, \$6.50; 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, \$6.00. 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, 50c. Automatic Bingo Shaker, real glass... \$12.50. Lapboards, white cards, 8 1/2 x 14, per 100, \$1.50. Stamping Bingo Cards on same, extra per 100, \$1.50. Bingo Card Markers, in strips, 25,000 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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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.

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Light Khaki Color, Water-Proofs Beyond a Doubt, Easily Applied.

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LORD'S PRAYER PENNY MACHINES

Newest Sensation

With four discs, Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion. Newest invention, biggest money maker. It's a knockout. Big assortment on hand, \$4.00. Encloses 1 1/2 c each, samples and literature free.
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MAKE \$50.00 A DAY ON CANDY FLOSS

More and more people are buying our Candy Floss Machines — ONLY the Original Guaranteed Machines. We also have the Double Head. Get service plus satisfaction. Write Today.
ELECTRIC CANDY FLOSS MACHINE CO.,
202 Twelfth Ave., So., Nashville, Tenn.

JACK (SPOT) GOLDIE

Would like to hear from experienced Coupon Agents for Country Store. Have 10 consecutive Fairs. This week, Rocky Ford, Colo.; next, Dodge City, Kan.; of Western States Shows.

PEARSON SHOWS WANT

Shows with own outfits. Don't want Girl Show or Athletic—any other kind WANT Corn, Candy for rest of season. Bridgeport, Ill., this week; Mt. Pulaski, Ill., next.

PITTSBURGH, PA.
SEPTEMBER 8 TO SEPTEMBER 14, INC.,
JUBILEE CIRCUS
Mages Field, Opposite Schenley Park.
WILL PLACE Cook House, Frozen Custard, Candy Floss, Pit Show.
W. J. MURPHY,
Room 420 Frick Bldg., Pittsburgh, Pa.

Mills and Mills held crowds nightly with their high wire act and Captain Hart worked his lions to good applause each night. Stella Sisters, aerialists, opened with show Monday as a third free act, but on Tuesday were called to Chicago by death in family. Scotty Hopkins added a 22-foot python to Snake Show received Monday direct from Frank Buck's latest importations. Mrs. Harry Smith, completely recovered from a recent attack of flu, is back in ticket box at main gate. Dick O'Brien, general agent, spent week-end on lot. Mobilie Post, No. 810, American Legion officers follows: Barney Stone, Paris Before Dawn, commander; Howard Goodiet, electrician; and Harry Reynolds, lot foreman, vice-commanders; James Jorgenson, mechanic, finance officer, and Owen Batts, grab-stand adjutant. Dave Tennyson, of Imperial Shows, and John DeYoung, of Calumet Amusement Shows, were visitors.

Everybody on lot misses Doc Waddell. Post-Tribune, local newspaper, gave show a fair break, even putting a photographer on lot at 1:30 Saturday morning to catch charter presentation scene at Legion meeting. This newspaper gave spread in three columns Saturday. C. C. CONN.

Hilderbrand's United Shows

Wallace, Ida. Six days ended August 14. Location, circus lot. Auspices, Veterans of Foreign Wars. Business, excellent. Weather, warm with showers.

Good business came as a surprise, as this was first time this organization ever exhibited in this section of Idaho. Active and up-to-minute committee aided greatly in making event a success. Shows, rides and concessions had very good business. Octopus and Tilt-a-Whirl ran a race for top money. Transformer wagon was rebuilt and is again practically a new unit. Daily fishing became chief amusement for showfolk, while Art Anderson, Ralph Balcom and Howard Clifford supplied show with brook trout. Mr. and Mrs. John Kennedy departed for their home in Silverton, Ore. Charles Collier joined Cole & Stewart concessions. Mrs. John R. Castle had a very good week with her Unknown Man. Mr. and Mrs. Gene Knowles and family joined with a Pony-Go-Round. Louis Scarell joined with his 10-car Dodgem. Jean and Rachael Stokes joined with a concession. Showfolk gave a dinner and dance at a local cafe, celebrating birthdays of Louise Maynard and Charles Collier. Mr. and Mrs. Charles Mason, general agent for Fairway Shows, visitors. Visits were exchanged between Hilderbrand Shows and Summer Greater Shows, located in Kellogg, Ida. Mr. and Mrs. Claude Barie installed an electric marquee at entrance of their Hollywood Revue. Mr. and Mrs. Max Williams, of Hillbillies, also added an electric entrance. General Agent E. Pickard departed for Washington and Oregon. Stanley Cole and Fred Stewart added eight agents to their concession. Violent electrical storm struck show one evening after performance but did little damage except to blow down several concession tops. Bud Foster has been

doing very good work on front of Claude Barie's Hollywood Revue. A generous gesture on part of Emmy Clifford was exhibited when she took several of show kiddies uptown and outfitted them with a new wardrobe. General Manager E. W. Coe made a trip to Missoula on business. Fern Chaney again subdued several of baseball stars in this vicinity and made newspapers. June Pickard entertained a party of friends at a dinner dance at local hotel. Show Within a Show for benefit of Sick and Relief Fund of Pacific Coast Showmen's Association has been set during Labor Day week in Great Falls, Mont., under personal direction of Claude Barie. WALTER DE PELLATON.

Lewis Model Midway Shows

Mechanicville, N. Y. Week ended August 21. Elizabeth street showgrounds. Five-cent gate. Auspices, Veterans of Foreign Wars. Weather, fair. Business, profitable.

Show opened its first stand here under favorable auspices and conditions and did fair business under management of William Gordon, with Al Rogers as his general assistant. Show missed first night on account of customs delay, but was in place and going strong next day. Among rides Whip took public's fancy and Caterpillar made good. Art Lewis is enthusiastic over prospects for his new baby. DICK COLLINS.

Majestic Exposition Shows

Rockwood, Tenn. Week ended August 21. Location, Peterman lot. Auspices, none. Weather, fair. Business, good.

First full week of ideal weather in long time and first week in four that everyone did good business. Nice crowd opening night which increased daily until midway was too small for Saturday night patrons' comfort. Mrs. Nona Snodgrass's Big Eli Wheel and H. L. Herbert's Chair-o-Plane had close race for top money, Wheel just did nose out ahead. John Mason joined with girl show. Hank Spellman, ball game, operated by Mrs. Jake Parrell, who joined with six concessions, and Thomas Collins with a flashy corn game. Herbert Pass opened a new juice and grab stand and is working it along with pop-corn machine. Charlie Lee returned to show after a short visit on other shows. Pap Conway, who had been home on a three week vacation, returned to show to look after his interests. Buddy Braden is new legal adjuster. Ernest Zeek and wife with cigar gallery and photo machine had a nice week. Jeff Jefferson, manager of the Oriental show, rearranged entire personnel of his show. Danny Hester and wife left for a short visit with homefolks. Doc Stanton re-decorating his Zoma show. Bill Rogers, owner and manager of Rogers' Greater Shows, and a few attaches of his show were visitors. Sonny and Lucille Cook and family paid show a visit on their way to join Joe Carr. They are old friends of writer and therefore much time was spent talking of by-gones. Joe Kirk joined Billy Wolfe's Athletic Show as combination man. Jack L. Murry and Jack Kelley left for Michigan by their five concessions. Clyde Barrick, electrician, busy getting new wiring done. Owner and General Manager MoHendrix out booking. EUGENE C. COOK.

Dee Lang Shows

Faribault, Minn. August 8-11. Auspices, Faribault Agricultural and Fair Association. Location, fairgrounds. Business, good. Weather, hot.

Moved and set up in record time on Sunday. No grand-stand performances opening night and show enjoyed good business. Visitors: Mr. and Mrs. Jack Meyer, Cresco, Ia.; M. W. Sellner, of Sellner Manufacturing Company, wife and daughter; Mike Gellman, of Gellman Brothers, and Morris Silverman, of Continental Premium Mart. Twenty-five newsboys of Daily News were guests of management Saturday afternoon. C. D. Todd Jr., having finished law school, joined his parents for rest of season on road. Cecil Meeks sent word of death of his grandfather in Tennessee.

Mankato, Minn. August 13-18. Auspices, Mankato Fair and Blue Earth Agricultural Association. Location, fairgrounds. Business and weather, fair.

Set up one day in advance of opening and played day and date with Al G. Barnes-Sells-Floto Circus, located adjacent to show. Monday, Children's Day, shows and rides 5 cents. Matinee fair, night marred by rain. Attendance in

general not up to last season, due probably to longer dates showing. New bingo and Skooter tops, green and orange, added to appearance of midway. Visitors: F. L. Deane, of St. Louis; Mr. and Mrs. Charles T. Goss, who delivered new Chevrolet pickup truck to Mr. and Mrs. Ray Van Wert, Mr. and Mrs. Dee Lang proud recipients of new Palace Coach trailer delivered here. Gala housewarming now planned. CLAUDE R. NEWCOMB.

Brown Novelty Shows

Tifton, Ga. Week ended August 21. Tobacco Celebration. Location, heart of town. Weather, good. Business, excellent.

Show made 35-mile jump from Habira in good time and opened Monday noon. Ethel Garland, aerialist, had a narrow escape when her rigging collapsed just before she made her ascent for afternoon performance. Ethel reports that she will enter concession business. She ordered a special-built coach for a confectionery stand, which she and her husband will operate. Madam Florence has been contracted to furnish her high act with show during fair season, which begins at Waycross, Ga. The Tifton Gazette gave show plenty of publicity and carried front-page story of Garland's accident. FRANK STARKEY

Endy 20 Big Shows

Branchville, N. J. Week ended August 14. Sussex County Fair. Three days' rain. Business, very good when clear. Attendance, 30,000 on week.

Long jump from Lewistown, Pa. Show opened Monday night to 3,500 attendance. While grounds were small, Eddie Lippman managed to get show properly located. Benj. Bentum diving attraction was the free act, returning from a week's engagement at Camden, N. J., to stay with show for three weeks, making Kutztown and Bath, Pa., 200th anniversary celebration, then to fair dates arranged by Gus Sun and George A. Hamid office. Show with its many new fronts and new canvas made an imposing sight crowded into small space. Friday and Saturday big attendance and business for shows, rides and concessions alike. Arthur E. Canfield, of Baker Lockwood, a visitor, as was John J. Kelly, of Power Tent and Awning Company. Both took orders for additional new canvas. Matthew J. Kelly, general agent of show, back from a route arrangement tour. Show moves in eight baggage cars and 20 trucks. Kutztown, Pa. Fair week August 16-20. Weather, good first three days. Business, fair.

After 90-mile move show was ready to open Monday early, and while Monday night was not official opening fair, Endy Shows did a very nice business. HARRY BENTUM.

Orange State Shows

Gatlinburg, Tenn. Week ended August 21. Business, very good.

This was one of best weeks for show in a long time. Hundreds of tourists flocked to grounds each evening for rides, which did capacity business. General Agent Bob Stewart left to join Cumberland Valley Shows and was replaced by Pat Brady as electrician. Ernie Marohl bought a Buick and installed a new sound system. Eddie Shaboo is top money show with Athletic Arena. R. W. REED.

Goodman Wonder Show

Billings, Mont. Week ended August 14. Midland Empire Fair. Location, fairgrounds. Weather, ideal. Business, good.

Montana was good to boys and girls, but it has a bad habit of raising dust and keeping it in air. Incidentally, weather man in that section at all takes lid off thermometer. Then heat gauge runs as wild as some of native ponies in a rodeo. But business tender-foot sought was there and they went after all there was. When flag dropped Saturday night, however, there were no complaints recorded because train was headed eastward. After a remarkably fast run thru divisions and transfer yards show arrived in Owatonna about noon Tuesday. Weather was ideal. Throngs turned out to see traveling Coney Island make itself at home for balance of week. Business came with a rush Wednesday to free fair that is as good first as last day. Max Goodman, widely known here, was on his mettle

to show Gophers something new. He did and they were satisfied with his offering. Everyone is happy, even Warren Wright, general agent. He got homesick and had to double back on show to see if all attractions were intact. Another headliner who shared top of bill with Goodman is Eddie Madigan. He is widely known thruout Northwest and his right arm was night out of commission when first day closed. Evidently Gophers were saving handshakes and Eddie passed them out on demand and sometimes otherwise. Jump into Owatonna was just about 1,000 miles. It was made on record time and without mishap of any kind. Show train took all speed engineers sought to give it and rode rails as comfortably as any other train on respective lines, the Northern Pacific and the Milwaukee. BEVERLY WHITE.

Happy Days Shows

Pincneyville, Ill. Week ended August 13. Perry County Fair. Weather, fair. Business, good.

This fair ended Southern Illinois circuit, which included Carbondale, Ashley, McLeansboro, Benton and Vienna. Unit No. 2 made Western Ammunition Company's annual picnic at Alton, Ill., August 14, under management of Floyd R. Heth. Engagement was a success. Many visitors from Royal Palm Shows at Murphysboro, Ill. Hughey Lowe, of Eric E. Hyde Shows, was a visitor. Vienna, Ill. Week ended August 20. Johnson County Fair. Weather, ideal. Business, fair one day.

There were too few people here for so much show. Manager T. L. Dedrick is leaving for Washington to accept a position. The writer and his brother, Louis E. Heth, are taking over show and will continue. Show's title will be changed to Heth Bros.' Southern Shows. Mr. and Mrs. S. W. Brundage will remain with show. Mr. and Mrs. A. H. Murphy are Southern representatives. Mrs. T. L. Dedrick will undergo an operation on her left knee and will be in a St. Louis hospital. FLOYD R. HETH.

Zimdars Greater Shows

Greenup, Ill. Week ended August 14. Location, fairgrounds. Auspices, Cumberland County Fair Association. Weather, hot. Business, fair.

Weather was so hot during day that people did not move very much, but at night free attraction held them until -0 o'clock. Some of Hank and Peeewe Week's friends visited. Art Zimdars and F. W. Waldron bought a new Loop-o-Plane and a truck to move it on. Jake Miller also bought a truck to move his kiddie Whip. Buddy Braden was a nightly visitor. George Shafer has taken over minstrels from H. C. Brown. Ed Nugent and his man turning to stone joined. Representative of Continental Supply Company called and got quite a few orders. Representative of Baker Lockwood also called. East Peoria, Ill. Week ended August 21. Location, circus lot. Auspices, Moose Lodge. Weather, hot. Business, not good.

This was endowment week for the lodge and quite a few of the boys on the show were taken in. Committee did all in its power to make affair a success, but hot weather and rain three nights made business low. Monday night show sponsored newsboys of The Peoria Journal Transcript, and Tuesday night it sponsored boys of The Daily Star. A skating rink at lot and a near-by free barbecue by Knights of Columbus gave opposition. Showfolk have organized a G Club, with Jimmy Aarons as chairman. CHARLES SEIP.

Ellman Shows

West Bend, Wis. August 12-15. Business, good. Weather, good.

Moved here from Sturgeon Bay for first fair date. Grounds were filled to capacity day and night. Show was first to play in city limits here and Charles Francis Ellman was pleased with location. Credit was given to General Agent Keenan for opening city again to carnivals. Visitors: Mr. and Mrs. David S. Swarthout, of Chicago, visiting Marguerite Mathias; Bill Stacey, of U. S. S. Nansmond, visiting Mr. and Mrs. Jimmy Franklin. New arrivals: Mr. and Mrs. Otto Urban, with Mickey Mouse; Ralph Johnstone, high striker; Bob Tracy, ball game; Ben Lockman, 70-foot front bolero; George Blash, ball game; Ernest Bridenbagen, grab stand. Captain George Collins has changed his show to a Ten-in-One instead of Five-in-One. Charles and Frances Ellman made a business trip to Milwaukee. Show

HAPPY DAYS SHOWS
 JERSEY COUNTY FAIR, Jerseyville, Ill., September 4-8; GALLATIN CO. FREE FAIR, Equality, Ill., September 13-18; FRANKLIN CO. FAIR, Russellville, Ala., September 21-25. And 10 more CIRCUS Alabama Spots to follow. Will place Merchandise Concessions Only: Scales, Photo, Bumper, Blower, Grab, etc. Shows; (Girl, Drome, Animal, Rides, Ride-O and Octopus. (With or without transportation.) Free Acts. Zoraky wire, Trombone, Tuba and Clarinet for JIG Band, Salary from office. Cash. All replies T. L. DEDRICK, Mgr. Carrollton, Ill., Fair this week.

PRESCOTT, MICHIGAN
 ANNUAL LABOR DAY CELEBRATION, September 4-5-9.
 WANT Concessions of all kinds. WANT Ferris Wheel and Kiddie Rides. This is positively Michigan's Best Labor Day Spot. Our price is \$15.00 a Stand, with a few exceptions. Those joining can play Vassar Home Coming, September 9-10-11. Address: WILSON SHOWS, Prescott, Mich.; Vassar to follow.

SECOND-HAND SHOE PROPERTY
 \$25.00 Lord's Prayer Machine of Penny, Hand Snow Ball Machine, Sell cheap.
 \$40.00 Portable Fishpond, with Motor and Fish, 150 Ea. Pennant Flag on Streamer, Sell at \$2.00.
 \$1.75 Men's White Buckskin Skates Shoes, All Street.
 WE BUY ALL KINDS OF RINK SKATE, CONCESSION TENTS, WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

Nail Agents Wanted
 For Michigan State Fair at Detroit, and good nail fairs to follow. Wire or join at Detroit, September 3, thru 12.
 WHITEY SELMER, Care Hennies Bros. Shows.

has increased in size. Ray Swamer is framing more concessions. Mickey Stark is building a new front for Snake Show. JIMMY FRANKLIN.

Fred R. Stumbo Shows

Green Forest, Ark. July 26-31. Location, city park. Auspices, American Legion. Weather, ideal. Business, good.

Committee gave wonderful co-operation and this spot proved one of best of season. Many new faces on concession row. Ayler, advance agent for Evangeline Shows, visited.

Huntsville, Ark. August 2-7. Location, city park. Auspices, fire department. Weather and business, fair.

Monday night lost because of much excavating to locate rides. Tuesday everything was ready and patrons spent freely. Don Friend is much improved from his broken rib received on Athletic Show.

Gravette, Ark. August 9-11. Location, city park. Auspices, American Legion. Business, fair. Weather, ideal.

After a long haul thru rough mountains show arrived with no mishaps. Everything was going Monday night. Manager Stumbo bought a Chairplane from Jessie Reese, thus making four major rides, all owned by management.

Miller, Mo. August 12-16. Location, picnic grounds. Auspices, city. Weather, ideal. Business, good.

This was 42d annual picnic at Miller. Town was well billed. Attendance set a new record for this event. Ted Wilson joined with girl show. Committee decided to hold over for Monday. Several independent shows and concessions left, however. But to everyone's surprise about 10,000 people came on extra day. Sunday was a layoff. JOE W. KEOWN.

Hennies Bros.' Shows

La Crosse, Wis. Week ended August 21, Inter-State Fair. Weather, very hot, rain opening day. Business, better than 1936.

Another big week following Chippewa Falls, Wis., at this old established fair. Show train arrived Monday and everything ready for Kids' Day Tuesday, and down came rain in torrents in morning but cleared at noon and good business recorded, continuing all week. Receipts 40 per cent better than last year indicating prosperity in this section.

F. T. Eagsland in charge of sound truck and making all suburban towns. Homer Gilliland, contracting agent, has so many manifold duties in advance that he required a secretary. Mrs. Addie Gilliland holds position efficiently. Art Martin now has six talented Lilliputians in his midjet circus program. Sis Dyer played Manchester (Ia.) Fair with her mentalist camp. Back on job with Jungelend exhibit. Roland Davis, advertising agent, left to bill Southern fairs. Eddie Davis, cookhouse manager, doing nicely with a well-framed setup. Snooky and Skeeter Lorow had a wonderful week, with 18 exhibits in freak congress. Harrison King has Palace of Wonders illusion show. Harry W. Hennies back on job and is in fine health. He and brother Orville W. visited Fairly-Martone Shows at Winona, Minn. Oscar Halverson's Funland doing well with Mrs. Frances Halverson presiding in ticket box. Captain Myles O'Reilly lost one of his favorite male lions owing to heat prostration. Still working six in Lion Motordrome for Bill Kemp, who has been getting top money along route. Andy Carson back on show after a short absence. Lillian Murray doing well with Casa Madrid and Night in Paris posing girl revue. WALTER D. NEALAND.

Anderson-Strader Shows

Trenton, Neb. Week ended August 7. Auspices, Powwow committee. Location, fairgrounds. Weather and business good.

This is 17th week of 1937 season for show and first week played out of State of Kansas. This section of State is in a semi-drought condition but crowds at fairs and celebrations are larger than last season and spending liberal. Powwow committee, headed by Bob Boyd and Dr. F. Bonnell, extended show every co-operation and royally entertained both management of show and visitors. Mr. and Mrs. Jack Polk, of Barnes-Carruthers, was in charge of grandstand attractions and frequent visitor on midway Saturday and Sunday. Many of State fair showfolk were also visitors Sunday. Monday Mr. and Mrs. Porter Strader and daughter, Patsy, drove to North Platte, Neb., to visit Zeiger United

Shows and reported a very enjoyable evening. Many new trailers been added to show the last three weeks. H. W. Anderson with a 200-foot Schultz; Sailor Oilphant, a 22-foot Covered Wagon, and Jack Bullard with an elaborate trailer for his pop corn. Patsy Strader is still manager and operator of Baby Auto Ride and is looking forward to first of September and school. Weather has been ideal so far this season, no days lost on account of rain or wind. ARTHUR HUTCHISON.

Buckeye, State Shows

Philadelphia, Miss. Neshoba County Fair. August 8-13. Weather, some rain. Business, excellent.

Forty-seventh annual fair opened Sunday, August 8, with all rides, shows and concessions on schedule. Patrons took advantage of free gate, packed midway early and stayed late. Wednesday being Jackson Day was strongly supported by Jackson Chamber of Commerce. Many prominent Jacksonians were in evidence, including Hon. Mayor Walter Scott and Commissioner Bob Taylor. State Highway Commissioner Brown Williams, whose home is in Philadelphia, was in attendance thruout the week. Fair association was more than pleased with amusements furnished. Capt. Ted Townsend, high net diver, was nicely received and highly appreciated by all. Two light rains during week. Frank Gaskins operates candy race track. Manager Joe Galler was kept busy entertaining various officials and attending to other show business. H. G. STARBUCK.

Crescent Amusement Co.

Timmonsville, S. C. Week ended August 14. Weather, showers daily. Business, good. Location, adjoining tobacco warehouses. Auspices, none.

Rides owned and operated by management, Big Eli Wheel, Merry-Go-Round, Mixer and new Allan Herschell Kiddie Autos. Not a losing week since leaving Dayton, O., July 12 and has played in three States since then. Business has been exceptionally good since hitting tobacco markets. Concessions and rides getting good play with Saturday's beating all days. Troy Large, superintendent of rides, made a trip to Gastonia, N. C., August 5 and returned with a bride. Roster: L. C. McHenry, owner and manager; L. McAbee, general agent; Sherman Husted, special agent and advertising; Barnett and Kier, business and concession managers; Troy L. Large, electrician and superintendent of rides, Merry-Go-Round, Leonard Jackson, foreman; Al Walker, second man; Mrs. Troy Large, tickets. Eli Wheel, Troy Large, foreman; Cleveland Haney, second man. Mixer, Orville Hodge, foreman; Gilbert Snyder, second man. Kiddie Autos, William Hatfield, operator. Barnett and Kier, concessions, bingo, penny pitch, pop corn and two other stores with following agents: Hugh Packard, Billie Woods and Mrs. Orville Hodge. Bingo game is a new idea in construction and flash and winning real money. Photo gallery, Mr. and Mrs. Joe Sharp, owners; Dell Beasley, dark room. Cookhouse, Jolly Time Cafe on wheels, owned and operated by Al Lord, with Mrs. Lord as head chef and Ivy Long, griddle man. Ball games, Dot Williamson and Mrs. L. F. Morely. L. F. Morely has new top and lots of flash for his new Pitch-Till-You-Win. Slum wheel operated by Bucket Slim Williamson. Fishpond and penny pitch owned by Ben Boyd with Mrs. Ivy Long as penny pitch agent. BARNETT AND KIER.

West Coast Amusement Co.

Centralia, Wash. August 6-8. Pioneer Days. Weather, rain on 6th and 8th. Business, one day great, other days fair.

Natives came out in rain on both days and stayed until well after midnight. Saturday was great from early morning until early next morning. Mr. and Mrs. Charles Walpert had two big concessions. George Kocan had plenty of opposition, as there were 21 cookhouses lined up on midway.

Portland, Ore. August 9-15. Location, circus lot. Auspices, W. O. W. Business, none.

Show opened Tuesday on beautiful lot all lawned and surrounded by trees like a well-kept park in heart of residential section of Portland. Plenty of publicity on local radio stations, but at no time were there as many as 300 people on lot. With nice weather it is quite impossible to say just what was

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THE Most Complete House Trailer on the Road Today. Original cost was \$1,900.00. Traveled only 6,000 miles — used 2 months.

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6 and 110-Volt connections. Inlaid Linoleum

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Floor. Masonite Tile Walls in Kitchen and Lavatory. Complete Set of Kitchen Utensils and Bakelite Dining Set. 5-Tube Westinghouse Radio, Midland Vacuum Brakes, 3 Tempered Steel Safety Chains.

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FOR CLARKSDALE, MISS., COTTON FESTIVAL.

With Eight More Real Fairs To Follow. Largest Cotton Crop—Best Conditions. RIDE—Can place Octopus, Single or Double Loop, or any other Ride not conflicting. Also Real Ride Help. SHOWS—Fun House, Mechanical, or any good Shows. Nothing too large to handle, as we are enlarging this Show. CONCESSION AGENTS—Radio, Wheel, Scales, Cigarette Gallery, Palmistry, Cook House Help, Corn Game Workers, Grind Stores, Nail Joint, Mouse Race, etc. Must be capable. We have the money Spots. Agents wanted for Candy Floss, Snow Cones and Popcorn. Our Fairs start September 6, Clarksdale, Greenville, Charleston, Marks, Greenwood, Macon, Momb, Hattiesburg, Armistice Celebration, Downtown. We have exclusive all Fairs. Reply ROY GOLDSTONE, McCellan Shows, Clarksdale, Miss.

the matter. This is second spot of season where business was terrible, balance being all winners. Albert Lea, secretary Multanomah Fair, and party nightly visitors, as were Chief of Police Niles and party. Huber Grimm, wife and party from Centralia also visitors and dinner guests of Leo Leos, show's secretary. W. T. JESSUP.

Dodson World's Fair Shows

Johnstown, Pa. Week ended August 21. Auspices, Sixth Ward Boosters Club. Woodvale showgrounds. Pay gate, 10 cents. Weather, hot and clear, with showers late Saturday night. Business, fair.

Severe heat wave in this vicinity hit over 95 every day. Big-wide solid gravel lot. Plenty of room for everything. Fair business opening night. No turnaways, but nice jolly crowds attended each night. Kiddies matinee Saturday good. Showers late Saturday night with near capacity attendance cut into total gross

receipts. George (Fat) McCaully, show's chief mechanic, pinch-hitting as train master. Izzy Cetlin and John W. Wilson, managers Cetlin & Wilson Shows, came over from Blairsville to visit opening night. C. Guy Dodson and Mel G. Dodson entertained local friends, including city, county and State police officials. Ray Marrion, member of Four American Jacks, is proud father of baby boy. At finish of act on Monday night he received a wire from Los Angeles, Calif., informing him of good tidings. Little Joe Pollock, midjet in Side Show, entertained his two sisters, Mildred and Irene. Both came over from Greensburg, Pa., home of the Pollock family. Ted Zachinski progressing slowly from his injuries sustained in a bad fall at Ashtabula, O. However, he is assisting on his brother Edmund's new strip photo gallery. Iris Stewart, fancy trick rider on Olive Hager's Wall of Death, making good with several new tricks and stunts introduced on ballyhoo platform. Arthur Thompson, valet to show, having a

busy season. Mr. and Mrs. Sandy Hogan closed at Jamestown, N. Y. Circus Fun Mel Fleming drove in from Indiana, Pa., to visit Dodson family. Secretary Vernon Korhn played host to Ray Mead, a former Dodson troupier. Skee-Ball operator Joe Oscar satisfied with business. Tommy Allen, lunch stand operator, has outfit newly painted and redecorated. Frank Jordan, editorial writer *Johnstown Democrat*, interviewed Vitorio Zaccini. Robert McLoon, former showman, now circulation manager Johnstown district *Pittsburgh Sun-Telegraph*, visited nightly. Other visitors: Leo Jackson, Mr. and Mrs. Howard Bain, Frank Muldoon, Clarence Wheatley, Joseph Pearce Smith, Nathan Bloomington, Chester Singleton, Edna Mae Foley and Thomas Noone. DAVE CARROLL.

Bantly's All-American Shows

Holidaysburg, Pa. Week ended August 14. Auspices, Fort Fetter Post, American Legion. Location, Legion Memorial Park. Weather, three days rain. Business, good.

Real committee and willing help to make showing a success. In spite of rain 19,000 went thru pay gate and spent money. Wedding night topped week on gate receipts and inside. Legion parade on Thursday ended at lot entrance.

Tyrone, Pa. Week ended August 23. Auspices, Central Pennsylvania Firemen's Convention. Location, Gray Field. Weather, rain. Business, good.

Committee proved real fellows and although very busy with what proved to be

a real convention, lent a lot of help towards making showing a success. Bud Bantly sold his house car to Sam Hull and left for Reynoldsville, Pa., to prepare for return to school. Eddie Lewis, Rhythm Revue manager, was taken sick suddenly and left for Johns Hopkins Hospital, Baltimore. Writer has taken over show. Mrs. Harry Decker and daughter arrived. Entire staff of *Tyrone Herald* proved best of season, giving show whole column front page every day of week. HARRY B WILSON.

Strates Shows

Batavia, N. Y. Week ended August 21. Auspices, fair association. Weather and business good.

No records of attendance and gross midway business was done, but a nice increase was recorded for both fair association and midway attractions over some previous years. Space for midway was not sufficient to properly lay out shows and rides to advantage, but under skillful touch of Gifford Ralysa shows and rides made fine appearance on grounds allotted. Huge crowds came thru gates and onto midway Monday morning. Too much praise cannot be given Fair Secretary Glenn Grinnell for many courtesies and hearty co-operation extended show during engagement. Wedding of Louise Vizzio, of Jack and Frances Faige's *Casa Manana Revue*, and William Fullagar, tractor driver with show, came off on schedule on stage of revue with beautiful ceremony. Secretary Grinnell, also a justice of peace, performed ceremony in becoming manner. Stage was decorated with baskets of cut flowers. Prior to ceremony Chuck Phillips sang *Oh Promise Me*, and then Mendelsohn's wedding march, played by revue orchestra, brought on wedding party of eight bridesmaids in evening gowns. Jack Faige was best man and Mona Lovejoy matron of honor. Little Theodora (sister) Strates was flower girl, while

Jimmie (brother) Strates served as ring bearer. Cash wedding gift of \$50 was presented happy couple by their many friends on show. Visitors: George H. Cramer, of Spillman Engineering Corporation, and Henry K. Leaworthy and Al Phleeger, of Dunkirk, N. Y., Fair board. Mother of Mrs. (Uncle) Fred Thomas is recovering from recent illness at home, Jacksonville, Fla. Assistant Manager Jimmie Kelleher is sporting a new Chevrolet Sedan with radio. BEN H. VOORHEIS.

Cetlin & Wilson Shows

Blairsville, Pa. Week ended August 21. Location, Wilkerson showgrounds. Auspices, American Legion. Weather, fair and rain Saturday. Business, poor.

Another engagement on wrong side of ledger. Saturday rain spoiled festivities, but no people or business during week. Mrs. I. Cetlin and Mrs. J. W. Wilson spent week in New York getting new talent for *Paradise Revue*. Meeting of Get-Together Club Thursday night, with largest attendance of season. Credit to Sammy Lewis, who produced entire show. Evening was really enjoyed by all. Sammy's singing was again a hit of performance, and his sister ably carried honors for dancing. Visitors to meeting in addition to executive committee of Legion were William and Buddy Brice and M. Spencer, of Bedford Fair, guest speakers for evening. M. Bloom and Rowland G. Davis, of Ebensburg Fair, were also visitors. Harry Dunkel away on business. Everything has been repaired and replaced after blowdown in Huntingdon, Pa. All rides are being repaired. Radio station in Greensburg, Pa., was used for engagement and front page stories were carried by local paper. Speedy Merrill ordered new banners for Motordrome. Seventy-foot front illuminated with neon. GEO. HIRSBERG.

Art Lewis Shows

Valleyfield, Que. August 15-20. Exhibition. Gate, 35 cents; 25 cents at night. Free acts front of grand stand and arena. Weather, rain every day and gate on Thursday night. Business, only fair.

Thursday night storm nearly demolished Havana top, bingo game, toppled Eli Wheel and did other damages. No human casualties. Shows that did good at exhibition are Barney Lamb's freaks and Havana musical, managed by Ray Valley, with Pat Fisher and Dot Sweeney. C. D. Palmer, with Motordrome, topped midway, and Teddie Walters covered herself with glory with intrepid riding. *World on Review*, with Alynne Morency as general Poo Bah, did a wonderful business. Laughland, under direction of Jimmy Robichand, did well. Mrs. Victor Lee, with Lee-o-Lee attraction, got folding money. Mrs. Kelly, known as Sweet Marie, entertained and seemed satisfied. Scooter is big ride and Manager Frank Bydaik, for Art Lewis, who owns his own rides, did well. Octopus had a good five-days. Auto kiddie ride was one of surprises of exhibition and Manager Barney Lamb. Albert Reno operates weighing scales. DICK COLLINS.

Groves Shows

Jasonville, Ind. Week ended August 21. Location, fairgrounds. Auspices, Jasonville Fair Association. Attendance, good. Business, total blank.

After five days and nights of no business everyone was looking forward to Saturday's business, but rain ruined day. Show was taken down at 10 p.m. Saturday night. By Sunday at 2 p.m. show was in Greenfield, Ind., ready to go. Good business was had rest of day. Many new faces on midway at Greenfield. Bert Swain, secretary of fair association, co-operated in every way. General Agent T. J. Smith left. Writer took over advance work, assisted by Bill Lambert. Al and Fay Fromuth joined with cookhouse; Joe H. Neighter, with photo gallery, and H. Dasher, with country store. While at Jasonville Mrs. Groves' two sisters and their families visited. Duvey Jones and family left for Arkansas. GEORGE CAIN.

Gibson's Blue Ribbon Shows

Frankfort, Ind. August 15-21. Auspices, Clinton County Fair. Weather and business, good.

Fair opened Sunday at 3 p.m. and had 4,000 people thru pay gate afternoon and evening. Monday beat Sunday. Mr. and Mrs. Red Hamilton are now part of Blue Ribbon family. Mrs. Roth's sister, Marie, went home to Columbus, O., for a visit and brought her and Mrs. Roth's brother back for visit with show. Pop Wheeler is lot superintendent. Manager L. E. Roth reported as being well satisfied with their fair in every way, socially and financially. G. C. GOSSAGE.

Curl Greater Shows

Union City, O. Week ended August 7. Location, Recreation Park. Auspices, firemen. Weather, fair. Business, poor.

Spot poorest of season. Crowds first part of week small and spenders few. Auspices tried hard to make affair a success, but could get no response. Cliff Layman's high diving dog slightly injured when making leap Saturday. Walter Wolf, Wolf Tent and Awning Company and amateur magician, guest of writer. Ike Chapman added a cane rack. Mrs. Frank Hardin on concession row with ice cream. Tom Golden, of Eli Wheel crew, forced to return home, London, O., because of illness.

Lebanon, O. Week ended August 14. Location, Fred's lot. Auspices, American Legion. Weather, fair. Business, good.

Monday night lost because of rain. Rest of week good crowds. Keystone, magician, and writer entertained local Kiwanis Club at luncheon Thursday. Several members of show visited Cincinnati during week. Manager Curl's brother and family, of London, O., visited. Cliff Layman added a concession. Mrs. Ike Chapman getting business with cane rack. Mrs. Edora Edwards has hoopla. General Agent Doc Edwards busy booking. Secretary Jo Curl on sick list. Mrs. Ed Bowers' father died at Piqua, O. John Whitaker left with concessions for fairs. L. E. (ROBA) COLLINS.

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SHOWS AND RIDES FOR 10 SOLID WEEKS OF LOUISIANA FAIRS AND CELEBRATIONS, INCLUDING OAK GROVE, TALLULAH, MONROE, MANFIELD, LOGANSPORT, DE RIDER, ALEXANDRIA, SULPHUR, LAKE CHARLES AND PORT ARTHUR.

CAN PLACE Motordrome, Animal Show, Monkey Circus, Fun House, Illusion, Ten-in-One, Mechanical Show, Crime Show, or any high-class Show of merit. Also, will book Octopus or Ferris Wheel.

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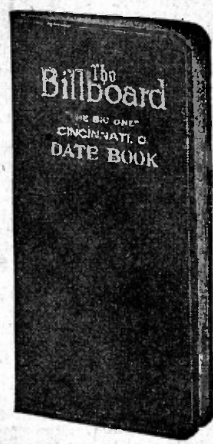
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Dodsons To Play Pageant

Contract for Antietam Commemoration in Hagerstown is signed for shows

HAGERSTOWN, Md., Aug. 28.—Melvin G. Dodson, general agent of Dodson's World's Fair Shows, announced on Wednesday that he had signed contracts for appearance of the Dodson Shows and added attractions at the National Antietam Commemoration to be held here. Preparations for the historical and modern exposition have been under way more than 16 months. On February 25, 1936, the general committee met with the advisory committee and proposed that the several historical anniversaries be marked by an exposition and pageant titled "On Wings of Time." All festivities will be on Hagerstown fair grounds. On April 2, 1936, the General Assembly of Maryland passed a bill authorizing the mayor and council of Hagerstown to appropriate \$20,000 for the Commemoration and the commissioners of Washington County to appropriate a like amount.

Thru efforts of Representative David J. Lewis, of Maryland, a bill was passed in Washington authorizing Congress and the President to appoint a National Antietam Celebration Commission. Governor Harry W. Nice of Maryland appointed a State advisory committee for the project. Headquarters were established in 1936 in Hagerstown. On January 13 Governor Nice was named chairman of a Sister States Participation Committee set up to include governors of 19 Northern and 11 Southern States that took part in the battle. In March Governor Nice included in his budget a State appropriation to help with expenses of the Commemoration. As passed by the General Assembly, it provided \$25,000. Thus, with federal, State, county and city funds available, all personal and merchants' solicitation could be avoided.

Dodson Shows will occupy a prominent space on the fairgrounds, high spot of the exposition. There will be a pageant in front of the grand stand with two alternating casts of 600, plus a choir of 500. Performances will be on a stage 600 by 250 feet and in front of scenery standing as high as 45 feet. There will be parades and air shows daily. A total of 300,000 is expected to attend. Mr. Dodson said special billing with advance publicity will be used. Cannon act of Vittorio Zaccini will be featured. Special tieups of a military nature are being arranged by the Dodson publicity staff.

Top of Michigan Exposition Revived on Gaylord Grounds

GAYLORD, Mich., Aug. 28.—Top of Michigan Exposition, former major up-State event, was revived here on the old fairgrounds on August 17-21 after a lapse of several years under auspices of Veterans of Foreign Wars Post. Although name of the exposition was used, the event consisted almost entirely of professional entertainment. W. L. Brown and Harry J. Hargrave managed it.

Pollie & Kenosian Shows were on the midway and did fair business despite cold weather. Grand-stand show was booked thru Jack Dickstein, of Gus Sun Booking Exchange, with Fuller and Sister, perch act, and McClintic's Dogs as featured attractions.

Minerva, O., Has Midway

MINERVA, O., Aug. 28.—Despite rain on first and last nights, all attendance records were broken at the annual Minerva Homecoming on August 18-21. Sponsored by the American Legion Post and Community Association, main effect was restricted to the midway, three blocks long; nightly programs, including band concerts, acts, contests and fireworks. On the midway were R. H. Wade's Merry-Go-Round, Merry Mixup, Ell Wheel and kiddie ride; Howard Peters' ball game and pony track; Blackie McMaster's pop corn; Larry Larimore's concessions, including bingo; Jack Mullane's novelties and Mullane and Ziegler's athletic show. Don V. Cross was chairman.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Chi Lake Carnival Scores Big Success

CHICAGO, Aug. 28.—Chicago Jubilee's Carnival of Lakes which closed on Sunday broke all attendance records for any of the previous events staged in connection with the Jubilee so far this summer. Crowds every night during the week topped the 100,000 mark.

Good part of the success of the show was attributed to the fact that Rubinoff was on the program. Several other attractions played in the Lagoon Theater, Burnham Park, and rated just as much applause. Among them were Lotte Mayer's Disappearing Water Ballet, headed by Jane Fauntz, champ diver; Larry Griswold, trick diving; Three Leonardos, acros, and Three Elites, acrobats.

In conjunction with this bill another was staged simultaneously in the south end of the lagoon, including exhibitions by the U. S. Coast Guard, canoe teams, surf board riders and flying pole dance by Otomi Indians from Mexico. A Miss Chicago contest and a talent parade were staged to select contestants for a trip to Hollywood and a screen test.

Nebraska Spot Has Success

ELM CREEK, Neb., Aug. 28.—Free Fall Festival here on August 11 and 12, sponsored by local business men as gesture of appreciation of community patronage, was financial success, reports Secretary Ralph Bryan. Event, held on the main street, was financed thru sale of concession space, donations from business men, receipts from two dances and revenue from Collins United Rides on the midway. Franz Groth and Company, Mitchell and Company, Musical Swangles; W. E. Ryan, illusionist; Little Miss Brinson, contortionist, were free attractions. Parade was held on final day.

Deadwood "Days" Big Draw

DEADWOOD, S. D., Aug. 28.—Huge crowds attended a three-day Days of '78 Celebration here, which closed with an array of Western events, reproductions of gold-rush days, parades and cavalry drills. Warner C. Putnam emceed a free vaudeville show booked thru Tommy Sacco, which included Kozak, St. Claire and O'Day and Venetian Trio.

New Mark in Mansfield, Mo.

MANSFIELD, Mo., Aug. 28.—Attendance records were broken at Ozark Exposition here on August 4-7, reports Secretary-Treasurer William Coday. On last two days of the event 1,700 paid admission to see bill of free acts, including Stratosphere Man; Darwoods, circus act; Steiner Trio, bar act; Uncle Hiram, rube act. Business Men's Band accompanied acts.

Shows in Political Benefit

ST. LOUIS, Aug. 28.—Miller Bros.' Shows, free acts and clowns to entertain kiddies will be at seven-day celebration here, under sponsorship of Democratic Women's Club of Missouri, for the purpose of raising funds to maintain club headquarters in St. Louis. Mrs. Nat Brown and Capt. W. A. Brown are in charge of activities.

EXCELSIOR (Minn.) Apple Day Celebration, sponsored by C. and C. Association, will feature vaudeville and circus acts and a ball, said General Chairman Joseph P. Colihan. Crowning of queen, parade, games, sporting events and exhibits will complete the program.

HELP This Department by Telling Committees About It.

More Next Year

MANSFIELD, Mo., Aug. 28.—"We wish to thank *The Billboard* and to say that our advertisements in it gave us very high returns in securing acts for the Ozark Exposition here on August 4-7, the biggest in our history. It has been decided that our advertisements will be bigger and will run for a longer period next year."—WILLIAM CODAY, secretary and treasurer Ozark Exposition.

Shorts

VAUDE ACTS and a name orchestra will entertain at the annual automobile show, sponsored by Mahoning County automobile dealers, in Stambaugh Auditorium, Youngstown, O., in the fall.

DIRECTORS of the Pataskala, scheduled to have been held in Thornville, O., September 9-11, postponed the event due to infantile paralysis spread.

BOB PRINTY, former circus wrestler, reports that Lagro (Ind.) Street Fair will be sponsored by the American Legion Post.

AMONG acts at Columbia City (Ind.) Old Settlers' Day on August 19 were Stevens Bros. and bear; Continental Four, comedy acros; Aerial Solts, double traps; Les Outliers, high ladders, and Rita and Dunn, high wire.

C. A. KLEIN contracted Arnold's Barnyard Follies, trained pigs, monkeys, dogs and goats, and Lillian Strook, 11-year-old aerialist, at the first annual Firemen's Street Fair, Chester, W. Va.

J. C. CALLINAN, who successfully promoted Canton (O.) annual Homecoming and July Fourth Celebration for the second consecutive year, shifted activities to Cuyahoga Falls, near Akron, where he will direct the 125th Anniversary Exposition. A midway will feature shows, rides, free attractions and contests.

COUNCIL BLUFFS (Ia.) Farmers and Merchants' Fall Festival, to be held on streets under auspices of merchants and directed by Doc Murdock, will have rides, concessions and Uncle Cy and Mirandy as comedy act. Corr show, implement fair, fiddlers' and hog callers' contests and races will be featured.

AT GLEN ECHO (Md.) annual Firemen's Carnival there will be a public wedding on final night. Mrs. George Perry Lowe, president of ladies' auxiliary of Conduit Road Fire Board, is general chairman.

WILLIAM LEE MANN is handling Chief Whitefeather, full-blooded Sioux chief, at Eastern historical celebrations and outings. Mann, who has been promoting celebrations in this section of the country for several years, believes that the Indian is actually a descendant

of the famous Sitting Bull. He has appeared this year at Roanoke Island, N. C.; Lewisburg (Pa.) folk festival and an anniversary fete at Manasquan, N. J., where he lectured, danced and gave historical sketches.

PREPARATIONS are being made in Rockford, Ill., for three-day celebration, said General Chairman Harry Leach. There will be fireworks, rides, picnics, speedboat races, athletic events, band and orchestra concerts, free dancing and prize awards to parade participants. Concessions will be on streets.

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FIFTH ANNUAL HORSE SHOW
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DR. GLEN BIDDLE, Secy. and Treas.
ROY HUENEFELD, Concession Mgr.

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WITH RIDES AND SHOWS FOR
Haskell County, Oklahoma, Annual Farmers' Picnic
SEPTEMBER 18, 17, 15.
Write RUPERT CROSS, Fair Secretary,
STIGLER, OKLA.

WANTED

Ferris Wheel or will book set of three Rides, Concessions which work best, also Girl Revue with Comedienne for Waynesdale, Ind., Sept. 15, 16, 17 and 18. Write ORPHA SHEPHERD, care Taylor Game Shop, Columbia City, Ind.

PUMPKIN SHOW and STREET FAIR

OCTOBER 7, 8, 9, 1937.
WANTED CONCESSIONS, RIDES, ETC.
Write M. C. HARMON, Mgr., Bremen, Ohio.

