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