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EARN BIG DAILY PROFITS—TAKE ORDERS for our Christmas Cards. Prices low as 50¢ for \$1.25, with sender's name. Send 25¢ stamps for sample assortment. We feature ten other assortments. Religious, Everyday, etc. Amazing values! Dollar Assortment, 24 Folders, 100% profit, plus extra bonus. **SHEPHERDSTOWN CARD CO.**, Dept. BB, Shepherdstown, Pa. x

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RESURRECTION PLANT—UNIQUE NOVELTY; miracle of nature. Costs below 2c; sells for 25c. Write C. E. LQCKE, 7 Rio St., Messina, New Mexico. x

SAVE 1/3 ON MONTHLY GAS BILLS WITH Guaranteed New Gas Regulators. Blue Stamp brings particulars. Agents wanted. **JOHNSON CO.**, 1226 Adams St., Chicago, Ill. x

SELL RETEX EMBOSSEING INK. EVERYONE A prospect. Novelty, repeat seller. Swell sample, details, 10c. **ROTEX**, 257b North Washington, Tiffin, O. x

SELL NEW AND USED CLOTHING! 100%-300% profit. Selling experience unnecessary. We start you, furnishing everything. Catalogue free. **ACME MERCHANDISE**, A-1219 So. Jefferson, Chicago. x

STOVER'S GOLDEN OIL—RELIEVES COLDS, Hay Fever, Asthma, Pains instantly. Big seller, manufacturers' prices, sample 25c. **STOVER'S GOLDEN OIL CO.**, Orlando, Fla. x

THREE-COLOR SALES CARDS—12 WHITE Metal Pocket Check Protectors at 50c each. Merchant profit 20c. Job lot \$1 per card. **BECK**, Hainesburg, N. J. x

UNIQUE, MEXICAN HAND-MADE CHRISTMAS Cards, Gifts. Fastest selling, big profits. Free particulars. Samples, 10c stamps. **MARQUEZ**, Apartado, 1176-B, Mexico City. se18x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. x

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas, Ringtail, Java and Rhesus Monkeys. Also Parrots. **SNAKE KING**, Brownsville, Tex. se25

BIG DEN'S ASSORTED SNAKES, \$10.00 UP. Dragons and Iguanas cheap; also Animals. Cash with order. **TEXAS SNAKE FARM**, Brownsville, Tex. se25x

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Guaranteed Mangle Medicine. Ship anywhere. Live delivery guaranteed. **BOBB TONN**, Dallas, Tex. de18x

FRESH, FAT, ASSORTED SNAKES IN LARGE Den's, including 7-Foot Bulls, Rattlers, etc. Immediate delivery. **ELLISON MITCHELL**, Naturalist, St. Stephen, S. C. x

LIVE ARMADILLOS—ALL SIZES, COMPLETE Families, \$7.00, each \$1.50; pair \$2.50. Prompt delivery. Good feeders. **APLETT ARMADILLO FARM**, Comfort, Tex. x

PLENTY HEALTHY SNAKES, ALL KINDS. Alligators, Armadillos, Cilas, Iguanas, Chameleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Lion Cubs, Peccaries, Coatumindus, Rats, Mice, Owls, Macaws, Parakeets, Parrots. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. se25x

SELLING OUT—BABY BEAR, \$15.00; MALE Badger, \$5.00; Tame, Young Female Rhesus Monkey, \$10.00; Bob-Cat, \$10.00; 20 by 30 Ft. Tent, good condition, \$25.00. Want Mountain Lions. **GEORGE J. KELLER**, Bloomsburg, Pa. x

1937 HATCHED, HAND RAISED, FINGER Tamed Mexican Double Yellow Head Parrots, \$10.00 each; Red Heads, \$8.00 each. **LACKEY'S PET SHOP**, San Antonio, Tex. x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

10 CHALK TALK PICTURES ON 24x36 paper, with instructions. Learn in one evening. Chalk Talk Artists always in demand. Send One Dollar for all. **S. BARNES**, Hartland, Me. se18x

535 PSYCHOLOGY, HYPNOTISM, EXTRAORDINARY, Occult, Astrological, Egyptian, Oriental Sciences. 783 Magical Secrets. Both Catalogues 50c. **TRANSCENDENT SCIENCE**, Box 37, Chicago. x

BUSINESS OPPORTUNITIES

CORN POPPERS AND GASOLINE BURNERS. Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. se18x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

"PROSPERITY" PLANS AND OPPORTUNITIES greet you in "Buckeye Buzzer" 52-page magazine. Copy, dime. **PUBLISHER**, 257b North Washington, Tiffin, O. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ATTENTION—WILL BUY FOR CASH ALL styles of Arcade Equipment. Specify in typewritten letter exact quantity, style and price. **GERBER & CLASS**, 914 Diversey Blvd., Chicago. se18x

BARGAIN! MILLS EXTRAORDINARY LATE Serial Mystery Pay. One quarter, one dime, three nickels. Thoroughly reconditioned and painted, \$49.50 each. Money back guaranteed. Write for our catalog other Slot bargains. **SOUTHERN NOVELTY COMPANY**, Valdosta, Ga. sell

BARGAIN PRICES—JUNGLE DODGER, \$40.00; Pamco Parlay, \$20.00; Tycoon, Electro-Pak equipped, \$15.00; Seeburg Selectophones, green and gold, \$100.00; Seeburg Model A, walnut, \$160.00. All machines in excellent condition. 1/3 deposit, balance C. O. D. **P. & P. NOVELTY CO.**, Quincy, Ill. x

CLOSING SUMMER SPORTLAND—ALL GAMES A-1 condition, both mechanically and appearance. Daily Races, Bally Bonus, Multiple, \$15.00 each; Globe Trotter, Happy Days, \$8.00; Rugby, Excel, \$6.00; Bolo, Run Around, \$5.00; Tackler, Major League, \$4.00; one (used 4 months) Advance Pop Corn Machine, cost \$275.00; sacrifice, \$75.00. New condition. 1/3 deposit with order. **FRIEDMAN**, 816 William St., Baltimore, Md. x

CRANES, DIGGERS, CLAWS—ALL MAKES. Ray Rifles, Electric Eyes, Shootomatics, 1c Radio Rifles. 500 Pin Games from Ballyhoo to Bumpers, sacrifice. **MUNVES**, 145 Park Row, New York. x

DIGGERS—SEVEN NOVELTY MERCHANT- men with flap-chutes. In very good condition, including fresh yellow candy, \$40.00 each or all seven for \$275.00. **B. A. RYDER**, 1107 Fountain St., N. E., Grand Rapids, Mich. x

ERIE DIGGERS, \$15.00; IRON CLAWS, CHEAP; K.O. Fighters; 700 Peanut Gum Venders; Cent-A-Smokes \$4.50. **NATIONAL**, 4242 Market, Philadelphia, Pa. x

FLYING DUCK ELECTRIC RIFLE, \$50.00; Seeburg Selective 5c Phonographs, \$40.00; Mutoscope Roll Chute Cranes, \$50.00; Stephen 9-Foot Skee Ball, \$60.00; ABT Target Skill, latest models, \$15.00; Skyhigh, Golden Harvest, \$20.00 each; Ace, Put'nake, Doordont, paytables, \$10.00. All in perfect working order. 1/2 cash with order. **KENYON COMPANY**, Canton, O. x

FOR SALE—PACES RACES, \$150.00; WEST- ern's Big Rolls, \$125.00; Fast Track, \$125.00; Pacific's Rosemont and Camarions, \$110.00 each. **CHARLES PITTLE**, New Bedford, Mass. se18x

GUARANTEED IN GOOD CONDITION, COM- pletely refinished and rebuilt; 1 Bally Derby, \$9.90; 2 Jumbos, \$8.00 each; 1 Natural, \$12.96; 1 Straight Eight, \$9.00. Will buy Harmony Bells if in good condition. **WINONA DISTRIBUTING SERVICE**, 702 West Fifth St., Winona, Minn. x

LARGE ASSORTMENT LATEST SLOT MA- chines, all makes. Slots repaired reasonably. Cash waiting for late Slots bargains. **JOHN M. STUART**, Paris, Ky. x

MID-SUMMER CLEARANCE SALE—MILLS, two 25c Lion Head D.J., \$25.00 each; two 25c War Eagles D.J., \$29.50 each; one 5c D.J. Front, \$16.50; one 25c D.J. Front, \$14.50; Jennings, two 5c Victorias, Triple J., \$27.50 each; three 1c Little Dukes, Triple J., \$15.00; one 10c D.J. Front, \$16.50; four 1c Duke, \$12.50. Watling, eight 5c Rotators, plates over Front Vender, \$42.50 each; one 25c Rotorator, \$45.00; one 10c Watling Bell, twin jack, \$27.50; two 10c Front Vender D.J., \$27.50 each; one 5c Brownie (6-coin play), \$27.50; one 5c Twin Jack, \$27.50. Pace, one 5c Comet D.J., \$39.50; one 10c Comet D.J., \$37.50. Caille, three 1c 1936 Cadets (factory reconditioned), \$42.50 each; nine 5c Cadets (factory reconditioned), \$49.50 each; six 10c 1936 Cadets (factory reconditioned), \$45.00 each; five 25c 1936 Cadets (factory reconditioned), \$42.50 each; one 1c Doughboy D.J., \$26.50; four 5c Doughboys D.J., \$27.50 each; one 10c Doughboy D.J., \$25.00; two 5c Superior S.J., \$12.50 each; one 25c Superior S.J., \$9.50. Terms, one-third deposit with order, balance C. O. D. **CAILLE BROTHERS COMPANY**, 6210 Second Blvd., Detroit, Mich. x

MECHANICALLY RIGHT AND PRICED TO Move—5c Blue Front, \$50.00; 10c Blue Front, \$55.00; 25c Blue Front, \$60.00; 1 Watling Rotator, 10c play, \$45.00; Seeburg Seniors, cut down to modern size, fully reconditioned with large plate glass front; also Seeburg Junior Phonographs, completely reconditioned, \$25.00 each; Mills Dance Masters, \$90.00; Seeburg Selectophone, \$70.00; 2 Mills 25c Play Dice Machines with cabinet, \$100.00 each; 1 Daily Double Western, \$100.00; Mills Globe Trotter, 5c play, \$25.00; Reliance Dice, 25c play, \$17.50; 5 Tycoons, \$15.00 each; 5 Flying Highs, \$17.50 each; 2 Bally Peerless, \$12.50 each; 1 Bally Multiple, \$25.00; 2 Caille Aristocrat, 5c play, \$50.00 each; 1 Caille Aristocrat, 25c play, \$50.00; 1 Jitters, \$5.00; 1 Fair Way, \$5.00; various assortment of Marble Boards, \$3.00 each; Fast Track, Western, \$100.00; 1 Merchantman Digger, \$60.00; 1 Paces Races, \$100.00; 1 Electrohoist Digger, \$50.00. One-third cash with order, balance C. O. D. **SOUTHERN VENDING COMPANY**, 717-79-21 West Forsyth St., Jacksonville, Fla. x

MILLS FUTURE PLAY RED FRONTS, \$69.50; Bumper, \$17.50; Alamo, \$19.50; Captain Kidd, \$19.50; Rockola School Days Gun, \$79.50; College Football, \$59.50. 1/3 with order. **MARC-COIN**, 1211 E. Third, Dayton, O. x

PHONOGRAFS PRICED FOR QUICK SALE— 1936 Models, 12-Record Selective. Guaranteed condition, \$130.00 each. **P. O. BOX 1057**, Butte, Mont. se4

PENNY ARCADE MACHINES—MOST ELABO- rate assortment. Contents of two high-class arcades. Sell all or part reasonable. **MUNVES**, 145 Park Row, New York. x

SACRIFICE—PACES RACES, 1937 MODELS, 30 pay-off, serial numbers 4700 up, price \$275.00. **CLAUDE CLARK**, 712 Girod St., New Orleans, La. x

SPORTSMAN PAY TABLES IN PERFECT CON- dition, \$3.50 each. **SQUARE AMUSEMENT CO.**, 335 Mill St., Poughkeepsie, N. Y. se4x

TOM MIX RADIO RIFLES, \$175.00; ROCK-O- Ball Seniors, \$150.00. Want to buy Rock-O-Ball with order. Series. Write lowest price. **STEWART'S RADIO**, 136 North Pennsylvania, Indianapolis, Ind. sell

USED NATIONAL MECHANICAL SKEE BALL Alleys, \$39.50; Wurlitzer Skee Ball Alleys, \$69.50. Mechanically perfect. 1/3 down with order, balance C. O. D. **QUEEN CITY AMUSEMENT CO.**, Plainfield, N. J. se4

WANTED—USED BUCKLEY DIGGERS. STATE condition, model, serial number and price. Address **BOX C-303**, Billboard, Cincinnati, O. se18x

WANTED—USED PACES RACES AND CHUCK- a-lettes. Must have separators and be in perfect condition. State serial numbers and lowest price. **SILVER NOVELTY CO.**, 1301 N. Fremont Ave., Baltimore, Md. x

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1824 East Main St., Rochester, N. Y. se18

WE BUY AND SELL PIN GAMES, COUNTERS, Payouts and Slots. **CONNECTICUT AMUSEMENT MACHINE CO.**, 294 N. Main St., Waterbury, Conn. oc9

WILL BUY QUANTITY 5c SELF-SELECTOR Candy Vending Machines with endless chain insides and glass front. **GLASSNER STORE**, Columbus, Ind. x

"S" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midge, Chick, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. no20x

12 SEEBURG SYMPHONOLAS, MODEL C, FOR sale, \$140.00 each. First-class condition. **ATLAS COIN MACHINE CO.**, 1209 Washington St., Boston, Mass. x

14 BALLY SKIPPERS, LIKE NEW, \$35.00 EACH. C. H. BROCK, 1255 Springhill Ave., Mobile, Ala. se18x

24 RECORD MODEL E GABELS, \$25.00; FIVE for \$100.00, 1/3 cash. Electric W.O. two Pamco 3 Star, \$50.00. **TEXAS NOVELTY**, 1606 Laredo, Corpus Christi, Tex. x

25 MILLS DIME, QUARTER SLOTS, \$15.00 each, while they last. 1/3 deposit with order, balance collect. **BUSINESS STIMULATORS**, 935 North Illinois Street, Indianapolis, Ind. se18x

100 JACKPOT SLOTS, \$9.50 EACH, LOTS TEN; Pace Comets, nickel and dime, \$24.50. Bargain list free. **COLEMAN NOVELTY**, Rockford, Ill. x

500 MACHINES, 20% DISCOUNT. LIST AD- vertised June 19th, Billboard. Bargain to purchaser entire lot. **NATIONAL AGENCY**, Box 165, Columbus, Ga. x

COSTUMES, UNIFORMS, WARDROBE

GENUINE INDIAN COSTUMES AND BEAD-work. Buying direct from Indian. Prices reasonable. Free catalogue. **PAWNEE BILL'S INDIAN TRADING POST,** Pawnee, Okla.

INDIAN RELICS, BEADWORK, CURIOS, Weapons, Catalogue 5c, 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM,** Northbranch, Kan. x

ORIENTAL NAUTCH COSTUMES—MADE TO order, any color, of chiffon, combined with metal cloth, elaborately trimmed, \$7.95. Send for descriptive list of used costumes. **HARROD'S,** 1439 N. Western, Hollywood, Calif.

REGULATION BAND COATS, \$2.50; CAPS, \$1.50; Cellophane Hulas, Orientals, Chorus Wardrobe. White Mess Jackets, \$2.00; Saferon Curtains. **WALLACE,** 2416 No. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY,** Chemists, BH-1142 Sunnyside, Chicago. x

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORT,** 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

BALLROOM AND THEATER LIGHTING EQUIP-ment. Spotlights, Floodlights, Crystal Showers. **CAPITOL STAGE LIGHTING CO.,** 529 W. 45th St., New York, N. Y. se25x

BOSTON SEMI-AUTOMATIC, 4 FOR 10 Camera, 3.5 Lens and Cabinet complete. First \$75.00 takes it. **RHINEVAULT GARAGE,** Endicott, N. Y.

CORN POPPERS — PEERLESS CHAMPION. Gasoline, all-electrics, Rotary Poppers. Heavy aluminum 12-quart popping kettles, caramel corn equipment. **NORTHSIDE CO.,** 1528 19th, Des Moines, Ia. oc23x

FOLLOW THE FAIRS WITH A "VELVO." New, complete Frozen Custard and Ice-Cream Machines, \$159.00. **FROZEN CUSTARD CO.,** Gastonia, N. C. sellx

POPCORN MACHINES, CRISPETTE, CARMEL-crisp, Cheese Coat, Potato Chip Machines. **LONG EAKINS,** 1976 High St., Springfield, O. no6x

FOR SALE—SECOND-HAND SHOW PROPERTY

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.,** 1207 West Thompson, Philadelphia, Pa. se4

COMPLETE NEW BALL GAMES — BOTTLES, Cats, Dolls, Kids, Tenpins. Sturdy, flashy, attractive outfits. Accessories. **LAMANGE,** 782 Marlon, S. E., Atlanta, Ga. sell1

FOUR UNIT LOOPIT COMPLETE WITH Motor and Counter. Perfect condition. Purchased this season. Good game for fair and park, \$200.00 complete. **JOHN MOHN,** Lakewood Park, Barnesville, Pa.

I HAVE FOR SALE A DOZEN LATEST ENGLISH Amusement Devices. I want to buy anything for amusements new to England. **C. C. BARRMAN,** 10 Keltett Road, London, S. W. England.

KIDDIE AEROPLANE RIDE—9 CARS, \$300.00 cash. Now operating Revere Beach, Mass. Delivery Labor Day. Address **W. J. O'BRIEN.**

HELP WANTED

ADVANCE AGENT WITH CAR TO BOOK Magic Show. Schools, auspices, etc. Write **RACHUN & Co.,** 104 Grand St., Brooklyn, N. Y.

DANCE MUSICIANS, ALL INSTRUMENTS. Singers preferred. Work year around booking out Waco. State all. 2622 Homan, Waco, Tex.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary. Wardrobe furnished. **BETTY BRYDEN,** 832 Fox Theater Bldg., Detroit, Mich. se18x

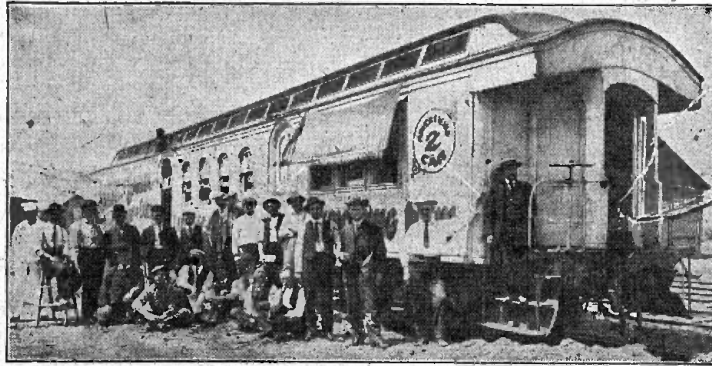
MUSICIANS WANTED—PERMANENT. Jimmie Hull Tent Theater, sure pay, never close. Pianist Leader, Alto Sax, Bass Trumpet, Sousaphone, Bull Fiddle. No booze. **JIMMIE HULL,** Vivian, La. sell1x

ORCHESTRA WANTED IMMEDIATELY — Also other Young Musicians and Entertainers. Girls study Danced Tours. Wire **NATIONAL BOOKING OFFICES,** 611 Chamber. Commerce Bldg., Atlanta, Ga.

ORCHESTRAS—MUST BE WELL REHEARSED. Lots in all parts of America. **NATIONAL ASSOCIATION OF DANCE ORCHESTRAS,** Room 226, Bond Bldg., Washington, D. C.

WANTED—GOOD TEN AND ONE LECTURER that can do Magic or other good act. **DOC WILLE,** Blue Ribbon Shows, Goshen, Ind.

Show Family Album



THIS PICTURE was taken in 1898 at Benton, Harbor, Mich., and shows the crew of the excursion car of the Barnum & Bailey Circus that season. Harry A. Mann, crew manager, is shown standing on a step of the car. Mr. Mann, who is now 83, resides in Detroit and often wonders how many of the crew are still living.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

TEAM—DOUBLE PIANO, SINGLES, DOUBLES. State if car. \$20.00 week both. Pay own. No Medicine Show. No advance. **BOX 808,** Billboard, 1564 Broadway, New York.

WANTED IMMEDIATELY — PIANO PLAYER. Prefer lady to double Stage. Also Singing and Dancing Comedian. **L. VERNE SLOUT,** Lakeview, Mich.

WANTED—GENERAL ALL 'ROUND, SOBER, reliable, experienced Booker for live-wire theatrical booking office in Boston. Must understand business and booking end, primarily night-club field. Must emcee shows. Man with car preferred. Long hours but adequately compensated. Salary \$20.00 per week plus car expenses arranged. Weekly commission on all new business. Total should average \$40.00 depending on you. State age, experience. Further particulars, write **BOX W-1,** Billboard, Woburn, Mass.

WANTED—GOOD SLIDE, BARITONE OR BASS Player at once for Winter Show. Wire or write **LANKFORD'S BAND,** Syracuse, N. Y. State weight.

WANTED—YOUNG DANCE BAND MUSI-cians, all lines for young band, organized two years. Dope, booze not tolerated. Pay low but sure. Good living conditions. Write all you can do. **DON ENGSTROM ORCHESTRA,** Holdrege, Neb.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic. Spirit Effects, Horoscopes, Buddha and 1037-'38 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. **NELSON ENTERPRISES,** 198 South Third, Columbus, O. sell1

HYLER'S STUNT BULLETIN NO. 2 NOW ready, 25c. Ten Stunts magician or M. C. can use at banquets, lodges, etc. **HYLER,** 849-B Main St., Danville, Va. sell1x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. sell1x

MAGIC TRICKS AT LOWER PRICES, SOUTH'S largest line. My famous "Book 1,000 Wonders" and "50 Magic Mysteries" postpaid 10c. Write today. You will be surprised. **LYLE DOUGLAS,** Station A-9, Dallas, Tex. se4x

PINXY THE PUPPET MAKER — PUNCH AND Judy, Ventriloquist Figures and Marionettes. **PINXY,** 1313 North Wells St., Chicago, Ill. Lists free.

VENTRILQUIST FIGURES — 24-PAGE IL-lustrated Catalog 10c. **FRANK MARSHALL,** 5518 S. Loomis, Chicago, Ill. sell1x

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfit, 1 1/4 x 2, or 2 1/2 x 3 1/4, complete, \$140.00. **WABASH PHOTO SUPPLY,** Terre Haute, Ind. se4

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Write for our low interesting quotations. **APLET ARMADILLO FARM,** Comfort, Tex.

BARBECUES — INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.,** Columbus, O. se25

FREE NEW CATALOG OF MONEY-MAKERS for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 1 1/2 x 250, \$4.75. Sample assortment of Mounts, Mirrors, Frames, etc., \$1.00. Send for free catalog. **MARKS & FULLER, INC.,** Dept. BC-11, Rochester, N. Y. se25x

GOLF CLUBS—BANKRUPT STOCK, REGULA-tion Size, Chromium Plated, Right Hand Irons, Five Club Matched Set, \$2.50. Used everywhere. **LINCOLN SURPLUS,** 516 Chestnut, Freeport, Ill. sell1

LOTS NEAR LAKE OF THE OZARKS AND RE-sorts, \$75; \$3 down, \$3 monthly. Free list and literature. **HUBBARD,** 240 Grossman Bldg., Kansas City, Kan. jan1x

POPCORN—LARGE YELLOW SOUTH AMER-ican, \$3.00 per 100 pounds. **CHAS. MACK,** Box 933, Springfield, O. sell1

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more 1c. **SUMMERS' STUDIO,** Unionville, Mo. se4x

WILSON IDENTOGRAPH CAMERA — FIXED focus, identification school work, 1 1/2 inch x 2 inch negative, \$50.00. **SCHLOFF,** 297 Anderson, Cliffside, N. J.

4 FOR DIME, \$275.00 OUTFIT COMPLETE. Enlarged supply chemicals, frames, film, \$200.00. Delivery after Labor Day. **BOX 283,** Wisconsin Dells, Wis.

M. P. ACCESSORIES & FILMS

BIG ANNUAL CLEARANCE EVENT IS NOW on. Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies; everything for the theatre. Send for big Bargain Book. **CONSOLIDATED THEATRE SUPPLY CORP.,** 1600-B Broadway, New York. sell1x

FOR SALE—SILENT FEATURES AND COME-dies at \$2 and \$3 a reel, also Talkie Features at \$5 and \$10 per reel. **NATIONAL FILM CO.,** 808 E. Lexington St., Baltimore, Md. se4x

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. Savings to 50%. Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.,** 1600-B Broadway, New York. sell1x

ROADSHOWS—FILM PARADE, \$75.00; BOB Steel's Demon For Trouble, Brand of Hate, Rawhide Mail, \$30.00; Hearts of Humanity, Phantom Express, Limping Man, Cables Mystery, Skingame, Bridegroom For Two, Wife's Family, Fascination, Shadow Between, Trapped in a Submarine, Flying Fool, Inagi, Clearing the Range. All prints guaranteed perfect, \$25.00 each. Positively no lists. **OPERA HOUSE,** Millbridge, Me.

ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE,** 117 So. 9th St., Newark, N. J. se4

SOUND FEATURES, SHORTS, 35MM. FOR sale reasonable. Actual buyers send for list. Others save stamps. **CHANDLERVILLE THEATRE,** Chandlerville, Ill. sell1

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5c free. **MOVIE SUPPLY CO., LTD.,** 844 S. Wabash, Chicago. sell1

WESTERNS AND—COMEDIES AVAILABLE. Professional Sound Equipment. Lowest prices quoted. Burwood Silent Projectors, \$12.50. Write. **ZENITH,** 308 W. 44th, New York.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS UP TO 60% DISCOUNT. Italo-America, Metro and Italian Accordions. Catalog free. **METRO ACCORDION,** 3115 W. 13th St., Chicago. x

FOR SALE—DEAGAN-FOUR OCTAVE XYLO-phone, with trunk. Excellent condition. A bargain at \$95.00. **ALBERT BOYER,** Mount Pleasant Mills, Pa.

PERSONALS

SID WOLFE, CONCESSIONER OF LOS AN-geles and San Diego, communicate with **HARRY SANDLER,** College Inn, San Francisco. Important.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI-val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO,** 3544 North Halsted, Chicago. se25

BEST CARNIVAL AND SIDE SHOW BANNERS on earth. Positively no disappointments. **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago, Ill. se4

TENTS—SECOND-HAND

CONCESSION TENTS—NOW MAKING 10x12 12x14-oz. Khaki Top, 9.93 Wall for American Legion Labor Day. Will sell after Labor Day, \$30.00. **KERR CO.,** 1954 Grand, Chicago. se4x

KHAKI DRAMATIC TENT—FIRST DEPOSIT gets it. 90x120; 28x30 Lean to for Stage; ten-foot Wall, Poles, Stakes; 17x24 Dressing Tent, Borders, Fooths, Reflectors, wiring complete, \$500.00. Close Cleveland Exposition. **HARGRAVE & REICHER,** Cleveland, O. sell1x

LAM-A-FAB FABRIC CEMENT WILL SEW the seams and repair your tents, etc., permanently. Always pliable. **S. J. RUSSELL CO.,** P. O. Box 187, Peoria, Ill. se4x

TENT, 25x50, 9-FT. WALLS—USED 6 WEEKS. Can be seen at Jack's Bar, 98-18 Boardwalk, Rockaway Beach, N. Y. sell1

THIRTY-FIVE BY FIFTY-SIX TENT, TOP only, square ends, push pole. Used ten weeks, excellent condition, \$75.00. Light Plant cheap. **THOS. L. FINN,** Hoosick Falls, N. Y.

2,000 FEET WHITE SIDEWALL, FULL EIGHT ounce, 7 ft. high, \$22.00; 8 ft. high, \$25.00 per 100 ft. long. Good as new. **KERR MFG. CO.,** 1954 Grand, Chicago. se4

THEATRICAL PRINTING

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Pa.

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$5.00; two-color \$8.00. Date changes 25c each. "DOC" ANGEL, Ex-tropuer, Leavittsburg, O.

1,000 6x12 CIRCULARS, \$1.75; 5,000, \$5.75; 1,000 4x9, \$1.10; 5,000, \$3.50; postpaid Zone 4. **LAWDALE PRESS,** Box 303, Franklin, N. H. se4

WANTED TO BUY

LORD'S PRAYER PENNY MACHINE WITH Dies. State make, condition, price, particulars. Send samples. **PARCELL,** 310 East 35th, New York. se4x

WANTED TO BUY USED CALLIOPE AND Band Organ. Must be in good condition, priced right for cash. **McADAM,** Livingston, Mont. sell1

WANTED—USED SMALL NUT BAG FILLER, hand or power operated. State make, model, how long used, all details for cash. **THOMAS NOVELTY CO.,** 5th and Jefferson Sts., Paducah, Ky.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 25 WORD, CASH (First Line and Name Black Type). 10 WORD, CASH (Small Type) (No Ad Less Than 25c).
Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

AT LIBERTY.—TUMBLER, HIGH ACT PERFORMER, Twisting Somersaults, Rings, Bars, some Adagio. MAURICE LANNING, 754 South Van Ness, San Francisco, Calif.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT, House Manager or Press Agent, 15 years' experience. Route and book close contractor. Good connections. Salary only. BOX 800, The Billboard, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

CONNIE WENDELL AND
His 11-Piece Orchestra open for location after September 6. Club or Hotel in Southern States territory preferred. Reliable bookers write for full particulars, including your offer. Can give audition at present summer location, The Fox Ballroom, McHenry, Ill.

JOHN CALHOUN AND HIS
Musicians—Modern Nine-Piece Band desires location. Play swing or sweet. Fully equipped with P.-A. System, Modern Stands, Floodlights, Spotlight, Uniforms, etc. Girl Vocalist. Floor shows or concert. Equipped to travel. Available after Sept. 6th. Write or wire JOHN CALHOUN, St. Johnsbury, Vt. se4

8-PIECE ORCHESTRA AT
Liberty.—4 Sax, Trumpet, Drums, Bass and Piano. Ideal for cafe or small hotel. Go anywhere. Have bus and all equipment. Complete library of special arrangements. Organized 4 years. No pick-ups. Men all young and reliable. Union. EDDIE THIESSEN, Kiel, Wis.

AT LIBERTY AFTER SEPTEMBER 7—GEORGE Lupien and His Acadians. Seven to fifteen men playing fifteen to thirty instruments. Use special arrangements. Four Vocalists, Male Trio, Novelties. Modern 25-watt public address system with speakers and 2 microphones. Smart set-up and appearance. Picture and literature on request. Prefer night club or hotel work in South, but open to any proposition. Play swing and classic. If you can't pay well don't write. Home Office, Carthage, N. Y. Phone 308. Now at Florida Club, Saranac Lake, N. Y. Phone 1585.

FEST SEVEN-PIECE COLORED ORCHESTRA—Available September 26 for hotel, night club, ballroom, etc. Reliable parties write. EDDIE ROBERTS, Steeplechase Park, Coney Island, N. Y. se4

HOLLYWOOD NAME BAND AVAILABLE immediately after Sept. 7. If you haven't heard this new style in music you are missing a smart, new idea. Sophistication plus the sweetest, smoothest and most danceable rhythm to date, leaning toward the Continental idea. All music specially arranged, band ideally suited for smart supper club or hotel. Want location, engagements for four or five weeks only. Returning to nationally known spot in Southern California and NBC Network November 1. Full details and information on request. Wire or write. BAND LEADER, Care Faust Hotel, Rockford, Ill. (Nine union men.)

MODERN FOUR-PIECE ORCHESTRA—Trumpet, Sax, Piano, Drums, doubling two Violins and Clarinet. Very sweet and plenty hot. Well experienced, no habits, nice appearance, union. Work steady, reliable location work in Pennsylvania or adjoining states. Reasonable offer no objection. Contract necessary. Write EVERETT SWANGER, Coalport, Pa.

PIANO PLAYER AND LEADER AT LIBERTY about Sept. 15 or Oct. 1, earlier or later. Working now, require two weeks' notice. Dance Club, Vaude Pit, Bar, Radio or what have you? Composer, Arranger. Lead or first in orchestra. Will organize any fare to suit. Have P.-A. System. Produce Floor Show, Emcee. Prefer location but anything sound considered. State all in detail. Union, age 38. WALTER MARS, Care The Billboard, Cincinnati, O.

EIGHT-PIECE ORCHESTRA—Can add two more men. Working hotel at present. Now booking fall engagements. P. A. and uniforms, complete library. For more information contact LEADER, Box 124, Accord, N. Y.

NINE-PIECE DANCE ORCHESTRA—Thoroughly experienced musicians. Strictly modern style and arrangements. Available Sept. 15, when we close 15 weeks' hotel engagement here. Prefer hotel location in South or Southwest. Union. Can furnish best references. Communicate GENE ZIMMERMAN, Schwartz Hotel, Elkhart Lake, Wis.

SEVEN-PIECE NOVELTY BAND at Liberty for night club or ballroom. Good wardrobe, ad-lib and Sound System. Reliable managers write HARRY COLLINS, Glenwood Springs, Colorado. se11

THE COMMODORES, SUH, will soon be face to face with the "More Abundant Life." This is a terrible state of affairs—least to the Commodores. Ten men and near-men. Entertainment, essentials to burn, clean shirts, swing out, sweat, hot, sweat on minute's notice. Girl Singer (10) as seen by drowning three. Caste band and class. Hello! Care BILLBOARD, Cincinnati. se4

VAL JEAN and his New England Swing King—Twelve Men. A professional unit, union. Won New England Championship over thirty-five bands in Boston in 1934. Awarded \$2,000.00 in instruments. Now playing best one-night spots in New England. Fully equipped including new twelve-passenger bus. Open after Labor Day. Will take location or one-nighters. Will go anywhere in new territory. Will sign with reliable booker if necessary. Address VAL JEAN, 230 East Haverhill St., Lawrence, Mass. se4

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—A NO. 1 TATTOO ARTIST with up-to-date outfit, JACK BAILEY, Bessemer City, N. C. se4

AT LIBERTY COLORED PEOPLE

ACROBATIC DANCER—6 Ft., 130 LBS. Also Taps and Sing. Colored Girl, EVELYN ALLEN, 5634 Helen St., Elmwood Place, O.

UNION PIANO-ACCORDIONIST, Doubling to Piano for orchestra or stage. Writes Popular and Commercial Songs. At Liberty about November 1st. Now with Ringling Bros., Barnum & Bailey Circus. (See circular route for town.) J. C. WOODARDS. se11

AT LIBERTY DRAMATIC ARTISTS

THE POOLLES—GENERAL BUSINESS, INCENSE, Parts, Specialties, B. and O. at Liberty, account season closing. Stock, Circle, Rep. all essentials. Car. General Delivery, Winfield, Ia. NON-UNION SCENIC ARTIST available for Little Theatre or Dramatic Stock Company. Have worked as Art Director Players' Theatre, Utica, N. Y., for five consecutive seasons. Also Artist with recognized dramatic stock companies at Ona Bluffs, Worcester, Fitchburg, Mass.; Newburgh, Rochester, Elmira, Buffalo, N. Y. If you are in a position to pay reasonable salary write or wire. JOSEPH L. HALL, 20 Western Parkway, Schenectady, N. Y.

AT LIBERTY MAGICIANS

SEPT. 10—MAGICIAN, SHOW SMALL BUT good. Work schools, clubs or unit. L. MAXFIELD, Alderson, Pa. se11

AT LIBERTY MISCELLANEOUS

ATTENTION—HAVE FORD V-8 COUPE; AM 36 years of age; 5' 3"; 120 lbs. Proficient in Secretarial Work (Correspondence, Shorthand, Typewriting, etc.), with plenty of business education and experience. No capital, go anywhere. Proposition to men, ladies or gentlemen. Write all to (MR.) A. J. HIATT, Drawer No. 551, Bistolt, Tenn.

AT LIBERTY MUSICIANS

ORGANIST—ON NEW Electric and Pipe Organs. Perfect rhythm for dancing. Thoroughly experienced in radio, concert and theatre. Spotlight Specialties. Double orchestra, piano, concert and swing. Young woman. Photo, references, union. ORGANIST, 914 McKinley Ave., N. W., Canton, O.

A-1 N. Y. MUSICIAN—VIOLIN AND FLUTE. Double Piano, Organette, Accordion. Play alone. Orchestra and band arranger. J. C. Box 181, Barnegat, N. J. se4

BASS FIDDLE DOUBLING PIANO; SOME Guitar. On last job 2 years. Experienced, sober, congenial, married, age 30. No panics. Write or wire. FRANK FREEBURC, Great Falls, Mont.

DRUMMER—SWING XYLOPHONIST. SING, young, modern, reliable. Read, fake, Dance and floor show experience. With last band two years. Location preferred. Join immediately. CHARLIE KIES, 312 Campbell Ave., Portsmouth, Ohio.

HAMMOND ORGANIST—MALE, REAL DANCE Rhythm. Prefer club or hotel. DANNY DANIEL, 1271 S. First, Louisville, Ky. se11

DRUMMER AND TRUMPET MAN—TRUMPET. Man Doubles Sax. Both modern musicians. Young and neat appearing. Consider anything steady. Stage preferred. State salary. Write VERN LEWIS, 1027 Spruce St., Pueblo, Colo.

GIRL BASS FIDDLE—EXPERIENCED. CAN cut anything. (Wishes connection with reliable, well-established band. Go anywhere. MARGARET RALSTIN, 307 S. Presa, San Antonio, Tex.

MODERN DRUMMER—ALL ESSENTIALS, including Sing. Neat appearing and union. BOB CARPER, 4417 2d Blvd., Detroit, Mich.

MODERN TENOR; DOUBLING CLARINET, available soon. Read, fake and swing on both horns. Non-union but will join. Write LEE ULBRICH, General Delivery, Greenville, S. C.

MODERN DRUMMER—23, UNION, STEADY, read. Nice outfit. Vib. Go anywhere, no panics, no hams. State all. Can join at once. BOX 256, Billboard, Chicago.

TENOR SAX-CLARINET—READ ANYTHING. Transpose E-flat Parts. Modern tone and style. FRANK SULLIVAN, Waverly Club Hotel, Milwaukee, Wis.

VERY MODERN RHYTHM DRUMMER—READS, Groove, Cut Shows and Vocal. Young and reliable. Panics lay off. REX LEMMON, 244 West St., Hillsdale, Mich.

VIOLINIST DESIRES CHANGE—DANCE, hotel, broadcasts. BOX C-313, Billboard, Cincinnati, O.

A-1 GUITARIST-VIOLINIST—Experienced Dances and Radio Work. Sing Baritone. Willing to travel. Strictly union pay. Can secure band if necessary. JACK SIMON, 841 W. 66th, Chicago.

ALTO SAX desires change. Been with some good ones and some pretty bad. O well! Style, all essentials and double Clarinet. Fast Chicago style take-off. Thanks to boys who wrote. Write again if you like. Go anywhere. DOC, 6712 Deary, Pittsburgh, Pa.

ALTO SAX—Double Clarinet. Style, good tone, good reader and take-off. Double some Stage and Floor Show. One day forwarding. BOX C-828, Billboard, Cincinnati.

BANDMASTER (Filipino). Competent Instructor. Desire to hear from Municipal, Factory, American Legion or newly organized band. Years of experience in organizing and directing band. Formerly Army band leader. Reference as to ability and character. Clarinetist, Violinist, Union, married. Play or direct. FELIX ALCANTARA, 1518 Nicollet Ave., Minneapolis, Minn. se11

BANDMASTER, thoroughly competent with knowledge about every instrument, will accept such position for factory or municipal band. Reply PROMPTLY, BOX C-917, Billboard, Cincinnati, Ohio. se18

DRUMMER—15 years' experience. Young, reliable, sober. Modern swing any style. Reliable only considered. Fine outfit. Wire or write. Dance job preferred. WIRL H. HARRIS, 104 N. Yickburg St., Marion, Ill.

PIANO AND TRUMPET—Piano, plenty take-off and rhythm; Trumpet, modern style and sell out. Location, small band and preferably north. Join immediately. BOX C-827, Billboard, Cincinnati, O.

STRING BASS—Union, 26, single, sober, reliable. Read, fake, swing. Working and must give two weeks' notice. Nothing considered under thirty dollars per week. Only reliable parties write. Photo if necessary. No collect wires. BASS, BOX 1262, Dayton, Ohio.

TENOR MAN after Labor Day. Strictly modern take-off. Read and fake. Also sing solo or in trio. Play some Clarinet. Union, 24 and reliable. Only reliable small or large swing units need answer. Location preferred. Ticket if too far. TENDORMAN, care of Club Alamo, Stiles, Wis.

TRUMPET, EXPERIENCED in all lines. Have good tone, read and range. Job must be sure pay. TOMMY OSBORNE, 2119 N. 13th St., Omaha, Neb. se4

AT LIBERTY PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. se4

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. se25

BALLOONISTS AND AIR-plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old heads. Yes, we have Bat Man. THOMPSON BROS. BALLOON & PARACHUTE CO. Aurora, Ill. Established 1903. Coast-to-Coast Service. One outfit down South. se25

BALLOONISTS—LADY OR Gentlemen Parachute Jumpers available for parks, fairs, etc. CONTINENTAL BALLOON CO., Sharonville, O. se25

"DIVE OF DEATH"—America's Greatest Thrill Act now open for 1937 and 1938 dates. Contact your Agent or write CLARENCE A. MCCONNEY, INC., Room No. 6, 60 Washington St., Salem, Mass. se11

"TUMBLING ATWOODS"—Bozo, Raggedy Ann featuring Falling House. The Billboard, Cincinnati. se4

ATTENTION, FAIR, PARK AND RODEO MANAGERS—Arabian High School Horse, starring Arabella the Equine Graduate. A few open dates. EARL F. SCOTT, Wilmore, Kan. se4

BALLOON ASCENSIONS FOR PARKS, FAIRS and Celebrations. Write for complete details to JACKSONVILLE BALLOON CO., Jacksonville, Ill.

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williamsport, Mich. oc2

HIGH AERIAL ACT AT LIBERTY FOR LABOR Day week. Wire BOX C-318, Billboard, Cincinnati, O. se4

MARIE'S MARVEL DOGS NOW BOOKING late fairs and indoor events. Three stand-act acts. Marie's Dogs, the original tight-rope performers; Marie's Animal Circus (Dogs, Goats, Monkeys and Bear), swiggle-swiggle comedy. For price and literature write Edwardsburg, Mich. se18

BINK, KING OF THE SLACK WIRE—THREE Act: Wire, Trapeze and Comedy Juggling, all reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis. se18

THE SENSATIONAL WOLTERS TRIO—America's undisputed Novelty, Balancers and Comedy Acrobats. Three distinct acts—two men, one lady. A real feature troupe on your program. Open for fairs, hotels, celebrations. Write, wire. Address Billboard, Chicago, Ill. no27

AERIAL CLOWNS—Three Standard Acts. Fast Double Trapeze, Comedy Involving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. se18

AT LIBERTY NOW—Chief Sugar Brown, of the Ocoee Tribe of Indians from Oklahoma. Are nine in family and seven of which perform with very beautiful, flashy outfits. Give the Indian dances of all kinds and bow and arrow act. Open for any good reliable wild west, rodeo, circus, fairs, Spectacles and vaudeville. Write SUGAR BROWN, Hinkle No. 2 Wild West Rodeo, care The Billboard, Cincinnati, O.

AT LIBERTY—World's Greatest Trained Animal Exhibition for Parks, Fairs, Celebrations, Comedy Pigs, beautiful white Collies. For information write JAKE ROBE, 1209 Linwood, Jackson, Mich.

OHAS, AUGUSTUS—High-Class Trapeze Artist. Committees wanting a real feature novelty free act that can be erected on your platform, get in touch with me. Have complete flashy outfit and do a real act. Literature, price on request. Address REAL AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

CHARLES LA CROIX—Original Platform Free Act. Available for celebration. Outstanding Trapeze Act at price you can pay. CHARLES LA CROIX, 1804 S. Anthony Blvd., Ft. Wayne, Ind.

CLOWN MOTORCYCLE OOP on Comedy Machine. Works like "Funny Ford." Track, platform, Comedy Juggling, Wire. General Delivery, on Illinois grandstand. ART ATTILA, Billboard, Chicago.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1606 Karg St., Cincinnati, Ohio. se18

JAYDEE THE GREAT—An amazing High Trapeze Novelty. A Gorilla-like Creature, gambols atop lofty 88-ft. pole displaying sensational aerial contortion with the crazy antics of a Simian. A novel act with laughs and thrill. Open Week August 13th opened and late fairs. Write General Delivery, Canfield, O., Fair.

LATHAM'S CIRCUS UNIT and Trained Animal Acts for your free attractions. Write for our reasonable terms and illustrated description. W. E. LATHAM, care Billboard, Cincinnati, O.

PAMAHASKA'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahaska himself for this attraction. Address GEO. E. ROBERTS, Manager Pamahaska's Studio, 615 W. Erie, Philadelphia. Telephone SA6more 6686.

PERFORMING CLOWNS—Trio doing Ground and Rigging Acts, Standard Clown Numbers, etc. Performers and acts from world's greatest circuses. Everything neat. BERNI ZOO, Billboard, Chicago.

PERFORMING CLOWNS—Trio doing Ground and Rigging Acts, Standard Clown Numbers, etc. Performers and acts from world's greatest circuses. Everything neat. BERNI ZOO, Billboard, Chicago. se4

VAUTELLE'S CIRCUS—Ten Dogs, Cat, Monkey and Clown. Two distinct acts. You can't beat us. Open October 4 for Southern Fairs, Theatres. Rice Lake, Wis.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, transpose, union, reliable, single. BOX C-310, Billboard, Cincinnati, O.

PIANIST—DANCE, NIGHT CLUB OR LEGIT. Union, read and swing. Consider all offers. Age 29. HERBERT HAMLIN, Merrill, Wis. se11

PIANIST—ALL ESSENTIALS, YOUNG, SOBER, modern, neat appearance. Union and experienced in all lines. Also available, experienced Sax Man, doubling Clarinet and Violin if A-1 proposition. Want location. REG. COPENHAVER, Utahville, Pa.

PIANO PLAYER DESIRES CHANGE—A-1 Dance Musician. Experienced with all types of shows. Young, sober, reliable. J. EDWARDS, wire care Western Union; write General Delivery, Saugerties, N. Y.

PROFESSIONAL PIANIST—YOUNG, SOBER, dependable. Poor vision. Thirty-nine weeks in one place. Prefer hotel, night club or health resort. RAY FREEMAN, General Delivery, Florida, Ill.

AT LIBERTY—Pianist for Small Show or Club after September 1st. Read, fake, transpose. Write no wires. State salary, etc. HAROLD DINGEB, Marshall, Wis. se4

PIANIST—Union, experienced, good reader, concert and Dance. Sober. Want location with respectable persons with worthwhile paying proposition. Write, state all. LARRY SCHEBEN, Rison, Ark.

RHYTHM PIANIST OR FRONT MAN—Sight, read, lead. Volcanoes that sell, simple arrangement, no need nor liquor. Join after week's notice. Union. Prefer Northern location. K. A. MARTZ, General Delivery, Corpus Christi, Tex.

AT LIBERTY SINGERS

COLORATURA SINGER,
Very High Voice. Sing with Band, Concert, Club, Radio. Can sing French, Italian and English Opera, 36 **EDGERBY BLVD.,** Boston, Mass.

WOMAN SINGER—GOOO ORCHESTRA, CLUB or Vaude., 300 Uhler Terrace, Alex., Va. Alex 189-1.

AT LIBERTY VAUDEVILLE ARTISTS

MOST ORIGINAL AND
Novel Marionettes—Plays and vaudeville. Now booking for fall season. **THE BEPPO MARIONETTES,** 180 Fifth Ave., New York City. sell.

COMEDY MUSICAL VAUDEVILLE ACT AT Liberty. Instrument, Singing and Dancing. **WALTER BROADUS,** care Billboard, New York City.

AT LIBERTY—3 Versatile Performers, one Woman and 2 Men. Comedians, Singers, Dancers, Music, Contortion, Singles, Doubles and Trios. Change strong for two weeks or longer. Can produce, Have Paid Dog for Acts and play own music, Cow-boy and Hillbilly Singing with Guitar. Have the best of wardrobe on and off. Also have car and house trailer. Sober and reliable State best offer. Wire Western Union. **WALTER, MOLLY and PAT KING, Sumter, S. C.**

MIND READER, Palmist. Parolche invites offers. Cultured, distinguished appearance. Answer scaled questions. Have done radio broadcasts and have "Prints of Famous People," business gettings display. **KARNE,** 6712 23rd, Pittsburgh, Pa.

IONIA WINS

(Continued from page 42)
of rain. Refunds were still being issued this week by mail.

Midway Up 20 Per Cent

Attendance in the grand stand, believed to be largest in Michigan with exception of Michigan State Fair, Detroit, was 56,563 paid admissions as against 60,676 paid in 1936, bringing loss of slightly more than 4,000. Greatest increase was noted in a report by Rublin Gruber, of Rublin & Cherry Exposition, who said his organization netted 20 per cent increase over 1936. Paid admissions to shows and rides totaled 265,587, while in 1936 total was 235,584. He declared his largest day was Saturday, which surpassed Thursday, normally the largest day here. He did satisfactory Sunday business.

Parking lot, where automobilists pay 25 cents, gave increased income, with 13,792 drivers paying. In 1936 total was 12,723. Midway concessions reported good business, even while water ran thru tents during storms. Patrons sought dry spots there and in midway shows, spending money while waiting. Increase in midway concession space, sold amounted to about 15 per cent over last year. More than 125 concessions purchased midway frontage, including those with the Rublin & Cherry Exposition. Most of them stayed on Sunday after announcements of the extra day were made late Saturday afternoon.

The fair's 1937 net profit will be below that of 1936, when numerous improvement expenses are deducted, Secretary Chapman said. Included in further improvements for next year will be hard-surfacing of the midway, which now is gravel.

Seven Days in 1938?

While one change in policy did not materialize, due to weather, another was created that may become an annual feature. Auto races, under personal direction of John A. Sloan, were postponed Saturday afternoon after road commission trucks worked the track many hours before it was found impossible to use. Meanwhile M. H. Barnes, producer of the night revue, *Star Brigade*, assembled the troupe and presented a full program for the partially filled grand stand. Races were staged Sunday afternoon, which saw a record crowd. Secretary Chapman, asked if he would inaugurate a seven-day fair in 1938, said he was considering such a plan. It was estimated 30,000 were on hand Sunday afternoon, and evening.

This was to have been a test year on a two-show Thursday night performance. But rain canceled the first show and a fair-sized crowd saw the second. A check for \$2,500 rain insurance was paid Secretary Chapman this week. It amounted to less than half the amount estimated to have been taken in for the first, which was a sellout. More than 3,000 patrons received refunds from that show. Mr. Chapman immediately announced a second show for Friday night for those who had tickets to the Thurs-

day first performance. A large crowd witnessed the first show and more than 2,000 were seated for the second. But rain again began to fall at 10 o'clock and the show was called off. Money was again refunded. The crowd Saturday night, however, was largest in history and a sellout saw the annual golden wedding ceremony attended by more than 20 couples married over 50 years.

Monday was one of largest opening days. Secretary Chapman said, Lucky Teter and his Hell Drivers presenting an outstanding exhibition. Exhibits were larger and covered more space than at any previous fair. Sale of space in the Merchants' Building was largest in a number of years.

On Monday children held sway with 5 cents admission to shows and rides. The fair itself, however, raised its grandstand price from 10 to 25 cents, and with 2,000 children attending the afternoon show receipts were larger than in 1936. The night special feature was a public wedding. Tuesday was 4-H Club Day with a half-mile parade of live stock. Four days of harness racing also started on Tuesday. For the second successive year the fair held its Governor's Day without a governor and this year with only a few State officials. Governor Murphy informed officials late on Tuesday that he was speaking in California on Wednesday. On Wednesday an afternoon sellout was recorded in the grand stand and at night patrons were seated in the infield. Thursday was Live Stock Day and on Friday members of the American Legion heard Leonard Sisk, Nashville, Tenn., national vice-commander, speak.

Revue Is Elaborate

Acclaimed by visiting fair officials and by the public, Barnes-Carruthers' night revue, *Star Brigade*, was staged in a setting never before so large or elaborate. The new 100-foot stage provided more room than in past years, but still did not

accommodate the large sets. The silver-trimmed and highly colored scenery of oil painted canvas was supported by a steel framework, said by Mike Barnes to be the largest outdoor set in the United States. The scenery framework is 260 feet long and of steel. The costumes, most striking in fair history, were carried in 35 wardrobe trunks. Ainsley Lambert, late of leading Chicago theaters, is leader of the chorus of 24 Lambert dancers. His wife is assistant wardrobe superintendent and Mrs. I. Smith, Chicago, is in charge of the wardrobe. Others in the personnel are Byron Smith, properties; Arthur Waring, carpenter; Izzy Cervone, Pittsburgh, special music; George Woods, company manager; Jack Klein, stage manager and assistant emcee; Carl Freed, emcee.

Featured in the night revue was Miss Ruth Pryor, ballet dancer. Lieut. Izzy Cervone and his military band provided the music. He collapsed at end of the Tuesday night show and was carried to his rooms, returning two days later to carry on. He suffered from heat and overwork, his physician said.

Eugene Randow succeeded Billy Lorrette as show clown. Outstanding was the knife and hatchet-throwing Gibson Company. Fortunello and Cirillino, comedy acrobatic number, was well received. Jim Wong Troupe furnished the Oriental contortion act and Aunt Jemina and her Krazy Chefs appeared each afternoon.

Outstanding among acts was Paul Syddell and his dogs, Spotty and Kiki. Carl Freed and his Harmonica Lads began a fair circuit tour with Barnes-Carruthers at Ionia. They played classical and popular numbers. Marie Bartell, of Bartell-Hurst adagio foursome, appeared with her group during the night revue. She was thrown and caught by Newell Hurst, Eddie Ash and Fred Larkin. Cosmopolitan Octet produced all singing numbers. Petroff's Russian Bears rounded out the program. Paroff Trio performed on

swinging ladders 110 feet above the ground. Thearle-Duffield Company presented fireworks on a more elaborate scale than a year ago. Because of rain two complete displays were given Saturday night. Capt. Arthur Davis, Lansing, Mich., was in charge of all airplane stunt flying. Charles Zmuda, Palo, Mich., was featured as dally parachute jumper, replacing Clem Sohn, Lansing, original bat-wing man, who was killed in France last spring.

Among fair officials visiting were Harry B. Kelley, secretary of Hillsdale (Mich.) Fair, and William F. Jahnke, secretary of Saginaw (Mich.) Fair.

READING BANS

(Continued from page 42)
merchandise may be offered as prize awards. Any concessioner found dispensing money to patrons will be turned over to custody of the police.

So flagrant has "grift" become on the Reading midway that officials realize drastic steps are necessary to curb this evil. Last year more than 50 such wheels were confiscated after complaints had been lodged by patrons.

"We'll stop this money gambling if we have to close every concession stand on the midway," President Giles declares. "Our secretary, Charles W. Swoyer, has already been instructed not to sell concession space to anyone operating a mechanically controlled wheel."

Despite the drastic rules and regulations in force this year, Secretary Swoyer reports the sale of more outdoor concession space than ever before. Already indoor concession booths in three main exhibition halls, merchants', manufacturers' and art buildings is completely exhausted, and the situation is almost the same in the grandstand display hall, according to Mr. Swoyer.

ILL. NEW TOP

(Continued from page 43)
capacity crowd. Cool weather and rain on Saturday delayed start of auto races until 4 p.m., but an overflow crowd saw Mauri Rose, Columbus, O., win the scheduled 100-mile race, cut to 95 miles because of darkness.

Sunday offered two new features of the fair, a 25-mile national championship motorcycle race in the afternoon, won by Lester Hillbish, Reading, Pa., and a Federal Theater Project production at the night show. Dog Show on Sunday was extremely successful.

SEDALIA GETS

(Continued from page 42)
concerts at the Horse Show and in different sections of the grounds.

Other attractions were Thearle-Duffield fireworks nightly; WEB Radio Production Show, a feature of American Legion Night, August 22; Fred Winkley's Suicide Club, featured afternoon and evening on August 21; auto races on August 22 and August 28 under direction of John A. Sloan, American Booking Agency, and handled by Art Swenson, of that office, with announcements by Jack Story.

Vaught on New Midway

State Fair Shows, under management of Mel H. Vaught, were on the new midway. During the past year fair officials have made many improvements on grounds, one of them being the new midway location. A complete street was torn up and sodded so that now the midway can be seen from nearly every section of the grounds, making the new arrangement far more desirable. Manager Green said gross business on the midway on August 21, Children's Day, broke all previous records and, according to Mr. Vaught, receipts from rides, shows and concessions were triple those of last year, on this day. State Fair Shows have enlarged considerably since seen here last year, and Mr. and Mrs. Vaught presented 11 major rides, 2 kiddie rides, 8 shows and about 35 concessions.

Besides having a much larger show, there is a big improvement in appearance of shows and rides. Prior to coming to Sedalia the shows were struck by two cyclones in McCook, Neb., during which some tops were destroyed and others damaged so badly that new ones were purchased. Mr. Vaught said the show purchased \$3,500 worth of new canvas, all of which was in use here. Show carried two free acts, which appeared afternoon and evening on the midway; Flying Lesters, casting act, and Teofilo Carvo, 86-year-old high-wire performer. Mr. and Mrs. Vaught were hosts to many visitors, ably assisted in entertaining by Dave Lachman, L. Clifton Kelley, Charles White and Elmer Wells, of the show executive staff.

WPA, Army Engineers Honored For Creating Site of Frisco Expo

SAN FRANCISCO, Aug. 28.—Honoring the WPA and army engineers for their achievement in building Treasure Island in San Francisco Bay, George Creel, United States commissioner to the 1939 Golden Gate International Exposition, entertained city, county, State and federal officials at luncheon in the Bohemian Club August 16. Special honor guests were Col. F. C. Harrington, assistant administrator and chief engineer of the WPA, and Robert H. Hinkley, field representative.

Leland W. Cutler, president of the fair, presided and introduced Mr. Creel, who declared that the 1939 World's Fair here will be "the most beautiful of all world's fairs in history" and that it could not have been made possible without federal aid. Mayor Angelo J. Rossi, of San Francisco spoke in a similar vein.

Making Trailer Plans

Thirty-five executives, peace and sanitation officers of the Bay area this week discussed ways and means of caring for trailer travelers to the exposition in 1939, meeting being presided over by C. M. Covell, expo transportation manager.

It was decided to name two committees to make preliminary investigations and report later. E. A. Brown, State division of housing, said a new "trailer court law" enacted by the last Legislature will become effective August 28 rigidly controlling trailer camps in unincorporated areas of the State.

Chester Fisk, assistant city manager of Berkeley, Calif., said that city was preparing a rigid trailer ordinance for enactment soon. Miss Zella Ziegler, Shell Oil Company, said a recent survey disclosed a chaotic state of thought on the problem, while other speakers said that East Bay cities are eager to promote the trailer camp industry.

States Reserve Space

California's official invitation to Australia to participate in the fair was dispatched this week on the liner Mariposa. It is a solid panel of 2,000-year-old redwood, five by four feet, on which is mounted a large reproduction of an aerial view of the Frisco Bay region, showing the bridges and the island site of the fair. The invitation, inscribed in goldleaf, is signed by President Cutler and officials of the Redwood Association and addressed to Prime Minister Joseph A. Lyons, Canberra, Australia.

It will be presented to him by Aylwin Probert, exposition commissioner, to the antipodes, and Robert J. Farris, representative of the California redwood industry in Australia.

Twenty leading sculptors of the Frisco region have been appointed by the exposition's architectural commission to do sculpture for palaces and courts on Treasure Island. Among those appointed were Edgar Walter, Haig Patligan and Ralph Stackpole.

Announcement has been made that Peru has accepted President Roosevelt's invitation to the nations of the world to be represented at the Pageant of the Pacific. News of the decision of Peru to take part was cabled to expo headquarters by Major Jose Perez-Brown, exposition commissioner, from Lima.

Utah is the latest State to ask for space reservation in the Hall of Western States. Oregon and Washington recently asked that space be reserved. Almost half of the States have now taken action to be represented. Many have made substantial appropriations, others have earmarked funds for exposition purposes and others have named commissions. Some States plan to erect their own buildings, while others will exhibit in buildings set aside for sectional groupings.

Who Is Music Head?

Col. J. Franklin Bell, expo executive vice-president; W. P. Day, director of works; and Keith Southard, department of governmental participation, will meet this week with Warren Shannon and other members of the board of supervisors on the county's exposition commission to discuss San Francisco's plans for an exhibit. San Francisco County is planning to have its own building.

Last week plans for concert, opera and other musical attractions struck a sour note. There are two committees claiming the say over things musical. Walter Reimers, director of special events and ceremonies, thinks that music comes within his province. So in his department he has formed a committee on music, headed by Paul Bissinger. On the other hand, Harris Connick heads the music co-ordinating committee and holds firm in the belief that the arrangement of musical attractions is his function. Mr. Reimers is looking over the expos in Dallas and Cleveland. Mr. Connick is working out deals with the musicians' union.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

Bingo Ops Using Pitchmen as Economists Buy-Back Tactics

Wholesalers predict trouble ahead for ops who buy back awards for cash

NEW YORK, Aug. 28.—The policy of buying back merchandise awards from patrons, which many bingo operators have been practicing in the past few months, is reaching such a point that many wholesale merchandisers fear that the popularity of the games will be greatly impaired if the practice is not discontinued. The buy-back policy of many operators has not only meant a loss of business for many wholesalers, but it is reported to be affecting operators themselves, since the policy is frowned upon by local authorities.

The buy-back system is much the (See BINGO OPS on opposite page)

Many Resort Spots To Extend Season

NEW YORK, Aug. 28.—Reports here indicate that many of the larger resort spots are planning to remain open as long as the weather is warm enough to attract crowds. Warm weather of the last few weeks, together with the hope of a long Indian summer, has encouraged many concessioners to extend their stay at the resorts. Resort owners, too, are reported to have been formulating plans to extend the season, as play this year has been unusually profitable.

These reports were received with smiles by the wholesale merchandisers, who are looking forward to selling more merchandise this season than they had at first anticipated. If the resorts continue in operation for several weeks past the Labor Day mark there is little doubt that sales will show a new high for some firms here. It will give them a chance to make up for last season when cold and rain played havoc with sales.

The weather has been decidedly in favor of the men at the resort spots during the last month. In fact, this has been one of the best months for shore spots in New Jersey and New York, and indications are that the profitable season will continue just as far past Labor Day as weather permits.

Continuation of Good Business Seen for Fall

WASHINGTON, Aug. 28.—Not only has business maintained an excellent pace right down to the concluding weeks of summer but it is confidently predicted that the fall will show a considerable improvement. With the aid of a bumper farm income, production and sales for the fall are expected to approach a new high for the period since the beginning of the depression.

Department of Agriculture estimates the cash income of farmers for 1937 at better than \$9,000,000,000, or more than double the depression low of \$4,328,000,000 in 1932. Gross farm income, including rental and produce grown for home consumption, probably will exceed \$10,000,000,000, officials estimate. It is pointed out that industrial workers will benefit this fall from lower prices resulting from large crops and from increased farm purchasing power for the things manufactured in the city—namely automobiles, farm machinery, clothing and a greater quantity of luxuries.

Pitchmen as Economists

EDITOR'S NOTE: The following article appeared as an editorial in The Chicago Daily News, August 18, 1937.

The trouble with economists and their ilk is that they seldom if ever get down to grass roots. They issue imposing charts, graphs and compendia of statistics calculated to portray such illusory manifestations as crop yields, industrial production, carloadings and comparable chimeras. These may be fraught with deep significance to the compilers, but they make heavy reading in August.

The gents who really know what the country is doing and thinking are the showfolk—especially the circus and carnival advance agents and those empiric pragmatists who hover around the periphery of the show business, selling razor blades, can openers, glass cutters, Brazilian diamonds, silk hose, soap, pain killer and Indian herb remedies on street corners and vacant lots. We refer to the pitchmen, high and low.

The advance agent must route his colossal tented aggregation of marvels to avoid plague spots where moths and rust corrupt the mechanism of commerce. He must endeavor to hit communities at the auspicious moment when pay rolls are redundant and the farmers have cash. Thus when The Billboard reports circus after circus throuth the land "putting 'em on the straw" anyone but an economist would sense that the natives have what the pitchmen call "folding money" and that Florida real estate may soon become a liquid commodity again. A circus puts 'em "on the straw" only when all seats have been sold, and all seats are not sold unless the natives have currency that can be creased instead of merely a few coins to jingle lonesomely in a one-way pocket.

The real tipoff, however, comes from Dr. Harry Herbert, who writes The Billboard that "Everything is moving okeh in the Mound City," and that "Sammy Smith, the resurrection plant king, is getting money with the plants and water flowers."

The resurrection plant is not a salad herb. It is an exotic ornament. Folks do not buy resurrection plants when the purchase would deprive the family of a mess of turnip greens and bacon. Here then is valid and irrefutable evidence that a boom—or inflation, or whatever the economists may choose to call it—is under way.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THESE hot days have brought the curb operators out, altho most of them have been compelled to work the shady side of the street. Forty-Second, Seventh avenue and the lower Broadway section had their share. Business is fairly good because there are many tourists around who are spending money more freely than last year. Merchandise offered covers a wide range. Metal polish outfits seem to attract the transient. Song books have come out again and I saw a good demonstration of trick playing cards, and combs are going fairly well. But all this is regular stuff. What interested me was that one operator did a surprisingly good business with electrical lamps which he offered at 75 cents. Another was selling wallets at 50 cents each. The pitchman who sells household aids at \$1 a set is still working the midtown section. This makes me think that we shall see more \$1 pitches this fall.

News from the sticks indicates that aluminumware is doing well, especially sets of pots and pans, steam cookers and similar articles. This should prove of interest to men working the fairs. Make sure, however, that you have the right stuff. My information is that much aluminumware has been bought by rural stores in expectation of a large demand and that it will take at least four weeks before you can get delivery. This is somewhat better than a few months ago when much longer terms were asked by manufacturers. With the growing demand anything may happen. Check back upon your prices. Wholesalers report that 30 days is all they can get on price quotations, with all prices being subject to immediate revision.

Reports of an unexpected large cotton crop are worrying carnival operators for many reasons. First there is the question what Southern markets will do if cotton prices should break severely. Fairs last year were well attended. With cotton prices down it may be vastly different this fall. Second, what will happen to cotton goods? Overall and other work clothing prices have been upped in the last six months. Will they stay where they are? Manufacturers say it's wages and not material cost that has put overalls up. They add that wages will continue on the upgrade. This is possible, but you can't blame buyers if they are getting a little sensitive about it and prefer to wait. My own opinion is that prices will stay where they are as long as the consumer is willing to pay.

I'm told that the slight slump in the demand for work shoes by house-to-house operators is likely to come to an end with the beginning of fall. When prices went up house-to-house sellers found it difficult to meet store competition. Now with

(See NEW YORK BULL'S-EYE on opposite page)

Fair Execs' Action Boosts Mdse. Biz

CHICAGO, Aug. 28.—Judging from the increased amount of goods being shipped to various State and county fairs, the wholesale merchandise industry is benefiting from one of the biggest fall sales booms in years from these outlets. As usual the household novelty and gadget lines are reported receiving the best play, but tricky novelties and flashy items are still in strong demand, as evidenced by the size of recent commitments.

Wholesalers catering to this trade report that an important factor in the healthy fair volume this year is the action of authorities in charge of many of the fair concessions permitting use of nothing but merchandise prizes on midway concession stands. Because so many objections have been raised in recent years to games awarding money prizes men in charge of concessions at more and more fairs are placing their indorsements on merchandise awards. Plan seems to be meeting with acceptance all around, for many operators are beginning to realize thru actual experience what flash merchandise tastefully displayed will do to attract more people to their stands. Many fair men are also in favor of this merchandise plan because it assures the patron of receiving something for his money.

Another reason for the healthy fair business is the fact that rural folks not only are finding time to attend now that the major portion of the harvest season is out of the way but they really have something to spend. Attendance has been good to date, according to reports, and the volume of merchandise used has been so large that the 1937 fair season gives every indication of being about the best in history.

Plans Complete for Three Mdse. Shows

CHICAGO, Aug. 28.—Wholesalers and manufacturers who plan to exhibit wares at various gift shows to be held during September are going to be kept on the jump during the first two weeks at least, for three important shows are scheduled to open during that period. These shows are to take place in Dallas, Detroit and Boston, and buyers in those regions are reported to be looking forward to viewing a good comprehensive picture of what new merchandise is available for fall and pre-holiday promotions.

The Southwestern Merchandise Exhibit will run from August 29 to September 5 at the Hotel Adolphus and the Baker Hotel in Dallas. Ready with interesting and attractive displays of what's new in gifts, novelties, decorative home accessories, artwares and housewares are scores of leading manufacturers, importers and manufacturers' representatives.

The third annual Detroit Gift Show will be held at the Hotel Statler from September 6 thru September 10, according to Walter E. Offinger, manager of the show. Advance reservations indicate one of the best shows yet held in Detroit and will feature a concentrated display of the latest in leading gift and novelty merchandise lines.

Merchandise men from all over New England are expected to attend the coming Boston Gift Show, to be held at the Hotel Statler September 13 to 17. Here will be presented, according to reports, all the many new lines which the manufacturers and importers of gifts, artwares, novelties and decorative accessories for the home have been producing since the close of the spring market.

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.

Star Mold Set

Of special interest now is the new Aluminum Star Mold Set recently announced by the Aluminum Goods Manufacturing Company. Set consists of nine star-shaped molds. Large 1 3/4 quart mold has popular electro-hardened Alumilite finish, making it stain resisting. Can be used for cakes, patty shells, meat loaf, as well as for preparing health salads and gelatin desserts. Eight small molds are frosted finish, durable and rustproof. Set comes attractively packaged in a green and black box imprinted with interesting recipes. Priced to retail at an attractive figure.

Tie Rack and Brush

A clever tie rack and brush combination in black lacquer suede finish is the latest item for the gift, novelty and premium trade, just introduced by the Nifty Brush Company. Item has a clear mirror, pressed fiber wood wood horse and jockey ornament, and a practical whisk broom of matching color. Individually boxed and priced to retail for \$1.

Egg Holder

An egg holder for use in beer gardens, restaurants and elsewhere is being designed by the Schmuhl Manufacturing Company. Two models have been shown so far. One is a six-deck rack that is semi-circular in design, and the

other is circular of a similar height. Each concentric circle or semi-circle is smaller than the other, thus displaying the eggs in a sort of rounded pyramid effect. These racks are made of light wire construction and hold the eggs firmly in place. The wire coming in different colors effectively sets off the eggs in an appealing display.

Anti-Sleep Tablet

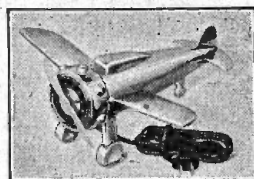
No-Nod is the name of a new anti-sleep tablet manufactured by the Pacific Products Company. Said to be a natural for direct sellers and card specialists. Product is claimed to be brand new and meets a long-felt need for something that is just the reverse of the usual "sleeping tablet." These tablets are guaranteed to keep the individual awake for several hours. Said to contain no harmful drugs.

New Toast Rack

An efficient expanding toast rack that holds from one to eight pieces of toast with equal firmness and no spilling is the latest offering of the Bush Terminal Sales Building gift division. Chromium plated with a spiral spring which cannot lose its tension, the item constitutes an attractive and long-life article suitable for many types of promotions. Price in dozen lots is reasonable.

Aero-Clock

After much experimentation the B. & D. Company is announcing its Aero-Clock, which it predicts will be a real money maker for salesboard operators, concessioners and premium buyers. Clock is chromium plated, five inches high, 10 inches long and has a wingspread of 10 inches. It is a replica of a modern aeroplane. Clock forms the motor of the plane and a second hand shaped like a propeller ticks off the passing time. Face of dial is black and white. Unusual flash which this item possesses should attract much attention. A beautiful and practical item for the home.



The motor of the plane and a second hand shaped like a propeller ticks off the passing time. Face of dial is black and white. Unusual flash which this item possesses should attract much attention. A beautiful and practical item for the home.

Self-Wringing Mop

A new type of self-wringing mop is now being marketed by the Granger Manufacturing Company. Mop proper has a convenient loop at each end and is fastened between two rollers. Just drawing the mop thru these rollers once by holding it by the loop and pulling wrings it out thoroly. It is claimed. It may then be reversed if desired. This is simpler than the more elaborate types of self-wringing mops that use some form of twisting around the handle and is considered just as satisfactory.

Portable Equipment

Frosted Products Equipment Company is marketing strictly portable equipment for dispensing Frostee malted milk. Equipment requires no electrical connec-

SPECIAL

WHILE THEY LAST
450

DYNAMIC SPEAKER RADIOS

In the Following Colors: Black, Blue, Red, White, Green and Brown. State Color Wanted When Ordering.

\$5.45

Each.
Sample.

\$4.95

Each.
Lots of 6.

Send 20% With Order, Bal. C. O. D., F. O. B. New York.

PLAYLAND SUPPLY CO., Inc.

14 W. 17th St., NEW YORK CITY



Size: 4 5/8 x 7 3/4 x 5 3/8. Wgt. 6 Lbs. Packed COMPLETE—Nothing Else To Buy. Packed in Air Cushion Cartons.

CHRISTMAS FOLDERS

With Envelopes, packed in Attractive Boxes—Outstanding Designs

ASS'T No. 1—10 in Box, Doz. Boxes, \$1.05
Sample Box, Prepaid, 18c.

ASS'T No. 2—18 in Box, Doz. Boxes, 1.75
Sample Box, Prepaid, 24c.

ASS'T No. 3—21 in Box, Doz. Boxes, \$2.10
Sample Box, Prepaid, 26c.

All 3 Assortments—Sample Box of Nos. 1, 2 & 3, Prepaid, Only, .60

CATALOGUE MAILED FREE
TOILETRIES, KITCHEN TOOLS, ASPRIN, GIFTS, CARDED GOODS, SALES BOARDS, PREMIUMS, BALLOONS. You Get What You Ask For. No Substitution, Free Sample Case. Write for Details, 25% Deposit, Balance C. O. D.

CHAMPION SPECIALTY CO., 814-E Central St., KANSAS CITY, MO.

tions or plumbing. It is operated by compressed gas which comes in small tubes. Size of machine is 15 inches in diameter, 16 inches high overall. Malted milk products have had a great vogue this summer and company states that it feels the demand will last all year, particularly in Southern sections. They will be very glad to furnish an illustrated folder with full details answering all questions regarding the equipment.

BINGO OPS

(Continued from opposite page)
same as that formerly used by some digger men and concessioners. Prizes are valued at so much and when an article is won by one of the players it can be redeemed for its cash value if the player desires.

In pointing out the inherent evils of this system, many wholesale men cite the decline in popularity of the diggers of a few years back when the ops started to buy back merchandise from the public. Digger men knew ahead of time that they were writing their own finish by such practices but claimed that they couldn't stop because everyone else was doing it and to refuse to buy back the merchandise meant to lose a great deal of play. This latter fact, however, was disproved by men who shunted the practice and who have continued to do a good business. A shining example is the Asbury Park Casino, which still features merchandise in its machines and does not repurchase awards.

Experienced merchandisers point out that bingo fans attend the games for the fun and to win featured merchandise awards. They believe that the average player will continue to play longer and enjoy the game more if he takes an actual merchandise award home with him than if he turns his winnings into cash and later has nothing to show for having won except a bitter memory. "Bingo games will continue to prosper," according to these men, "just as long as they are run in the same old manner and feature merchandise awards exclusively. The buy-back system is an evil which must be corrected if bingo is to go forward. If it is allowed to go unchecked the operators will soon find that their attendances will not only diminish but that they are more than likely to run afoul of local regulations."

It is the hope of the wholesale merchandise industry that the bingo operators will awaken and quickly change their policies so that they will continue to enjoy a profitable business and have the authorities with them rather than against them.

NEW YORK BULL'S-EYES

(Continued from opposite page)

prices stabilizing direct selling becomes practicable again. Many operators who have given shoes a rest during the summer are returning to the field. Work shoes should show up well in fall fair promotions.

If you are interested in handbags you'll want to know that petit point bags will be very much in demand this winter. This is in line with a general swing of the fashion to late Victorian modes. A chinaware set with a petit point design is finding much attention in stores and has been seen in several carnival displays. Petit point also will be used on dress ornaments, shoes, jewelry, belts, etc. Color fashions for lipsticks and nail polishes call for reddish brown tones this winter with a chocolate brown leading. As a good novelty green and purple have been introduced both for the lips and the nails. They should make a good demonstration item with the younger fair crowds.

GOOD Profit MAKERS for the FAIR SEASON!

High Hat Fur Monkeys

Rainbow Colored
Plenty of Flash



B38N82—8 in. high, per gross	6.00
B38N84—10 in. high, per gross	8.50
B38N238—11 1/2 in. high, per gross	16.50
Sailor Doll, celluloid head, stuffed body, velvet sailor suit and white hat, per gross	8.75
B38N268—13 in. high, per gross	19.50
B38N15—Drum Major Doll, per gross	22.50
B38N70—Large size flying birds with concealed hummer, per gross	2.50
B16N128—Mahogany colored walking canes, per gross	6.90
B16N101—Bamboo walking canes, about 7/8 in. in diameter, per gross	8.00
B16N100—Maple walking canes, per gross	14.75

Beacon Blankets

make Warm Friends

WE HAVE A COMPLETE LINE
IN STOCK FOR
IMMEDIATE DELIVERY

Celluloid Dolls, Feather Dressed With High Hat

B34N152—7 in. high, gro.	7.50
B34N155—10 3/4 in. high, per gross	16.50
B34N156—12 in. high, gro.	21.00



FEATHER DRESSED AND CLOWN HAT

B34N154—7 in. high, per gross	7.50
B34N157—10 3/4 in. high, per gross	16.50
B34N158—12 in. high, per gross	21.00

N. SHURE CO.

Adams and Wells Sts.,
CHICAGO, ILL.

SEND FOR NEW PRICE LIST! JUST OFF THE PRESS.

MAGIC WINDOW CLEANER \$5.00
(Retail for 15c), 100.....

PROBAK BLADES—100.....\$0.95

BLUE INK—10c Size, Dozen25

DIXON PENCILS—No. 268, Gross .75

ERASERS—Giant 5c Size, Gross. .75

PENCIL LEADS—18 to Box, Doz. .25

Boxes

25% Deposit With Orders, Bal. C. O. D.

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.



69c

EACH
No. B101—
Case Metal, As-
sorted Colors.
Snap or Time
Pictures. Size:
1 1/2 x 1 1/2 in.

TEN FOR
\$6.50

Send for New
1937 Catalog.

ROHDE-SPENCER CO., Wholesale House Chicago.

223-225 W. Madison St.,

CARNIVAL NOVELTIES

WE DO SELL FOR LESS

SWAGGER CANES, Gr.	\$5.50
CHINA HEAD CANES, Gr.	6.75
FUR MONKEYS, High Hat, 8 in. Gr.	4.25
FLORAL CLOTH PARASOLS, Gr.	5.40
SLURP—1,000 Flashy Pieces for	5.95
SERPENTINE BALLOONS, Gr.	3.60
MECHANICAL TOYS, Doz.	1.95
(Crawling Baby-Tumbling Clown— You Dog)	

OPTICAN BROTHERS,
300 W. Ninth St., Kansas City, Mo.

WATCHES ELGIN and WALTHAM

PRICED FROM \$1.85

Send for our Free Catalogue, showing you the biggest value in rebuilt watches.

ROSEN & MALTZ

801 Sansom St., Dept. L, Philadelphia, Pa.

\$1.00 WILL BRING YOU 50 DIFFERENT

Samples of RED-HOT ITEMS, such as BRAND NEW SERIES OF CARTOON BOOKS, HOT NOVELTIES, Funny Jokes, Clever TRICKS, etc. and our new complete "Special Catalogue" most complete of its kind. CATALOGUE alone 25c and we will refund same with your first order. T. PAYNE, 25 Cardinal Place, NEW YORK.

NOTES from SUPPLY HOUSES

A boy was born to Mr. and Mrs. Jack Gordon August 14. Gordon, proprietor of Gordon Novelty Company, is well known in the novelty concession field. We hear the father is doing well.

Four new low-priced radio sets, including an end table, an end-table combination, a console and an upright table model, have been added to RCA-Victor's new series of radio instruments, which now includes 43 models of almost every conceivable type to fit every purse and purpose.

Last year export business in Philco radio sets was 25 per cent greater than the previous year. The present year, 1937, will show at least a 50 per cent gain over 1936, according to Walter S. Cramer, Philco export manager. Better still, he points out, the average export sales dollar unit is steadily climbing, which means that customers abroad can afford to spend a little more.

Wholesale Radio Service Company, Inc., has added another link to its chain of modern establishments with the opening of its display and salesroom in Boston, with Michael Scott, prominent radio merchandiser, in charge. In its 16 years of existence Wholesale Radio Service Company, Inc., has climbed from a small radio sales office to an enterprise supplying every corner of the globe and having branch offices and salesrooms in New York, Chicago, Atlanta, Newark, Jamaica, L. I., and Boston. New store will serve as headquarters for radio service men, p. e. engineers, amateurs, experimenters and short-wave fans living in the Boston area.

Silver Manufacturing Company announces that its latest catalog is now being distributed. It presents a wide selection of popular priced models from 5 to 15 tubes in home radios of both console and table design, as well as auto and farm models. Catalog is beautifully illustrated and contains complete data on the line of the firm. Silver sets feature a five-day free trial offer and a year's guarantee on all parts. Free copy of the catalog will be mailed upon request.

RUNNERS HURT—

(Continued from page 45)

Wheel, Lin Hamilton, foreman; Jimmie Fesselton, assistant; Wilma Hamilton, tickets. Mixup, F. G. Hume, foreman; Rick Goldhart, tickets. Kiddie Auto Ride, Ben Liston, foreman; J. Neely, tickets. Aeroplane Ride, H. Foster, foreman; Millie Raub, tickets. Pony Ride, J. Helmsley, Earl Hall, Joe Carson, Ed Ferrant.

Shows: Will Rogers' big steer; Murad the Great, illusions, magic and escape artist; Bella Napoli, Professor Pearce, Tito Nema; Doc Cunningham, front. Octopus Show, J. Griffin and Herbert Oldknow; Sex Expose, Frank Wolverton, inside lecturer; Earl McHarvey, front. Athletic Show, Turnbull, Cleland and Davis; Wild Animal Circus, Dean Foix; Mrs. Foix working cats; Bud Lejune, front. Analyst, Tommy La Rose; Old Syria, All Baba and Ragah Tagore.

Concessions: Cookhouse, Flo Appel, Whitey Olsen, managers; Ruth Fowzer, cashier; Helnie Hanewinkel, chef; Vic Howard, "Red" House, countermeat. Plaster wheel, Bill Koehler, Mike Johnson. Ham and bacon, George A. Simmonds; Tom Lacey, agent. Short-range lead gallery, Kirt Ober. Groceries, Al Ronnow, Cal Cain. Cigaret wheel, R. C. Cajacob, M. Fein. Pitch-till-win, Pete Peterson, Fred Shaler. String game, John Levaggi, O. Clora. Bottle game, Dewey Jorgensen, Nate Kiernan. Cigaret flasher, Ed Tleman, Patsy Schoonover. Bottle game, Mr. and Mrs. Candy Moore. Chip store, G. Shure, Nap Waters. Glass store, Mr. and Mrs. Scott and G. Scott. Cigaret wheel, Plain Dave Morris. Buddha store, Jimmie Crossen. Scales, Tommy Woo, George Sackson. Candy apples and floss, Mr. and Mrs. James Cooley, Ellen Follow. Novelties, Mr. and Mrs. Neal Eastman. Refreshments and lunch, A. Barnett, Harold Pruse, E. D. Sawyer. No. 2, Sam Ross, E. Rose. Root beer, Joe Abbot. Snow cones, A. W. and Willard Peterson. Frozen fruit juices, Mrs. J. W. Ellis, Marie Carter. Fish chips, J. Bergen. Photo strip, Mrs. George Moffet and Marquette. Salt water taffy, Talley and Matthewson, owners; Mary Clapp, M. Talley, agents. Barbecue, J. W. Ellis, Arthur Merchant, Jack Buchanan, agents. Soft drinks, Blackie Easter, Rud Merchant. Frozen drinks, E. F. Petersen, D. S. Williams. Beer, soft drinks, A. Barnett, owner; Isabel and Beverly Barnett and Bing Grand. Pop and carnell corn, Bud Barnett, Joe Prozelor, Al Guest. Photo strip, Mr. and Mrs. W. A. Liddell. Ice cream, Lewis, Delphney and Harms. Mexicana cats, Harry and Rosabel Hillman, Violet Grant, Norma Haugard. String game, G. Dosset, Pearl Hiner. Roll down, Ed Easton, Moe Lewis. Sharpeners, I. W. Low. Duck pond, George Sackson, M. Hood, A. Fussur. Southern barbecue, J. W. Cameron, Elsie Furlow, Betty Merchant, Esther Hoag, Bert Reness, Jack Lauder. High striker, J. Hernandez. Novelties, Bill Koehler. Penny pitch, J. Younger, Al Sanpierre. Novelties, Charley Frank. Plaster wheel, Joe Myers, Edith Wherry. Frijoles and enchiladas, R. Guiterrez, Manuel Perez. Floss and apples, Mr. and Mrs. Ed Horan. Dr. N. Matzen is fair president; Frank Dupree, secretary-manager, and D. A. Noble, assistant secretary-manager.

ATHENS, Ala.—Many improvements are under way at Limestone County Fair here and President Van Buren Gilbert and Secretary-Treasurer L. V. Legg expect the biggest fair since 1929. Gold Medal Shows will be on midway, and harness races will be held daily.

Fiesta Revue Shows Profit

Casa Manana in Fort Worth is ahead with bigger nut—1938 production reported

FORT WORTH, Tex., Aug. 28.—Casa Manana at the Frontier Fiesta, with a larger nut than it had last year, has shown a profit each week since opening on June 26. Billy Rose, producer, said this week. This is considered an excellent showing, since this is a second-year show and the revue has competition from Pan-American Casino, Dallas.

Also absence of liquor continues to cut into receipts here. Rose predicts attendance will show an increase each week as fall approaches and end of the show nears. It is said the one general admission ticket booth in front of Casa Manana has averaged a take of between \$1,000 and \$1,500 each night. This is only for general admissions and does not include books or other tickets. National Hotel Management Company, from which the Fiesta gets a percentage of receipts on catering at Casa Manana to add to the gross, has had good business.

The Fiesta for the remaining six weeks of the season will change specialty acts every two weeks to get repeat customers for the windup. Joe Jackson, pantomimist, will finish his engagement at Casa Manana on September 3. Harrison and Fisher, new dance team in Casa Manana, leave about the same time, to be replaced by another team. Fritz and Jean Hubert are back in Pioneer Palace after a week in Casa Manana. Rose returned this week to sing chorus and showgirls from Casa Manana Revue for his *Show of Shows*, which he intends to take on the road in November.

Carter Praises Stripling

New show in Pioneer Palace, with Art Frank and Chester Frederick headlining and replacing the Rooneys, is clicking. Charles King, singing star and emcee, has new songs. No decision has been made yet as to whether carnival concessions will be put into the stockade inclosure on Sunset Trail which now houses the Okay Wagon Yard. General Manager Pollock has given approval of concessions here, it is said, if they are "within reason." Turf Catering Company, which installed a wheel game several weeks ago, has been contemplating putting some attractions in the Wagon Yard for some time. On August 23 Sid Wolfe, who has several shows and concessions in Dallas, and Joe Rogers, of Dufour & Rogers interests at the Dallas and Cleveland expos, were here conferring with Bill Wolkin, of the Turf company.

Paul Whiteman and his orchestra furnished music for members of Rotary clubs thruout Texas at a luncheon in Fort Worth previous to Rotary Night at the Fiesta last week. Whiteman was one of the speakers, as was Amos Carter. Carter praised work done by President Stripling of the Fiesta board for this year's show. He also said that President Stripling and his staff were planning for another show in 1938.

Astor House is fast becoming one of the main spots on the grounds. It has succeeded in doing what the old-fashioned buildings could not do in two seasons, attract and hold crowds on Sunset Trail. Cactus Cal's Band, featured on the Cosden program each Tuesday night over WBAP, also broadcasts from the Astor House over the three local stations, WBAP, KFJZ and KTAT, several times weekly. Eddie Matchett is piano player. Ben Koppel, Chicago, one of the owners of the Turf Catering Company, is here for remainder of the season to look after Turf interests here with Bill Wolkin.

Composers Trying Again

Everett Marshall, singing star of Casa Manana Revue, flew to San Antonio on Friday of last week as guest of Braniff Airlines to see the Alamo. He goes back later as guest of San Antonio Lions' Club. Ruth Harrison and Alex Fisher, dance team in *Wake Up and Live* of Casa Manana Revue, were interviewed on the latest Fiesta Reporter broadcast by WBAP. Paul Schwartz, until recently cutting

"personality silhouettes" in Pan-American Building, Dallas, is cutting his silhouettes at the Fiesta.

Watermelon Garden, operated by Turf Catering Company, has closed. Mrs. W. M. Fain, who was to have gone to the Astor House when the beer garden closed, is cashier at Iceland. Alex Murphee, assistant to Boyce House, publicity director for the Fiesta, has gone to a San Antonio newspaper.

Nearly all the composers in Melody Lane are working on pieces which they hope will be hits. Vincent Rose, who plays *Avalon*, has had his latest, *Moon at Sea*, published. Joe Howard, who sings and plays *I Wonder Who's Kissing Her Now* in Melody Lane, who also has a music publishing house, is publishing Ernie Burnett's new song, *Alone in a Crowd*. Burnett plays his *Melancholy Baby* in Melody Lane.

Add Exhibits at Hot Springs

HOT SPRINGS, Ark., Aug. 28.—Twenty counties of Southwestern Arkansas are expected to have exhibits at the second annual of Southern Fair Association here, said Eddie Barnback, general manager. Officers of the association are: Dewell Jackson, president; Pierce Flipplin, secretary-treasurer; Eddie Barnback, general manager; W. E. Laughlin, director of county agents, all of Hot Springs. Anticipating a greater stock exhibit, Manager Barnback ordered two large circus tents, and the stock show, instead of being in barns that quarter race horses, will be moved near the grand stand. Governor Bailey will be asked to crown the queen of the exposition.

Program Set in Orangeburg

ORANGEBURG, S. C., Aug. 28.—Profit of \$5,009.56 was shown by 1936 Orangeburg County Fair, said Secretary J. M. Hughes, which leaves the association in good financial condition to plan the 1937 fair. Management expects attendance to surpass last year's record gate. World of Mirth Shows will be on the midway, and grand-stand attractions have been purchased thru George A. Hamid. Ohio Fireworks Company will furnish nightly displays. The annual University of South Carolina-Citadel football game on the grounds draws attendance of about 10,000. Fair was organized in 1911 and had its Silver Jubilee in 1935. Judge Hughes has been secretary ever since it was organized.

Cotton Royalty in Abilene

ABILENE, Tex., Aug. 28.—For revival of West Texas Free Fair, lapsed since 1930, John B. Rogers Company will stage an Arabian Nights pageant. Tidwell Shows will be on the midway. The association will present the Texas Cotton Festival with Texas Cotton Queen and King Cotton. Horse races and an amateur rodeo are set for the final three days. D. H. Jefferies and T. N. Carwell, Abilene, are president and secretary of the fair association, respectively.

Tidewater Event Supported By Norfolk's Civic Bodies

NORFOLK, Va., Aug. 28.—Thru co-operation of civic bodies, citizens and an extensive advertising campaign, officials of Norfolk Tidewater State Fair here expect this year's event to surpass all others, said President M. B. Howard. Much exhibit space is already sold and mailing of 500 premium books has been made.

Fair will open with street parade and children will be admitted free. Lucky Teter's Hell Drivers will be among grand stand acts. Other features will be Roman standing and chariot races, fireworks, auto polo and pushball on horses. This year's event will include floral show under direction of Mrs. Albert Crosby and Mrs. Clarence Stone, horse and auto shows and other exhibits.

Guernsey Annual Goes Big

CAMBRIDGE, O., Aug. 28.—Guernsey County Fair at near-by Old Washington attracted largest crowds in more than 10 years and returned best profits in many years, Secretary J. F. St. Clair reported. All departments were filled, midway was the most extensive in history, with R. J. Gooding's rides and Buck Moughlman's Freak Show and Lester Rodgers and many other concessioners on hand. X-Bar-X Rodeo provided grand-stand show afternoon and night. There were nightly fireworks.

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WORLD'S LOWEST PRICED WHOLESALE

Carnival Novelties *New Stock—Just Arrived*

BB1 Men's Toy Wrist Watches, 3 in. box	Gro. \$3.75	BB6 High Hat Fur Monks, 8 in. Gro.	\$9.75
BB2 Gilette Style Blue Blades	Per 1,000 3.50	BB7 Piggy Wiggy Compo., 3 1/2 in. Doz.	1.25
BB3 Flying Birds, Outside Whistle	Gro. 1.85	BB8 Cell. Doll, 7 in., with Plumage Dress	8.00
BB4 Flying Birds, Inside Whistle	Gro. 2.95	BB9 Swagger Sticks, 36 in.	5.50
BB5 High Hat Fur Monks, 6 1/2 in.	Gro. 3.75	BB10 China Head Swagger Sticks	6.75
Parade Cane, Balloon Toss Up, Daisy Cork Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.	497 CAT. CO. NOW READY	BB11 Jap. Cig. Cases, Pearl Inlay	4.50
		BB12 Beach Souther Balls	1.20
		BB13 Carnival Print Balloons, No 8	2.35
		BB14 Supreme Balloons, 45 in. Gro.	3.75

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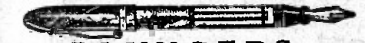
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108 North 7th Street, St. Louis, Mo.

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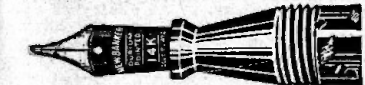


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JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

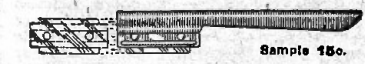
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Entirely new line of plunger pens and pencils. Quality merchandise. Quick sellers. Lifetime guarantee.



Immediate delivery of New Fall Models. Real low prices on different samples: 50c Postpaid. Write for lowest jobber prices.
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Selling Lord's Prayer on a Bracelet. Cost 5c, sell 25c. Also Lord's Prayer on a Copper, cost 1 1/2 c, sell 10c. Also engrave names and address on them. They set on Paper Baskets. Sample 10c. 25% with Order. Balance C. O. D.
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Our sales are increasing. Get your share. New! Great Flash Cover. Primer of Constitution. Everybody must have one. Will Rogers Latest Joke, 5c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

"FRANK LIBBY'S pipe in a recent issue forces me to offer a word of approval." pipes A. B. Hibler, the poet-pitchman, from San Francisco. "Frank always was a square-shooter and if others in the profession would write along the same lines things would be different and life a little more pleasant. Space doesn't permit me to go into details, so I'll express my opinions in verse. I've traveled from Coast to Coast in the last year and, therefore, should know a little about the question. It's dog-eat-dog anyway one figures it." Hibler's bit of verse follows: "Elmer says the pitchman and his trade have gone ker-plop, that the many boys he's met are flat upon the rocks; that merchant leagues and city dads have pushed them off the map, as a result the pitchman is on the bum and they are getting fat. He's inclined to tell the world that life is just a joke, that if one hasn't brains and nerve, one always will be broke; that greed and graft and selfishness, it seems, will rule the day, and it's hard to find a man who practices fair play. I'm well aware that Elmer has a just right to complain, but all his efforts in this way are hardly worth the strain. So, as long as money rules the day, there will be grief and graft, and if one isn't in on it, he'll have to stand the gaff."

FAMOUS LAST WORDS: "How did you do in that last spot?"

W. D. COOPER lines from Mobile, Ala., that he is feeling much better and has just finished a week of good fishing in that neck of the woods. He adds that since the cotton gins are now humming and business on the leaf is on the uptrend he will head for Mississippi.

WILL THE PERSON who wrote in last week requesting a clipping on the early adventures of the late Doc Hammond write again, this time giving his name and address and if possible the approximate dates of the issue in which the writeup appeared? The communication was signed "A friend of Doc and his buddies."

THINGS WE NEVER HEAR: "No one needs a license in this town. Just go to work, boys."

"**SOUTH BEND, IND.** is getting back to normal and by the time this appears in print things should be in full swing," cracks George J. (Heavy) Mitchell from the Indiana city.

"Bendix is running steady. Studebaker will be ready with a new model soon. Oliver Plow is doing well and Ball Band Company has about 3,000 working at Mishawaka, Ind., just six miles from South Bend. You must see the plant fire chief before you can work, however. Pay day in and around South Bend is every Friday. The spot by the old depot is still open if one has a reader, which is compulsory. Jerry Trigg opened the spot after it had been closed for some time. Now it is up to the rest of us to keep it open by being fair to all concerned. I have been working factories and getting in a fair Saturday for the last three weeks. Conn Instrument Company, Elkhart, Ind., has changed its system of having its employees check in for work. It has divided the men up in such a way that it is impossible to get in a pitch any more. Instead of working in front of the retail store as was formerly the vogue, one must set up at either parking lot and that means nothing. It's just a good spot gone, and no one is to blame. As for collecting the dough here, some come in and get it and others just don't."

PITCHMEN'S SAYINGS: "After getting the kate—keep it."—Bobby Laidlow.

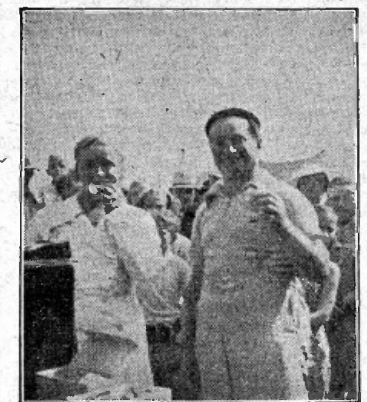
H. M. (DUKE) DOEBBER on the breaks thru with some notes on the Davenport, Ia., Fair under date of August 18: "All the fellows making this spot gather at the Palm Garden here in the evening for refreshments and a few jackpots. Harry Corry is on the midway with his jam store and is assisted by Marvin South. Bill Sherrick and Matt Herman are also operating jam stores. Whitey Uim is getting his share with glass cutters, while Al Sands, with juice extractors, and Ray Marks, with tie forms, are doing okeh. Ray Eder, working Indian herbs, reports a fair business. Leonard Rosen drove in with a crew to work static eliminators, watches and blades. Sure do miss Ray Redding and Bill Goforth at the Palm Gardens. I'm still working the block and blades to fair returns. We all expect a good week's work here as the crowds are interested in the pitch stores."

IF A FELLOW'S intentions are honest and right and he happens to fumble—there's some excuse. We don't, however, entertain patronizing thoughts for the boy who isn't in there trying or doesn't seem to give a damn.

HUSTLER'S TIPS: Remember, fellows, a styptic pencil or a cake of shaving soap, both of which can be obtained at a low wholesale figure, will make a real business stimulator for the boys handling blades. Either item given free with any purchase will be bound to enhance one's business to a point where the cost of the giveaways will amount to very little when considering the amount of added profits from that angle.

JIMMY ANDERSON scribes from Harrisburg, Pa., that he has been working to some good takes there and adds that he is anxious to read some pipes from Bobby Anderson.

I. W. HIGHTOWER fogs thru from Detroit that he has a friend who is getting up in the dough and offers the following as proof. "In 1924," says Hightower, "I was working around Tampa, Fla., and after Christmas 1924, and after Christmas 1925, I was in those days we would gang up and cut up grands as if they were nothing."



A KING AND QUEEN of Pitchdom caught on the lot at the Muskegon (Mich.) Centennial. When Mary Ragan, pitching sex books, saw Irving Goldstein, Humanatone wiz, passing out the whistles, she stopped to say howdy and a photographer from The Billboard snapped 'em. Mary is trying her skill at playing the whistle.



OAK-HYTEX BALLOONS

The Oak line provides picture and decorated balloons that are good sellers at all your fall dates.
You should have a copy of the Oak catalog so you can select timely items.
Write for a copy today. It's free.
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Ravenna, Ohio.



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Over 125 Different Numbers to Choose From (New Numbers Always Arriving).
65c per gross and up SEND FOR NEW FREE PRICE LIST No. 8800.
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If you do not find merchandise shown in this catalog that has never before been offered by any house serving the direct selling field I'll pay you \$1,000 cash. Signed: "Doc" Goodier. Just off the press, our big new wholesale catalog showing hundreds of proved, fast-selling, money-making deals for agents, pitchmen, coupon workers. A complete line of carded merchandise for your wagon jobbers. Write for your copy now. It's free.
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HIGH-TYPE HUSTLERS and Demonstrators

A motor product (insuring use up to \$5,000.00 by Lloyds of London) is scientifically designed to overcome in 15 minutes one of the principal troubles car owners are encountering with today's high speed, high compression motors after the first 1,500 miles of operation. Retail for \$2.95.

Quick results. Immediate sales. BIG, easy profits for you. We want to get in touch with intensifier men, coil workers, and ALL money getters. Write, wire or call TODAY. DO IT NOW!
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ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size In
 Engraved Cases at...
 Send for Price List, Money Back If Not Satisfied.
 CRESCENT CITY SMELTING CO.,
 113 N. Broadway, St. Louis, Mo.



Slip-Not-Ties

New fall line silk-lined fast
 50c sellers. Send for Sample
 Dozen, \$2.50 postpaid.
 Money refunded if not
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Free Catalogue
GILT-EDGE MFG. CO.
 Original, Patented, 13 N. 13th St., Phila., Pa.

Snappy Postcards - Novelties

Christmas, New Years, Lovers, Flappers, Putting,
 100 designs, 50c. Fan Dancers, Comic Mirrors,
 Booklets, Jokes, Lucky Charms. Any 3 samples
 and price lists 10c. Complete sample assortment,
 over 50 articles, \$1.00 prepaid. **ARTFORM
 COMPANY, 1710 Undercliff Ave., New York.**

Square, Detroit, and a fellow duker me
 I found that he has one of the most
 beautiful Mexican diamond stores that
 I've ever seen. He is in a store in Wood-
 ward Arcade on a long lease and has
 the crowds buying. Not rings for 49
 cents but rings up to \$100 each. I give
 Mitchell just five years to make \$500,000.
 Some sap, eh?"

TRIPPOD OPININGS: A pitchman once said
 to Joe Perry: "Don't horseback in this town
 because it's hostile." To which Joe replied:
 "It's time enough to worry about that when
 they catch up with me." And they never
 did. Moral: Fear has defeated more than one
 good pitchman.

"AFTER FIVE YEARS
 of ups and downs with Charlie Seymour
 we are about to part," pencils Charley
 Newman from Indianapolis under date
 of August 23: "While working a chain
 store here two gents walked up and
 asked for Seymour. Well, here's the story:
 It seems as tho Charley's father went
 west after Mrs. Seymour died 15 years
 ago, leaving Charley with some folks in
 New York. Last week his father passed
 away, leaving large timberland holdings,
 and now it looks as tho we are about to
 lose one of our followers. I'm really
 happy to see him on easy street and will
 miss him as a pal and co-worker. Asked
 what he intends to do, Charley replied:
 "What do I know about trees? But then
 they do make trips out of wood, don't
 they? I suppose I'll lie around for a
 while and then who knows? I'll never
 forget my friends." Don't hawl me out
 for sending this into the Pipes column,
 Charley. Where are all the pitchmen?
 Haven't seen any here even during the
 young Democratic convention."

MEMORIES: Remember when Oliver Fitz-
 maurice (Calculator Williams) succeeded in
 booking a town over the protests of some
 officials, which made new traffic regulations
 necessary in the spots he worked. In many
 instances as many as three mounted police-
 men were detailed to keep traffic open when
 this baby went to work. Those were the
 good old days.

THE ISLAND
 at Moraine City, near Dayton, O., was
 closed recently after a fruit vender and
 a newsboy had littered over the grounds,
 according to Earl Wilson, polish pitcher,
 who blew into Cincinnati last week.
 During a confab at the pipes desk Wil-
 son, who has been purveying polish for
 19 years, infoed that he plans to remain
 in the Queen City for several days be-
 fore heading for Hilliards, O., where he
 will visit his son, Billyboy. Commenting
 on some of the towns he made recently,
 Earl said: "Louisville is dead, Indianap-
 ois is fair and Newcastle, Ind., is poor.
 Springfield, O., is plenty good if the boys
 behave, while Columbus, O., is fair.
 Main street there is much better than
 High street." Wilson also stated that
 he was impressed with the fine work
 that Clark Daughy is doing in an at-
 tempt to have High street in Columbus,
 O., reopened to pitchmen. Clark, ac-
 cording to Wilson, has always been a
 square shooter and a real fighter for the
 best interests of Pitchdom.

TEXAS BILLY FINNEGAN
 pens from Tifton, Ga., under date of
 August 18: "Everything is okeh with the
 Texas Billy Shows in this section.
 Tobacco is good and getting a good price.
 Boys on the sheet here all seem to be
 clicking. South Georgia is open, but
 most of the fellows working the terri-
 tory seem to be natives of Atlanta. We
 have been enjoying fine weather and
 fair business."

**YOUR future depends upon your efforts of
 today.**

JACK HILTON
 tells from Grants Pass, Ore., that he
 hasn't seen a pitchman since leaving Los
 Angeles and that he is anxious to see
 some pipes from Doc Haggerty, the
 polish man. Jack adds that the territory
 is good fishing country and people are
 flowing in from all points east. Hilton
 has a new trailer and infoes that he ex-
 pects to have an automatic pop-corn
 machine in about 30 days.

RIGTON
 "Barnum of the sticks," inks from
 Greenville, Tenn., that his show, now
 playing South-Carolina territory, is in
 its 230th week of continuous operation
 and still going strong.

**FOR THE benefit of those fellows who are
 continually singing the blues, think of the
 free-act guy who is shot out of the cannon.
 He gets fired every day.**

BYRON BEAVER
 brother of George Beaver, well-known
 med showman and now doing blackface
 on Roundy Carruthers' med opera, en-
 tered the ranks of the benedicts recently
 at Granite City, Ill., when he was wed
 to Ethel Rollin. Little George Beaver
 and Carruthers have split the main
 show and are working as two separate
 units at present. They are, however,
 maintaining partnership in the mail-
 order end of the business.

ED FORREST
 of Lureline fame, is stepping on the air
 in San Francisco, where he is now asso-
 ciated with the United Air Lines.

**ALMOST all communities rate a pitchman
 by his behavior rather than by his wisecracks.**

A. C. TRIPETT
 is working doorways in Dayton, O. to
 some good takes, while his wife, Dorothy,
 is reported to be putting over a new
 potato peeler.

LIEUTENANT FLOYD MYHRE
 former pitch lad, is hustling around
 the U. S. S. Secord. He's happily mar-
 ried to Elizabeth Cooper.

CAPTAIN KEIBERTZ
 who opened the Little Rock airport, is
 one of the most popular persons on
 Waikiki Beach these days.

BOB MAYER
 is reported to be catching all the fish
 around Honolulu.

**A HABITUAL beeper may just as well admit
 that he is a failure, because everyone else
 already knows it.**

ALL PAPERMEN
 working the Great Lakes Exposition,
 Cleveland, are getting a wonderful work-
 out," scribbles Stoffel Sender. "Sammy
 Berman and Obie O'Brien are working
 together and advising the sportsmen
 how to catch those long fish."

SELLING WHIPS
 at the Skowhegan (Me.) Fair in 1885
 and living the life of Riley on an old-
 age pension in 1937, that's W. S. (Dad)
 Parker, who after working transierne
 for 40 years is now residing in Los
 Angeles. He invites the boys to look
 him up when on the Coast. Dad is
 also anxious to read a pipe from Carl
 Herron.

**ALMOST ALL pitchmen who are rated as
 getting the breaks usually make their own
 breaks, for Lady Luck associates only with
 those who act when the opportunity presents
 itself.**

Pitchdom Five Years Ago

Boys in St. Louis were clicking with
 the magic paper trick, an old trick re-
 vived. Indianapolis was proving a
 good spot for Syl La Velle. Transfer
 Williams had just completed a tour of
 the hard coal regions and wasn't com-
 plaining about business. Tom Sigourney
 was still finding Bughouse Square to be
 a madhouse and more like a carnival
 midway than anything else. Jack C. Ben-
 nett, sheet-writer, was finding business in
 the sticks to be more than satisfactory.
 Johnny McLane was jumping around in
 the Badger State like a grasshopper
 looking for customers with money. Gene
 Golin was working with Harry Corry on
 the latter's beautiful store on the Shees-
 ley Shows to some fair-to-middlin' takes.
 Householder and Jewell, piping from
 Winchester, Ind., related that they were
 still with and for the Lighthawk Remedy
 Company, which they joined in April after
 working several seasons in Texas. Girl
 friend Mary of the Ragan Twins, ace
 pitch-woman, was away out in Burling-
 ton, Ia., working to business that was
 nothing to write home about. Busi-
 ness in West Virginia wasn't so big for
 King Allison, but he was managing to
 add a little lucre to the bank roll every
 week. Pittsburgh was closed again,
 according to James E. Miller, who opined
 that "the burg is like a jackknife, opens
 and closes with a jerk." New England
 Jack Murphy, signing himself "the world's
 greatest paperman," turned up in Burling-
 ton, Vt., and advised that he was rolling
 merrily along with his pockets bulging
 with silver and long green and three of
 his billfolds filled with banknotes. And
 now, for some news breezes from Coney:
 Business in the pitch stores there was
 only fair, and some of the workers who
 were noted for getting the dough were
 falling to their reputations. Doc Garb
 had just made the record passout of the
 season. Larry Velour was still holding
 second place. Doc McKay, daddy of
 soap workers, was planning to return
 to the Pacific Coast at the season's
 close. Master Russy, mentalist, had his
 own store at Rockaway Beach and was
 managing it himself. That's all.

**THE REAL reason many would-be pitch-
 men never make good is that they never get
 started.**

WHITE JOHNSON
 scribes from Cleveland that he is greatly
 grieved over the death of Jesse Rogers
 Williams, jam pitchman, who was killed
 recently in an automobile accident at
 New Castle, Pa. White and Williams
 were friends for 18 years and partners
 until Williams' death.

"IT HAS BEEN
 a long time since I've piped, but it
 won't be long now because I have gypsy
 feet," blasts A. L. Clark, "the hosery
 king," from Dallas under date of August
 22. "Just before the centennial opened
 here last year I quit the road (I thought
 for keeps) and went into the hotel
 business. I now own and conduct four
 small hotels. After the Pan-American
 Exposition has been concluded here I
 plan to take to the road again, possibly
 with socks. Just celebrated my 40th
 birthday anniversary and I'd like to
 spend at least 10 more years on the road.
 Haven't heard from many of the high-
 pressure boys lately. Saw Morris Kahn-
 troff here and heard from Sparks, who
 was making the tobacco markets in Val-
 dosta, Ga. Texas has a bumper cotton
 crop and thru the efforts of yours truly
 there is no license there. All that is
 required is private property, and above
 all things you must have a commercial
 license on your car or truck. These cost
 no more than a regular passenger li-
 cense but are required when selling or
 hauling in cars. Gins are running now
 and by Labor Day money should begin
 to get in circulation.

**WE CANNOT understand why one who is
 continually complaining of the shorts tells
 others how to be successful.**

AFTER A SUCCESSFUL
 week at the Kutztown (Pa.) Fair Pop
 Gerard and Dutch Klein are in Phila-
 delphia. Writing from the Quaker City
 under date of August 24, they report
 the following on the fair: "Oleson and
 wife, working sharpeners, and Jack
 Weisman, with radio plugs, got some
 money but not much of it. The moths
 in those Dutch pokes got the greater
 part. So, boys, don't overlook this one

next year for some real dough, with
 moth balls and aspirin for the head-
 aches on closing date. Penny items were
 the best sellers. Plan to work this city
 for a few weeks and then head for
 Ohio."

Space Demand Is Greater At Annual in Eunice, La.

EUNICE, La., Aug. 28.—All ground
 space for the 1937 Tri-Parish Fair here
 has been contracted, including exhibits
 by large companies, and it is expected
 to be a banner event, said Secretary-
 Manager J. C. Keller. Fair, in its 11th
 year, owns the grounds and seven
 buildings.

Fair is organized thru co-operation of
 county agents, school principals and
 supervisors and superintendents of the
 parishes of Acadia, Evangeline and St.
 Landry. Miller Amusement Company
 will be on the midway and there will be
 a band festival in which nine bands will
 take part, under direction of E. Fred-
 erick Savoie.

Officers are F. Quirk, president; E. A.
 Flauche, vice-president; M. M. Milburn,
 treasurer; J. B. Lewis, S. P. Rozas, Leo-
 pold Lejeune, M. J. Fruge and E. A.
 Veillon, directors. Secretary Keller, in
 his fourth year as secretary-manager,
 has spent 26 years in the motion picture
 field and operates a theater for the
 Liberty Theater Company, Inc., of which
 he is secretary and treasurer.

Great Barrington Changes

GREAT BARRINGTON, Mass., Aug. 28.
 —The 1937 fair here is to be operated
 under a new corporation, Barrington
 Fair Association, leasing the grounds of
 Housatonic Agricultural Society. Art
 Lewis Shows will make their third annual
 appearance, and Mr. Lewis is president
 and treasurer of the new association.
 Paul W. Foster, 12 years superintendent
 of grounds, is secretary. The fair will
 feature six days of pari-mutuel racing
 under management of Russell Murray,
 who has managed the track in Marsh-
 field, Mass. George A. Hamid has booked
 a revue for night shows and other at-
 tractions have been booked. Premium
 list has been increased by 50 per cent
 thru co-operation of the State depart-
 ment of agriculture.

Acts Draw in Neillsville

NEILLSVILLE, Wis., Aug. 28.—Clark
 County Fair closed here on August 20
 with good weather and business best in
 years. Under management of Secretary
 Harold Huckstead. William Bazinet &
 Sons Shows were on the midway and
 grand-stand attractions included Five
 Flying Fishers, Six Avalons; Three La-
 mours, balancing; European marvel,
 Spirolo; Lew Rosenthal Revue with Chick
 Willis and Bert Dexter as master of
 ceremonies. WLS on Parade drew large
 attendance on the last day.

New Hall for Morristown

MORRISTOWN, N. J., Aug. 28.—Offi-
 cials of Morris County Fair here are
 making plans for greatly increased at-
 tendance and efforts are being made to
 build up commercial displays, said Gen-
 eral Chairman Alexis L. Clark. A \$10,000
 central hall is expected to be ready by
 fair time. Paramount Actors' Agency
 will furnish free acts. Annual will be
 advertised thru a supplement to *The
 Morristown Daily Record* and patron
 privileges are being sold, entitling pur-
 chaser to admission to grounds, a dinner
 and attendance at horse show.

Detroit Getting Pay Stiles

DETROIT, Aug. 28.—General Manager
 Frank N. Isbey predicts receipts from
 Michigan State Fair here will show a
 profit this year even if five out of the
 10 days are rainy. He said a turnout
 parallel to that of other years is assured
 and that money from sale of concessions,
 entries and at least \$132,000 from money
 paid to the State by the Detroit race
 track indicate a profitable fair. New
 turnstiles are being installed that will
 turn only when a coin is dropped in the
 slot. A magnifying glass over an open-
 ing on the side enables turnstile opera-
 tors to detect nickels or slugs. All
 passes have been eliminated and admis-
 sion prices dropped to 25 cents for
 adults and 10 cents for children.

Hartmann's Broadcast

SHOWMEN who are co-operating with the Showmen's League in raising money thru benefit shows for the Cemetery Fund are to be congratulated. Quite a nice sum was realized from these entertainments last year and the shows are repeating this year.



A. C. HARTMANN

Since the beginning of 1937 the League has had results from benefits held by the Royal American Shows at Tampa, Beckmann & Gerety Shows at Rockford, Ill., and O. J. Beatty Shows at Elgin, Ill. Mighty Sheesley Midway was to have one the latter part of August at Ronsford, Va. Rubin & Cherry's is set for September 3 at Buffalo. Royal American's second one, Labor Day week; Hennies Bros., September 9 at Detroit; Blue Ribbon Shows, September 1 at Goshen, Ind.; L. J. Heth Shows, this week at Princeton, Ind.; Johnny J. Jones', October 15 at Spartanburg, S. C., and Mel Vaught's (State Fair) early in September.

Fitzie Brown also informed the League that the West World Wonder Shows will hold a benefit soon with Louis Pickles and Kay Weiss in charge. Other shows which have not yet set their dates are Conklin, Bloom's Gold Medal, Sol's Liberty, Gruber's World Exposition; Imperial, Inc.; Dodson's World's Fair, and Cetlin & Wilson.

The Cleveland Exposition, too, is having a big one September 17 and J. Ed Brown has notified the League that it will be hearing from the Pan-American Exposition at Dallas.

It is gratifying to see such a list of shows co-operating with the League, but there are still many to be heard from. Let's hope with the League that the word of a helping hand will be coming along from them soon. There is no more worthy cause, to be sure.

ART LEWIS, of the Art Lewis Shows No. 1 and Lewis Model Midway Shows, says there were times when he was skeptical of statements made in this column, but that he is now a confirmed believer.

"I have always been interested in your 'Broadcast' column," he writes from Three Rivers, Que., Can., August 22. "I must also admit that I have at times doubted the veracity of some of the statements made therein. I am alluding now particularly to a statement made in your column that Dick Collins

placed 26 stories in Washington, D. C., papers, vouched for by Milt Morris.

"I now believe that you do not print statements over your signature unless you have a reason to know that such are correct. Collins placed 31 stories in Montreal papers, obtained four editorials in Verdun, St. Hyacinthe and Valleyfield, got me seven picture layouts and took front-page publicity for the Art Lewis Shows on seven occasions. Therefore I do not doubt your statements in the 'Broadcast' any longer, but will read them with new interest and can assure you that The Billboard will ever be the main source of information for me as it has been in the past."

OUR hat's off to The Chicago Daily News for giving credit—and justifiably—to showfolk, especially circus and carnival advance agents and pitchmen, as being the ones who really know what the country is doing and thinking!

This credit was given in an editorial headed "Pitchmen as Economists" in the edition of August 18. It is reprinted in the Wholesale Merchandise section of The Billboard this week. Be sure to read it.

Only one statement in the editorial is not altogether true. It says a circus puts 'em on the straw only when all seats have been sold. That is generally the case, but we know there have been instances when straw was used and yet there were empty seats in the reserved-seat sections.

IF THERE is any opposition to the carnival in St. Charles, Mo., today Doc Waddell would like to know it. Anyway the surprise of his life, as to the carnival, came at that point while he was at a meeting of the local Rotary Club. Before Waddell reached town Editor and Publisher Thompson of The St. Charles Daily Banner News was against the carnival, the reason being given that such shows in the past had put on the "heat" and the citizenship was still scorching in mind and antagonism. It looked as if no space for display advertising, "novelty wants" and stories would be given. However, when the editor learned Miller Bros. Carnival carried a preacher he changed and threw his columns open to the show's publicity. The First Presbyterian Church, Masons, Eastern Stars, Lions and Rotarians honored Waddell as the show parson as he never was honored before. All this changed the atmosphere of the town and the show was welcomed, license reduced and electric light deposit lowered—everything prohibitive was removed and the show had clear sailing and the approval of all classes.

Then came the surprise. Waddell was to address the Rotarians. Editor Thompson was seated back of him unbeknownst to Waddell. After Waddell's message the editor took the floor and Waddell swears no person in carnival life was praised and approved as Thompson did it. "His attitude was contagious," says Waddell. "Others took the floor and praised and approved. It was unanimous and it helped business. I don't believe it ever occurred before in a Rotary Club meeting and it goes to show I have started something that allays opposition and which in time will be adopted by every worth-while traveling show."

WINNIPEG provided Carl Sedlmayr and E. O. and O. J. Velare with a big surprise—turning out far better than they had expected or hoped for. "It looks like the Winnipeg folks now might be on the 'way to recovery' as far as re-establishing a fair is concerned," comments Elmer Velare, "and I hope so, because the Spear organization certainly is a highly deserving group of folks."

And you can take it from Elmer that all of members of the Royal American Shows are glad to get back into the States because it has been brutally hot thruout Canada this summer.

MARKS SHOWS, INC.

— WANTED —

Free Acts—Wanted—Free Acts. High Acts, Cannon Act, Casting Act or any Sensational Act doing two or more turns for several weeks of fairs, commencing Monday, September 13. Can place Rides and Independent Shows, also legitimate Concessions at all times. Address

MARKS SHOWS, INC.

Galax, Va., This Week; Bluefield, W. Va., To Follow.

WANTED FOR SIDE SHOW

Due to enlarging Show for Fairs. WANTED—Freaks to feature. Mental Act, also other suitable Acts. LECTURER who can sell high powered SEX ANNEX, Ticket Sellers and Grinders and Front Man. CALLING: Agnes Schmidt, Prince Buddha, Frank McCune, L. H. Hardin, Marvin Smith; Leo, the Ossified Boy; Kongee-Singalee, Bobby the Bull, Dog Girl, McCloud Family of Bagpipers. Also good CHIMP Act. This Show hasn't missed a pay day. Positively will not close. Museums and ten weeks of Florida Fairs. If you can stand prosperity, let's hear from you. Must join at once. Wire, don't write.

JIMMIE HURD, Mgr., Care Marks Shows
Galax, Va., This Week.

BECKMANN & GERETY SHOWS WANT

Experienced Agents for the following Concessions: Huckley-Buck, Penny Pitch, Fish Pond, Pitch-Till-You-Win, Hoopla and Corn Game to join at Lincoln, Nebraska. Show closes about November 15. Address SAM GORDON, care Beckmann & Gerety Shows, Des Moines, Iowa, August 30 to September 3; Lincoln, Nebraska, September 5 to 10.

Barnes Makes Quick Switch to Iowa Stands

ALLIANCE, Neb., Aug. 28. — On account of reported cases of anthrax and sleeping sickness cases in the Dakota territory, Manager S. L. Cronin made a quick switch to Clear Lake, Ia., for August 14 and Council Bluffs for the 16th. With rumors of the disease existing at O'Neill, Neb., the show canceled, no stock was unloaded and few minutes wasted until show train had gone 50 miles past to feed and water before moving on to Chadron, Neb.

A new tractor has been purchased and will soon be delivered. Manager "Duke" Drukenbrod reports that he will enlarge his side-show department for the fall months.

Bert Nelson, Oscar Cristiani and Jack Tavlin have become aviation enthusiasts by flying from Council Bluffs to Milwaukee and back to visit Ringling-Barnum Circus.

Al Butler, of the Ringling show, was a visitor at Council Bluffs.

Mr. and Mrs. J. C. Thelman, with their son and daughter from Minneapolis, visited with Sherman Cowen at Mankato, Minn.

Buck Reger entertained the personnel at an open-house party over Sunday at his home in Opasha. Plenty of fried chicken with all the trimmings.

Bert J. Chipman caught the show at Council Bluffs en route to his home in Hollywood, Calif.

Harry Bert made a hurried business trip to Chicago and rejoined at Council Bluffs. Hal Silver, who suffered injuries from a fall from his wire several weeks ago, rejoined at Council Bluffs.

Arthur Stahlman received a wire from Los Angeles that he is now the father of a girl born at Wilshire Hospital. Arthur passed out plenty of cigars.

Eddie Quinn and James Edwards have joined the front-door staff. Much visiting was done between the circus folks and folks from the Dee Lang Shows when the circus played the infield the opening day of the Mankato Fair.

"Abba Dabba" (a young duckling), who started his career of trouping under the tutorage of the usher department, was taken over during the week-end by the big-top boys, and latest report is that the side show has joined him out and when he has reached a matured age will wind up at the cookhouse—"A la Duck Soup."

Cole Biz Okeh At Spokane, Wash.

SPOKANE, Wash., Aug. 28.—First circus to play here in middle of the week in years, Cole Bros.' Circus, on August 18, did very well. Night was almost

WANTED Two Motordrome Riders

Lady, Gentleman preferred. Sober, reliable money getters. Virgin territory, 9 weeks Canada. All winter Central America. Lifetime golden opportunity. Percentage gross or salary. Make suggestions. Telegraph Edison, Alberta, September 2 to 4; Cadomin, Alberta, 6 to 11; Drumbeller, Alberta, 13 to 18. Advance tickets if known. HENRY MEYERHOFF.

WANTED

CONCESSIONS, SHOWS, ILLUSIONS, MECHANICAL, MOTOR DROME, FOR

FARMER CITY FAIR

WEEK SEPTEMBER 13.

Address

E. H. BUNTING
Farmer City, Ill.

WANTED FOR

Howe Bros. Circus

Strong Cornet, double; Drummer, Performers and Clowns. Long season. Mt. Vernon, Sept. 1; Greenfield, 2; Eldorado Springs, 3; Humansville, 4; Camdenton, 6; all Missouri.

FOR SALE

LOOPIT GAME, 18 UNITS. Used 3 months, in perfect condition. Good money maker. (A Bargain.)

BEN SEGAL, care Coney Island Park,
Cincinnati, O.

WANTED

For Salem, Mo., Lions' Club Fall Festival, September 1, 2, 3, 4, 5 and 6 (Labor Day); Rides, Shows and Concessions of all kinds. CONCESSION COMMITTEE, Salem, Mo.

capacity, matinee about 50 per cent. Weather was ideal. Maurice Lowe, of Erie Lithographing Company, visited show.

To break long hop from Baker, Ore., show played Colfax, town of 2,600 population 60 miles out. Ray Dean, press representative, reported approximately 4,000 attendance, farmers coming in from miles around. Train trouble made matinee two hours late.

TILLEY SHOWS WANT

Shows, Concessions, sober Ride Help for Depue, Ill., Biggest Labor Day in Middle West. Sandwich, Ill., Fair, week September 7. Address Princeton, Ill., this week.

CONCESSIONS

WANTED FOR RICHLAND COUNTY FAIR

\$1,000.00 Cash Prizes Given During Week.	Day and Night, Sept. 15-16-17-18, MANFIELD, O.	\$1,000.00 Cash Prizes Given During Week.
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Concession Space, \$1.00 per Foot, \$10.00 Minimum for Single Stand. Send Deposit to insure space. **WALTER W. SHAFER, Secy., Lexington, O.**

Notes From the Crossroads

By NAT GREEN

RIDING out to the grounds of Wisconsin State Fair at West Allis last Wednesday evening we suddenly hove in sight of the grand stand—and what a sight! Packed and jammed from top to bottom and end to end, it presented an inspiring, kaleidoscopic spectacle—



NAT GREEN

14,000 men, women and children enthralled by the gorgeous revue being presented on the infield stage, enthusiastically applauding as one colorful production number after another was presented and sitting breathless with suspense as the high acts did their perilous stunts. "There," said I to my side kick, "is an answer to the critic who wails that fairs are dying." On the grounds we found thousands more milling along the midway, patronizing the rides, shows and concessions and strolling thru the miles of exhibits. No sign of *hgor mortis* there. Instead a healthy, happy, fun-loving throng enjoying themselves to the full. "Just show me," said I, "the fellow who said fairs were dead."

Maybe the dynamic, shrewd young fair manager, Ralph Ammon, had something to do with all this. In fact, there's no question but that he did. Ralph knows how to put together an exposition that will appeal to the alert, clean-minded, hard-working rural residents of Wisconsin. He gives them not only a superb agricultural and live-stock exposition but also the finest entertainment obtainable—and they respond by the tens of thousands. Wisconsin State Fair is only one of many examples of the popularity of fairs. We cite it particularly because it is one of the best examples of a well-managed fair and we hit it at the opportune time to impress upon us the worth of such an exposition.

Seldom do we encounter at a fair a revue that calls for raves—perhaps because we've seen so many that our perspective is somewhat distorted. From all reports the Ernie Young revue that played the Canadian Class A circuit is one of outstanding beauty. We have not been fortunate enough to see it. But at the Wisconsin State Fair we caught the Barnes-Carruthers revue *World of Stars*, and to say it is a beautiful show is putting it mildly. It is a gorgeous spectacle, one of the finest we have ever seen on any fairground; richly costumed and abounding in talent, notable among the artists being Ruth Fryor, premier danseuse. The *Chaplet in the Moonlight* number is positively enthralling.

Albert Powell, well-known aviator, just back from Oslo, Norway, is playing the Des Moines fair this week. . . . He and his wife, Chickie, leave shortly for an Australian engagement of 10 weeks. . . . Young Harold Barnes, wire walker on Cole Bros.' Circus, has sufficiently recovered from his injuries to leave Chicago and rejoin the show at Portland, Ore. . . . He may be able to resume work in a month. . . . E. P. Adler, Davenport business man, fair director and publisher, has been appointed a member of the Iowa unit of the advisory committee of New York World's Fair. . . . George Rich, veteran tent show agent, made a business trip to Chi last week from his home in Papalote, Tex. . . . Rich, who is 85 but still active, has been in show biz since the 1860s. . . . Ralph Lockett, Social Security secretary of Johnny J. Jones Exposition, slipped into Chi while the show was playing Streator long enough to take in several Loop attractions. . . . Wonder if the acquisition of Con Collesano by Cole Bros.' Circus for its California dates is preliminary to signing him for one of their shows for '38! . . . Harry Coddington, oldest and one of the most active members of the Showmen's League, celebrated his 79th birthday August 21. . . . Harry A. Atwell, circus

Hamid's Busy Week

NEW YORK, Aug. 28.—George A. Hamid office, largest outdoor booking establishment in the East, is in one of its busiest weeks of the summer season, with grand-stand bookings for 25 fairs, free attractions at more than 20 parks and an entire outdoor stage production at Canadian National Exhibition, Toronto. Largest single booking of the week goes into the latter, which Hamid has booked consecutively for 16 years. The Roxyettes, 24 girls in line; two supporting acts and 13 circus attractions comprise the immense Hamid offering in front of the CNE grand stand.

photographer, was honored last week by having six of his circus photos hung in the exhibition of the National Association of Photographers. . . . One especially fine photo—an Indian head—has attracted much attention. Capt. Jack Reilly tells us that the Carnival of the Lakes, Chi Jubilee show on the lake front, turned away 25,000 to 30,000 persons nightly and played to almost 1,000,000 people in the eight days it ran. . . . After reading the press sheet of the WPA Circus sent out by Wendell J. Goodwin, the show's p. a., we are wondering how the show finds a lot big enough to accommodate it. . . . The item we got the biggest laugh from was this: "Avenue after avenue of cages, corrals and inclosures filled with 25 wild and domestic animals." . . . Must be gigantic beasts to require "avenue after avenue" to accommodate 25 of 'em! . . . Eleanor Getzenderer, well-known horsewoman, got a swell break last week when *The Chicago American* published a lengthy story, with photos, telling how Miss Getzenderer's famous jumping horse, Elmer Gantry, which became completely blind three years ago, has again been taught to jump high hurdles. . . . They followed it up with a long editorial on *What Faith Can Do*. . . . "The horse," says the editorial, "is blind. With its mistress on its back it runs at top speed over ground it cannot see, leaps into the air at her word of command, gracefully clears the hurdle—a feat that calls for great intelligence and perfect co-ordination even in a horse that can see. This horse is able to do it without sight because it has implicit faith in the kind and patient young woman in the saddle." . . . The horse and its mistress are appearing at Midwestern fairs.

Japan Is To Participate In New York World's Fair

NEW YORK, Aug. 28.—It has been announced in Tokyo that the Japanese Government has decided to participate in the New York World's Fair of 1939. Grover Whalen, returning from Europe shortly, is expected to bring back definite assurance of France and Belgium's participation in the 1939 event.

Julian Olney, quite prominent in Westchester County music circles for several years, has been appointed by Allen Wardwell, chairman of the World's Fair music committee, as his assistant in lining up plans for the music festival which is to be an integral part of the fair. Olney, it is understood, will relinquish other duties immediately to begin in his new position.

Circus Day

(Editorial in St. Paul (Minn.) Pioneer Press)

The "big top" is in town and again St. Paul residents are reminded that the American form of the circus is an institution of bigness.

In a few hours there has sprung up a city within a city consisting of an army of workmen, droves of horses, hundreds of performers, trainloads of paraphernalia and a menagerie that would outnumber many a municipal zoo. Half the fun of going to the circus is seeing this highly organized community in operation and functioning smoothly amid a seeming chaos. It makes the circus fan appreciate how successfully has been the solution of the transportation problem of these vast entertainment plants which are so highly perfected that they can travel about the country and indeed the world without a sacrifice of their essential bigness. Circus day to its many friends is not just pink lemonade and flying trapezes, but an opportunity to admire a rare example of efficiency and organizing ability. Consequently raising the "big top" and the rest of the ordered activity of the circus lot is an achievement that constantly stirs the imagination of the American people. It is the mobile bigness of the American circus that makes it unique in the amusement world and at the same time helps to keep the institution so firmly entrenched in our affections.

(The circus referred to is Ringling Bros. and Barnum & Bailey, which played in St. Paul, also in Minneapolis, this season.)

Fair Grounds

LANCASTER, O.—Fire of undetermined origin in horse barns on Fairfield County Fair Grounds on August 14 caused damage estimated at \$2,500. Clifton Parish, president, said plans had been considered for a huge modern barn.

HARRISBURG, Pa.—Works Progress Administration is nearing completion of its biggest paint job in Pennsylvania, State Farm Show building here, which will require 1,500 gallons. Applications have been received from 950 commercial exhibitors for the 750 commercial exhibition spaces to be available for the 1938 Pennsylvania Farm Show. M. J. Grimes, director, said virtually all old exhibitors have asked additional space next year.

MEMPHIS—Raymond Skinner, president of Mid-South Fair, said 1937 attendance will exceed 300,000 and set an all-time record. Peak for 22 years was in 1927, when 275,345 attended, while 230,895 turned stiles last year. A heavy list of entries for FFA programs is indicated in schedules received from Tennessee, Arkansas and Mississippi.

HUTCHINSON, Kan.—Practical work of Kansas State board of agriculture in promoting activities to further progress of this agricultural State will be depicted to visitors at the 1937 Kansas State Fair here by a moving picture prepared under direction of J. C. Mohler, secretary of the board. The film will briefly show work of the board divided into nine regular divisions.

NACOGDOCHES, Tex.—Meetings of Nacogdoches County Fair Association for formation of a 1938 county fair have been held here, with J. Elbert Reese, president of the Chamber of Commerce, presiding. Prospective stockholders have pledged to raise \$10,000, with \$4,500 already received. The association, giving its first fair last year, suffered reverses from a late start.

ST. CLAIRSVILLE, O.—Construction of a barn for showing draft horses is under way on Belmont County Fair grounds. County commissioners provided finances for improving grounds. There will also be a new building for work of 4-H Clubs.

WASHINGTON, Ga.—Wilkes County will discontinue fairs, having converted grounds into a tourist camp, said officials. Buildings were badly damaged by fire in February.

MERRILL, Wis.—Opening strong, fourth annual Lincoln County 4-H Free Fair, slowed down by rainy weather, played to 7,200 grand-stand admissions as against 9,000 last year, according to Gustav A. Seil. The four-day event, which closed on August 12, featured grand-stand entertainment, including WLS Barn Dance show and Major Bowes' Amateurs.

TAZEWELL, Va.—Officers of Tazewell County Fair expect the biggest fair in 10 years, said F. P. Repass, who reports building repairs have been made and that this year's event will feature racing and cattle, sheep and horse shows. Stan

Reed, representing fair officers, is aiding in preparations. Admission will be reduced to 25 cents. Modernistic Shows will be on midway and there will be free acts, fireworks and merchants' displays.

MADISON, Ga.—Morgan County Fair Association has completed a WPA project which improved grounds and enlarged the grand stand, said Manager C. L. Bolton. Reports show the fair to be growing each year.

SANDY CREEK, N. Y.—Given good weather, the four-day Sandy Creek Fair closed on August 20 with prospect that attendance figures will be near tops. W. W. Wilcox said night shows went far above expectations.

JACKSON, Miss.—The WPA approved appropriation of \$916 for improvement of grounds of Columbia (Miss.) Radius Fair.

CENTER, Ala.—Forty business leaders of the county founded Cherokee County Fair Association, with Speer Livingston, president; Earl Solomon, secretary-manager; G. D. Broom, treasurer. Dates will be set and a site chosen.

McCOMB, Miss.—With a catalog of 168 pages announcing a free gate and non-profit-sharing deal whereby all goes back into next year's pot, Pike County Fair Association plans a most ambitious agricultural and live-stock exhibition next fall.

EUROPA, Miss.—It was decided last week that Webster County Fair, discontinued for almost a decade, will be revived this year, according to County Agent R. T. Robinson, temporarily in charge.

ROCK HILL, S. C.—York County Fair Association re-elected T. W. Huey president for 1937-'38. Marks Shows will be on the midway.

SALT LAKE CITY.—Two permanent display buildings are being erected in Murray City Park for Salt Lake County Fair in Murray, Utah, said Clifford Hansen, chairman of the building committee.

RICHMOND, Va.—Page County Fair, Inc., with principal office in Luray, Va., has been chartered to establish and conduct fairs. S. Frank Rosser, Luray, is president.

BURLINGTON, Vt.—James Berry Jr. was appointed director of advertising for Champlain Valley Exposition. Gate remains at 50 cents days and 25 cents at night, with a Ford sedan and \$500 cash as giveaways.

FULLERTON, Neb.—This town of about 2,000 population has gone for its fair in a big way. Latest Nance County Fair had a record gross, said officials. Central States Shows had a big week.

Kutztown Fair One of Best

KUTZTOWN, Pa., Aug. 28.—At the 105th annual of Kutztown Fair Association on August 16-20 weather, while hot, was clear and one of the most successful fairs in the history of the association was held. Exhibit buildings were filled and the president reported that many displays were refused because of lack of space. Free attractions, booked independently, included Bench Bentum Diving Sensations, Federal PWA unit, Uncle Ezra Unit and Stanley Circus, consisting of Roman Chariot races and polo game on horseback. Endy Bros.' Shows on the midway, with all concession space, reported good business for rides and shows.

European Pickups

PARIS, Aug. 23.—The Cirque Poutrier playing indoor date at Valenciennes opens under canvas at Lille at end of week. Cirque Amar (tent) playing region of Vichy, and Cirque Bureau (tent) playing Lorient. Gallon's Menagerie and Cohen's tent show are at Cambrai street fair.

The Fratellini Clown Trio is at the Casino, Chatelguyon. Three Marcellos, hand-to-hand, are at the Casino, Deauville. Two Newtons, acro comics, are at the Casino, Wimereux.

Trubka and his tigers have joined the Circus Sarassani in Holland. The Edwings, aerialists, are at the Saga Cinema in Oslo. Skating Hamiltons, American roller skaters, are at the Casino Badia, Cairo.

Out in the Open

by Roger Littleford Jr.

ON AUGUST 16 the Paris Exposition played to more than 360,000 visitors, a record single-day crowd thus far this season. Occasion was a national bank holiday and all prices were cut in half.

At the end of the third week in August the expo had played to just about 10,000,000 patrons and from this officials are estimating that total attendance should run around 22,000,000. This compares with 33,000,000 at the 1889 exhibition, 39,000,000 in 1900 and 33,000,000 at the Colonial Exhibition in 1931. The word is being passed around that next year's exposition will be cut to just about half its original size, and in some quarters it is thought that the entire project will be dropped at conclusion of the 1937 season. If the latter case is true, we know of several showmen who will really be left out in the cold—their only salvation has been that the expo was a two-year proposition.



R. S. Littleford Jr.

THE APPARENT success of George Hamid's recent rodeo at Suffolk Downs, Boston, might indicate that there is plenty of room for outdoor rodeo expansion throughout the East. Big, especially promoted shows, we mean. The Hamid date, despite continuous rain on the final two days of the week run, played to more than 44,000 paid admissions and seats went for much more than one would think. Considering the inclement weather and the fact that the event almost immediately followed a 30-day race meeting at the track, Bostonites evidently took well to big-time outdoor Wild West stuff. Rodeos are not entirely new to Boston, the Garden having housed big indoor shows several years.

P. L. GIFFORD, of the Perey Manufacturing Company, claims that his firm's turnstiles have once again proved the best insurance possible against ticket-fraud and gate-crashing. Michigan State Fair and Dallas, Ft. Worth and Cleveland expositions are among the events that have eliminated dead-heads, dead-beats and dead-ends thru use of Perey stiles. Gifford, back from a tour of the country's outdoor amusement centers, is convinced next year will be a bigger and better season for all show business.

HARRY E. TUDOR, who has been spending the past several months in the wilds of New Hampshire—at John T. Benson's Nashua animal farm, to be more exact—visited for a couple of days in New York recently. It's a grand treat to see and listen to a showman who doesn't know the meaning of "pessimism." The Benson establishment is enjoying the excellent biz it always does, says Harry, and as soon as the Labor Day rush is past our fine friend will depart for an indefinite stay in the Old Country. "This last trip will be my last," said he, meaning the return voyage to these shores, of course.

THE ANNUAL TREK toward Toronto and the CNE is again under way. Among showmen who have already paused in New York en route to the Canadian city are Charles A. Somma, secretary of Virginia State Fair, who joins George Hamid in Ottawa before heading toward Toronto over the week-end; A. D. Starling, of Danville (Va.) Fair, who stayed long enough to say hello; Charles F. Lauter-

bach Jr., Petersburg, Va., and Jack Rosenthal, of the Palisades (N. J.) Park Rosenthals, who left on Sunday. Your correspondent departs for the scene some time this week.

J. E. CLAYTON, New Orleans showman and promoter, visited Manhattan last week in charge of a delegation from Louisiana Business Men's Association, currently touring Eastern industrial centers. Clayton left the delegation here, however, to return to his Royal Amusement Company, a Southern carnival. RAC has the distinction, Clayton says, of being the only carnival in existence that opens its season Labor Day week (he's probably a lot better off right now than some showmen who opened in April).

DOC C. HARTWICK, operator of the snake show on Beckmann & Gerety Shows, in by plane for more stock. Before returning via the air route he purchased a 400-pound python from J. Linderman in downtown Manhattan. Doc says that if all snake shows are doing as well as his this season it will be the finest year in a decade.

ART LEWIS wires that he will be in New York shortly. Art must feel that there's power in numbers—opened his No. 2 show last week.

CHARLES ZIMMY, legless swimmer, who has attracted attention at one time or another around Coney Island, is having his troubles swimming from Albany to New York, via the Hudson. Metropolitan dailies have gone overboard on the stunt, and if and when Charles makes it he's due for a rousing welcome in these parts.

BABY BUNNY SMITH—Remember her?—cropped up in the headlines again last week. The one-time circus fat girl has been working in a New York boarding house of late and it seems it happened to be the scene of a recent sensational crime. Baby was, of course, called in as a witness, etc. You will recall that she's the little gal who married Pete Robinson, thin man, in one of those public weddings about 1924. She's retired now, having lost considerable poundage from an illness in 1930. Pete is still on the road.

FELIX ADLER must be a man of his word. After threatening to send a pig to Frank V. Baldwin Jr. for several months, the little squealer arrived this week at the spacious offices of Manhattan's Empire Trust Company. But "Barbara" (that its name) was a replica in china, confound it!

Bremerton Banner Day for Russell

CLE ELUM, Wash., Aug. 28.—Russell Bros.' Circus had its banner day of season at Bremerton, Wash. Other good stands lately were Olympia, Wash., and Astoria, Ore., where show was sponsored by the Regatta Association. Business throughout the West, however, has been rather disappointing.

Mr. and Mrs. Leonard Gross, Tacoma fans, caught show at Puyallup and between performances entertained at a Dutch lunch at summer home on Puget Sound. Guests were Fred and Irene Ledgett, Bill and Edna Antes, and Bernie Head, of the Cole show. He attended Russell show. Clarence D. Martin, governor of Washington, attended night performance at Olympia.

Justus Edwards, contracting press agent, visited show at Vancouver, Wash., and in afternoon took Mrs. C. W. Webb and Bill and Edna Antes on a sight-seeing tour of Portland, Ore. Joe Webb, also on advance press, caught show at Bremerton. Mr. and Mrs. Jack Mills attended night performance at Renton. Jack, who was with Russell show a few years back, is now serving as banner man on Cole show.

Radio advertising and show-day broadcasts have played an important part on the Russell publicity program. The 30-minute broadcasts have featured Buddy, talking sea lion, trained and presented by Walter Jenner. Buddy is traveling to the stations in his own private car, walking thru lobbies of the large hotels where the studios are usually located, and riding the elevators in company with hotel guests.

When Mr. and Mrs. James V. Chloupek visited show at Chico, newspaper there carried a front-page story on Mr. Chloupek as an ardent California circus fan. Mrs. Ed Beaudry, Tacoma, visited her sister, "Babe" McCabe, at Puyallup and Renton. Al and "Babe" McCabe own and are operating the concessions on Russell show. Ben Dobber, representative of Downie Tent and Awning

WANTED—10 DAYS TOLEDO CENTENNIAL-FIESTA 10 DAYS—WANTED

SEPTEMBER 17-26 Toledo Centennial and Spanish Fiesta

LOCATION --- Heart of Toledo

WANTED—Shows, Rides, Free Acts. Wanted—Legitimate Concessions of all kinds. Must be strictly legitimate. Will sell exclusive Novelty Privilege. Shows of all kinds. Give good proposition to 10-in-1. Bill Bahnsen and Joe Austin, wire. Rides—Will place any Flat Ride except Hey-Dey. Consider good Wire Act. Price must be reasonable. John Rea, answer if at liberty. Place capable Banner Man. Give Ex on Corn Game and Frozen Custard. Shows with own equipment. Will make special inducements. Must be neatly framed. Would consider good Hawaiian Show. Have five Rides booked. This event sponsored by Centennial Committee. Everybody wire; do not write. No time to dicker. Pay your own wires. Address

TOLEDO CENTENNIAL and SPANISH FIESTA COMMITTEE

1415 MADISON AVE.

TOLEDO, OHIO

ROYAL PALM SHOWS WANT

For Big Labor Day Celebration, Terre Haute, Ind. One day only, Monday, September 6. Then the balance of the week at Assumption, Ill., established Homecoming, around the Court House Square. Then Virginia and Roadhouse, Ill., Homecomings around Court House. Then ten good Mississippi Fairs. Then all winter's work through good territory. Two more Grind Shows; will furnish outfits if necessary. Legitimate Concessions, Octopus Ride. Cook House Help; Pearl and Bob Ellington, wire. This week, Washington, Ind., Graham Farms Fair. BERNEY SMUCKLER.

HOME STATE SHOW WANTED

Good Side Show Man with own people. Have complete new outfit, including Banners. Good Ferris Wheel Foreman for Twin Wheels. Must be sober and reliable. Top salary. Merry-Go-Round Foreman, Two-Abreast Little Beauty. Independent Shows not conflicting. All Fairs. Everybody address MORRIS VOLTACCIO, Mgr., Summerville, W. Va.

CIRCUS PEOPLE WANTED IMMEDIATELY

Long season with reliable truck circus. Want useful Performers, Wire Walkers, Comedy Acrobats, Aerial Acts, Trampoline, Single Aerials or Teams. For big show band, Bass and Trombone. For Side Show Colored Musicians and Minstrel People. Colored girls for Minstrel Chorus. Housecar sleeping accommodations for Musicians, no tents. Want Assistant Boss Canvasman, Seaman, Riggers, Johnnie Lewis, Boss Canvasman, assistant cook. Kitchen in new truck. Workmen in all departments. For sale, 5 kilowatt Universal light plant, \$125.00 cash. Address MANAGER OIR-CUS, Okemah, September 2; Seminole, 3; Holdenville, 4; Henryetta, 5 and 6. All Oklahoma.

WANTED FOR WILSON COUNTY FAIR

LEBANON, TENN., Sept. 15 to 18. Few more High-Class Sensational FREE ACTS. Wire or write at once. A. W. McCARTNEY, Secretary.

WANTED

For mammoth Labor Day Celebration, "bating five hands" on main street, Florence, Kan. All week, September 6, and long season south: Shows with or will furnish outfit. Girl, Geek and Athletic open. Also Cookhouse, Ball Games and other Legitimate Concessions. GREATER U. S. SHOWS This week Lyons, Kan.; September 8, Florence, Kan.; then direct to the cotton country. Can use Talker on Wax Show.

End your correspondence to advertisers by mentioning The Billboard.

WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc. for all occasions. Quick service, low prices. Write for free catalog. BOWER SHOW PRINT, FOWLER, IND.

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.

MUSIC

If music had charms to soothe the savage breast in the olden days, music has the most optimistic note in the coin machine industry today. One explanation is that the coin-operated phonograph has found a basic place in connection with the modern tavern, the tavern having become the meeting place of the American public. There are other explanations given, but suffice it to say that when any business meets a basic need in human nature then there is a future for that business.



WALTER W. HURD

It is interesting to hear operators of automatic phonographs discuss the future of their business. When the ticklish question of saturation is raised opinions are that the business is good for one year to as far ahead as 1940. Everyone seems to agree that the business is "good for another year yet," which is an optimistic note in any business. Those operators who say the music business will last until 1940 probably take the philosophic view of politics that what matters after 1940.

It is customary to talk about trade evils when discussing any business. Once in a while an optimistic operator will philosophize to the effect that "we are all making a better living in music than we could in anything else, so why worry." Two definite evils of trade competition seem to be realities in the automatic music field. One is the frequent appearance of new models when it requires some time for an operator to pay for his phonographs. The second evil is the bitter competition among operators in the rate of commission paid to the location. Whatever anybody thinks about music, these two evils are plainly evident.

From the manufacturing angle it seems that all a manufacturer can do is to keep ahead of his competitor by introducing new models. The manufacturer today who lets his competitor get ahead of him with new models soon loses out in the competitive struggle. So operators cherish a vain hope when they look forward to a peaceful day when they won't be confronted with the problem of buying new models. Manufacturers of phonographs are apparently fully sympathetic on this problem, but there is little that can be done about it in this highly competitive age.

If I get the picture right, manufacturers today are hardly able to fill orders as fast as they come in. But there may come a day when phonograph manufacturers may need to use all ingenuity possible to relieve or prevent the saturation point in the automatic music field. Manufacturers of automatic phonographs have a good setup for turning quickly to the manufacture of phono-radio combination sets for use in the home, a market that is slowly developing for the future. Manufacturers of coin-operated phonographs might be able to relieve congestion in the operating field at a later date by turning to the home field. Selling the combination sets to the home requires heavy consumer financing, but coin machine firms might solve this problem by manufacturing for well-known distributing organizations such as the big mail-order houses or chain distribution outlets.

Manufacturers of automatic phonographs are limited in

number and all have had long experience in the coin machine industry or have men of long experience at the head of their phonograph departments. If there is any group of manufacturers in the coin machine industry that ought to be able to work together for the good of the whole it is the music manufacturers. But they are human like the rest of us, so we should only expect a good batting average.

The way operators of long experience are turning to music is an important event in the history of the coin machine trade. It is surprising at the number of men who gained their experience years ago in operating slot machines who now say frankly that they are turning almost exclusively to music. Phonographs require an investment, of course, which gives a decided advantage to the experienced operator and the man with good business experience. This should be in favor of the music field and is in contrast with the pinball boom when small operators and inexperienced men took over the amusement games business for a time. Those who remained in the business are today experienced men, of course, and no doubt most of them today are good customers for phonographs.

Music and merchandising machines are the two types that are being recommended to all operators today as a legal backlog to operate as a mainstay for their business. According to this idea, games of all types and slots will be a speculative field into which every operator can venture according to the changing conditions in his local field. This is certainly an interesting idea and is worth consideration by every man who has money invested in machines. An operator is by his very nature quite a speculator and he will always be found using games and even slots as the opportunity arises in his field.

Improvements in phonographs will relate chiefly to refinements in the machines. The basic features in the modern phonograph have reached a state of perfection that will last a long time. But these modern refinements in appearance and attachments are important enough to make room for new models and also to make a difference in the earning power of machines.

Competition among music operators will probably get worse. Many operators seem to think it is a survival of the best and act accordingly. The president of a State association of music operators says the phonograph business is the "gentleman's business" in the coin machine trade today—and should be kept that way. He says the manufacturers should encourage State organizations of music men more actively. He has no wild dreams about the power of organization, but says that if organization serves no other purpose than to get operators acquainted, it will do more than any other one thing to eliminate cutthroat competition. When operators get acquainted they seem to get ashamed to cut their neighbor's throat. If this is a remedy, then operators' organizations might go in more for social programs and get-acquainted events than for codes of ethics or other tactics of control.

The automatic phonograph is a credit to the coin machine industry and whatever progress music operators and manufacturers may make in the future of their business, the other divisions of the industry will have an exemplary lesson. If the music men can find a way to lessen competitive evils, the music business should keep the lead for years to come.

An Open Letter Every Operator Should Read

Prominent N. J. Operator broadcasts message to operating fraternity.



Jack Kay

Viewing it as his duty to brother operators, Jack Kay, head of the Ace Vending Co., of Newark, N. J., employs the letter

reproduced herewith in contributing the benefits of his own experience to the interests of operators everywhere.

Operator Kay has found a game which has proved to be the most profitable of any he has ever operated. A game, it seems, that is also absolutely troubleproof insofar as mechanical performance is concerned.

As can be seen, this New Jersey operator is discarding all of his other equipment and replacing it with Keeney Track Time.

We urge all operator-readers of this publication to read Mr. Kay's letter, and purchase one of these Track Times on the concern's 21-day trial basis. Then the operator may see for himself just what this game will produce for him on some one of his very own locations.

.. ACE ..

Vending  Company

INCORPORATED

SUCCESSORS TO THE GENERAL AMUSEMENT COMPANY

1125 BROAD STREET

NEWARK, N. J.

August 18, 1937

J. H. Keeney & Company,
2001 Calumet Avenue,
Chicago, Illinois.

Attention Mr. Jack Keeney

Gentlemen:

Being one of the largest operators in the State of New Jersey, we naturally operate many payout tables of all types.

We tried one of your TRACK TIME games, and are happy to say that we are now operating ten of them, and are gradually discarding all of the others, and are replacing with TRACK TIME.

We are pleased to inform you that we never made more money with any other table, regardless of the price, and without any mechanical trouble.

We earnestly recommend TRACK TIME to all operators, as a matter of friendship, since it is our duty from one brother operator to another.

Hoping we are doing a good deed to our fellow operators, we remain

Very truly yours,

Jack Kay
ACE VENDING COMPANY, INC.

J.K./EBR

Here's a **HOT TIP** for you

The best of all payout tables to date
1-BALL, ODDS-CHANGING, PAYOUT TABLE
WITH A REAL RACE HORSE PLAY PRINCIPLE

Accelerated bumpers. Varied lengths of race
and one or more Daily Doubles on each 5c play

**THE GAME THAT DOESN'T KNOW
WHAT A "SERVICE CALL" MEANS**

Now being stocked and featured by Keeney Distributors

J. H. KEENEY & COMPANY

"The House That Jack Built"

2001 Calumet Avenue, Chicago, Ill. Coin Game Center of the World



2-Screw, back hinged playing field. 25x50" Deluxe cabinet. Check separator accessories standard. Also in ticket model.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,
OPERATORS!

YOU'RE in the game for profit, the same as we are... Our interests are mutual... We both profit if you use our convenient Extended Credit Plan, for which we add no carrying charge, and we both lose if you don't... Let's get together!
YOU CAN'T GO WRONG!

WRITE FOR CREDIT!
Leo J. Jones

P. S.—Our customers get our weekly buying tips. They are hot off the Chicago front.

Exhibit Clicks Big At Home and Abroad

CHICAGO, Aug. 28.—Leo J. Kelly, energetic sales manager for the Exhibit Supply Company, has just returned from a trip thru the Western States, where he personally directed previews of the firm's new one-shot pay table, Bazaar, and its latest console sensation, Longchamps, in the showrooms of many jobbers and distributors. Kelly reports that practically everywhere the machines were unveiled all records for operators' attendance were broken. The new games stirred up quite a lot of attention and a large quantity of orders were booked, he says.

games that have recently made their appearance. He said that after three weeks of location testing the 'one-ball payout game, Pikea Peak, had shown itself to be mechanically perfect and to have player appeal that is fully the equal of the Western game called The Winner. "I am equally enthusiastic about Keeney's new game, Hot Tip. As I am constantly backing up my slogan of 'a money-maker or your money back' on anything recommended by my firm, the two games must be good or I wouldn't break my long and peaceful silence to say this much about them."

"Bazaar is due for a tremendous run and the factory will be hard pressed to cope with the demand," Kelly stated. "The game is a departure from the ordinary ball and bumper table and has an unusual player appeal. It is based on the appeal of the game which has never failed to attract at any bazaar. It has the first, and only scoring kicker ever seen in a marble game. The feature keeps the ball on a peppery bombarding rampage to the tune of the score totalizer. There is also the third dimension light-up panel, the feather-touch electro bumpers and the mirror playing field which reflects all bumper lighting and ball action. What's more, it is priced exceptionally low for a sensational one-ball game of this type."

Production Speeded Up on Track Time

CHICAGO, Aug. 28.—A hit from its very introduction, Keeney's Track Time, continues to amaze leaders of the coin machine industry by its ever growing popularity with operators, according to Ray Becker, Keeney sales manager.

"Production began with 25 games daily, and because it's a de luxe payout game it was supposed that there would never be any necessity for increasing the daily run," remarked Becker. "However, the trend to console models, a trend which we believe was begun by the unusually fine performance of Track Time, has been more and more evident in the daily increasing demands for the game. Production is now up to 50 games daily, a record for console machine production."

"The unusually heavy demand for Track Time at this time of the year is due to the fact that operators are preparing their locations for fall and winter operation," reported Jack Keeney, head of the organization. "The improved new model, with the new coin head and the side door for the cash box, has found immediate favor with not only the operators, who see in these improvements a greater operating convenience, but with the players, who find it possible to play Track Time at any and all times without running into a jammed or broken coin chute."

In talking of the new Exhibit console, Longchamps, Kelly went on to say that the game created quite a sensation with Western ops. He stated that the game, too, embodies a new trend of player appeal and location attraction. "It is a horse race game which takes 30 seconds to play. Machine takes either nickels or quarters. As far as we know it is the only fully mechanically operated game of its kind. A coin slipped into the slot and a push of the handle start the game. Player selection is mysteriously dealt. It may be 1, 2, 4, 6, 8 or 9 at one play with win, place and show odds up to 40 to 1 payoff for the winner. It also has a daily double, which is a \$6 jackpot.

"The improved new model, with the new coin head and the side door for the cash box, has found immediate favor with not only the operators, who see in these improvements a greater operating convenience, but with the players, who find it possible to play Track Time at any and all times without running into a jammed or broken coin chute."

"Not only is Longchamps meeting with the favor of ops on this side of the ocean," Kelly concluded, "but a cable report from Harry Hoppe, our long-distance traveling representative, reveals that the machine was one of the best order takers at the recent coin machine show in Paris, where Longchamps made its initial appearance. Quantity orders have been received from prominent distributors in practically all of the Continental countries and South Africa. The foreign demand, in addition to the success with which this console is meeting in our own country," concluded Kelly, "can be cited as proof of the fact that Longchamps is one of the most exceptional consoles on the market today."

Calcutt Sales Cause Tieup

FAYETTEVILLE, N. C., Aug. 28.—The speed with which orders have been coming into the Vending Machine Company for phonographs has caused a regular tieup in the firm's shipping department, according to Joe Calcutt, who heads the Southern firm.

Sphinx Approves Two New Games

CHICAGO, Aug. 28.—Bill (The Sphinx) Cohen, of the Silent Sales Company, Minneapolis, passed thru Chicago last week on his way to the offices of the Wurlitzer Company in North Tonawanda, N. Y. Contrary to his usual custom, "The Sphinx" talked and mostly of two

"As yet the shipping department hasn't fallen down," says Calcutt, "but for a week or more the boys had to put in many late hours to get the machines out on schedule. We have always prided ourselves on our ability to ship machines promptly and that record is still unblemished."

"The big sales which we have been featuring," he continued, "have resulted in more business than we ever experienced before, but in spite of the increased orders the boys in the shipping department are still getting the machines packed and on the road the same day that the orders arrive here in the office."

LOW PRICES ON BRAND NEW GAMES

NOVELTY TABLES.	PAYOUT TABLES.
SPRINT \$69.50	SKIPPER \$57.50
LONG BEACH 79.50	CHALLENGER 59.50
FIREORAOKER 39.50	HIALEAH 59.50
SKOOKY 87.50	PEERLESS 49.50
	ROUNDUP 42.50
	RAYS TRACK 280.00

Why Buy Used Games when you can buy New Machines in original cartons at these low prices? Write for prices on Fair Grounds, Racing Form, Olympic, Arlington, Track Time, Bally Bells and all other Machines.

AUTOMATIC AMUSEMENT COMPANY
628 Madison Avenue, MEMPHIS, TENN.
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CLOSE OUTS GUARANTEED GOOD AS NEW

PREAKNESS \$57.50	GRAND PRIZE \$32.50	BALLOT \$22.50
TURF OAMP 40.00	MULTIPLE 20.00	GALLOPING PLUGS 20.00
WINNER (Western) 75.00	QUEEN MARY 17.50	DAILY LIMIT 20.00
GOLDEN WHEEL 77.50	PAMCO TOUT 17.50	DOUBLE HEADER 12.50
HIT & RUN (Daval) 69.50	POST TIME 45.00	BELMONT 25.00
McCOY 20.00	FLIOKER 20.00	BONUS 12.50
ONE BETTER 22.50	NATIONAL, Bally 20.00	TYCOON 17.50
		ALL STAR 20.00

1/3 Certified Deposit, Instant Delivery.

UNITED AMUSEMENT CO.
8410-16 Main Street (Phone: Valentine 5823), Kansas City, Mo.

\$5.00

AND YOUR USED REEL "21" WILL BUY A MATCH-EM

Guaranteed Best Cigarette Machine on Market. WITHOUT REEL "21" PRICE IS \$12.50. F.O.B. Okla. City. Propag Reel "21" to SOONER NOVELTY CO., INC. 527 N. W. 9th, Okla. City. Successor to ELEKTRO BALL CO., INC., in Oklahoma.

Siwe Back From Extensive Trip

CHICAGO, Aug. 28.—R. W. Siwe, general sales manager of the American Sales Corporation, returned this week from an extensive trip thru the East and South. It has been the policy of the firm to have Siwe make these trips annually in order to contact personally not only the firm's customers, but the various divisional sales managers in active charge of the territory as well.

One of the most interesting things Siwe reported on his return to the home office was the manner in which the game business has developed in the smaller communities. He attributes the success of the games in the rural spots to the vacationing motorists who are thronging the roads this year in large numbers. "The more people on the road," he states, "the more customers rural spots will have and the more games in these locations will be played."

Siwe was particularly enthusiastic over A. B. T.'s Skill Target machine. He carried one of the games in his car on the trip and picked up quite a few orders for it, according to reports. "The game is legal everywhere," concluded Siwe, "as it has no payout features. I had no trouble at all in interesting many ops in its money-making features."

CAPITOL VALUES

Royal Races	\$ 45.00
Mills Post Time	89.50
Bally Booster	18.50
Bally Bumper	14.50
Replay Bumper, New	19.50
Daval Baseball	13.50
Genco Paddle Wheel, New, Milco Check	118.00
80p.	9.00
Bally Jumbo	12.00
Pamco Pinch Hitter	18.00
Wheel of Fortune	7.50
Bally Taster	10.00
Berstone Sweepstakes	4.75
Flying Colors Jr.	4.75
A. B. T. Sportlands and Wagon Wheels	24.50

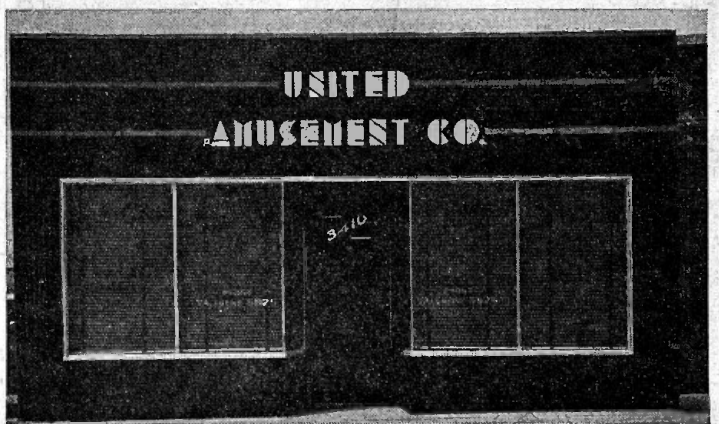
E. O. LIKENS,
924 Fifth St., N. W., Washington, D. O.

Playing the Market?
Here's a BIG Money-Making TIP . . .

REEL SPOT pfd. . . 29¢

PAYING COMPOUND INTEREST PLUS BIG DAILY DIVIDENDS!

DAVAL 200 South Peoria St. CHICAGO



SHOWING THE NEW and modernistic front effect of Carl Hoelzel's United Amusement Company, Kansas City, Mo. Company recently installed a complete line of Rock-Ola products in its spacious showrooms.

J. & J. Plans Grand Opening

DETROIT, Aug. 28.—Jimmy Passanante, of the J. & J. Novelty Company, is commuting back and forth between this city and Chicago, perfecting plans for the grand opening celebration of the new J. & J. headquarters.

The date of the blowout has been set for Saturday, September 18, and operators and jobbers from all parts of Michigan are expected to attend, as well as representatives of manufacturers which J. & J. represents.

"Altho we are already settled in our new location," Passanante stated, "we are postponing our open-house celebration in order to be sure of comfortable weather. However, even if September 18 should turn out to be hot, visitors will be assured of perfect comfort, as the new building is air conditioned. Complete details of the celebration will be announced soon, but at this time I want to extend our invitation to every operator, jobber and manufacturer to attend."

No Other 1-SHOT TABLE

(regardless of cost)—can give you more player appeal—or more new money-making features—than is offered in this new Exhibit creation at this sensational low price

'BAZAAR'

WITH A NEW DYNAMIC SCORING KICKER

The FIRST and ONLY scoring kicker ever built in a Pay Out Table.

"BAZAAR"—is more than just a ball and bumper action table. The player appeal built into "BAZAAR" has a basic idea instantly recognized by location crowds. Place a coin in the slot—the third dimension "LIGHT UP" back panel goes into a blazing, colorful lightning action, finally posting a mystery selection of five to ten possible winners. The ODDS—of a dime to a two dollar TOP is set-up simultaneously. The ball is ready to shoot onto a metal playing field where furious action from start to finish takes place.

Ball bounces—rebounds and weaves everywhere. Each slight touch to a bumper adds the score on the photo-register of back panel. When ball reaches the "BROADSIDE" kicker area—it goes on a peppery, bombarding rampage—recoiling and rebounding keeping the totalizer clicking at a merry clip.

The ball is apt to zig-zag into the field again to repeat this thrilling, hair-raising performance of double reflecting, bumper lights and ball action to the tune of the score totalizer. When ball action ceases and the total score corresponds with any winning number posted on the panel, player automatically collects odds indicated.

"IT'S A BORN WINNER" . . . say leading Distributors and Jobbers. There is no better choice in the One Ball Table field. Get your spots covered QUICK! . . . RUSH YOUR ORDER THRU. . . NOW!!

147⁵⁰
TAX PAID

TICKET MODEL (\$157.50)



-with

- SPECTACULAR COLORED "LIGHT-UP" BUMPERS
- MIRROR METAL FIELD DOUBLES ALL ACTION
- DYNAMIC BROADSIDE KICKER REGISTERS SCORE
- FEATHER TOUCH "ELECTRO" BUMPERS
- "ON-A-BOARD" MECHANISM
- VISIBLE COIN ESCALATOR

ETC.—ETC.

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST., CHICAGO

Ponser Adopts Friendly Slogan

NEW YORK, Aug. 28.—George Ponser, head of the company which bears his name, adopted a new slogan during the past week which has met with the approval of the firm's many customers, according to reports. The slogan is: "George Ponser Company, A Friendly Firm." Ponser states that the slogan was adopted upon the insistence of the firm's friends, who stated that it was one slogan which his firm had every right to use.

"This new slogan of ours only expresses in words what we have always tried to be," Ponser stated. "When we invite Eastern operators and jobbers to our offices we don't want them to feel that we want them here for business purposes only. We want to acquaint ourselves with their needs. We want to be their friends and know them more intimately. It goes without saying that we cannot expect to sell every operator in the East, but we would like to know them all and have them regard us in a friendly light. The reason we keep a large staff of well-trained employees in our offices is to insure every person who drops in friendly service.

"Friendship is the basis of our business," Ponser concluded. "I'm sure that anyone who visits our offices, if only for curiosity's sake, will agree with me that we first are friends to our customers and secondly take care of business details."

Rock-Ola Finds Conditions Good

CHICAGO, Aug. 28.—"The man who has a quality product that the public wants need have no fear of poor business during the next six months," said a Rock-Ola official in discussing the outlook for the fall and winter. "Our representatives in their travels thruout the country have taken particular note of general business conditions," he continued, "and almost

everywhere they have found them uniformly good. Activities in most lines are rapidly getting back to the peak of the late '20s and all indications point to a steady, healthy increase during coming months."

Activities at the Rock-Ola plant bear out the prediction of an active demand for amusement machines. A representative of *The Billboard*, found all departments working at top speed and was informed that the main difficulty at present is keeping abreast of the avalanche of orders for early fall delivery. He was told that the World Series baseball game is more than living up to expectations. This is not surprising when the millions of baseball fans thruout the country are

considered. "The game," says Jack Nelson, general sales manager and himself a great baseball fan, "gives thousands of fans who haven't the opportunity to attend a ball game a chance to enjoy its thrills thru the medium of World Series, whose lifelike players create the illusion of reality. In many spots I have visited I was amazed at the interest shown in the game. There would be half a dozen or more people waiting to play each machine, and the friendly rivalry for high score kept the machines going continually."

Rock-Ola's Rock-O-Ball also has shown remarkable popularity, Nelson stated, and many new locations are being opened up every week.



ISN'T IT A BEAUTIFUL CABINET? And on top of it is Dolly Flasher, prettiest girl at the Mills plant, after whom the new Mills "no-ball" pin table, Flasher, has been named.

HERB BESSER RECOMMENDED

PENNY PACK AND REEL "21" Two Sensational Winners.

HE NOW RECOMMENDS DAVAL'S LATEST COUNTER GAME REEL SPOT \$29.75

The Outstanding Counter Game of the Year.

SEND FOR OUR NEW PRIOR LIST NO 248

BESSER NOVELTY CO.

3020 OLIVE ST., ST. LOUIS, MO.

RECONDITIONED GAMES

4 AIR RACES	\$55.00
2 WINNERS	60.00
2 PREVIEW	50.00
3 ROYAL RACES	40.00
4 MAZUMAS	40.00
2 LITE-A-PAIR	40.00
3 SPOT LITE	25.00
2 TOP 'EM	35.00
2 BEAT 'EM	35.00
1 WESTERN RACES	20.00

1/3 Deposit with Order, Balance C. O. D.

MT. ROYAL NOVELTY CO.

23 West Mt. Royal Ave., Baltimore, Md.

GUARANTEED RECONDITIONED AUTOMATICS

Fair Grounds, \$90.00; Turf Champ; Tickets & Cash, \$44.50; Hi De Ho, \$27.50; Multiple, Hi-Lash, Daily Races, Leathernecks, Broker's Tips, Velvet, Pamco Ballot, Pamco Balls, Flickers, All Stars, New Deals, Ten Grand, McGoys, \$12.50. All Electropak equipped, Skippers, One Batters, \$24.50; Grand Slam, Jumbo, Bally Derby, Sunshine Derby, Sunshine Baseballs, Trojan, Big Richard, Red Man, \$9.50; Pay Days, Sure Shots (new), \$12.00; Round Ups, Big Casinos, \$7.50; Traffic, Pay Day, Mammoth, Caffe Ball, Fair Play, Golden Harvest, Big Five, Jr., \$5.00. 1/3 Deposit. Write Trade for Phone orders. MILWAUKEE CONCESSION CO., 1655 W. Cherry St., Milwaukee, Wis.

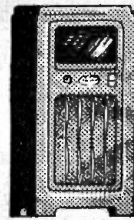
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Ops Enthusiastic Over New Seeburgs

CHICAGO, Aug. 28.—Echoes of enthusiasm from the Electro Bell Company's recent premiere showing of the new Seeburg Symphonolas continue to reverberate thruout the Southwest, advises A. C. Hughes, phonograph division manager of Electro Bell. In a recent report to Seeburg Sales Manager H. T. Roberts, "As a matter of fact," commented Roberts, "the enthusiasm is more than just echoes. It is manifested in the form of carload orders from our distributors.

"The reception accorded the new Royale and the new Rex justifies our sincere faith in the many original features incorporated in the instruments. More than that, our confidence in preparing the elaborate production facilities was not misplaced; rather, we begin to believe now that additional equipment will become necessary to keep up with the wave of orders which is flooding Seeburg distributors.

"The conviction held by all members of the Seeburg staff," he continued, "that



Weekly MUSIC Notes

a new and profitable instrument will find acceptance everywhere and at any time is fully accepted by hundreds of music men who have seen in the Royale and the Rex a definite proof of the value of originality. From our personal observations and from the reports made by operators concerning the new Seeburg Symphonolas, we learn that our claim of increased profits thru the operation of these instruments is conservative. Instances in which operators report weekly receipts to be greatly increased are too many to be considered exceptions.

"It naturally follows," Roberts con-

cluded, "that there are a number of reasons why operators are flocking to the Seeburg standard. To briefly list just a few of them, consider the original Lumalite (illuminated) grilles, the special lighting effects in the record chambers, the exclusive record playing indicator, the illuminated multi-selector and program holder, the 20-record selection. Add to these the perfection of the Seeburg mechanism and the high fidelity reproduction and you have the acme of automatic phonograph performance and appeal."

Class Will Tell In Best Locations

CHICAGO, Aug. 28.—"Operators are finding more and more that class will tell, especially in the choicer locations," says I. F. Webb, vice-president in charge of phonograph division of the Rock-Ola Manufacturing Corporation.

Webb, who has been making an extended trip thru the West, has taken particular note of the type of automatic phonographs found in the better spots and reports that progressive operators are getting rid of obsolete equipment and installing the latest models.

"The operators have found," says Webb, "that the machine get a much larger and steadier play if they are of the better up-to-the-minute type. Not only does the tone quality count but the appearance of the cabinet also has its effect."

Reports from the Rock-Ola factory indicate an ever-increasing demand for

Sheet-Music Leaders

(Week Ending August 28)

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. So Rare (Robbins) (3)
2. Sailboat in the Moonlight (Crawford) (2)
3. Whispers in the Dark (Famous) (5)
4. Harbor Lights (Mario) (6)
5. It Looks Like Rain (Morris) (1)
6. My Cabin of Dreams (Berlin) (7)
7. First Time I Saw You (Santly-Joy) (10)
8. Merry-Go-Round Broke Down (Harms) (4)
9. Blue Hawaii (Famous) (13)
10. I Know Now (Remick) (8)
11. Where or When? (Chappell) (11)
12. Afraid To Dream (Miller)
13. Come With the Wind (Berlin) (12)
14. Sweet Lullaby (Select) (9)
15. Stop! You're Breaking My Heart (Famous)

the Imperial 20, which, they state, has proved the most popular and fastest moving model they have ever produced. Its fine tone quality, exquisite cabinet, fascinating light-up effect, all-in-one program panel and numerous other features make it a general favorite, particularly adaptable to the better locations. The demand for the Imperial 20 is keeping the factory working at top speed.

Attention, Phono Ops!

NEW YORK, Aug. 28.—RCA Manufacturing Company, Inc.; Decca Records, Inc.; American Record Corporation; Brunswick Record Corporation, Columbia Phonograph Company, Inc., and Master Records, Inc., have just issued a notice to purchasers of records for use on coin phonographs reading as follows:

"We find it necessary to provide for certain changes in the notice on the labels and envelopes of the phonograph records manufactured by us to accomplish the purposes stated below and wish to explain to you the reasons for the changes.

"For some time past the business of the undersigned companies, which manufacture phonograph records carrying label names as indicated below, has been adversely affected because of the many unauthorized uses of phonograph records for commercial purposes. The American Federation of Musicians, whose members are employed in the production of records, has also protested vigorously against this condition and has threatened to refuse to permit its members to make additional records unless the abuses complained of are corrected.

"With a desire to remedy the situation, phonograph record labels and envelopes of the undersigned companies will be changed in the near future so as clearly to restrict the use of records to homes. A notice will be printed on each phonograph record label in substantially the following language:

"Licensed by Mfr. under U. S. Pats. 1,625,705, 1,637,544, RE-16,588 (and other pats. pending) only for non-commercial use on phonographs in homes. Mfr. and Original purchaser have agreed this record shall not be resold or used for any other purpose. See detailed notice on envelope.

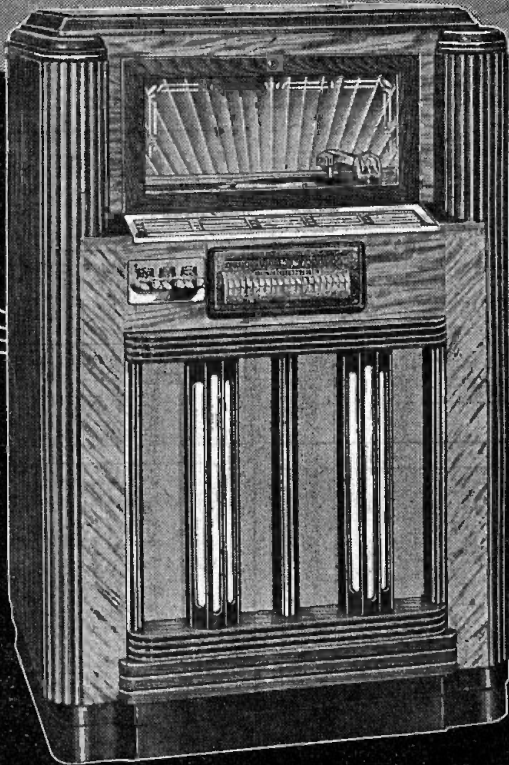
"This notice will be amplified by a more detailed notice which will appear on the record envelope.

"The records manufactured by RCA Manufacturing Company, Inc. (Victor and Bluebird) will be the first to carry the new notice. Shortly thereafter the notice will appear on the labels and envelopes of the records manufactured by the other companies signing this letter. However, in the interim, there will be no interruption in the use of any records manufactured by any of the undersigned companies.

"NOTWITHSTANDING THE LANGUAGE OF SAID NOTICE, EACH OF THE UNDERSIGNED COMPANIES FOR ITSELF ONLY, HEREBY EXTENDS TO THE PURCHASERS OF PHONOGRAPH RECORDS MANUFACTURED BY IT TO WHOM THIS NOTICE IS MAILED BY IT (HEREINAFTER CALLED LICENSEES), A FREE NON-EXCLUSIVE LICENSE TO USE ANY OF THE PHONOGRAPH RECORDS MANUFACTURED BY IT (EXCEPT VICTOR RED SEAL RECORDS WHICH ARE EXPRESSLY EXCLUDED FROM THIS LICENSE BY RCA MANUFACTURING COMPANY, THE MANUFACTURER THEREOF) ON COIN-OPERATED PHONOGRAPHS IN THE UNITED STATES OF AMERICA AND CANADA, EXCEPT IN LOCATIONS TO WHICH AN ADMISSION FEE IS CHARGED OR WHERE MUSICIANS WERE FORMERLY EMPLOYED.

"Said license granted by each undersigned company is good until revoked by it, and is granted by it upon the express condition that such license may be revoked by it, at any time, without notice or consent of any of the other undersigned companies, as to any or all of the records manufactured by it, and as to any or all licensees, by written notice of revocation signed by it and mailed postage prepaid to such licensee or licensees as to whom it may elect to revoke said license (as to any or all records manufactured by it), and the license granted by it shall be terminated 30 days after date of its mailing of any such notice of revocation thereof; provided, however, that any such notice of revocation shall not affect the right of any licensee to continue to use on coin phonographs any such records purchased by and delivered to such licensee prior to the expiration of said 30-day period."

20 RECORDS
300% MORE PROFITS
COMPLETE ILLUMINATION



SEEBURG SYMPHONOLA MULTI-SELECTOR
"REX"

Everything Every Music Operator Wants In An Automatic Phonograph!

Write for Descriptive Literature

J. P. SEEBURG CORPORATION
 1500-34 DAYTON STREET, CHICAGO

PERMO POINT

STANDARD DOUBLE RIBBED

The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output. Endorsed by All Leading Manufacturers and Record Distributing Companies. Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
6415 Ravenswood Ave. Chicago, Ill.

Detroit

DETROIT, Aug. 28.—Donald A. Coney, head of See-Con, Inc., local Seeburg distributor, was host Monday afternoon to a group of local operators at the Book-Cadillac Hotel. Purpose of this meeting was the unveiling of the new Seeburg 1938 models, the Symphonola, Rex and Royal. Over 60 operators were on hand and 151 phonographs were reported sold at the meeting to be placed on location in Eastern Michigan and Northwestern Ohio.

Sales of Wurlitzer phonographs continued at a fast clip this week. Among those who signed on the dotted line for additional phonos were Arnold R. Miller, Andrew H. Banks, Commercial Music Company, G. A. Gustafson, M. L. Farrar, Neal McAllister and Fred B. Noble. Newcomers on the list were Charles Cole and M. D. Oliver. J. Howard was a customer for Mills, while Harry Stahl, well-known showman, who is head of the Stahl Specialty Company, was in the market for Capeharts.

Just how the end of the summer season will turn out for operators in the Flint region is being watched with interest by the music men, for Flint has been alive for phono ops this summer. The last two weeks, however, has shown a decline in average sales. Martial W. Wiens, Flint op, added some new Rock-Ola Imperials this past week. Other Flint buyers were Muriel Meredith and Irving E. Johnson.

New Orleans

NEW ORLEANS, Aug. 28.—Continued summer lull in coin phonograph play is far overshadowed this week by the enthusiasm created by the fall showing of new phonograph models. Larger distributors, fortified with brand-new models that should bring in nickels and other coins in record-breaking proportions when the proper time arrives, look forward to a big fall business.

When the Louisiana Amusement Company, local distributor for Rock-Ola phonographs, failed to find a sure-fire coin chute to stop the "wire artist" George Baker, service man, burned midnight oil and perfected the needed chute. Losses by the firm running up to \$100 a week in wire tapping and slugs are to be saved by his new invention, Baker claims.

Four New Orleans music operators lifted anchor Wednesday morning for a week's cruise on the Gulf of Mexico on Frank Alessi's new yacht, Fox. In the party were Frank, Ed Kramer, Sterling Comeaux and Henry Bowers. The Fox



THE SPHINX TALKS!!!

GOOD WILL AMBASSADOR

HOMER E. CAPEHART

In 1936

CAME TO OUR BACK YARDS WITH TYPICAL WURLITZER HOSPITALITY.

In 1937

This same man brought us—1,400 strong—to Wurlitzer's own front yard for THE SPECTACLE OF THE CENTURY.

Thanks for the Grandest Entertainment I've Ever Had.

BILL "The Sphinx" COHEN,

NORTHWEST OPERATORS: Your big time is coming when you see the beautiful 616A. Now ready for delivery.

SILENT SALES CO.

SILENT SALES BLDG.

MINNEAPOLIS, MINN.

SEE-CON INCORPORATED

3400 JOY ROAD, DETROIT

Exclusive Seeburg Distributors for Eastern Michigan.

"From Ohio to the Straits."

Delivering Symphonola, Rex and Royal—NOW!

MILLS DANCE MASTERS.....\$ 49.50

SEEBURG SELECTOPHONES 64.50

SEEBURG "A" SYMPHONOLAS 124.50

SEEBURG "B" SYMPHONOLAS...\$134.50

SEEBURG "C" SYMPHONOLAS.... 149.50

SEEBURG "D" SYMPHONOLAS.... 159.50

15 Snacks at \$12.00 each; \$150.00 for the lot. 1/3 deposit with order, balance O. O. D. All Machines in A-1 Condition.

Southern Automatic Music Company

542 2ND ST., LOUISVILLE, KY.

420 W. 7TH ST., CINCINNATI, O.

is one of the finest equipped boats in Southern waters.

records of Mahalia Jackson, Negro hymn singer.

Hirsch & Hattic Recording Company has been organized at Alexandria, La., to make records. Joel Hirsch and Woodrow Hattic have had several years' experience in radio recording.

Electrical Supply Company, distributor in this area for Bluebird recordings, reports heavy sales of *Don't Ever Change*, by Wingy Manone and orchestra. Manone is a native son.

R. H. (Mac) McCormick, Southern manager for Decca, says he has a new tops in recordings in the new gospel

BARGAINS FROM DAVE MARION

- 3 CROSSLINE (Bally)\$29.50 Ea.
- 5 SALLY FAN (Stoner) 22.50 Ea.
- 3 RE-PLAY (Chicago Coin) 22.50 Ea.
- 2 SKIPPERS (Bally) 24.50 Ea.
- 7 BALLY BUMPERS 17.50 Ea.
- 4 FIRE BALL (Keeney) 22.50 Ea.
- 3 RUNNING WILD 24.50 Ea.
- 2 JUMBOS 8.50 Ea.
- 1 MONTE CARLO 14.50
- 1 PEERLESS 12.50
- 1 RUGBY 9.50
- 5 GEM CIGARETTE VENDERS 6.00 Ea.
- 5 WURLITZER 412's 187.50 Ea.

MILLS SLOTS \$8.50 AND UP. Specify What You Are Interested In.

MARION COMPANY, Wichita, Kansas.

Capitol's Offer Excites Operators

NEW YORK, Aug. 28.—The free trip to Bermuda offered to Rock-Ola-Capitol phonograph operators by Capitol Automatic Music Company has caused no little excitement in the trade.

Sam Kressberg informs that as soon as *The Billboard* hit the East last week the telephone kept ringing, operators asking for further details. Hundreds of inquiries kept pouring in thru the mails from more operators requesting that they be placed on the reservation list of those who desired to take a holiday with the Rock-Ola-Capitol gang along around Thanksgiving or Christmas.

"It looks like we started something," Sam says, "and from all indications this will be one of the largest jamborees ever held in the coin machine trade."

Five Best Record Sellers for Week Ended Aug. 30

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7078—"The Old Sow Song" and "With Her Head Tucked Underneath Her Arm." Rudy Vallee Connecticut Yankees.	7927—"It's the Natural Thing To Do" and "The Moon Got in My Eyes." Horace Heidt Alemitte Brigadiers.	1367—"Sailboat in the Moonlight" and "Strangers in the Dark." Dick Robertson Orchestra.	136—"Dinner for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	612—"Peckin'" and "Manhattan Jam." Cab Calloway Orchestra.	25652—"The Big Apple," Tommy Dorsey Clam Bake Seven, and "Fractious Fingering." Fats Waller and Rhythm.	3644—"Breezin' Along With the Breeze" and "I Wish I Could Shimmy Like My Sister Kate." Hoosier Hot Shots.
2	B7099—"The Moon Got in My Eyes" and "All You Want To Do Is Dance." Shep Fields Rippling Rhythm Orchestra.	7933—"All You Want To Do Is Dance" and "My Cabin of Dreams." Gus Arnheim Orchestra.	1302—"If You Ever Should Leave" and "Everyone's Wrong But Me." Ella Fitzgerald and Savoy Eight.	131—"Caravan" and "Azure." Duke Ellington Orchestra.	611—"My Cabin of Dreams" and "Lovely One." George Hall Orchestra.	25628—"The Loveliness of You" and "Danger, Love at Work." Hal Kemp Orchestra.	3640—"I Wouldn't Change You for the World" and "Make a Wish." Swing and Sway with Sammy Kaye.
3	B7069—"Vien!, Vien!" and "Don't Play With Fire." Rudy Vallee Connecticut Yankees.	7931—"Till the Clock Strikes Three" and "The Loveliness of You." Music in Russ Morgan Manner.	1175—"Sweet Lellani" and "Blue Hawaii." Bing Crosby.	103—"The Maid's Night Off" and "Sophisticated Swing." Hudson-DeLange Orchestra.	615—"Public Melody Number One" and "Old Man Moon." Rudy Bundy Orchestra.	25626—"So Rare" and "Little Heaven of the Seven Seas." Guy Lombardo Royal Canadians.	3626—"It's the Natural Thing To Do" and "The Moon Got in My Eyes." Mildred Bailey Orchestra.
4	B7104—"The Big Apple" and "Shades of Hades." Hod Williams Orchestra.	7913—"The Miller's Daughter, Marianne" and "Gone With the Wind." Horace Heidt Alemitte Brigadiers.	1318—"Merry-Go-Round Broke Down" and "I'll See You in My Dreams." Jimmie Lunceford Orchestra.	137—"All God's Chillun Got Rhythm" and "Alabama Home." Duke Ellington Orchestra.	592—"Whispers in the Dark" and "Stop! You're Breaking My Heart." Clyde Lucas California Dons.	25646—"Turn on That Red Hot Heat" and "Let 'Er Go." Bunny Berligan Orchestra.	3629—"Moonlight on the Highway" and "Smarty." Swing and Sway with Sammy Kaye.
5	B7118—"Just a Big Old," Bing Crosby and Orchestra, and "Sweet and Lovely." Russ Columbo Orchestra.	7934—"Afraid to Dream" and "If You Ever Should Leave." Art Shaw and his New Music.	1368—"Yours and Mine" and "I'm Feelin' Like a Million." Glen Gray Casa Loma Orchestra.	108—"Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	591—"All God's Chillun Got Rhythm" and "Old Plantation." Ivie Anderson and Boys From Dixie.	25570—"Nola" and "Satan Takes a Holiday." Tommy Dorsey Orchestra.	3616—"Whispers in the Dark" and "Stop! You're Breaking My Heart."

Bunny Berigan!
TRUMPETER EXTRAORDINARY

and exclusive VICTOR artist

He's the idol of the school and college crowd... The hero of every swing fan...
★
Be sure to get his newest hits in your machines right away... he's a sure bet for big time profits!

No. 25646
"TURN ON THAT RED HOT HEAT"
from the Walter Wanger motion picture "Vogues of 1938"
"LET 'ER GO"

IT PAYS TO USE
BLUE BIRD RECORDS
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Candy Sales Rise in 1936

Total volume for year reaches all-time peak — bulk confectionery leads

CHICAGO, Aug. 28.—The rise in popularity of the candy vending machines during the past year was reflected in the recent analysis of trends in the candy industry over the past decade released by the U. S. Bureau of Foreign and Domestic Commerce. This survey disclosed that the nation's sweet tooth during 1936 was sweeter than ever and that the total volume of candy manufactured reached an all-time peak of 2,054,312,000 pounds, which was 150,000,000 pounds above the previous all-time record of 1929.

That the average American citizen is becoming more candy-conscious all the time was disclosed by the fact that per capita consumption for last year amounted to 16 pounds, which is a 1.3-pound increase over the 1927 figure of 1.1 gain over 1935.

Bulk confectionery still constituted the largest single type of candy manufactured, with 22.2 per cent of the total last year being of this type. Chocolate-covered bars were second with 21.6 per cent of the total volume. From these figures it can be easily seen that the vending machines have had a lot to do with keeping candy sales on the increase.

The only discouraging feature that the analysis brought to light was the fact that altho per capita consumption has increased, prices have not kept step with it. Manufacturers received \$3.40 for the average 14.7 pounds per person in 1927.



whereas they obtained only \$2.41 for the record 16 pounds per person for last year. Undoubtedly this price would be still lower if it were not for the fact that vending machines operate on the fixed principle of vending an exact amount of merchandise for a given price, which usually represents a very fair margin of profit.

The volume of candy has steadily increased since 1929, the survey pointed out, and 1937 shows every indication of topping the 1936 record. This means that the operation of candy vendors should be more profitable this year if the past trends are any indication of present demands.

The study further disclosed that an estimated 400,000 short tons of sugar, approximately 250,000 short tons of glucose and corn syrup and between 100,000 and 125,000 short tons of edible nuts are used annually in this country in the production of confectionery, which constitutes the largest single commercial market for many of these products.

Rowe Announces New Merchandiser

NEW YORK, Aug. 28.—Rowe Manufacturing Company, Inc., manufacturer of the Imperial line of cigaret machines, announced a new gum and mint merchandiser named the World's Fair Model Rowe Gum and Mint Merchandiser. The name was chosen, according to reports, because the design of the machine is based upon the type of modernism which will predominate at the coming 1939 New York World's Fair.

The machine is said to display a large amount of merchandise in an attractive manner. Either packages of gum or rolls of life-savers and mints can be used in the machine. It can also be arranged for counter display, wall hookups, as well as in connection with cigaret or other merchandising machines.

Said to be constructed of heavy steel and uses the well-known Rowe mechanism. Slug ejector is claimed to be as perfect as possible. Manufacturer says that the rest of the mechanical features of the machine are far superior to anything which has yet appeared on the market.

Pan's New Charm Pack Helps Sales

CHICAGO, Aug. 28.—According to reports from the plant of the Pan Confection Company, its latest assortment of small novelty charms is clicking with operators in a big way. New assortment is said to contain 200 pieces of 17 different charms, which gives the operator a large assortment with which to fill his machines.

The firm is looking forward to an increased demand for charms as well as its candies with the coming of the fall

Denver Considers Parking Meters

DENVER, Aug. 28.—Acting on the recommendation of the committee on fire, excise and police, the city council by a vote of 7 to 1 instructed the city attorney to prepare an ordinance, which if adopted, would provide for the installation of 2,000 parking meters in the downtown section. The committee based its recommendation on a study of the results of parking meter installations in 14 cities. In two of these cities the meters had been withdrawn after trial because of organized minority opposition.

The committee urged that the meters be placed on a year's trial to obtain a general detailed idea as to the different traffic conditions over the period of a year, and second, to give the machines selected a throo test as to durability in all weather conditions.

Six of the nine members are said to favor installation of the meters, with the other three willing to be convinced. Councilman Harry Rosenthal estimates an annual revenue of \$200,000. Advocates of the meters favor earmarking the money for WPA and relief purposes.

Comments received from the 12 cities is summed up in the comment from El Paso: "The installation of parking meters improved traffic conditions and gave the city an orderly appearance. There was considerable opposition at first, but this has almost all died down."

The problem is receiving wide publicity in Denver with page one space in both dailies. From a legal standpoint it was believed the Colorado Supreme Court would uphold the installations. The committee bases this opinion on the fact that Florida, Oklahoma, Texas and Massachusetts supreme courts have upheld parking meters as legal.

New Firm in Vending Field

NEW YORK, Aug. 28.—Morton Lipper Operating Corporation is the name of a new firm recently incorporated by the Morton Lipper Sales Company for the operation of vending machines in the State of New York.

From his past experiences in this field, Lipper states that he has confidence in the future of the bulk merchandising machines. He revealed that the firm has evolved a plan whereby it will secure many prize locations. From tests already made of the plan almost 90 per cent of the location owners have accepted, Lipper claims. He declared further that the firm has already placed an initial order for a large quantity of 2-in-1 venders with the Dave Robbins Company, Brooklyn.

season. They report that sales are always better when the children are in school.

Penny Mdsr. Profits

By DAVE ROBBINS

President Dave Robbins & Company, Brooklyn

Is it worth while operating a route of penny merchandisers? That question has been asked by many operators who have had no previous experience with small nut and confection vendors.

Another frequent question is: "How much can I earn with such machines?" Many exaggerated statements have been made in reply to these questions, particularly by promotional salesmen who are only interested in making a one-time sale. The facts, based upon 20 years of experience in operating and selling small merchandisers, are that the average single-column vender will net the operator from 25 cents to 50 cents weekly profit, whereas the double-column vender will earn twice as much.

The last few years have been highly profitable ones for the operators who secured locations in taverns and other places where beer is sold. Salted peanuts, mixed nuts and pistachio nuts are the best items for such locations. Another important factor for unusually large earnings with venders at this time is the use of small charms and toys, which when mixed with low-priced confections, such as candy-coated peanuts, etc., has stimulated sales to the extent of more than 100 per cent.

The 2-in-1 vender was designed to vend two different products in about the same space as a single-column machine. A patented device is part of the machine which eliminates the jamming of toys and also allows the perfect vending of pistachio nuts without crushing the shells. The straight front glasses, which cost only 10 cents each, are a great improvement over round globes, which cost about 75 cents to \$1 each. The sturdy construction of the machines was proved when a quantity of them were installed on the New York subway platforms after they had first received a 60-day trial in the toughest locations. The operator who invests in a route of venders now, in my opinion, is assured of a steady and dependable income.

Fitz Sees Record Flight for Airway

NEW YORK, Aug. 28.—John A. Fitzgibbons, Eastern factory representative for Bally Manufacturing Company, reports that Bally's new five-ball novelty pin game, Airway, is one game that is, all set for a record flight thruout the country.

"Airway is one game that has everything the operator needs in novelty-action pin games to captivate the players," Fitz related. "It gives the operator a better chance for bigger profits because the payout is controlled by skill-shot bumpers. The game itself features a new-style play. It has bumpers which light up when hit, a new kind of light-up giant-size backboard, a skill-game high-score appeal, as well as a competitive play action and many other features which test the player's shooting skill.

"Bumpers on the game are so arranged that they can be hit by a skill shot and yet enough hits can be made by the unskilled player to lure him on and on and arouse his desire to make a perfect score. The tests we have made here have proved to us that not only is Bally perfection built into every feature of Airway but that the game shows every indication of being one of the greatest money makers we have ever had.

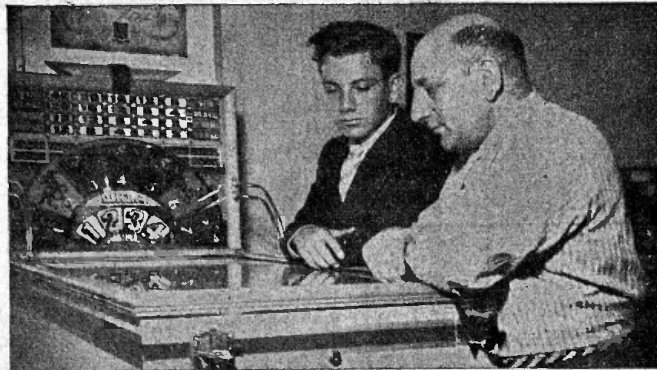
"Many operators and distributors," he concluded, "who have dropped in to view the new creation are more than merely enthusiastic about it. They have been lavish in their praise and, what's more important, have placed large orders to be delivered just as soon as they arrive here. We were literally swamped with orders the first afternoon we announced the game and we phoned the Bally plant to have it start sending games to us just as fast as it possibly could. There is no doubt that we are going to fly higher and higher with Airway until we establish the biggest sales record we have ever made for the early fall season."

PEANUT & GUM VENDING MACHINES
NEW DIRECT FROM FACTORY
Only **2⁴⁰** and Up
Over 60,000 Sold.
Write for Full Information Today.
ROY TORR
2047A-So. 68 St., Philadelphia, Pa.

SPECIAL
BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.
Only **\$2.50** Each
A. M. WALZER CO.
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READY FOR DELIVERY!
ROBBINS' 2-IN-1 VENDOR
America's Most Practical Bulk Merchandiser
WRITE FOR LOW PRICES!
D. ROBBINS & CO., MFRS.
11-41 DEKALB AVE. BROOKLYN, N. Y.

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.



JOHNNY SANTO, of the Coinomatic Sales and Service Company, Wheeling, W. Va., and his son, Johnny, are strong admirers of Bally's multiple one-shot, Fairgrounds.

Wurlitzer Century Club Holds First Convention

More than 1,400 guests entertained at three-day convention in Buffalo—club membership is now 336—big circus day staged at Wurlitzer factory

By WALTER W. HURD

BUFFALO, Aug. 28.—The story of the first annual convention of the Wurlitzer Century Club is the story of three days of entertainment in grand style by the Rudolph Wurlitzer Company, of North Tonawanda, N. Y., carefully planned and carried out for the greatest pleasure of the hundreds of guests who attended. Wurlitzer Century Club is made up of operators who own 100 or more Wurlitzer automatic phonographs, and the program given here August 25, 26 and 27 was the first general announcement to the public of this organization. Official announcement was made that the club now has a membership of 336 operators in the United States and Canada.

Members of the Century Club, their wives and families were the guests of the Wurlitzer Company for the three days of the convention. Headquarters were maintained at the Statler Hotel here. Wurlitzer courtesy was in evidence as guests arrived at the railroad stations, where huge Wurlitzer signs of welcome greeted them and courteous transportation to the hotel was waiting. All day long the stream of guests rolled into the city. The Wurlitzer firm provided all entertainment, including food, refreshments, trips to the Wurlitzer plant and to Niagara Falls, the guests only having to pay for their room. Total registration of guests reached the 1,500 mark, most of them arriving the first day.

The immensity of the affair was something to command the respect of all guests of the firm. Expressions of admiration and surprise were the common talk of all who attended. One coinman from the Northwest expressed the sentiment of the hundreds who were there in saying that "in 1936 Homer E. Capehart, vice-president, brought Wurlitzer hospitality into our own territories; this year he invited us to come to the Wurlitzer home and be treated as homefolks."

An attractive program was handed to each guest upon registration. It outlined three full days of entertainment, beginning with a dinner, show and dance on the evening of August 25 and closing with a gala banquet, show and dance August 27. While the program had been carefully planned, full provision had been made for informality and wholesomeness. Guests were told that it was not a business meeting and that good fun was to be the order of the day. The Wurlitzer organization supplied ample guides and official hosts to take care of the immense crowd. To read the program in full was to see at once that a great event was in store. While the full story cannot be published, something of the spirit of the occasion is given in this account as a credit to the automatic music business as well as to the Wurlitzer firm. If the commercial and business magazines failed to get the story as an example of modern entertainment they missed a good story.

The Opening Night

It started at 7 p.m. in the Grand Ballroom of the Statler Hotel with a dinner and a big program of entertainment in three divisions with an intermission between. Art Leard and orchestra furnished the music and Leard was also master of ceremonies at all occasions during the convention. He won much applause for his good spirit in handling so large a crowd and adding much to the merriment. Capehart's greeting was brief and with deep feeling. One of the first events of outstanding importance during the evening was the introduction of nine of the oldest music operators in America, who were guests of honor.

These guests of honor were B. D. Schaffner, Du Bois, Pa., operating 50 years; Mr. and Mrs. J. C. Dorser, Fresno, Calif., operating 40 years; Mr. and Mrs. J. F. Johnson, Omaha, operating 40 years; Mr. and Mrs. A. D. Osborn, Los Angeles, operating 40 years; Mr. and Mrs. G. W. Ristau, Kaukauna, Wis., operating 50 years (also have four sons in the business); M. A. Melvin, Bangor, Me. (age 80), operating 55 years; B. C. Waters, Chicago, operating 40 years; Mr. and Mrs. C. L. Dennard, Henderson, Tex., and Mr. and Mrs. W. H. Milam Sr., Waco, Tex.

The entertainment program included a unique lecture by a local humorist

who supposedly represented the federal government in Washington. He presented the most modern code of ethics for music operators which provoked many pros and cons—until the audience discovered it was all in fun. Then followed a vaudeville program offering Beverly and Doris in dances and acrobatics; Marie Winkler, a songster whose voice had remarkable quality and power; Janice Reise, dancer, and Jimmie and Milite, skating act.

The Hardeen program of magic was a real treat. Hardeen offered several acts, including the flying coins, talking rooster, vanishing rabbits, vanishing pigeons, card star, "What's in a Wurlitzer 616-A," milk can escape, escape from a standard Wurlitzer packing case after being nailed in, etc. Escape from the packing case drew unusual attention.

Professional boxing and wrestling bouts followed as an interlude of laughter before the dance program. Five prize fights and two wrestling bouts were staged, with some humorous specialties.

Stage Big Circus

The second day provided for a trip to the Wurlitzer factory and beautiful grounds in North Tonawanda, N. Y. The women remained in Buffalo for a luncheon and special program and joined the men at the Wurlitzer plant in the afternoon. Upon arrival at the Wurlitzer plant the men donned overalls and went for a trip thru the immense factory and plant employing about 1,700 people.

Then followed one of the grandest spectacles of entertainment perhaps ever provided by a commercial firm for the entertainment of its customers. In front of the Wurlitzer plant stretched a beautiful 400-acre park laid out in circus style. In the center was the big top, a tent 180 by 180 feet with stage. Then there were several smaller tents with side shows, talkers, refreshment stands and everything to create a circus atmosphere. Thru the flag-bedecked archway the band led the guests down the midway and the circus was on. Refreshments were free and in big quantities, so it seemed that everybody rushed for something to eat first. The rest of the day was filled with games, continuous entertainment under the big top, "a spectacle of the century" and a grand clam bake for 1,500 people out in the open as the finale.

All the time that the circus was under way there were hotly contested games also in progress. A baseball field found sectional teams fighting hard for the

pennant and fans were betting on their favorite teams. Scores announced during the afternoon were: St. Louis 6, Texas 7; New York 20, Chicago 10; Ohio 9, Pennsylvania 4; Ohio 28, New England 6.

Many incidents and alibis developed during the game. The final report was that St. Louis would have won the pennant except for the fact that New York refused to accept their challenge for a deciding game. Other games such as horse shoes and skee ball were going on at the same time.

The "spectacle of the century" was in the form of a grand circus parade. Promptly at 3:45 p.m. the band struck up the grand march and the parade got under way, headed by Homer Capehart and R. C. Roling, vice-presidents of Wurlitzer, and Art Leard, mounted on three charging steeds. Other officials of Wurlitzer followed and another band—the Falstar German band brought by the St. Louis delegation. The St. Louis band was directed by William C. Maehl and furnished music for many occasions during the convention. Then came the jolly clowns, real Indians and Harry Drolinger's animals from Texas. The kiddies, young and old, got their laughs. A program of 14 acts was booked thru the Wally Gluck office, Buffalo. Unique circus specialties included a clown walkaround, Chief Red Fox and his family, Al Emerson's trained dogs and trapeze and wire act; Elmer, from Homer Capehart's farm; Earl Wright and his nine trained dogs, and Rajah Raboid, mentalist and blindfold knife-throwing act.

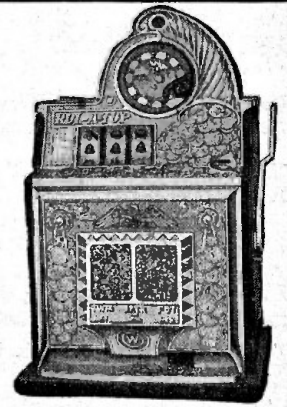
The clam bake which closed the field events for the day included clam, lobster, chicken, corn on cob, sweet potatoes and salads, prepared in true clam style. Guests who attended the big circus spectacle are saying that Capehart has added another title to his name. He is now a real showman as well as farmer and phonograph manufacturer.

Visit to Niagara Falls

About 1,100 guests took the trip to Niagara Falls thru the courtesy of the Wurlitzer Company. Transportation, a free lunch and tickets to all the important scenic spots at the Falls were furnished to every guest who wished to go. At the end of one afternoon of sight-seeing the guests were rushed back to the Hotel Statler in time to get ready for the final program, including a banquet and evening of entertainment.

A Happy Finale

The final program began with Art Leard and orchestra providing lively music. Leard also led in community singing in which the crowd joined heartily. A program of 23 acts of vaudeville in a fast moving variety show was the treat in store during and following the dinner. Music operators also enjoyed the songs and stories of Dick Robertson thru the courtesy of the Decca Record Corporation. A short session of introductions of Wurlitzer officials, district managers and other persons gave the Wurlitzer guests a chance to get acquainted with Rudolph and Farney Wurlitzer and others whose names were familiar but whose faces they had never seen. Homer Capehart presided at this brief session and cut his promised 20-minute speech to about four minutes. An attractively printed program had been prepared and toward the end was a promise of a surprise before the convention came to a close. It was found to be the showing of moving pictures



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award.

Built for 7c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
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PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Marie Coin Selector, Yale Tumbler locks, adjustable dispenser, Vends candy, gum or peanuts, 1 1/4 and 3-lb. sizes. Thousands of Tom Thumb Vendors now being sold to operators. Don't wait. Write for full details, prices and money-back guarantee today. FIELDING MFG. Co., Dept. 35, Jackson, Mich.

Big Opportunity for Experienced Route Salesmen.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

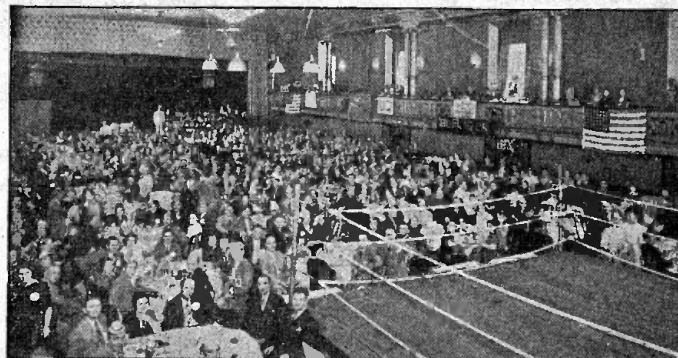
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

that had been taken of all the events, groups and specialties during the first two days of the convention. Many guests were able to see themselves in the movies.

Local newspapers gave liberal publicity to the convention. On the financial page of *The Buffalo Times* it was stated that the Wurlitzer business had increased 300 per cent over 1935 levels; business during 1937 is said to be about 25 per cent above 1936. Organs and pianos are being produced in increasing quantities, but Capehart stated that phonographs and skee ball bowling games were responsible for the big increase in the firm's business during the last two or three years. Wurlitzer district representatives were given a prominent part in the convention and they also contributed much in securing the large attendance at the meeting. The Texas and St. Louis delegations apparently led in numbers and also displayed a lively spirit of rivalry in adding to the entertainment of the occasion.

In his final statement to guests of the firm, Capehart said with feeling: "We want all of you to come back to our convention next year. The phonograph business is a good business and let's keep it clean."

(Editor's note: Personal items, humorous incidents and other sidelights of the Wurlitzer Century Club Convention will appear in the next issue of *The Billboard*.)



PART OF THE HUGE CROWD THAT ENJOYED the opening dinner of Wurlitzer Century Club convention in Buffalo August 25, 26 and 27.

MARKET REPORT FOR SMART INVESTORS

REEL SPOT pfd. .29

PAYING BIGGEST DAILY DIVIDENDS IN HISTORY!

DAVAL

200 SO. PEORIA ST., CHICAGO.



A confection that you will enjoy

4 Pieces of Nutty Chewing Candy Wrapped with Paraffine Paper in Assorted Bright Colored Boxes. 10c—Imprinted on End.

1c A Package

Packed in Cartons of 100, 250 and 500 Boxes, No Loss Sold Terms, Cash With Order. Sample Box for 8c in Stamps.

We have a full line of prizes to make up your own prize packages. WRITE FOR OUR LIST OF FALL SPECIALS.

THE **Midwest Merchandise Company**
1026 Broadway, Kansas City, Mo.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COON GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

Sunset Amusement Co. Wants
For Labor Day, Newton, Ia.; Lewis County Fair, Canton, Mo., September 8 to 11, and other Missouri Fairs, closing at Tri-County Fair, Aurora, Mo., October 4 to 9. Legitimate Concessions of all kinds and People to take over Girl Show, Sevmour, Ia., this week.

WANTED
Rides and Eats Concessions, No Games or Shows wanted.
FARMERSBURG COMMUNITY FAIR
Farmersburg, Ind., September 24-25.
HERBERT LATHROP, Pres. Merchants' Assn.

TIP TOP SHOWS WANT FOR
Uptown Locations, Tobacco and Cotton Markets, Ferris Wheel and Kiddie Ride. Will furnish outfit for Girl and Geek Show. All Concessions open. Complete Cook House for rent. WANT Bingo, Photo Gallery, Foreman for Chairplane. Gilligan wants Agents. Guarantee all winter's work in Florida. Address St. George, S. C., this week.

WANTED HIGH CLASS CARNIVAL
TO SHOW CLEVELAND COUNTY FAIR, Wilson, Ark., September 30-October 1 and 2
Contact HAVIS T. GRAY, Secretary.

CAN PLACE
Shows, Rides and Free Acts of all kinds. Going South now. Carmichael, Pa., Fair, September 2 to 6; Grantsville, Md., Firemen's Celebration, September 7 to 12; Frostburg, Md., week September 14. Write or wire JOHN GECOWA, Manager, Elane's Exposition Shows, per route.

MAGNO'S MONEY MAKERS
LIVE MEXICAN JUMPING BEANS. Per 100, 50c. No No Panties, with Lock & Chain, 75c. DOR. NEW JOKE ITEMS, Per Doz., Snake Telescope, 60c; RUBBER GLOVE Joke, 35c; LOADED CIGAR to env., 40c; SHOOTING BOWKS, 60c.
SALES CARDS ARE NOW READY, SUITABLE FOR ANY TYPE OF STORE. Salesmen, Concessors write for our proposition.
MAGNETRIX NOV. CORP., 136 Park Row, N. Y.
Send your correspondence to advertisers by mentioning The Billboard.

ROUTES
(Continued from page 37)
Modern Noah's Ark: (Canadian Natl. Exhn.) Toronto, Can., 27-Sept. 11.
Foolies, Musical: Winfield, Ia., 30-Sept. 4.
Ricton's Show: Chesnee, S. C., 30-Sept. 1; Valley Falls 2-4.

REPERTOIRE
Baxter-Leonard Players: Damascus, Va., 30-Sept. 4.
Billroy's Comedians, Billy Wehle's: Fiqua, O., 1; Urbans 2; Springfield 3; Greenville 4; Muncie, Ind. 6.
Bishop Tent Show: Mt. Holly Springs, Pa., 30-Sept. 4.
Brooks Stock Co.: Winslow, Ill., 30-Sept. 4.
Ginnivan, Frank, Dramatic Co.: Butler, Ind., 30-Sept. 4.
Ginnivan, Norma, Dramatic Co.: Blissfield, Mich., 30-Sept. 4.
Harris Road Show: Middle River, Minn., 30-Sept. 4.
Rotnour Players: Osseo, Wis., 30-Sept. 4.

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

Alamo: Atlanta, Ga.
American United: Walla Walla, Wash.
Anderson-Strader: Smith Center, Kan.; Clay 2; Urbans 2; Springfield 3; Greenville 4; Muncie, Ind. 6.
Atlantic Coastal Expo.: (Fair) Leesburg, Va.; (Fair) Lengley-McLean 6-11.
Atlas: Bluffs, Ill.
Bantly's All-American: Shamokin, Pa.
Bart & Murray: Jonesville, Mich., 2-6; Clinton 8-11; Lake City 8-11.
Barfield Cosmopolitan: (Fair) Sweetwater, Tenn.; Dalton, Ga., 6-11.
Barnhart's Golden West: Waukon, Ia., 7-10.
Barkoot Bros.: Marine, Mich., 30-Sept. 5; Farwell 6; Lake City 8-11.
Baysinger, Al: Truman, Ark.
Bazin, Wm. & Sons: Phillips, Wis., 4-7.
Beckmann & Gerety: (Fair) Des Moines, Ia.; Lincoln, Neb., 5-10.
Bee F. H. (Fair) Hodgenville, Ky.; (Fair) Russellville 6-11.
Blue Ridge: (Fair) Benton, Tenn.
Bremer Tri-State: (Fair) Rice Lake, Wis., 31-Sept. 3.
Broadway Shows of Amer.: Burlington, N. C.; Raleigh 6-11.
Brown Family Rides: Rhine, Ga.
Brown Novelty: Jesup, Ga.; (Fair) Waycross 6-11.
Buck, O. C., Expo.: (Fair) Rhinebeck, N. Y.; (Fair) Fonda 6-11.
Buckeye State: (Fair) Belzoni, Miss.
Bullock Am. Co.: Pineville, W. Va.; (Fair) Bland, Va., 7-11.
Burdick's All-Texas: Navasota, Tex.; San Marcos 6-13.
Bunker, Harry: Bunkie, La.; Lecompt 9-14.
Byers & Beach: Belle Plaine, Ia.
Byers Greater: California, Mo.
Central State: Lyons, Neb., 6-8; Genoa 9-11.
Cetlin & Wilson: (Fair) Bedford, Pa.; (Fair) Ebsenburg 6-11.
Christ: Elwood, Ind.
Coleman Bros.: (Fair) Ballston Spa, N. Y., 30-Sept. 5; (Fair) Schaghticoke 6-11.
Cooley, J. J.: (Fair) Apache, Okla.
Conklin: (Fair) Sherbrooke, Que., Can.; (Fair) Quebec City 6-11.
Cottrell: (Fair) Johnstown, Pa.; New Bethlehem 6; (Fair) Dayton 7-11.
Cote Wolverine: (Fair) Charlotte, Mich., 31-Sept. 3.
Crescent Am. Co.: Georgetown, S. C.
Crowley, United: Yankton, S. D.; (Fair) Algonia, Ia., 8-11.
Crystal Attrs.: Enid, Okla., 5-11.
Crystal Expo.: Olinchco, Va.
Crystal Attrs.: (Fairs) split Hardner and Meade, Kan.
Cumberland Valley: Winchester, Tenn.; Cookeville 6-11.
Curl: Gratts, O.
De Luxe: (Fair) Clarion, Pa.; (Fair) Rochester, N. Y., 8-11.
Dixie Bella Attrs.: Madison, Ind., 30-Sept. 6; (Fair) Harfords, Ky., 8-11.
Dixie Expo.: (Fair) Mt. Pleasant, Tenn.; (Fair) Baldwin, Miss., 6-11.
Dixie Model: Wise, Va.
Dodson's World's Fair: Altoona, Pa., 23-Sept. 1; Hagerstown, Md., 4-17.
Douglas Greater: Toppensish, Wash.
Dyer's Greater: Bloomington, Wis., 1-3; Tomah 4-7.
E. J. C.: Port Frances, Ont., Can., 2-4.
Edwards, J. E.: (Fair) Kinsman, O., 30-Sept. 6; (Fair) Burton 8-6.
Elane Expo.: (Fair) Carmichaels, Pa., 30-Sept. 1; Grantsville, Md., 2-6.
Ellman: Clintonville, Wis., 30-Sept. 3; Red Granite 4-8; (Fair) Westfield 7-10.
Ellis Expo.: (Fair) Delphos, Kan.; Chapman 6; (Fair) Glasco 8-11.
Eudy Bros.: Leighton, Pa.
Eureka: Chatham, N. Y.
Evangeline: Galena, Mo.; Carthage 6-11.
F. & M. Am. Co.: Elmwood, Pa.
Fairly-Martone: Orwien, Ia.
Florida Am. Co.: Ashburn, Ga., 30-Sept. 3.
Frisk Greater: (Fair) St. James, Minn., 30-Sept. 1; (Fair) Herman 2-4; Morris 6-7; Waterville 10-12.
Gibbs, W. A.: Stafford, Kan., 30-Sept. 5; Horton 7-12.
Gold Medal: (Fair) Belvidere, Ill.; (Fair) Elkhorn, Wis., 6-9.
Golden Gate: Xenia, Ill.; Clay City 6-11.
Golden State: Reedley, Calif., 31-Sept. 5; Modesto 7-12.
Goodman Wonder: Sioux City, Ia.
Greater Expo.: Terre Haute, Ind., 30-Sept. 2.
Greater United: (Fair) Ottawa, Kan.; (Fair) Burlington, Kan., 6-11.
Greater U. S.: Lyons, Kan.; Florence 6-11.
Greater: (Fair) Fairmount, Ind., 30-Sept. 2; Huntington 4-8; North Vernon 8-11.
Hames, Bill: Greenville, Tex.
Hansen, Al C.: (Fair) Girard, Kan.; Stroud, Okla., 6-11.
Happy Days: (Fair) Carrollton, Ill.; (Fair) Jerseyville 4-8.
(See ROUTES on page 88)



MOONBEAM CANDY Assorted Chocolates
Double Layer—Full Half Pound. Extension Edge Box. Assorted Colored, Cellophane Wrapped. 4 Dozen to Carton.
\$1.35 Per Carton. \$5.40 Per Carton
20% Deposit. Balance C. O. D. Send for FREE Illustrated Catalog.
DELIGHT SWEETS, INC. 50 East 11th Street, New York City.

ATTENTION CARNIVAL MEN ATTENTION
AS USUAL THE LOWEST PRICES IN THE COUNTRY.
THE JOHN ROBBINS COMPANY PITTSBURGH, PA.
340-342 THIRD AVENUE, LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE. Slum of Every Description. No Catalogue.

WEST'S WORLD'S WONDER SHOWS WANT
FOR THE GREAT ROANOKE FAIR, ROANOKE, VA., LABOR DAY WEEK, WITH EVERY DAY A SPECIAL EVENT, INCLUDING GOVERNOR'S DAY, AND FOLLOWED BY A CIRCUIT OF THE BEST NORTH CAROLINA BONA-FIDE FAIRS, INCLUDING NORTH WILKESBORO, LUMBERTON, ROCKY MOUNT, NEW BERN, WILIAMSTON (Last Two Under Best Management in Country), HENDERSON, AND SEVERAL OTHERS PENDING.
CAN PLACE Shows of merit, with or without outfits; Rides that do not conflict, Ride Help in all departments, Ferris Wheel Foreman. Must be A-1 Man. Novelties, Scales open for Roanoke and other Fairs. Have openings for legitimate Concessions, and I mean legitimate Wheels and Concessions. Fitzie Brown wants Agents. Address FRANK WEST, General Manager, Pulaski, Va., week August 30; then as per route.

NATIONAL ANTIETAM CELEBRATION
HAGERSTOWN, MD., SEPTEMBER 4 TO 17
ESTIMATED ATTENDANCE 300,000
Want Concessions of all kinds (No Gambling Devices). Stock Wheels will positively work. This will be the largest Celebration ever held in this part of the country. President Roosevelt will be here September 17. Address CHARLES W. WOLF, Supt. Concessions, 45 E. Washington St., Hagerstown, Md.

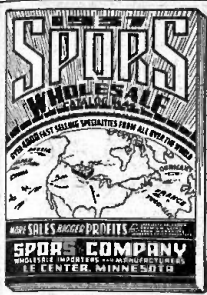
DALTON, GA., CENTENNIAL
SEPT. 6 to 11
One of the Season's Outstanding Celebrations and Widely Advertised.
BARFIELD'S COSMOPOLITAN SHOWS WANT
For this date and a splendid line of Fairs to follow: Motordrome, Shows, especially Grind Shows, Loop-o-Plane, legitimate Grind Stock Concessions, one more sensational Free Attraction, Colored Performers and Musicians, also Talker for Minstrel Show, Acts and Attractions for Side Show. WANT reliable and capable Special Agent who can handle Fair details. Address Sweetwater, Tenn., Fair, this week; Dalton, Ga., Centennial, week September 6; Onelda, Tenn., Fair, week September 13.

WANT FOR LABOR DAY WEEK, HATFIELD, PA., FAIR
AND LONG SEASON OF SOUTHERN FAIRS SOUTH.
Octopus, Rides-O. U-Drive Gas Cars, Kiddle Aeroplane, Ponies, any new Money-Getting Show, Fun House, Working World, Want Organized Minstrel with Band. Good proposition to good show. Have complete outfit. Arcade, Legitimate Concessions of all kinds, Novelties, Eat and Drink Stands. No exclusive except Bingo. Will consider exclusive on Novelties. Willie Levine wants experienced Dime Photo Help, man and wife or man. Must drive truck. Salary and percentage. All address this week:
KAUS SHOWS
HUNTINGDON, PA. NEXT WEEK, HATFIELD, PA.

WANTED GREATER EXPOSITION SHOWS, INC. WANTED
Man to work Lion Act, which is already broke. Experienced men for Dodgem or Skooter Ride. Man to operate Lead Shooting Gallery. Can place a few more Concessions. Address Vincennes, Ind., week Sept. 6; Evansville, Ind., week Sept. 13.

WEST BROTHERS AMUSEMENT COMPANY WANTS
Shows capable of getting money for long string of Celebrations and Fairs, Ride Help, Foremen, Concessions that work for stock. St. Peter, Minn., Fair, September 3-5; Graettinger, Ia., Labor Day; Sibley, Ia., Fair, September 7-10.

O. J. BEATY WANTS for MILLER & ARCHER SHOWS
ST. LOUIS, MO., LOCATION GRAND AND LACLEDE, GRAND LABOR DAY CELEBRATION AND NATIONAL WOMEN'S DEMOCRATIC RALLY, EIGHT BIG DAYS AND NIGHTS, SEPTEMBER 5 TO 12, INCLUSIVE.
WANTED—Independent Shows and Concessions. All Concessions will work. Tommy Madec, Pat Slack, Blackie Schaffield come on. Ten Fairs and Celebrations to follow in Arkansas and Mississippi. Harry Miller wants Concessions of all kinds. Eddie Comstock come on. All winter's work. Address O. J. BEATY, care York Hotel, St. Louis, Mo.



4000 ITEMS FREE WHOLESALE CATALOG
 Hot off the press Shows 4,000 world-wide Bargains, 268 Pgs. of Fast Sellers of Every Description and 15 Monday-Making Plans. This Catalog is FREE. Send for it today.
SPORS CO.,
 9-37 Erie St.,
 Le Center, Minn.

FOR SALE DUAL LOOP-O-PLANE

Delivery after September 15th. Can be seen in operation at Frankie's Forest Park, Dayton, O.
 Address all mail to FRANKIE, P.O. Box 1026. Making room for Big Ride for the coming season.
 Ride in first-class condition, purchased new and never off location.

WANTED TO ENLARGE SHOW

FOR TWELVE SOUTHWESTERN DATES, Elt Ferris Wheel, Tilt, Ride-O, Octopus, Double Loop, PLACE Corn Game, Ball Games, Photo, Mitt Camp, George Frank, Mary Bruno wire. We are featuring Fearless Greys, Human Cannon Ball. Our tents are the best made, Baker & Lockwood. PLACE Shows not conflicting with oven Shows. TEXAS BILL AIKEN, Agent, Fredericktown Mo., Now, MILLER & ARONER SHOWS.

WANTED For CHANUTE, KAN., FREE FAIR

and Labor Day Celebration, Sept. 6 to 10. Place Concessions of all kinds, Frozen Custard, Shooting Gallery, Wheels, etc. Can use Rides and Shows. Wire AL ROGERS, Superintendent Concessions and Midway. Can use good Girl Show.

WANT RIDE HELP

For Lindy Loop and Tilt-a-Whirl, also Talker for Plant Show. Lexington, Ky., Fair this week; La Follette, Tenn., Fair next. Fairs till Thanksgiving.
MODEL SHOWS, INC.

CENTRAL STATE SHOWS - WANTED

Grind Shows, Geck & Pit Show. Have several stock concessions open for capable agents. Also want reliable Ride Help. Wire or come on. Long season South, Lyons, 6-8; Genoa, 9-11; Madison, 14-17; all Nebraska. P. M. MOSER, Mgr.

WANTED FOR CARNIVAL UNIT RIDES OF ALL KINDS.

Holy Name Society, Roebbing, N. J. September 10 to 16, inclusive. Other Dates to Follow.
SAM TASSELL
 207 Shubert Theater Bldg., Philadelphia, Pa.

WANTED CARNIVAL

With Rides and Shows, September 13 to 18, inclusive. Big colored Fair.
 W. A. COX, Secretary, Huntingdon, Tenn.

Frisk Greater Shows

WANT for 10 good FAIRS: Ride Help, new Rides, new Trucks; good wages plus Bonus. Concessions, Shows except Girl and Athletic; Banner Man, Popcorn, Cigarette Gallery. Other clean Concessions. No X. Herman, Minn. 2 to 4; Morris, 5 to 7; Waterville Street Fair, September 10 to 12.

ITALY TO

(Continued from page 3)
 but that character of presentation has not been decided as yet.
 Whalen, making a tour of European nations to encourage interest in the fair, will visit France, Belgium and Switzerland before returning home late in September.

FIRE DOESN'T

(Continued from page 3)
 were blocked with cars trying to get to the site of the show for hours after the fire. No one was injured, altho there were about 1,700 people in the tent at the time the fire started.
 Allman and Pugh had announcements blasted all over all local radio stations that the show must and will continue and that eight teams are still in motion.

DIVORCES

(Continued from page 34)
 lis, from Edgar W. Lambert, dancer, of the Lambert and Lambert vaude team. August 10 in Camden, N. J.

MOWEAQUA, ILL. CORN FESTIVAL

On the Main Street
SEPT. 23-24-25
 Backed by American Legion, Business Men and Farmers
 Wants Rides, Shows, Concessions. This event will be billed like a circus. Display ads in 20 newspapers.
 Will book Free Acts direct.
 Address: **DILLEY & OLIVER, 344 N. Main, Decatur, Ill.**

MOON BROS. CIRCUS WANTS

To join immediately for long season. Clowns, Aerial and Ground Acts of all kinds; Billposters and Lithographers; Mechanics and Electricians; Bass Player and Calliope Player for Big Show Band; Workmen in all departments come on. Minstrels, Musicians, Singers and Dancers; Scotch Band, complete Unit for Concert. State all in telegram. Ollie Pope wire E. Sterchi.
MOON BROS. CIRCUS, Bienville Hotel, Mobile, Ala.

GOLDEN GATE SHOWS WANT

For Firemen's Street Fair and Home-Coming at Xenia, Ill. Clay City Oil Discovery and Labor Day Celebration following. Concessions at all kinds. Have top for Athletic Show and Geck Show. Ride Help come on. Also have top for Jig Show, Hula Dancers wanted.
F. A. OWENS, Mgr.

Wanted ATLAS SHOWS Wanted

String Game, Dart, Bumper, Scales, Punk Rack, Candy Floss. Shows: Geck, Monkey, small Pit, Nuisit Colony. Rides: Octopus, Tilt-a-Whirl, Loop-o-Plane. Lovejoy wants All years come at once. Bluffs, Ill. Centennial on streets, August 28 to September 4 Oglesby Labor Celebration, September 5 to 12; all Celebrations.

FALL FESTIVAL SEPT. 16-17-18

WANTED—Rides. Must have Ferris Wheel. CAN USE Free Act that is good and reasonable. Also Acroplane.
LOWELL TERRILL, Bland, Mo.

FOR SALE

Season over; no more use for Penny Arcade. First \$350 takes 43 pieces. Telescopes, Calloscopes, Fortune Tellers, Striker's Strength Testing Machine, etc. Also late C type Acroplane, \$600. **LINKER & STENSEN, Put in Bay, O.**

WANTED

Join on wire, Foreman for Little Beauty Merry-Go-Round. Single and sober party that had Merry-Go-Round with Morris Miller, Toxco, Ga. Fair, last year. wire. Other Ride Help write. **ORIENT AMUSEMENT CO., Georgetown, S. C., this week;**

W. S. MALARKEY

Can place Shows and Concessions for Brookfield, N. Y. Fair September 6-10; Port Crane, N. Y. (near Binghamton) Firemen's Celebration, September 8-11; Mansfield, Pa. Fair, September 15-18. Address W. S. Malarkey, Aokerman Bldg., Binghamton, N. Y.

Garthage, Ill., Homecoming

September 16, 17, 18
 Shows and Rides Wanted
 Please correspond with F. L. HUEY, Secy., Garthage, Ill.

WANTED

For Labor Day Celebration at Pentwater, Mich. Concessions and Shows.
CARLSON SHOWS
 Ewart, Mich., this week.

EVERYONE WELCOME!!! GRAND OPENING PARTY SEPTEMBER 8th and 9th

Two Days of Fun, Frolic and Entertainment, with Plenty of Music, Refreshments and Drinks For All, Plus \$2,000 Worth of Free Machines Given through the Courtesy of All the Leading Manufacturers.

THIS WEEK'S BARGAINS IN USED GAMES GUARANTEED SATISFACTION OR MONEY REFUNDED

AUTOMATIC.	NOVELTY GAMES.	COUNTER GAMES.
CAROM \$59.50	BALLY BOOSTER . . \$23.50	ARMY 21 \$ 5.00
GOLDEN WHEEL . . . 85.00	BALLY BUMPER . . . 12.50	DAVAL RACES 4.50
PREVIEW 62.50	BATTER UP 25.50	DRAW 21 5.00
PRAKNESS, 'New Model' 89.50	BALL FAN 22.50	DANDY VENDERS . . . 5.00
SKIPPER 19.50	HOME RUN 13.50	HORSE SHOES 4.00
WINNER 62.50	HOLD 'EM 10.00	BUCKLEY MUTUAL . . . 6.00
GRAND PRIZE 49.50	LIVE WIRE 11.50	PENNY PACK 8.75
FENCE BOOSTER . . . 27.50	RUNNING WILD . . . 27.50	REEL DICE 5.00
SPORTSMAN 72.50	RE PLAY 22.50	REEL 21 5.00
DE LUXE 49.50	ELECTRIC SCORE . . . 22.50	TIT TAT TOE 4.50
TURF CHAMPS 89.50	WIZARD 15.00	THREE JACKS 5.50
JOCKEY CLUB 89.50		AUTO PUNCH 10.00

Write for Our Latest Price List No. A101. Over 1,000 Games To Choose From, All Bargains and Guaranteed.

McCALL NOVELTY COMPANY,
 3147 LOCUST ST. ST. LOUIS, MO.
 Phone: Jefferson 1644. Cable Address: MOCALCO.

★ DELUXE SHOWS of AMERICA ★

WANTED! WANTED! WANTED!
 FOR THE ROCHESTER EXPOSITION
 SEPTEMBER 6 TO 11, Inclusive
 IN ROCHESTER, N. Y.

CIRCUS ACTS of ALL KIND

Wanted for Jersey City, N. J., WEEK of SEPTEMBER 27.
 Write fully, send photos; state salary, etc. Address Home Office, 36 Green St., Newark, N. J.

All legitimate Grind Stores; no ex. Scale, Mitt Camp and Novelties.
 Unborn Show, Mickey Mouse Show, Illusion Show, Fun House, or what have you?
 Mr. C. J. Franco wants Colored Performers for his Minstrel Show, also a Cornet Player and Trombone Player to strengthen his band.
 Mr. Coffey wants Girls for his Girl Show.
 We Play Circuit of Southern Fairs after this exposition.
 Address, this week, Clarion County Fair, Clarion, Pa.; next week, Rochester Exposition, Rochester, New York.

IDEAL EXPOSITION SHOWS, INC.

Playing the Following Celebrations in Virginia and North Carolina.
 Week September 6, Staunton, Va., Fair, Staunton, Va., followed by Disabled Veterans' Reunion, Charlotte, N. C., week September 13, followed by Raleigh, N. C., week September 20, and following fairs, Asheboro, N. C.; Burlington, N. C.; Dunn, N. C.; South Boston, Va.; Statesville, N. C., and several others pending
 Can place Organized Minstrel Show for circuit. Jimmy Simpson, wire me. Will book Snake Show; must be large.

WILL BOOK ALL CONCESSIONS


No exclusive, including Wheels, Grind Stores, Palmistry, Diggers, etc. Will place Cook House and Grab and guarantee the privilege in meal tickets. **MAXWELL KANE**, Business Manager of Concessions. Can also place Help on Rides and Truck Drivers. Can also place Talkers and two good Attractions for Side Show. Write or wire **WILLIAM GLICK**, Manager, Watertown, N. Y., this week, and week September 6, Staunton, Va.
 P. S.—Mr. Larry Nathan will be at Staunton Fair Grounds, commencing Thursday, September 2.

DIXIE BELLE ATTRACTIONS WANT

For the Big Ohio County Fair, Hartford, Ky., September 8 to 11. Shows with or without equipment, all kinds of Legitimate Concessions except Corn Game. We have two booked. X on big Merchandise Wheel is sold. Can Place Photo Gallery, Cookhouse, Crab Joints, Snow Ball, Ice Cream, Custard, Shake-Up, Candy Floss, Ball Games, Fishpond, Bumper, Grocery and Blanket Wheels. Everything works if it's on the up and up. The fair company gives away free one automobile each day of fair. Boys! People will be there and have money, you can get your part if you work. Don't want any more rides, I have seven. Address or come on. Madison, Ind., this week, thru Labor Day.
LOUIS T. RILEY, Owner and Manager.

PACE'S RACES Check or Cash Model

RACES RACES RACES



JOE CALCUTT'S SUPER-SAVINGS SALE OF VEMCO RECONDITIONED PACE'S RACES PRICED FOR IMMEDIATE CLEARANCE

1031—20 Payout (Cash)	\$150.00
1221—30 Payout (Cash)	165.00
2813—	} 20 Payout (Cash)
2826—	
3755—	} 30 Payout (Cash)
3708—	
4447—	} 30 Payout (Cash)
4660—	

In ordering, mention serial wanted, sending along one-third deposit. **INSTANT SHIPMENT!**

1—5c Slot, 1936 Model, 4 1/2 by 9 Pool Table, Complete, \$169.50.

1—1937 Model Table (Same as Above), Used Only 3 Weeks. \$217.50.

MILLS DO-RE-MI Phonographs, Reconditioned LIKE NEW Only \$157.50 Each. Write for Latest Phonograph List for Real Bargains With Breath-Taking Values

BRAND NEW Check Model PACE'S RACES, 20 or 30 Payout, at NEW LOW PRICES! Write or Wire QUICK!

All New Mills Machines Carried in Stock! Write for Our New List with Prices of Mills' Latest Hits!

MILLS GUARANTEED REBUILT ESCALATOR BELLS



MILLS WAR EAGLE

Wire or Mail

500 FOR QUICK SALE IN THIS LOT! SERIALS OVER 360,000; ALL EQUIPPED WITH TWENTY-STOP REELS AND WITHOUT GOLD AWARD! ORDER NOW FROM LIST BELOW:

121 MILLS 5c WAR EAGLE ESCALATOR BELLS. Each Regular Payout	\$45.00
24 Same as Above. 10c Play	48.00
17 Same as Above. 25c Play	51.00
119 MILLS 5c WAR EAGLE ESCALATOR BELLS. Mystery Payout	49.50
31 Same as Above. 10c Play	52.50
18 Same as Above. 25c Play	55.50
112 MILLS 5c BLUE FRONT MYSTERY BELLS	59.50
32 MILLS 10c BLUE FRONT MYSTERY BELLS	62.50
22 MILLS 25c BLUE FRONT MYSTERY BELLS	65.50

Your Order Quick With a \$10.00 Certified Deposit on each machine wanted. Instant Shipment Guaranteed!

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

ATTENTION

CORN GAMES GRIND STORES SALESBOARDS



Blankets

make Warm Friends!

ATTENTION

AUCTIONEERS PITCHMEN PREMIUMS

HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.

- ### ROUTES
- (Continued from page 84)
- Happyland: (Fair) Traverse City, Mich., 30-Sept. 3; (Fair) Alpena 8-10.
 - Harris: Liberty, Ind.; Rising Sun 6-11.
 - Heller's Acme: (Fair) Flemington, N. J., 30-Sept. 6; Bridgeton 13-18.
 - Henlines Bros.: (Fair) Detroit 3-12.
 - Henke Bros.: (Fair) Iron River, Mich., 30-Sept. 2; (Fair) Norway 3-6; Wausaukee, Wis., 7-12.
 - Heth, L. J.: (Fair) Princeton, Ind.; (Fair) Smith Grove, Ky., 6-11.
 - Hilderbrand's United: Yakima, Wash.; Bend, Ore., 6-11.
 - Hodge, Al G.: De Kalb, Ill.; Pekin 6-11.
 - Honest Bert's: Stronghurst, Ill.
 - Hughey Bros.: (Fair) Mazon, Ill., 1-6.
 - Hurst, Bob: Oelma, Tex., 1-4; Farmersville 8-11.
 - Hyder, Eric B.: Shelbyville, Tenn.; Chattanooga 6-11.
 - Hyde Park: Roosevelt, Okla.
 - Ideal Expo.: Watertown, N. Y.
 - Imperial: (Fair) Baraboo, Wis.; Rock Falls, Ill., 6-11.
 - Iser, Corning, Ark.; Moorehouse, Mo., 6-11.
 - Jones, Johnny J., Expo.: Indianapolis 30-Sept. 11.
 - Joyland: Crosswell, Mich., 30-Sept. 3.
 - K. G. Am. Co.: Forest City, Ia., 1-3.
 - Kaus United No. 1: Huntingdon, Pa.
 - Kaus United No. 2: Rockymount, Va.
 - Keystone: (Fair) Indiana, Pa.; Oakland, Md., 6-11.
 - Landes, J. L.: (Fair) Hastings, Neb.; (Fair) Norton, Kan., 6-11.
 - Lagasse Am. Co.: Lancaster, N. H., 1-7.
 - Lang, Dee, Famous: (Fair) Cresco, Ia., 30-Sept. 2; (Fair) Jackson, Mo., 6-11.
 - Large & Lane: (Fair) Carthage, Miss.; (Fair) Walnut Grove, 6-11.
 - Laws, Sam.: (Fair) Cambridge, Md.; (Fair) Enfield, N. C., 6-11.
 - Lewis, Art. (Exhn.) Sherbrooke, Que., Can.; (Exhn.) Quebec City 6-11.
 - Lewis Model Midway: Catskill, N. Y.
 - Liberty National: Newbern, Tenn.
 - M. B. Am. Co.: (Fair) Seymour, Mo.
 - McGregor: (Fair) Princeton, Mo.
 - McKee Am. Co.: (Fair) Ashland, Kan., 1-4; (Fair) Sharon 8-11.
 - McMahon: (Fair) Seward, Neb.
 - Melistic: Loudon, Tenn.; (Fair) Crossville 8-11.
 - Malarkey, W. S., Attrs.: (Fair) Norwich, N. Y., 31-Sept. 3.
 - Marks: Galax, Va.; Bluefield, W. Va., 6-11.
 - Marshallfield Attrs.: Newman, Ill.
 - Middletown: Coudersport, Pa.; Galeton 6-10.
 - Midwest: Julesburg, Colo., 31-Sept. 4; (Fair) Yuma 8-11.
 - Miller Am.: (Fair) Rensselaer, Ind.; Bend, Ill., 6-8.
 - Miller, Frank: Romeo, Mich., 4-6.
 - Miner Model No. 1: (Fair) Coplay, Pa.
 - Miner Model No. 2: Phillipsburg, N. J.
 - Model: (Fair) Lexington, Ky.; (Fair) La Follette, Tenn., 6-11.
 - Modernistic: Waynesboro, Pa.
 - Nall, C. W.: Rayville, La.; Winnsboro 6-11.
 - New American: (Fair) Mullins, S. O.; (Fair) Wadesboro 6-11.
 - Northwestern: Wayland, Mich., 1-4; (Fair) Hart 8-11.
 - Orange State: (Fair) Canton, Ga.
 - Page, J. J.: (Fair) Bowling Green, Ky.; Middlesboro 6-11.
 - Pan-American: Albany, Mo.
 - Pearson: Bridgeport, Ill.
 - Peerless Expo.: (Fair) Bristol, Tenn.; (Fair) Santa Fe Expo.: Mangum, Okla.
 - Pollie & Kenosian: Howard City, Mich.; Belding 6.
 - Regal United: Beaver City, Neb.
 - Reynolds & Wells United: Marion, Ia., 30-Sept. 6.
 - Rogers Greater: (Fair) Alexandria, Tenn.
 - Rogers & Powell: Rolling Fork, Miss.
 - Royal Palm: Washington, Ind.; Terre Haute 6; Assumption, Ill., 7-11.
 - Royal American: (Fair) St. Paul, Minn., 3-12.
 - Rubin & Cherry Expo.: Buffalo, N. Y.
 - Santa Fe Expo.: Mangum, Okla.
 - Seacalum Park Rides: (Fair) Wapakoneta, O., 30-Sept. 3.
 - Shesley Mighty Midway: (Fair) Ronceverte, W. Va.
 - Shugart: (Fair) Kiowa, Okla., 2-4; (Fair) Tryon 6-8.

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Plenty of BEACON BLANKETS CORN GAME ITEMS NOVELTIES

Shipments made same day as orders are received.

Continental PREMIUM MART

822 N. 3rd St., MILWAUKEE, WIS.

DIXIE EXPOSITION SHOWS

— WANT —

FOR TWELVE STRAIGHT WEEKS MISSISSIPPI FAIRS

Baldwin Fair, week Sept. 6; Iuka Fair, week Sept. 13; Boonville Fair, week Sept. 20; Pontotoc Fair, week Sept. 27; Houston Fair, week Oct. 4; Ruleville Fair, week Oct. 11; Shelby Fair, week Oct. 18; Marks Legion Celebration, week Oct. 25; East Jackson Community Fair, week Nov. 1; Brandon Fair, week Nov. 8; McGee Fair, week Nov. 15; Collins Legion Fair, week Nov. 22; then Mobile, Ala., lots until Jan. 15; then overhaul show, open Feb. 24, Mobile Great Annual Mardi Gras. These are guaranteed bona-fide spots. Have played them all. Crops are good.

WANT for now and 1938, Flat Rides, Musicians and Performers, or will turn over show to man with organized troupe. Have new outfit complete, 40x80 Dramatic End, Green Top, Seats for 600, 60-ft. Panel Front, Wardrobe, Piano, Drums and Props. Must have real show with band. Have 8 shows, 7 rides, 20 concessions. Want Hula Show. Have outfit. Want Drome, Grind Shows, legitimate Concessions only; no racket. Diggers, Custard and Novelties open. Arthur Welch, answer. Ride Help, Canvas Men, come on. Mt. Pleasant, Tenn., Fair, this week; then as per route. Ride Help, Canvas Men, come on.

C. D. SCOTT.

CRYSTAL EXPOSITION SHOWS

WANT

For biggest Labor Day Celebration in the State, Appalachia, Va., September 6 to 11. Not a promotion, but a real celebration; then Maryville (Tenn.) Fair, September 13 to 18, and all Fairs until December. Legitimate Concessions all kinds. Want following help, sure salary every week: Ride Help, all rides; Foreman for Till-a-Whirl and Merry-Go-Round, Cookhouse Help, Griddle Man, Cook and Waiter. Best salary. Want Colored Musicians for Colored Band. Salary, no percentage; also Girls and Comedian. All answer this week Clinchco, Va. W. J. BUNTS.

EUREKA SHOWS WANT

Set of Rides to open September 11. Can place for Chatham Fair, opening September 4, Concessions all kind, two Grind Shows. Can place Diggers and Bingo at Chatham. Ask anyone about Chatham. Want Girl Show for Chatham. Out until Thanksgiving Week. Paddy Finarty, wire. All address

STANLEY ROBERTS, Chatham, N. Y.

PAN-AMERICAN SHOWS WANT

Shows, Want Side-Show Manager and Acts. Will furnish complete outfit. Must join on wire. Want Minstrel Show Musicians. Can Place Hula Musicians and Dancers. Concessions: Want Concessions all kinds for our fairs. Join Albany, Mo., Fair. Starts Thursday this week. Lexington, Mo., next, September 6.

CONCESSIONS—Anchor Khaki, 10 ft. by 10 ft. wall; white pine Pickup Frame, Gas Pipe Awning Rods, Baker Wheel, 12 numbers one side, 10 other side; Post double numbers. Auto Coppling Lay Down, used two weeks, cost \$175. All absolutely new, first \$100 takes same complete. Extras Little Wheel, two layouts, cost \$100, used one day, \$65, absolutely new. Black Joe Skillo, new, \$10. One set of Blue Arrows, complete with lay-down, \$25. Will sell all of above \$100. One-half with order, balance C. O. D. Subject to examination. Guaranteed as represented. H. D. WEBB, General Delivery, De Kalb, Ill.

ROYAL AMUSEMENT CO.—Opening at Onkot County Fair, Dermott, Ark., September 8. Wants Rides, Shows and Concessions for eight fairs and celebrations, including Dermott and Warren, Ark.; Bastrop, Rayville, Winnsboro, Homer, Minden and Winnfield, La. Also wants Ride Help. Can use Good Free Act. Charles Oliver, Martin Wirth, Harry Graff, Frank Mullen, C. Y. Smith and others formerly with me, wire. J. E. CLAYTON, care Commercial Hotel, Alexandria, La., until September 2; then Dermott, Ark.

BEACON BLANKETS AND SHAWLS

BIG STOCKS ON HAND FOR IMMEDIATE DELIVERY



THE NEWEST FEATHER DRESSED CELLULOID DOLLS — ALL SIZES — FOR SCALES AND BALL GAMES

OUR BIG 1937 CATALOG



EVERYTHING THAT'S NEW AT LOWEST PRICES

Send for it TODAY!

GELLMAN BROS

119 No. 4th St. MINNEAPOLIS, MINN.

DOLLYAN



Package Contains Sugar Rolled Dates and Assorted Delicacies. Bright Combination Colored Box, Cellophane Wrapped. We regard this number as the class of all Summer Numbers. Packed 100 to Carton.

\$4.00 Per Carton

25% Deposit with All Orders, Balance C.O.D. Send for Free ILLUSTRATED 1937 CATALOG.

MARVEL CANDY CO., Inc. 101-108 Wooster St., New York City.

ATLANTIC COASTAL SHOW

Want Clair-o-Plane and Kiddie Rides. Fifteen weeks of Southern Fairs and Celebrations. Want Girl Show. Concessions of all kinds. Leesburg, Va., this week; Fairfax County Fair, McLean, Va. Labor Day week. Address ATLANTIC COASTAL EXPOSITION, per route.

BAND AT LIBERTY

Account Show closing September 4 here. SIX OR MORE PIECE BAND, now contracting for reliable Show going South. Trombone, Baritone or Bass write or come on. Wire WALTER LANFORD, Syracuse, N. Y.

WANTED BALLOON RIDER

For Single, Double and Triple Parachute Drops. Capt. Ellis, come or wire me. Have new outfit. All must answer by wire quick. Address wires to BALLOON MAN, Newman, Ill.

BULLOCK'S AMUSEMENT CO. WANTS

Legitimate Concessions. No exclusives, except Bingo and Cook House. Can place experienced Ride Help that can Drive Trucks and Trailers. Must be sober and reliable. Pineville, W. Va., this week; Bland, Va., Fair, next week.

WORLD OF FUN SHOWS WANT

FOR A LONG STRING OF FAIRS IN TOBACCO BELT OF NORTH CAROLINA, BEGIN SOUTH UNTIL CHRISTMAS. Flat Rides and Kiddie Rides. PLACE 5 or 10-in-1, and any Show not conflicting. Good proposition for good Cook House: all tickets. Concessions of all kind wire or come on. Greta Ford wants Oriental Dancers. Pay every night. Florence Dullien, Everybody See The Luck wire WALT Promoters. Jack Purcell wire or come on. We play the Big Tobacco Festival in Robersonville, all activities at Show Grounds, and 10 Big ones following. WANT several high-class sensational Free Acts. All wire quick. Book Minstrel Show. Have complete outfit ready to step in. Address this week, South Hill, Va. N. P. ROLAND.

Silver State: Gordon, Neb. Smith Greater Atlantic: Altavista, Va. Sol's Liberty: (Fair) Oshkosh, Wis., 31-Sept. 1 (Fair) Marshfield 5-9. Spencer & Clark Expo.: Martins Ferry, O.; Mineral City 6-11. Stanley Bros.: (Fair) Towanda, Pa. State Fair: (Fair) Belleville, Kan., 30-Sept. 3; Atchison 5-11. States: (Fair) Elmira, N. Y.; (Fair) Dunkirk 6-10. Stumbo: (Fair) Thayer, Kan. Sunset Am. Co.: (Fair) Batavia, Ia., 30-Sept. 1; (Fair) Seymour 2-4. Swisher, H. C.: Oswego, Kan. Texas Lighthouse: Tyler, Tex.; (Fair) Henderson 6-11. Tidwell: (Fair) Venita, Okla.; (Fair) Miami 6-11. Tilley: Princeton, Ill.; Sandwich 6-11. Tip Top: St. George, S. C. Toffel: Hamilton, Mo. United Midway: Lake City, S. C. Valley: Floresville, Tex., 30-Sept. 3. Wade: Howell, Mich. Wance Bros.: Evansville, Ind., 30-Sept. 1; Oneida, Tenn., 3-11. Ward, John R.: (Fair) Monticello, Ill.; (Fair) Olney 6-11. Weer, M. R.: Monroeville, Ind. West Bros. Am. Co.: Waseca, Minn., 30-Sept. 1; St. Peter 3-5. West Coast Am. Co.: Klamath Falls, Ore., 1-6; (Fair) Yreka, Calif., 7-11. West Coast Am. Co.: (Fair) Lakeview, Ore., 1-6. West Coast: (Fair) Vancouver, B. C., Can., 30-Sept. 6. West, W. E., Motorized: (Fair) Erie, Kan. Western State: Rocky Ford, Colo. West's World's Wonder: Pulaski, Va.; Roanoke 6-11. Weyt Am. Co.: Galesville, Wis. 2; Joplin 3. Weyls Production Co.: Reynoldsville, Pa., 1-6. Williams, Ben: St. Stephen, N. B., Can., 31-Sept. 5. Wilson Am. Co.: Pontiac, Ill., 3-7. Winters Expo.: Sebring, O., 30-Sept. 6; (Fair) Suggsstown, Pa., 7-11. Work, R. H.: Louisburg, N. C. World of Fun: South Hill, Va. World of Mirth: (Expo.) Burlington, Vt.; (Fair) Rutland 6-11. World's Expo.: Rochester, N. Y. Yellowstone: Dalhart, Tex. Yogi Am. Co.: Irvona, Pa. Zeiger, C. F., United: (Fair) Havre, Mont., 31-Sept. 3; (Fair) Sidney 6-8; (Fair) Miles City 3-11. Zimlar's Greater: (Fair) Peotone, Ill.; (Fair) Du Quoin 6-11.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Eldorado, Kan., 31; Fort Scott Sept. 1; Springfield, Mo., 2; Joplin 3; Miami, Okla., 4; Tulsa 6; Enid 7; Clinton 8; Pampa, Tex., 9; Woodward 10. Beers-Barnes: Parkesburg, Pa., 2; Downingtown 3; Kennett Square 4. Cole Bros.: Red Bluff, Ga., 31; Sacramento Sept. 1; San Jose 2; San Francisco 3-5; Oakland 6-7; Santa Rosa 8. Fort Peck Rodeo Co.: Winchester, Ill., 1-7. Federal of Mass.: Hyannis, Mass., 31-Sept. 1; Fitchburg 2-4; Reading 6-7; Cambridge 8-11. Gatewood's Tying X Rodeo: (Fair) Alpena, Mich., 6-10. Hagenbeck-Wallace: Dyersburg, Tenn., 31; Memphis Sept. 1-2. Hall's Animal: Ramona, S. D., 31; Bruce Sept. 1; Wentworth 2; Chester 3; Colton 4. Howe Bros.: Mt. Vernon, Mo., Sept. 1; Greenfield 2; Eldorado Springs 3; Humansville 4; Camdenton 6. Main, Walter L.: Penns Grove, N. J., 1; Chester, Pa., 2. Mory Tom: (Canadian Natl. Exhn.) Toronto, Ont., Can., 30-Sept. 11. Ringling Bros. and Barnum & Bailey: Dubuque, Ia., 31; Charles City Sept. 1; Marshalltown 2; Boone 3; Ft. Dodge 4; Kansas City, Mo., 6; St. Joseph 8; Lawrence, Kan., 9; Salina 10. Seal Bros.: Paola, Kan., 1; Iola 2. Vanderburg Bros.: Advance, Mo., 31; Bloomfield Sept. 1; Essex 5-6; Wyatt 7; East Prairie 8; New Madrid 9; Portageville 10-11; Hayti 12. WPA: (48th st. and Glenwood road) Brooklyn, N. Y., 1-4.

Additional Routes

(Received too late for classification) Brown, Harry, Show: Cadott, Wis., 30-Sept. 4. Crowley Show: Autreyville, Ga., 30-Sept. 4. Tarkenton Show: Hickling, Mo., 30-Sept. 4. Livingston Show: Fremont, Ind., 30-Sept. 4. McCall Bros.' Show: Norwood, Minn., 30-Sept. 4. Miller, Al H., Show: Willacoochee, Ga., 30-Sept. 4. Princess Edna Show: Tulla, Tex., 30-Sept. 4. Smith's Superba Band: Galax, Va., 30-Sept. 4. Walker Family Show: Screven, Ga., 30-Sept. 4.

CLOSE OUTS FOR QUICK SALE!

200 MILLS WAR EAGLES

SERIAL 365,000 TO 420,000
DOUBLE JACK—5c-10c-25c.....\$47.50
SINGLE JACK—5c-10c-25c..... 52.50
ALL LITE CABINETS — LOOK LIKE NEW
100% GUARANTEE

PHONOGRAPH SPECIALS

100 DANCE MASTERS—NATURAL CAB. \$ 99.50
50 DO RE MI—1936..... 139.50
50 ROCK-OLA — 1936..... 139.50
20 WURLITZER P-12 — 1935..... 124.50
100 STEWART McGUIRE 7-COL. CIGARETTE MACHINES 69.50

1 BALL CLOSEOUTS

20 PREVIEWS\$49.50
10 CAROMS 59.50
10 WINNERS 59.50
40 BUMPERS 16.00
20 ROTARY MERCHANDISERS 84.50

1/3 Deposit, Balance C. O. D.

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO, ILL.

L. J. HETH SHOWS INC.

"CLEANEST SHOW ON EARTH"

BIGGER NOW THAN EVER BEFORE

Now in the 26th Week of its Most Triumphant Tour

Princeton (Ind.) Fair, week August 30th. Smiths Grove (Ky.) Fair, week September 6th. Tusculum (Ala.) Fair, week September 13th. Jasper (Ala.) Fair, week September 20th. Scottsboro (Ala.) Fair, week September 27th. Guntersville (Ala.) Fair, week October 4th. Sylacauga (Ala.) Fair, week October 11th. Greenville (Ala.) Fair, week October 18th. Then open time. Committees and fair secretaries look us over. Want experienced Ride Help in all departments. Will not tolerate booze fighters.

DEE LANG'S FAMOUS SHOWS CAN PLACE

For balance of season, and show will be out until Christmas, for Hawaiian Show, several good Dancers and one Electric Steel Guitar Player. We will furnish Gibson Electric Guitar to responsible party, for Colored Minstrel Show; Chorus Girls, Musicians, Dancers and Novelty Acts. We have thirty people on Minstrel Show but want to enlarge same, as we will keep minstrel show out all winter. Both the above shows are operated out of office and salaries paid out of office. Also percentage. Ride Help—Can place several Ride Men who can Drive Big Eli Semi-Trailer. All address DEE LANG, Manager, Creago, Ia., week August 30; Jackson, Mo., week Sept. 6.

GRUBERG'S WORLD'S EXPOSITION SHOWS

WANT two more Midget Entertainers for Midget Show; salary paid out of office. Wanted, for Hot Harlem Revue, Sober and Reliable Musicians and Good Looking Brown Skin Choristers. Salary paid out of office. Wire RICHARD SCOTT. Wanted—Freaks for Circus Side Show; salary paid out of office. Can place Grab Joints and Eating Stands of all kinds on Show Midway of the New York State Fair, Syracuse. Wire MAX GRUBERG, Rochester, N. Y., until September 3; after that New York State Fair Grounds, Syracuse, N. Y.

SPECIAL THIS WEEK FOR SALE

SLIGHTLY USED

ROSEMONTS De Luxe Bells Coronation Bells **99.50**

Paces Races—Black Cabinet, Serials Over 3,000 **175**

RAY'S TRACK, Late Serials **175**

BANG TAILS **175**

GALLOPING DOMINOS **165**

Electric Score-board **13**

RICOCHETS **16**

All in Perfect Condition. Backed by the "Ponsler Guarantee."

1/3 Deposit. Balance C. O. D.

FOR THE NEWEST GAMES OF CHICAGO COIN, EVANS, GENCO, GOTT, LIEB, KEENEY, MILLS, PA-CIFIC and WESTERN, CALL, WRITE or WIRE US TODAY

QUANTITY BUYERS WRITE FOR QUANTITY PRICES

IT PAYS TO DEAL WITH GEORGE PONSER CO. "A FRIENDLY FIRM!"

GEORGE PONSER COMPANY

31 WEST 60TH ST. NEW YORK CIRCLE 6-6651

11-15 EAST RUNYON ST. NEWARK N. J. (Blgelow 3-6272)

900 NORTH FRANKLIN PHILADELPHIA (MARKET 2656)

1435 BEDFORD AVE. B'KLYN N. Y. (MAIN 2-1297)

CABLE ADDRESS 'PONSER N.Y.

WE WANT TO BUY

- Bally Bumpers
- HOME RUNS
- TOTALIZERS
- STOCK EXCHANGE
- ROLL OVERS

Advise quantity, condition and price for immediate cash or trade purchase.

REMEMBER We buy any used equipment you may have for sale.

WE TRADE for any equipment you have.

CALL ON US FIRST

McCall Novelty Opening Sept. 8-9

ST. LOUIS, Aug. 30.—McCall Novelty Company, St. Louis, will hold the formal grand opening of its new quarters September 8 and 9. The new McCall home is one of the largest and most modern coin machine quarters in the city, showing a complete line of new and used machines. Free parking facilities for customers are in the rear.

For the opening celebration there will be a good orchestra, eats and entertainment, featuring songs by Jenkins from Bally. McCall's well-stocked bar is certain to please the most fastidious. Throughout the two-day celebration representatives from most of the factories will be present.

McCall's new policy of completely overhauling every used game before it leaves the shop assures its customers complete satisfaction.

CNE GOAL (Continued from page 3)

gained 3,000 from 42,000 in 1936 to 45,000 for 1937, rain at the opening last year keeping attendance down, while Saturday's figures took a dip from 189,000 in 1936 to 165,000 for 1937.

Objective for the 1937 CNE is to have 2,000,000 persons pay their way at the turnstiles during the 14 days. Only once in the history of the fair was this done, in 1928, when attendance was 2,039,000. Last year, owing to much rainy weather, the gate was down to 1,803,000. Lowest year in the last 14 was in 1933, when attendance was 1,420,000.

Spread of infantile paralysis, much publicized by the press and radio stations, may have some effect on this year's attendance. A proposal to cancel Children's Day because of this was voted down at a special session at the board of health on Saturday. Among those voting against was Mayor W. D. Robins and public health officer Dr. Gordon P. Jackson.

To relieve customary congestion of children at the exhibition today, Children's Day, 300,000 tickets distributed to schools of the province will be honored any day on and after today for the remainder of the exhibition. Elwood A. Hughes, general manager, announced Saturday night. Usual cut rates on the midway and elsewhere will apply only on Children's Day but include free admission to children on any day thru the gates and to afternoon grand-stand performances on any day, with the usual extra grand-stand show at night on Children's Day only.

Saturday, Warrior's Day, was marked by one of the greatest military parades in history of exhibition, when 15,000 warriors marched thru the Prince's Gate. Frolexiand, the beautiful new midway, is in keeping with the standard of the Canadian National Exhibition.

Tox Mix Circus, playing at the exhibition, was given plenty of space upon its arrival by the Toronto newspapers, *Globe and Mail*, *Daily Star* and *Evening Telegram*. Cliff McDougall, who is handling the press for this engagement, reported that the circus had big business on opening day.

such terrific rainstorms that it was impossible to open Monday, Tuesday and Thursday.

Wednesday was clear and 8,894 admissions were registered at the pay gates. According to C. Guy Dodson, this is the first time an organized carnival has played within the city limits since 1931 and credit for breaking down the barriers goes to Mel G. Dodson.

In view of the unfavorable weather conditions, arrangements were made today to extend the local engagement to September 1, following which the show will move to Hagerstown, Md.

100 PACES RACES
LATEST MODELS
HIGH SERIALS
WRITE FOR SPECIAL PRICES!
ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago.

GRAND OPENING SPECIALS

AUTOMATIC PAYOUTS	NOVELTY GAMES
Peerless \$ 7.50	Skippers \$18.50
Jumbos 7.50	Skookys 22.50
Pamco Parlays 7.50	Bail Fan, 1937
Tycoons Power Pack 7.50	24.50
Stop and Go 9.50	Fire Cracker 19.50
Prospectors 5.00	Boo Hoo 37.50
Bonus 10.00	Bally Booster 24.50

We have many latest model novelty and automatic tables at sacrificed prices. Write for particulars. One-third deposit necessary on all orders. Balance O. O. D. Certified check or money order.
It will pay you to get on our mailing list today. Reference: The Fourth National Bank of Tulsa, Tulsa, Okla.
TULSA AMUSEMENT SALES CO., INC.
1126 S. Frankfort, Tulsa, Okla.

Must Sell Novelty Games

Scoreboards, Boosters, \$16.50; Running Wilds, \$20.00; Fire Balls, \$40.00; Ricochets, \$15.00; Bally Bumpers, \$10.00; Madcaps, \$7.50. Send deposit. Machines guaranteed. **BEST NOVELTY CO.**, 1030 St. Clair, Cleveland, O.

20 EXHIBIT'S SILVER BELLS
and Races, used one week. Just like new, \$185.00 each. Turf Champ, like new, \$54.50. Mills Railroad, \$50.00.
D. & S. SALES CO.
1005 Broadway, Rockford, Ill.

Hughes Bros. Shows

Wants Foreman for Allan Herschell Three-a-Breast Merry-Go-Round. Must be sober and thoroughly capable. State all and least salary for long season in first letter. Want Boxers and Wrestlers for Athletic Show to join this week. Address Mason, Ill., until September 6.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

HERE'S SOMETHING THAT MAKES SENSE!

REEL SPOT
By DAVAL



Need we say more than to repeat what one operator just reported—
"MY REEL SPOT TOOK IN \$97 IN 5 DAYS"—
It paid for itself more than 3 times over in less than a week! That's making cents—AND DOLLARS, TOO!
Be sensible—order now!
H. G. PAYNE
312 Broadway, Nashville, Tenn.

RUSSELLVILLE, KY., FAIR
Week of SEPTEMBER 6, followed by Centerville, Jackson Colored, and Dickson Fairs with 5 others.

Want Athletic Show Manager. One who does not drink liquor. Also want to sell ex on Frozen Custard, \$25.00 per week. Two weeks' deposit required. Want Concessions that put out stock and work for 5 and 10 cents. Remember, 9 straight weeks of Fairs yet.

Address **F. H. BEE SHOWS, INC.**
Hodgenville, Ky., Fair, this week, or come on to Russellville, Ky., next week

J. J. PAGE SHOWS

WANT for Elks' Festival, Middlesboro, Ky., next week, and Lee County Fair, Pennington Gap, Va., to follow, and Fairs every week then until middle of November. WANT one more Flat Ride, Octopus, Caterpillar or Lindy Loop. Want 10-in-1 or Six-Show People. Can Place Shows with or without own outfits. Want Musicians for Colored Band, also Colored Performers. Can Place all Legitimate Concessions except Corn Game. Want one more High Aerial Free Act. This is a bona fide circuit of fairs. Address

J. J. PAGE SHOWS
Bowling Green, Ky., Fair this week; Middlesboro, Ky., next week.

Rainstorms Cause Dodson To Stay Over in Altoona, Pa.

ALTOONA, Pa., Aug. 28.—Dodson's Shows, playing here this week under auspices of James L. Noble Post No. 3, Veterans of Foreign Wars, encountered

MILLER AMUSEMENTS
GOING SOUTH SOON. CAN PLACE FOR BEND, ILL. BIG LABOR DAY CELEBRATION, SEVEN DAYS, STARTING SUNDAY, SEPTEMBER 6, ON MAIN STREETS.

Stock Concessions of all kinds. Shows with their own outfits, except Girl Show. WANT reliable Man to take complete charge of Fun on the Farm, new Blower, Top and Banner, 50-50 basis. Will sell exclusive Frozen Custard for balance of season. Have for sale Bowling Alley, Little Beauty Merry-Go-Round, PLACE Ride Foreman, \$20.00 a week; other Ride Help, \$15.00, Louisiana Fairs, Foremen, \$25.00 a week. We have 14 choice Louisiana Free Fairs, such as Jonesboro, Franklinton, Donaldsonville, Eunice, Covington, New Roads, Marksville and Jennings. People joining now will get preference.
All wires to **RALPH R. MILLER**, this week, Rensselaer, Ind.

SCHUYLKILL COUNTY FAIR
POTTSVILLE, PA., Next Week—Opens Labor Day

SIX BIG DAYS AND NIGHTS
All Concessions open. Want Unborn Talker and Ride Help. Fairs until November. All answer
ENDY BROS. SHOWS, INC., Lehighton, Pa., Fair, this week.

"ZOWIE! WAM! BAM!" The "JACK-POT" of ALL SLOT SALES

A big Texas operator decided to retire and offered us his entire stock of slots at a big discount. We snapped 'em up in a hurry and pass them on to you at far less than their actual worth!

A partial list here. Order direct from this ad. First Come, First Served!

This is one of the cleanest, finest stock of slots we ever saw. Our factory trained experts have checked them thoroughly, oiled and greased 'em, buffed the metal and polished the wood. They LOOK and WORK like BRAND NEW!

We offer these as the finest used slots in the South. Stock Up Now For Fall Play!

MILLS BLUE FRONTS

Latest Model Single Jackpot, Light Cabinet, Side Vender, 5c Play. Serial numbers above 391,000. Like new. Each.....\$69.50

Gold Award, Side Vender, Light Cabinet, 5c, 10c and 25c Play. Serial numbers from 369,000 to 393,000. Each.....\$59.50

WATLING GOLD AWARD WONDER VENDER, 5c, 10c, 25c play. Positively worth more than cash.....\$39.50

JENNINGS CHIEF, Side Vender, Late Models. 5c and 25c play. Serials above 121,000...\$59.50



All Prices F.O.B. Dallas. Send 1/3 Cash With Order, Balance C.O.D.

MILLS EXTRAORDINARY MYSTERY, 5c, 10c and 25c play. All serial numbers 340,000 and up. Each.....\$54.50

MILLS GOLDEN BELL MYSTERY, 5c and 25c play. Serial numbers 334,000 and up. Each.....\$49.50

And a few CHERRY BELLS, practically new. Each \$82.50 Mills Escalator Even Pay, 5c, 10c, 25c play. Each \$29.50

FACE BLUE FRONT COMET, 5c, 10c, 25c play. Every one perfect, only.....\$49.50

METAL SLOT STANDS AND CABINETS

MILLS FLOOR STANDS, Each.....\$ 5.00
MILLS DOUBLE CABINETS, Each..... 19.50
MILLS SINGLE CABINETS, Each..... 16.50
CHICAGO METAL DOUBLE, Each..... 24.50
LOCAL MADE SINGLE CABINETS..... 9.50

BRAND NEW WATLING ROL-A-TOP Models, Very Special. Each.....\$65.00

ELECTRO-BALL CO., Inc., 1200 Camp, DALLAS

New Orleans

NEW ORLEANS, Aug. 28.—Rain, rain and more rain. Too much of it, and locations suffer for want of patronage such as has not been felt for months. However, such conditions can hardly be called anything but temporary.

At the regular meeting Wednesday of the New Orleans Coin Venders' Association, presided over by President Julius Pace, problems facing the industry were discussed. Attendance was not up to normal, but all who attended showed intense interest and took part in the discussions. President Pace again stressed to operators the necessity of keeping equipment alive and attractive enough to make players want to put in their nickels.

"There are too many operators who are finding the going hard," Pace said, "because they are too lazy to help their business keep running. Some of the machines I have seen on location lately are so dirty you could almost plant potatoes in them. Other operators suffer because they haven't the business ability to add on new stock but expect to continue to enjoy heavy play with equipment that has seen its best days."

F. W. King, of the C. & N. Sales Company, returned early this week from another of those successful tours of Southern States. He found conditions bright in Texas, Arkansas, Oklahoma and North Louisiana, as cotton begins to move to market and planters come into town more often to stock up. King mentioned that he did a good business in the Caille line of slots and his own Penny King.

With 12 machines on location in the Sport Center, it is interesting to note that one-half comprises Bally Fair Grounds and Gottleb Foto Finishes. "From experience," Jack Sheehan, manager, says, "we have on location here a dozen of the best money makers, but by far our best earners are Fair Grounds and Foto Finish. Earnings from these six machines, four Fair Grounds and two of the other, are more than double the earnings of the other six."

Larry Copeland, large local operator, is at present on a road trip thru the Gulf States, working as a sideline for the Dixie Coin Machine Company, distributor for Bally, Chicago Coin Machine Company, Pamco, Mills, H. O. Evans and others.

Burt Trammel, local manager for Electro Ball, reports a brisk demand throughout the rural area of the Gulf States for the firm's new counter game, Match 'Em.

Marle Bersuder, pretty secretary of the Standard Novelty Company, celebrated her (?) birthday last week with a real turnout of friends, many from coin machine row on Carondelet street.



HERE IS WHAT a couple of coinmen look like in an unguarded moment. Phil Warner, well-known Pennsylvania operator, is on the right, and Ernest Markey, sales manager of the Markapp Company, Ohio distributor, is on the left. Sketch was made at the Great Lakes Exposition in Cleveland.



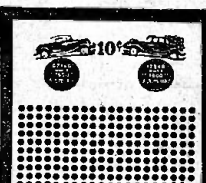
Write for Copy of Superior's Scoops.

Locations will be more eager to take boards when you explain that a local organization, such as American Legion, Elks, charitable institutions, or others needy of ready money, is endorsing your series. Be a loyal supporter, a pillar in your community... superintend the greatest thing ever devised in your territory. Series help to open new territory!

AUTO GENERATION 100,000-HOLE SERIES.
500 Two Hundred-Hole Boards in 5c or 10c Deals.
100 Deal Takes in.....\$10,000.00
Pays Out 5,038 Cash Awards & 2 Automobiles 2,750.00

PROFIT.....\$ 7,250.00
SUPERIOR PRODUCTS, Inc., DEPT. B, CHICAGO.

MONEY-RAISING FUNDS MADE POSSIBLE THROUGH SUPERIOR'S SERIES



Give away Automobiles, Trips, Cottages, Trailers, and Cash while reaping huge profits for yourself as well as the community. For full details write to-day! Send for your free copy of Superior's SCOOPS, monthly trade paper.

14 N. Peoria St.

BALLY DERBYS.....\$22.50	SUNSHINE DERBYS.....\$10.00
PAMCO PARLAYS.....20.00	BALLY BUMBERS.....10.00
PAMCO PALOOKA, Jr.....22.50	MILLS BLUE FRONTS, Light Cabinets, High Serials.....69.50
PAMCO PALOOKA, Sr., 6 Slots.....25.00	TRI-O-PAKS.....12.00
PAMCO CHASE.....25.00	RELIANCE DIGE MACHINES.....24.50
GALLOPING PLUG.....25.00	BALLY SKIPPER.....21.00
RED SAILS.....20.00	PADES PAGES, Cash Payout, Mechanically Perfect, Serials up to 3700, 30 to 1 Payout.....225.00
PAMCO BALLOT.....22.50	
WESTERN FLYING HIGH.....35.00	
WESTERN GRAND PRIZE.....50.00	
ROUND UP.....17.50	

1/3 Certified Deposit With Order, Balance O. O. D. Reference First National Bank, Hickory, N. O.
J. L. JONES SALES COMPANY
Corner 13th Street and 11th Avenue, HICKORY, N. C.

5 Caroms.....\$55.00	3 Hi Do Ho.....\$24.50	1 Heavy Weight.....\$45.00
2 Track Odds.....45.00	14 Skippers.....19.50	7 Ten Strikes.....25.00
2 Light-A-Pair.....25.00	2 Air Races.....69.50	1 Bee Jay.....20.00
	1 Winner.....55.00	
\$600.00 WORTH OF DIGGER MERCHANDISE.....\$275.00		
1/3 Deposit, Balance O. O. D.		
Reference — Milwaukee County Bank of West Allis, Wisconsin.		
KEMO NOVELTY COMPANY		
7833 W. GREENFIELD AVE.,		WEST ALLIS, WIS.

MUST SELL — NEED THE CASH			
10 Golden Wheel.....\$75.00	8 Bally Reliance.....\$25.00	1 Big Richard.....\$15.00	Each
8 Carom.....55.00	4 Bally Derby.....15.00	2 Bally Challenger.....15.00	Each
5 Winner.....50.00	3 Bally Roundups.....15.00	1 Bally Multiple.....15.00	Each
25 Breakneck.....55.00	Bonus Jumbo, Sunshine Derby, Pamco Parlay, Ace, \$10.00 each.		
Daily Limit, Peerless, Tycoon, Spark Plug and Evans Derby, \$8.00 each.	Penny Packs and Bally Baby, \$6.00 each.	Jennings Penny Packs, \$10.00.	Real 21s and Real Races, \$4.00.
10 Mills Dance Masters, \$60.00 each.	8 Mills Blue Fronts, 5c Play, \$55.00.	5 Mills Futurity, \$50.00; 6 Chiefs, \$50.00; 10 Mills Yellow Fronts, \$40.00; 5 Brand New, Used Two Days, Q. T., 1c Play, Cherry Strip Reels, \$45.00; 5 Baby Grand, 5c Play, \$10.00; 40 Mills Slot Stand, \$6.00 each.	All Machines A-1 Working Order, 1/3 Deposit.
A. & M. AMUSEMENT CO. SHELBYVILLE, MO.			

A Game that Measures Up



DOMINOLE the Console



★ When a suit of clothes is tailored to your measure . . . exactly . . . and looks like two or three times the price . . . you say "It measures up." And so it is with Dominole the Console. It measures up in playing appeal—in earning power—in price. Fits your pocketbook . . . and fills it, too. You pay less for Dominole the Console . . . much less than other Console games . . . and you get more. You get twice more money than you take from ordinary consoles. And, three times more than payout tables with Dominole the Console in your locations.

\$159⁵⁰
Tax Included.

TICKET MODEL, \$10 EXTRA

PACIFIC MFG. CORPORATION
4223 Lake St., Chicago • 1820 S. Hope St., Los Angeles

Bally Announces Modernized Airway

CHICAGO, Aug. 28.—Promising another boom greater than that of Bumper and longer than that of the original Airway, which was on the market for a solid year, in 1933, Bally Manufacturing Company announces its 1937 Airway, a five-ball novelty game. A heavy barrage of advertising will be laid down to capture the country for 1937 Airway, and it is reported that the Bally plant is already on a 600-a-day production schedule.

"The 1937 Airway has everything," exclaimed Ray Moloney, Bally's president. "It has all the fascinating progressive score suspense and rotation line-up appeal of the original 1933 Airway plus the thrills and high-speed action of Bumper. It's got the kind of skill appeal that lets a player scheme and shoot for definite objectives, and it also has loads of good old-fashioned high-score appeal. A fascinating amusement game, it is also a perfect skill-award game and, at the same time, ideal for competitive play.

"The skill objective of this game," he continued, "it to light up airplanes numbered 1 to 10 on the backboard by hitting correspondingly numbered bumpers on the play field. Bumpers may be hit in any rotation, but the final score must show a series of planes lit up in numerical order, with no missing numbers. It is this completed series or line-up idea which provides the suspense and come-on for repeat play.

"One of the most remarkable features of the 1937 Airway is the new-type bumper," Maloney went on. "It is a spiral wire bumper, but it is oversized

and lights up when hit. Imagine the beauty of brilliant colored lights gleaming thru the spirals and flooding the play field with a rainbow glow, and you'll see why I say that the game is without an equal for eye-appeal. Moreover, the bumpers are double-action bumpers, registering on two separate totalizers and providing a double dose of thrills and suspense. Airplanes on the back board light up when a ball hits the corresponding bumpers. At the same time each bump automatically advances the miles totalizer 100 miles, thus increasing the total points in a novel and exciting manner. The takeoff score column lights up when coin is deposited. Ten bumps light up the 1,000-mile score column. Twenty bumps light up the 2,000-mile score column. Thus odds are not only changed but increased by skill and the player is guaranteed a gain for every bump!

"As to appearance 1937 Airway is beautifully built, Moloney declared. "It has a flashy yet harmonious cabinet, a simple sky-blue panel studded with speeding airplanes in vivid colors, a sparkling 18-inch high backboard with lights flashing in three separate sections, and, most spectacular of all, the illuminated bumpers mentioned above.

"Everybody who has seen the '1937 Airway' has raved about its beauty, action and play-appeal, and that includes distributors who have placed some of the biggest blanket orders we've seen in years. Based on orders already on the books and the tremendous reaction to our first announcement," Moloney concluded, "we have already swung into 600-a-day production on 1937 Airway and will continue this schedule for an indefinite period."

SAIL ALONG WITH THE MAYFLOW CLEARANCE SALE AT OUR NEW LOCATION

FLOOR SAMPLES	(WRITE FOR PRICES)	NEW CONSOLES
PAMCO RACES		PACIFIC
PHANTOM		KENEY
LATONIA		BUGLEY
Fairgrounds (F. S.) . . . \$120.00	Leatherneck 15.00	EVANS
Carom 64.50	Pamco Chase 18.00	Jungle Dodger \$99.50
Lit-a-Pair 37.50	Alamo 12.50	Flying Duck 99.50
Mazuma 37.50	Sunshine Baseball	Pace's Races \$165.00
Royal Race 40.00	Red Sails	See No. 282 to 1,832
Springtime 42.50	Pamco Parlay	Ray's Track, No. 2,600 . . . 170.00
Bump A Lite 42.50	Diamond Mine	Galloping Domino . . . 150.00
Winner 55.00	Jumbo	Jockey Club 125.00
Grand Prize 45.00	Daily Double	De Luxe Ball 110.00
Daily Race (F. S.) . . . 37.50	Stampede	Exhibit Races 165.00
Hi De Ho 37.50	Trojan	A. O. Slots (New) . . . 199.50
Topam 32.50	Pamco Speedway	Merchant Man (F. S.) . . . 80.00
Pamco Palooka, Str. . . 25.00	Any of Above, 3 for \$20.00.	REBUILT SLOTS.
One Better 20.00	NOVELTY GAMES.	Westings
Ten Strike 17.50	Hi De Ho \$12.50	Pace
Combination 17.50	Bally Bumper 12.50	Jennings
Turf Champ 42.50	Flash-a-Lite 12.50	Wills
Pamco Bells 15.00	Mad Cap 12.50	Oallie
Flying High 15.00		\$15.00 to \$55.00.
Peerless 15.00		Mills Troubadour \$45.00
		Gabol, Jr. 49.50

MAYFLOW NOVELTY CO., INC., 1507-9 University Ave., St. Paul, Minn. Nes. 7284.

ROYAL IS READY..

FOR IMMEDIATE DELIVERY WITH BALLY'S SENSATIONAL 5-BALL NOVELTY GAME AIRWAY

AND ALL THE OTHER BALLY GAMES!
FOR ALL BALLY GAMES — CALL ROYAL FIRST!

ROYAL DISTRIBUTORS, Inc.

54 ELIZABETH AVE., (Tel: Bigelow 8-0626) NEWARK, N. J.
"When You Think of Bally — Think of ROYAL!"

BOY, OH BOY, WHAT A GAME! IT'S GOT EVERYTHING!
IT'S COLOSSAL. IT'S STUPENDOUS. IT'S A REAL WINNER!



Place Your Order NOW, as the Demand is Tremendous!

(D. ROBBINS & COMPANY - 1141B De Kalb Ave., Brooklyn, N.Y.)

KING MIDAS JAR DEAL

"EVERYTHING IT TOUCHES TURNS TO GOLD"

Going strong after 18 months' continuous play. Don't order any Jar Deal until you see KING MIDAS' exclusive fool-proof features. Takes in \$114.00; average profit, \$52.00. Jobbers and operators write quick or wire for confidential quantity prices.

SAMPLE ONLY
\$5.65



GOLD SEAL NOVELTY CO.,
510 N. DEARBORN ST., CHICAGO.

ANOTHER MONEY MAKER

You can't afford to be without this

BASE BALL BOARD
1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in \$50.00
Definite Payout 24.65
Attractive—Colorful—Profitable
Price \$2.62 Plus 10% Tax

GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.

WANTED TO BUY

Preakness—Fairgrounds—Turf Champs—Holdems—Bolos—Penny Paks.
Advise quantity of each.

AUTOMATIC AMUSEMENT COMPANY
628 Madison Avenue Memphis, Tennessee

Shipments Begin On Keeney Hot Tip

CHICAGO, Aug. 28.—Initial shipments of the new Keeney payout game, Hot Tip, were made last week to distributors and jobbers throughout the country, according to Ray Becker, sales manager for J. H. Keeney & Company. Keeney officials claim an unusually interesting and appealing playing theme in Hot Tip. It is said that the game employs a real horse playing principle in which the races are of varied lengths and in which awards of one or more daily doubles are possible on each 5-cent play.

As explained by Jack Keeney, head of the organization, the game is played in this manner: "With the insertion of a coin the length of the race for that play is denoted by an illuminated panel adjoining the race track on the backboard. At the same time one of several daily-double panels lights up and an odds-changing panel flickers and comes to rest on the odds set for that play. Then each time the ball strikes one of the 11 accelerated bumpers on the scenic playing field the horses on the backboard advance one notch. If a sufficient number of hits are made to bring horses up to or beyond the winning line the player collects from 10 cents to \$1, according to odds offered for that play and according to whether player's ball lands in show, place or win hole at the bottom of the playing field. If the horses stop on the daily double, however, the player collects from 40 cents to \$2, according to the odds shown, regardless of which hole the ball drops into at the bottom of the field.

"Several location-test games were sent out previous to the start of volume production. In all cases," concluded Keeney, "Hot Tip produced extremely high earnings without a single breakdown or 'bug' reported on any of the games. This is the fourth game produced under our new 'every game must work' manufacturing policy." Present production on Hot Tip is already up to 125 games daily, it is reported.

Genco Praised For Long Beach

CHICAGO, Aug. 28.—"While sport writers fill columns about the many speed boat and sailing regattas, pin game devotees are enjoying the thrills of speed-boat racing by means of the recent Genco novelty hit, Long Beach," say officials of the Genco organization.

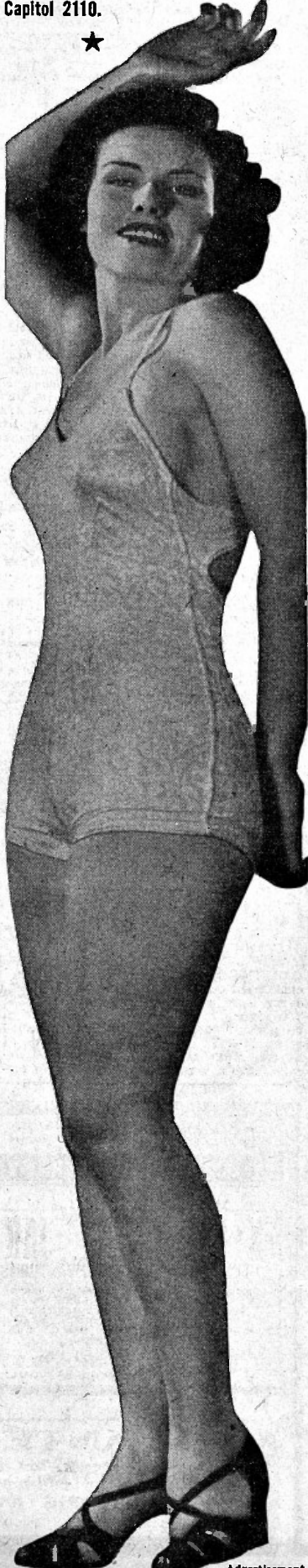
"So realistic is the light-up action on the unusual Genco backboard that one might almost expect to hear the roar of the motors and the slap of waves against the hulls as the speedboats flash their way across the water," one enthusiastic operator told David Rosenberg, Genco official. "You are to be congratulated upon your departure from the stereotyped playing themes, as well as upon your originality in the physical design of Long Beach. The odd-shaped backboard acts as a strong player attraction, and once the player starts a game the intriguing action holds him for heavy repeat play."

Said Rosenberg: "What that operator told me bears out the opinions held by operators wherever pin games are known. This unanimous enthusiasm is directly traceable to the attractive features built into Long Beach. The original ace in the hole play, a five-ball play that permits a player to complete the game with but one ball if he so chooses, the changing odds and the flashing backboard action are but a few of the outstanding features that attract players in droves."

Spokane Licenses Games

SPokane, Wash., Aug. 28.—Police are collecting a license fee for each pinball machine and other legal amusement devices in the city. An old ordinance, passed early in the century, was invoked the first of this month. The city had not been collecting license fees on the machines since the first of this year, when the ordinance providing for licensing slot machines, now illegal, was repealed. The old ordinance provides for licensing of shooting galleries, bowling alleys, automatic baseball devices "or any other automatic or mechanical device used for the purpose of public amusement." Pinball machines are sanctioned by the state under a law passed by the last session of the Legislature.

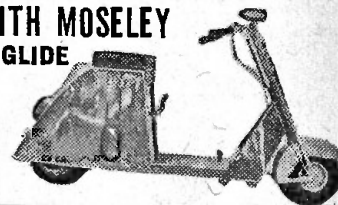
Hi, Boys! Want to know the name? It's **FLASHER**... Mills Novelty Company's sensational table. Telephone? **Capitol 2110.**



OPERATORS AND JOBBERS RIDE TO PROSPERITY WITH MOSELEY ON CUSHMAN'S AUTO GLIDE

AMAZING LOW PRICE!

The newest ride thrill has come to town. Be sure to see it! Marvelous economy, comfort and convenience all combined in this machine! Wonderful for pleasure, school, deliveries and business. Saves walking. Saves time. Easy to ride. Easy to park. Easy to buy.



PRICES F. O. B. FACTORY

AUTO-GLIDE, "PLEASURE MODEL"	Model No.	List Price.
1 H.P. Engine, 47-Tooth Sprocket	1	\$125.00
2 1/2 H.P. Engine, 43-Tooth Sprocket	2	132.00
DE LUXE—1 H.P. 47-Tooth Sprocket	5	133.00
DE LUXE—1 1/2 H.P. 43-Tooth Sprocket	6	140.00
AUTO-GLIDE, "WARRIOR MODEL"		
1 H.P. Engine, 47-Tooth Sprocket	3	\$132.50
1 1/2 H.P. Engine, 47-Tooth Sprocket	4	139.50
DE LUXE—1 H.P., 47-Tooth Sprocket	7	140.50
DE LUXE—1 1/2 H.P., 47-Tooth Sprocket	8	147.50

FINEST PARTS.
Genuine Cushman Husky Engine, 12"x3 1/2" Ballion Air Tires, Steel Frame, Double Steering Head, Drum Brake, clutch, Hand Throttle, Large Cushioned Seat, Beautifully Finished.

NOTICE
We are exclusive distributors for Cushman's Auto Glide for Virginia, West Virginia and North Carolina. We will not accept or make deliveries of any orders to any States other than the ones mentioned above. The above prices are F. O. B. factory. If shipped from Richmond \$5.50 freight will be added for freight from factory to Richmond. Dealers in Virginia, West Virginia and North Carolina write or wire us for dealers' prices if you are interested in territory contract before your territory is allotted to someone else. We can protect you on shipments other than from factory or from Richmond. A deposit of \$25.00 is to accompany all orders for Auto Glide in the form of P. O., Express, or Telegraph Money Order.

Bally's 1937 Airway novelty game ready for immediate delivery. Write us for price on 100 brand new Classics, Arlingtons and Foto Finish.

AUGUST CLEARANCE SALE OF BRAND NEW, FLOOR SAMPLE, AND SLIGHTLY USED MACHINES.

1 Exhibit Races, 7-Slot Head, like new... \$150.00	1 Liberty Bell, O.P. . . . \$ 10.00	1 Palooka Sr., defaced a little around front door lock . . . \$ 20.00
4 Rovers 00.00	3 Prospectors, O.P. . . . 3.00	1 Broker's Tip 17.80
6 Rockola Night Clubs and Rep. Models . . . 125.00	1 Rosemont, F.S., never on location, guaranteed new . . . 150.00	1 A. C. 7-Play Ball, new 150.00
5 Hi De Ho, cash or ticket 22.50	3 Daily Races 15.00	1 Sky High 8.00
2 Royal Races 42.50	5 Reel Dice 5.00	
3 Masumas, F.S. 30.00		

2 PAGES RACES, Check Separator, 20 to 1 \$220.00
4 RAYS TRACKS, Check Separator, Used 10 days. Serial over 4400 300.00
4 GALLOPING DOMINOS, Check Separator, Used 3 days, 5c 245.00
1 GALLOPING DOMINO, New Check Separator, 50 Play. Never on location 255.00
2 FAMOO RACES, Brand New 180.00
2 GALLOPING DOMINOS, F.S., 5c Check Separator 245.00
2 PAGES RACES, 5c, 30 to 1 Check Separator, Used 10 days. Serials over 5200 355.00

1 PAGES RACES, 5c Check Separator, 20 to 1, Serial 5295. Cannot be told from new, with aluminum feet 357.50

The above machines are wonderful values and offered subject to prior sale. You do not have to ask us whether these machines are in the condition represented.

We have over 200 machines not listed. Write us for prices. Ask us to put you on our mailing list. All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST., Richmond, Va. DAY PHONE 3-4511. NIGHT PHONE 5-5325.

A PROFIT SENSATION!

Completely New and Different.
Two Separate Tickets in Each Hole—
A 2 for 1 Value!
BARGAIN DEAL JACKPOT
No. 11011 1000 Holes
Takes in \$50.00
Average Payout 18.35
Average Gross Profit \$31.65



Send for Details of This and Other Fast-Selling Profit-Makers. Write, Stating Your Line or Business to

HARLICH MFG. CO., 1401-1417 W. Jackson Blvd., Chicago, Ill.

Caille Announces Junior Console

DETROIT, Aug. 28.—To meet the growing demand for console-type coin machines, Caille Brothers Company recently announced a new low-priced model called Junior Console. The model, according to reports, was expressly designed for locations where operators prefer a small cabinet.

The cabinet is made of walnut and trimmed in light maple and the machine is available in a wide range of colors. Caille firm is putting out the machine in 1-cent, 5-cent, 10-cent and 25-cent models.

"The demand for consoles is increasing daily," Caille officials state, "and the flash, together with the faultless mechanism of this new Junior Console, is sure to make the machine a surefire hit."



DAVAL NEWS FLASH
IT'S HEADLINE NEWS!
REEL-SPOT
OPERATORS EARNING BIGGEST PROFITS IN ALL COUNTER GAME HISTORY!



IT'S HEADLINE NEWS!! NEWS THAT DAILY MAKES THE SCREAM HEADLINES ON THE FRONT PAGE OF YOUR NEWSPAPER!! BUT—MORE EXCITING TO YOU—BECAUSE IT'S NEWS THAT AFFECTS YOU—YOUR BUSINESS—YOUR INCOME—YOUR FAMILY—YOUR FUTURE! IT'S THE NEWS THAT PLAYERS EVERYWHERE HAVE GONE ABSOLUTELY WILD OVER THE SMOOTH, TEASING, TANTALIZING, AGE-OLD THRILL ACTION OF REEL SPOT — THE REAL McCOY SHELL GAME BY DAVAL!! IT'S THE NEWS THAT OPERATORS, JOBBERS AND DISTRIBUTORS ARE RAVING ABOUT THE MODERNISTIC BEAUTY; THE MECHANICAL PERFECTION; THE SIMPLE, SPEEDY PLAY; THE SWIVEL ACTION TURNTABLE; WILL BRING YOU THE BIGGEST, STEADIEST, EASIEST PROFITS YOU HAVE EVER EARNED IF YOU ACT QUICK AND RUSH YOUR ORDER FOR REEL SPOT NOW!! MAKE YOUR OWN SCREAMING HEADLINE MONEY-MAKING NEWS RIGHT IN YOUR OWN TERRITORY!!



\$29⁷⁵
 TAX PAID

RUSH YOUR ORDER NOW!

DAVAL MFG CO. 200 SO PEORIA ST. CHICAGO

Gottlieb Enters Console Field

CHICAGO, Aug. 28.—Another manufacturer entered the console field this week when Dave Gottlieb, of D. Gottlieb & Company, announced his latest creation, Derby Console. "The trend today," stated Gottlieb, "is toward high-class games, because of their exceptional earning power. Such games return their investment to the operator and start making profits for him while they are still practically brand new. We spent nearly a year of research on Derby Console because we wanted to make our entrance into the console field as auspicious as possible. It was worth all the trouble, however, for we are convinced that our new game is the best that we could produce."

"Among the unusual features we have built into the game," continued Gottlieb, "are a huge back panel with amplified third dimensional lighting, a silver-etched colored plate-glass playing field, improved spinner-light playing action, disappearing cabinet handles and a cycle arrester that puts an end to cycling and foils all sharpshooter systems. In the mechanism we have achieved something new in simplicity and dependability. By means of a double-locked door in the rear of the cabinet the mechanism is easily accessible and the plate-glass top can be lifted without disturbing any electrical connections. The disappearing handles enable the game to be shifted around or transported with little danger of breakage. They are available only to the service man, however, and are invisible when not in use."

"Coin bags can be exchanged while the game is in operation without displaying the amount collected," he went on. "The game is equipped with a mystery single slot which selects entries and odds and is obtainable for 5-cent or 25-cent play. The Hammond clock is the only feature that is accessible to the location. As the game is played the mystery slot selects either field, daily double or from one to nine of the horses and indicates the odds. Then the spinner light goes into action and the race is on. If it stops on a winner the game pays out according to indicated odds, from 4-1 to 40-1 for win, place, show and fourth, and 40 to 1 for field and daily double."

"Derby Console is intended to be the leader in the console field," concluded Gottlieb. "From the exhaustive tests to which we subjected this game prior to its release, we believe that we have every right to be proud of it." Besides the single coin unit just released, Gottlieb revealed that a multiple nine coin head model is scheduled to be introduced shortly.

Gerber Praises Wurlitzer Party

CHICAGO, Aug. 28.—"What a party," exclaims Paul Gerber, of Gerber & Glass, every time anyone asks him about the Wurlitzer convention which he attended this week at Buffalo and North Tonawanda, N. Y. "I was positively amazed at the abundance of food and refreshments, to say nothing of the lavish en-



REX ELECTRIC BELL

PENNY PLAY ONLY.
 The Smallest Automatic Payout Machine Built. Standard Bell mechanism. Full 20-Stop, 8-in. Bell Reels—Fruit or Cigarette. Pays out 5, 10, 15, 20 and 25.
SAMPLE, \$39.50; (LOTS OF 5) \$37.50.
 1/3 Deposit, Balance C. O. O.
REX NOVELTY COMPANY
 1010 George Street, Chicago.

OPERATORS WARNING:

Don't Accept Substitutes. Insist on the Original E-Z Pickin' Jar Games.
 Operators, write for particulars. New Jar Games for Fall Business.
 Manufactured by
GAY GAMES, Incorporated
 MUNCIE, INDIANA
 Guy Noel, President.

tertainment which Homer Capehart presented to the hundreds of guests who came from the four corners of the country to attend the big three-day celebration.


"Not the slightest detail was overlooked," he went on. "There were athletic contests and other games, the best of food and drinks and even the popular Tom Mix Circus to entertain the visitors. Spectacular floor shows were staged at the dinners and the grand banquet which climaxed the fun fest was the most enjoyable I've ever attended."

Gerber's appraisal of the affair is quite flattering, as there are few events of any consequence in the coin machine industry which he has failed to attend. The industry will long remember his 20th wedding anniversary celebration at the Bal Tabarin in the Sherman Hotel here when he and Mrs. Gerber royally entertained over 1,500 guests.



GENERAL VIEW OF THE ELECTRO-BALL-SEEBURG preview party photographed from the stage of the American Casino in Dallas. Entire Casino reserved for the 2,700 guests who attended the Electro-Ball party, following the premiere showing of the new Seeburg Symphonolas, Royale and Rex, at the Baker Hotel, Dallas, earlier in the day.

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, costly 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
 Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
 Write for Big Lot Prices.
Accurate Coin Counter Co.
 Patton, Pennsylvania

Thank You for Mentioning The Billboard.

**STONER'S
LATEST
SUCCESS!**



\$74.50
TAX INCLUDED

STONER CORPORATION
Aurora, Illinois



NEW AND SENSATIONAL DAILY DOUBLE JAR DEAL

Taking the country by storm. A picture of a Real Horse Race on the Jackpot Card.

Takes in (2 2 8 0) (1 tickets) at 5c. . . . \$114.00
Average Payout . . . 75.00
Average Profit . . . \$ 39.00

SAMPLE DEAL \$6.50 (as pictured)
Deposit Required on All Orders.
Quantity Buyers Write for Price and Illustrated Literature of Other JAR DEALS.

LOUISVILLE NOVELTY MFG. CO.
330 E. Breckenridge St., Louisville, Ky.

Blatt Prepares Export Literature

BROOKLYN, Aug. 28.—Due to the changing market conditions in foreign countries and the increased export business which the firm is enjoying at this time, William Blatt, president of Supreme Vending Company, reports that his firm is now preparing a new set of export sales literature.

"The new literature," says Blatt, "will list the games which the firm knows to be most popular thruout Europe and Asia. It will also be so arranged to fit market conditions in South America and other foreign countries. We intend to illustrate and explain in detail the latest and best machines of the last six months so that the foreign buyer will know in advance just what he is ordering. We have built up our foreign business in the last few years until we now are one of the leading exporters of coin-operated equipment. This business has been developed to a point where we now have customers all over the world who cable their orders into us and allow us to pick out the machines best suited for their territory.

"We feel mighty proud of the confidence which our many foreign customers have shown in us," concluded Blatt, "and one of the main reasons we are designing the new sale literature is to increase this confidence, for when the buyer has complete details of a machine before him and when the machine that arrives is exactly the same as the description he read he cannot help but feel that the firm with which he is dealing is giving him its fullest co-operation."



The ZEPHYR PLAYS FAST

No. 1200-ZEP (Zephyr)
(Size of Board 9 1/2 x 12 1/2 Inch.)

TAKE-IN 1200 HOLES
LESS 400 FREE

500 AT 5c. \$40.00

PAYOUT:
2—\$5.00 \$10.00
2— 1.00 2.00
10— .50 5.00
10— .25 2.50

TOTAL PAYOUT 19.50

PROFIT \$22.00

Price **\$2.18** Plus 10% U. S. Tax

WRITE FOR CATALOG—STATE YOUR BUSINESS

GARDNER & CO., 2309 Archer Ave. Chicago, Ill.

- 50 Mills Blue Front Balls, Nickel. . . \$ 55.00
 - 30 Mills Blue Front Balls, Dime. . . 57.50
 - 20 Mills Blue Front Balls, Quarter. . . 60.00
 - 25 Mills Cherry Balls, Nickel, Dime or Quarter. . . 62.50
 - All above machines like now—high serial numbers.
 - 50 Mills Yellow Front Balls, Dime and Nickel. . . 35.00
 - 30 Mills Esc. Front Vender, Nickel. . . 25.00
 - 20 Mills Skyscrapers, Nickel. . . 25.00
 - 1 Mills Futurites, Nickel, Dime and Quarter. . . 55.00
 - 1 Mills Yellow Front Q.T., Penny, Like New. . . 32.50
 - 8 Mills Gate Model Q.T., used only few weeks, Nickel. . . 35.00
 - 8 Mills Post Time, Latest Model. . . 60.00
 - 1 Mills Double Headers. . . 25.00
 - 1 Jennings Chocolate Drops. . . 15.00
 - 1 Ball Fan Bumper Game, used only one day. . . 37.50
 - 3 Bally Multisides. . . 22.00
 - 2 Turf Champ (ticket type). . . 45.00
 - 1 Grub Stake. . . 37.50
 - 1 A.C. 7-Coin Slot Machine (3 weeks' use). . . 145.00
 - 1 Paces Races, Nickel, only two months on location. . . 195.00
 - 25 Mills Troubadour Phonographs. . . 27.50
 - 10 Seeburg Audiotone Phonographs, the lot for \$175.00.
 - 75 Lette Mills Safe Stands. . . 5.50
- All machines listed above guaranteed to be in A-1 condition. Deposit required.
- VENDING MACHINE SALES CO.**
1812 No. Grand Blvd., St. Louis, Mo.

BARGAIN

Bolo, Ruddy, Bank Nite, Totalizer, Mad Cap, Short Sox, Neck 'n' Neck, Excel, Panama, Fair Play, Thriller, \$4.95 Each. Panama Penny Diggers, \$10.95 Each. Score Board, \$17.50 Each. Ball Fan, \$17.50. Target Roll, \$35.00 Each.

BELVOERE PENNSYLVANIA, Keansburg, N. J.

REAL BARGAINS

GUARANTEED RECONDITIONED LATE MODELS

Rock-Ola Tom Mix. . . \$95.00	Golden Wheels. . . \$89.50	Bally Breakneck. . . \$59.50
Jungle Dodger. . . 39.50	Bally Ostroms. . . 59.50	Bally Skipper. . . 19.50
Exhibit Electric Eye. . . 14.50	Keeney Ten Strike. . . 19.50	Jennings Flicker. . . 18.50
Panoco Leathernecks. . . 9.50	Bally Challenger. . . 18.50	Bally Blue Bird. . . 16.50
Sunshine Baseball. . . 9.50	Rock-Ola One Better. . . 18.50	Golden Harvest. . . 9.50
Bally Round Up. . . 9.50	Bally Sky High. . . 9.50	Bally All Stars. . . 9.50
Panoco Parlay. . . 9.50	Pinch Hitter. . . 9.50	Multi-Play. . . 9.50
Prospectors. . . 7.50	Bally Bonus. . . 7.50	Baffle Balls. . . 7.50

CERTIFIED DEPOSIT WITH ORDER—IMMEDIATE DELIVERY

BADGER NOVELTY COMPANY
2546 N. 30th Street Milwaukee, Wis.

\$15.00 GUARANTEED ELECTRIC DRY SHAVER ON A \$7.80

1,000-Hole 5c per Sale Tip Style Cut-Out Board. Takes In \$50.00. Pays Out 25 Packages 15c Cigarettes. Livest Deal on the Market.

PROFIT \$38.45 Send 25% Deposit With Order. No. B-37. **EACH**

SALES BOARD OPERATORS

SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES

LEE MOORE & CO. 180-182 West Adams Street Chicago, Illinois

YOU'VE NEVER SEEN A GAME LIKE THIS BEFORE!

LONG BEACH



A Novelty Game With the New "ACE IN THE HOLE" Feature!

5 BALLS, BUT PLAYER MAY COMPLETE THE GAME WITH THE FIRST OR ANY BALL HE CHOOSES.

A super-deluxe game, custom made and expertly engineered by Genco. The playing idea of LONG BEACH is to advance the speedboats on the backrack to the finishing line by striking corresponding bumpers on the playing field. However, if the player desires to complete the game with the first ball or any succeeding one up to the last, he may shoot for the skill lane at the top of the field. If made, one of the speedboats advances to the finishing line. The player never knows which will come in. If the one he is shooting for comes in he wins—if one of the others does he loses and the game is over.

\$79⁵⁰

F.O.B. CHICAGO

GENCO Inc.

2621 N. ASHLAND AVE., CHICAGO

Styled by Genco

STILL GOING OVER BIG!

CARNIVAL HOME STRETCH AUTO DERBY

5-BALL NOVELTY GAMES.

\$74⁵⁰

F. O. B. Chicago.

No Closed Territory with this Profit Maker

Sell and operate Trading Post, the 100% legal slotboard deal. Amusing, fascinating, a lot of fun. 8 x 11 1/2 out fast in all locations. 130 prizes of great variety. Takes in \$13.00. Resells to dealers at \$9.75. Hgt. 24". Wght. approx. 18 lbs. Order No. B15. Packed two in carton. Each \$9.60

25% Deposit on C. O. D. Orders.

Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Premiums.

JOSEPH HAGN CO.
"The World's Bargain House."

217-225 W. Madison St., Chicago, Ill.

Chi Coin's Rose Bowl Well Received

CHICAGO, Aug. 28.—"Operators last week greeted the release of Rose Bowl, new novelty game bearing the Chicago Coin Machine Manufacturing Company stamp, with all the interest that goes with the playing of the football classic after which the game was named," states a report emanating from the Chicago Coin headquarters. It is further claimed that the interest is not restricted to just operators, but finds its counterpart in the reactions of the many pin game fans who have already played the game.

Officials state that activity on the release has reached a peak previously equaled only by the production on Home Run, a Chicago Coin hit. "In operating it is often a case of first come first served where new games and locations are concerned," said Sam Wolberg. "By releasing

ing Rose Bowl we have given operators an opportunity to clinch their locations for fall operation because they'll be way ahead of competition. We are deeply gratified at the response to date. Operators who acted at once began to enjoy immediate profits thru the operation of the game in addition to making sure of locations.

"Our distributors tell us that the features incorporated in this game are strong enough in appeal to hold the players' interest thruout the fall season," said Sam Gensberg, another official. "The huge backboard offers complete action in lights. Football players race up and down the field and scoring lights flash each time a touchdown is made. Odds are flashed on the board for first, second and third place awards. The playing field has bumper springs spotted at intervals most appropriate for five-ball action and features extra touchdown bumper springs as well as a skill bumper which adds two touchdowns to the total score."

NEW COUNTER GAMES

DAVAL'S NEW WINNERS

DAVAL DERBY \$32.50
REEL SPOT 29.75

USED COUNTER GAMES

Basket Ball	1.00	New Era Vender	2.50
To Beat It	5.00	Official	3.00
Baby Shoes	2.50	Swoopstakes	3.00
Chicago Club House	3.50	Penny Ante	2.50
Cent A Smoke	8.50	Penny Draw	2.50
Cent A Pak	8.50	Penny Smoke (Register)	6.50
Clearing House	4.75	Puritan Vender	6.50
Cent A Pak De Luxe, 4 Reels	8.50	Reel 21	4.50
Club Vender	22.50	Races	3.50
New Model Dudes Wild	1.00	Reel Dice	5.00
Five Jacks, A B T	6.50	Reliance, automatic	17.50
Four Jacks, Fields	5.00	Tri O Pak	3.00
Gam Cigarot Divider	6.00	Sum Fun	8.50
Gold Rush	3.00	Tavern (beer)	8.50
Half Mile	6.50	Ticketta	3.50
Hit Me	3.50	Turf Flash	2.50
High Tension Hold & Draw	3.50	Tit Tat Toe	4.50
Horses	3.00	Two Jacks (Fields)	3.50
Horseshoes	4.00	Vender (old style)	9.00
King Six Jr.	6.00	Twenty-One (Grootchen new)	6.50
Make 21	3.50	Win A Pak	6.50
Exhibit 10	3.50	Win a Smoke	7.50
		Zephyr	10.00

1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET

Tom Thumb Jar Games

Sample Jar, 5c Sale, 200 Winners, \$18.80 Profit. Price, express prepaid, \$2.15. Low Prices on Quantities. Write for details. 39 other Games.

OM THUMB, Dept. 77, Nauvoo, Ill.

INVESTING?

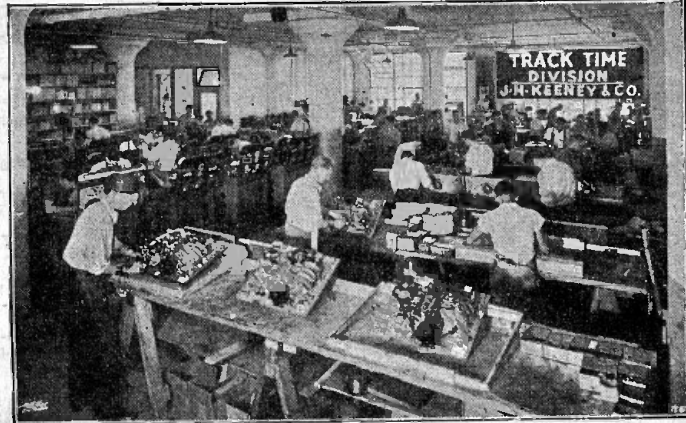
HERE'S THE STOCK YOU NEED

REEL SPOT pfd... 29²

Dividends Go Up Every Day!

DAVAL

200 SO. PEORIA ST., CHICAGO.



HERE'S A VIEW OF THE TRACK TIME DIVISION of the J. H. Keeney & Company plant. Firm reports that increased manufacturing facilities and personnel were necessitated to meet increased demand for this de luxe console game.

NOVELTY GAMES

Bumper	\$16.50	Fire Cracker	\$15.00
Roll Over	15.00	Bally Booster	22.50
Gott. Baseball	22.50	Home Run	20.00
Wizard	20.00	Bolo	7.50
Hi-De-Ho	10.00	Ball Fan	20.00
Ricochet	17.50	Crossline	27.50
Fire Ball	12.50	Bally Skiper	25.00

SOUTHERN AMUSEMENT CO.
319 Union, Memphis, Tenn.

Send your correspondence to advertisers by mentioning The Billboard.



DERBY

THE CLASS OF THE INDUSTRY!

Console

ARISTOCRAT OF ALL CONSOLE GAMES!

**NEW FEATURES!
NEW IDEAS!
NEW EARNING POWER!**

Absolutely the greatest achievement of modern engineering skill! Combines the finest features of outstanding payouts and consoles with sensational NEW ideas, in a perfect Masterpiece of Beauty and Play Appeal!

DERBY CONSOLE has EVERYTHING — furious action — seductive beauty! Massive de Luxe genuine Walnut Cabinet! Silver-etched, multi-colored plate glass field! Spinner-Light playing action! Mystic 3rd Dimensional Back Panel! Mystery Single Slot (selects Field, Daily Double or 1 to 9 horses!) Odds from 4-1 to 40-1! Daily Double and Field pay 40-1!

New, Ingenious, highly simplified mechanism assures absolute dependability! Tested and proven on locations

that amazed operators with its miraculous performance! It's the game to turn your top spots into gold mines!

- ★ **MAMMOTH CONSOLE** de Luxe Cabinet, 20" deep, 38" long, 55" high. Genuine Walnut, chrome trim. Disappearing handles for transporting.
- ★ **SPINNER-LIGHT** playing action.
- ★ **CYCLE ARRESTER**, absolutely prevents cycling; foils sharpshooter systems.
- ★ **MYSTIC 3RD DIMENSIONAL BACK PANEL**.
- ★ **ADJUSTABLE AWARDS**, Automatic electrical control.
- ★ **HAMMOND ELECTRIC CLOCK**, 6-Way Fuse and scores of other super-features!

IMMEDIATE DELIVERY

**COMING!
DERBY CONSOLE
WITH MULTIPLE 9-COIN HEAD**

See Your Distributor or Write for Prices!

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST. CHICAGO, ILL.

**ELECTROPAK (AC)
Equipped:
TICKET MODEL EXTRA
5c or 25c PLAY
OPTIONAL**

Grenner Features Phono Bargains

NEW YORK, Aug. 28.—Robert Grenner Company, distributor for Gabel phonographs, reports that they are making a special drive this month to close out a large stock of reconditioned phonos. "Each of the machines is in tip-top shape," says Grenner, "and can

be plugged in for immediate operation and revenue. We put our machines thru a reconditioning process which guarantees that they are in perfect mechanical shape when they leave our repair department. Broken, scratched and marred machines come out of the department looking and performing like new."

Grenner is said to be one of the best informed phono men in the industry, as well as one of the foremost phono ops in the East with more than 1,500 machines in operation.

We Have a Quantity of SALESBOARDS

Of All Makes and Styles

AT LOW PRICES

- 1,000-Hole 1c Cigarette Boards, 36 Payout 60c
- 1,200-Hole 1c Cigarette Boards, 42 Payout 70c
- 900-Hole 1c, 2c, 3c Cigarette Boards, 72 Payout 75c

Write for Complete Price List.

AKRON MERCHANDISE CO.
677 So. Main St., AKRON, O.

Photomatic's Speed Important Feature

NEW YORK, Aug. 28.—One of the features which has made the Mutoscope Photomatic so popular was praised by an operator who visited the International Mutoscope Reel plant this past week. This operator declared: "There's one thing that I can say about Photomatic that should put a stop to all the talk about fast money-making machines, and that is that Photomatic can turn out a complete portrait of somebody on my location every 60 seconds. Of course, there are other machines that do take a coin a minute; but there is none which does as much in a minute as Photomatic does. It actually takes a photograph, develops, prints and frames it all in one short minute."

The manufacturers reveal that it is this feature of a photo a minute which has won the warm praise of their operators. "The machine has a definite appeal," states William Rabkin, president, "and to enhance the money-making ability of the machine still more we are putting out an improved model which is the last word in modern design. Simplicity and smoothness of design, together with highly polished chromium trimmings which reflect the soft colors in which the machine is finished, combine to give it a neat appearance which is decidedly in harmony with the present trend toward modern design."

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.



WURLITZER

P-12
Perfect
Condition

\$119.50

SINGLE—\$124.50.

Lots of 10

KEENEY BOWLETTES \$69.50 • 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)



Another Good One by AJAX

RABBIT FOOT

600 Holes—32 Step-Up Winners Paying Awards of 10c to \$5.00 with Two \$5.00 Winners Guaranteed.
TAKES IN \$30.00
PAYS OUT (Definite) 14.90
PRICE \$1.40, Plus 10% U. S. Tax

OUR 1937 COLORFUL 56 PAGE CATALOG JUST OFF THE PRESS. WRITE FOR A COPY.

AJAX MANUFACTURING CORP.
119-125 N. 4th St. PHILADELPHIA, PA.



A FOOTBALL GAME NOW
Not when the Season is half Over!

ROSE BOWL

CHICAGO COIN'S PHENOMENAL NEW
 NOVELTY GAME

WE DID IT AGAIN!
 Operators asked us to give them a football game NOW—so that they could get a full, long season's life from the game. Here's YOUR answer. A knockout of a football game that's already smashing earnings records on over 500 locations.
CHICAGO COIN

We cut out all the tricky stuff and made a football game that everyone would understand—would play—not once but over and over again! The lit-up action on the jumbo, oversized backrack is controlled by the bumpers on the board. Two bumpers represent additional touchdowns, another bumper awards the player an additional 10 points. Variable odds indicator and loads of other profit inducing features.
\$74.50
 F. O. B. CHICAGO.

WE'RE SHIPPING 75 TURF KINGS EVERYDAY...ARE YOU GETTING YOURS?
 If you're not operating TURF KINGS novelty games you are NOT getting your full share of earnings from your locations. **\$74.50**



CHICAGO COIN
 MACHINE MFG. CO.
 1725 W. DIVERSEY · CHICAGO



ARCHIE LA BEAU

THE NEW JENNINGS CONSOLES
 LIBERTY BELL — DERBY DAY
 Proven Producers.

\$159.50 — f. o. b. Chicago

REBUILT SPECIALS

- HI-DE-HO \$37.50
- ROYAL RACES \$47.50
- HEAVY WEIGHT \$47.50
- MAZUMA \$57.50
- SPORTSMAN DE LUXE \$9.50
- USED SLOTS, \$15.00 and Up.

La Beau Novelty Sales Co

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

Old Shell Game Op Praises Reel Spot

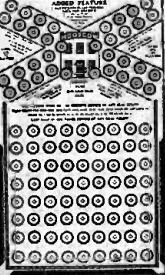
CHICAGO, Aug. 28.—An interesting experience enjoyed by A. S. Douglas, president of Daval Manufacturing Company, during the past week was to entertain an old-time carnival shell game operator who came into the factory to see Reel Spot after seeing the advertisements in *The Billboard*.

After examining the machine and playing it for some time the oldtimer asked Douglas to arrange to send him a battery of the machines. The carnival operator was loud in his praise of the game and stated: "This is the first coin-operated machine that I have seen which actually plays the shell game as the public understands it. Since the game gives much better odds than any shell man can afford to give, it appears to me that it is certain to enjoy a big play."

"I intend," he went on, "to operate a battery of Reel Spots on the carnival with which I am traveling south this winter and I have a hunch that it will be the most profitable concession on the lot. The game has everything which any shell game operator would want. In fact, it gives the player a greater thrill because he sees the odds posted even before he tries to uncover the spot."

"CHAIN GANG"

THE MASTER JAR DEAL OF THEM ALL! Designed for Operators to Keep Locations in High Gear! This is the New Deal you have been waiting for! Extra added "Jack Pot" feature paying from 50c to \$5.00 in every jar. Seal Prizes pay from \$1 to \$25.



Takes In 2520 Tickets @ 5c... \$126.00
 Average Pay-out 75.55

AVERAGE PROFIT... \$ 50.45

Territories Open! Write Now!

SAMPLE DEAL

\$6.95

25% Deposit With Order.

Write For Quantity Price.

NATIONAL PRODUCTS COMPANY

2460 GRAND AVE., KANSAS CITY, MO.

BARGAIN SPOT
PREAKNESS
\$67.50

BARGAINS IN RECONDITIONED MACHINES

PAYOUTS	
Golden Wheel.....	\$95.00
Rotary Merchantiser	85.00
Rover	87.50
Carom	65.00
Derby Day with clock	62.50
Post Time (floor samp)	62.50
Winner (tick)	62.00
Pro Vite	59.00
Winner	59.00
Turf Champs (tick)	49.80
Heavyweight	49.00
Ring Time	49.00
Magic Lamp (floor samp)	39.00
Derby Day (no clock)	45.00
Ten Strike (tick)	39.00
Book 'Em (tick)	39.00
Hi De Ho	29.00
Skipper	\$29.00
Daily Races (mystery)	28.00
Belmont	27.00
Broadway Angel (tick)	25.00
Queen Mary (multiple)	24.00
Bally Multiple	24.00
Ten Grand	23.00
McGoy	23.00
Flicker	22.00
Bluebird	22.00
Challenger	21.50
Fence Buster (multiple)	20.00
Daily Races	20.00
Brokers Tip (multiple)	18.00
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Pamco Ballot	18.00
Round Up	18.00
Stop and Go	\$18.00
Galloping Plugs	18.50
Pamco Parlay	15.00
Gr	15.00
Pearless	15.00
Pamco Balls	14.50
Multi-Play	14.00
Bonus	14.00
Sunshine Base	14.00
McCoy ball	14.00
Grand Slam	14.00
All Stars	14.00
Jumbo	13.00
Credit	12.00
Prospector	11.00
Baffle-Ball	7.00
Big Five Br.	7.00
Big Five Jr.	5.00
PIN GAMES	
Cross Line	\$29.50
Ricochet	27.00
Bally Bumper	23.00
Booster	22.50
Happy Days	10.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. Chicago, Ill.
 First With the Latest New Games—Get Your Name on Our Mailing List.

PIC Markets New Electric Counter

CHICAGO, Aug. 28.—Production Instrument Company announces a new line of electrically operated counters which, it is claimed, can be economically adapted to a wide range of coin-operated machines, production machinery and similar equipment.

"The new electric counter is unusually compact," PIC officials state. "It is equipped with large, legible number wheels which have black figures on a white background. The lightweight wheels require a minimum of driving effort, thus resulting in long-lived dependable recording. As there are no

spaces between number wheels, legibility is greatly increased. Five number wheels give a capacity of 99,999, which is ample for all requirements in small counters. The operating relay actuates the lever arm of the counter which has a throw of only one half inch. Positive and dependable action prevents skips or over-throw of the number wheels.
 "The case inclosing the counter mechanism is of steel," the officials concluded, "and we have designed it to afford full protection to the working parts. Since the case cover is fastened at the bottom and type SEC electric counter is a non-reset instrument, simple, tamper-proof installation can easily be made."

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Evans' DE-LUXE PAYOUTS
Unequaled
FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of **PERFECT PERFORMANCE**. Brand new, original, not copied or changed over from older models. Every machine is built **RIGHT**. Evans games are absolutely free from "bugs."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.

**A DOZEN
IMITATORS**

**BUT NOT ONE
COMPETITOR!**

SO GOOD- THEY'RE SOLD ON A
**MONEY-BACK
GUARANTEE**

Every EVANS Game is sold on a 10-Day Money-Back Guarantee. This Guarantee is backed by EVANS' 45 years of Reliability and high Financial Standing.

GALLOPING DOMINOS is still the King of all Console Games! Copied by a dozen others—but they **COULDN'T** copy its precision mechanism, perfect performance, or top earning record!

Why pay your money for games that are still experiments? Get genuine **EVANS' Tried and Proven Games** — acknowledged by operators everywhere as supreme!

EVANS' "Same-Day Service" on Machines or Parts is your guarantee of uninterrupted performance under all conditions!



GALLOPING DOMINOS

Fascinating Dice Payout

5c or
25c
Play

All Models

BANGTAILS

Superb Horse Race Payout

ROLLETTO JR.

Automatic Roulette Payout

**PLAYING FIELDS
INTERCHANGEABLE
AT NOMINAL CHARGE**

Ticket Payout Models
Check Payout Models
**CONCEALED PAYOUT
DRAWER or OPEN CUP**
Optional

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

OUT SOON!
BONUS
★ ★ ★ ★
**WONDER GAMES
of the INDUSTRY**
★ ★ ★ ★
KEENO

Scooping everything! As far ahead of present games as was **GALLOPING DOMINOS** when first introduced:

JOBBERS: Rush Your Orders for Sample Machines!

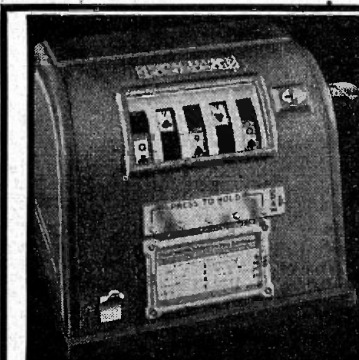
H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

**New Daval Game
Mystifies Ops**

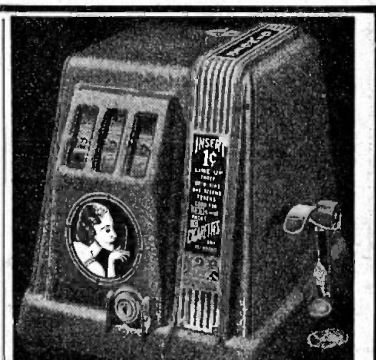
CHICAGO, Aug. 28.—Officials of the Daval Manufacturing Company report that every time a visitor drops in to see their new counter game, Reel Spot, all the members of the firm who happen to be in the showroom at the time simply relax and wait for the fun to begin. According to one of the officials, the usual routine is like this: "An operator, jobber or distributor comes in and asks to see Reel Spot. We naturally take him right to the game and give him a handful of coins so that he can go to work. We don't try to sell him the machine, for we know that after he starts playing the game he will sell himself.

"Usually we leave him alone for a while," continued the official, "and within a half hour or so he'll come back into the office and place his order. On the whole, these initial sample orders are larger than usual first-time orders. After the visitor's order has been taken care of and shipping arrangements completed he usually looks at us with a puzzled expression and asks: "How the h--- do you get a spot into every game?"

"Time after time the question comes up," declared A. S. Douglas, president of the firm, for as yet no one has been able to figure out just how a spot comes up on one of the three reels every time they spin. After the player pokes open one reel and does not find a spot, he invariably pokes the other two so that he's sure one came up on one of the other two reels. I would like to disclose how this is done, but we spent a year to develop this feature and it would be rather foolish for me to do so. As long as that spot comes up every time the reels turn, we feel that both the players and the operators will be satisfied, for certainly the game is the real McCoy as far as the shell game goes."



ROYAL FLUSH
Selective Draw Poker Machine
With Plenty of Suspense and
Surprise.
32⁵⁰
BALL GUM 150 a Box
(100 Pieces)
Case Lots (100 Boxes), \$12.00.
1/3 DEPOSIT, BALANCE O. O. D.



GINGER **36⁵⁰**
Master Built Automatic Cigarette
Token Payout Machine,
1c and 5c Play.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

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Groetchen Mfg. Co. Exhibit Supply Co.
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BOWLING GAMES
WHAT HAVE YOU TO OFFER ?
We will Trade or Buy for Cash 9 or 14 Ft. Bowling Games for other Equipment.
Are You on Our Mailing List? Write for Latest Price List.
MONARCH COIN MACHINE CO.
1731 Belmont Avenue, Chicago.

Remember this day!

JJ
AND
NOVELTY COMPANY
4800 W. ELLIOTT AVE., DEPOUIT, MISSOURI

18

SEPTEMBER
MON TUE WED THU FRI SAT SUN
1 2 3 4
5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24 25

DETAILS LATER WATCH

COAST-TO-COAST SENSATION!



Bally's 1937 AIRWAY



5-BALL
Novelty Play

BUMPERS THAT LIGHT UP!
ROTATION LINE-UP SKILL APPEAL!
HIGH SCORE APPEAL! LAST BALL SUSPENSE!

Bally's 1937 AIRWAY has everything! All the PROGRESSIVE SCORE SUSPENSE and ROTATION LINE-UP SKILL APPEAL that kept the original AIRWAY on location a solid year in 1933! Plus the THRILLS and FAST ACTION of BUMPER! Plenty of SKILL APPEAL! HIGH-SCORE APPEAL! LAST-BALL SUSPENSE! A fascinating AMUSEMENT game . . . a perfect SKILL-AWARD machine . . . and at the same time ideal for COMPETITIVE PLAY! ODDS CHANGE by skill . . . and the new SCORE-BOOSTER feature has all the thrills of the WIN-PLACE-SHOW idea so popular in payout games!

GIANT BUMPERS! DOUBLE-ACTION BUMPERS . . . registering on two separate totalizers. ILLUMINATED BUMPERS that LIGHT UP when hit! And, above all, the most magnetic REPEAT PLAY "COME-ON" ever created . . . the "JUST-BARELY-MISSED-DO-IT-SURE-NEXT-TIME" appeal that results in a continuous flow of nickels!

HURRY! FACTORY SWAMPED WITH ORDERS!
SEE YOUR FAVORITE JOBBER TODAY

\$74⁵⁰

F. O. B. CHICAGO

44 IN. BY 22 IN.

CLASSIC



Sensational Rubber-Bumper One-Shot Odds-Changing Payout game with amazing WHIRLING BUMPER action feature on gleaming Chrome-Steel Play-field! Tantalizing "ODD-OR-EVEN" payout system with \$2.00 top insuring constant repeat play!

\$169⁵⁰

Ticket Model \$179.50
F.O.B. Chicago

FAIRGROUNDS

Takes in 4 nickels per game. Multiplies payout by number of coins played. Fast one-shot play with Odds Changing and 1 to 7 selections for each coin played. Pays on Win, Place, Show and Purse, \$8.00 Top. Now 8 months on location, still going strong!

\$194⁵⁰

F. O. B. CHICAGO



ARLINGTON

Pays on Win, Place, Show and Purse. 28 Winning HOLES, One-Shot Play. 1 to 7 selections each game. Changing Odds. 40-TO-1 top. Can be operated with or without THIRD DIMENSIONAL EFFECT on Backboard. A money-maker on any location. Try a sample now!



\$162⁵⁰

Ticket Model \$172.50
F. O. B. CHICAGO

Bally

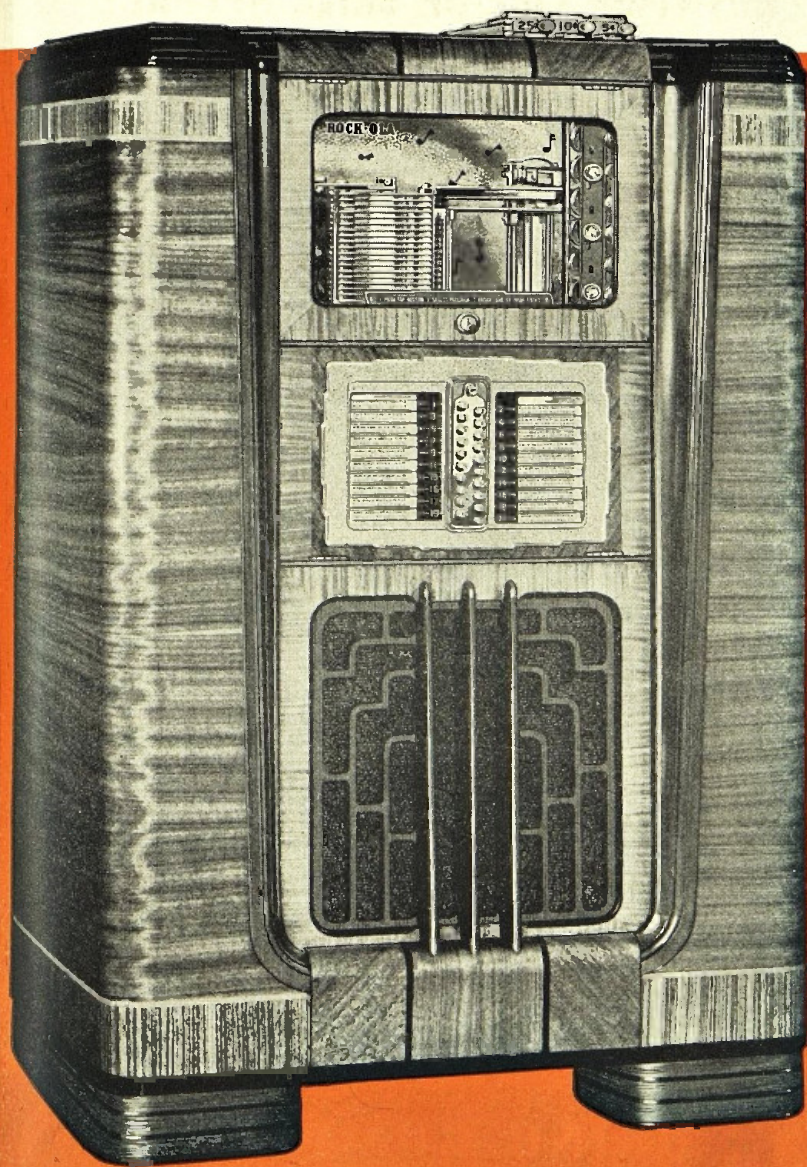
MANUFACTURING COMPANY

2640 BELMONT AVENUE • CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



TWENTY *Rock-Ola's* RECORDS



IMPERIAL 20

PHONOGRAPH

Locations are showing a definite preference for the "Imperial 20." Its broader selection of choice music is a feature that assures greater play from their patrons—it encourages dropping in a quarter rather than a dime or nickel. Add to this appeal, its beauty—tone fidelity, and unfaltering mechanical perfection, and you have an immediate appreciation of the public's preference for the ROCK-OLA "Imperial 20." With this assured preference and the bigger play it carries with it, the "Imperial 20" will show you the way to increased earnings—as it has for thousands of operators.

The **BEST** there is in music!

ROCK-OLA MFG. CORPORATION • 800 N. KEOZIE AVENUE



CHICAGO, ILL.

THE organization behind a product is just as important as the product itself ... our product must do everything we claim for it—or we will make it right. No operator ever lost a cent because we failed to see that Wurlitzer Automatic Phonographs gave him complete satisfaction... This, and our pledge to sell only to coin machine operators are the policies that have made the Rudolph Wurlitzer Company the largest manufacturers of Automatic Phonographs in the world.

H. J. Capehart

Vice-President
The Rudolph Wurlitzer Co.

THE RUDOLPH WURLITZER COMPANY, Dept. F-91
North Tonawanda, New York

Please let me know if there is room for another Wurlitzer Phonograph Operator in my locality.

Name _____

Street _____

City _____ State _____

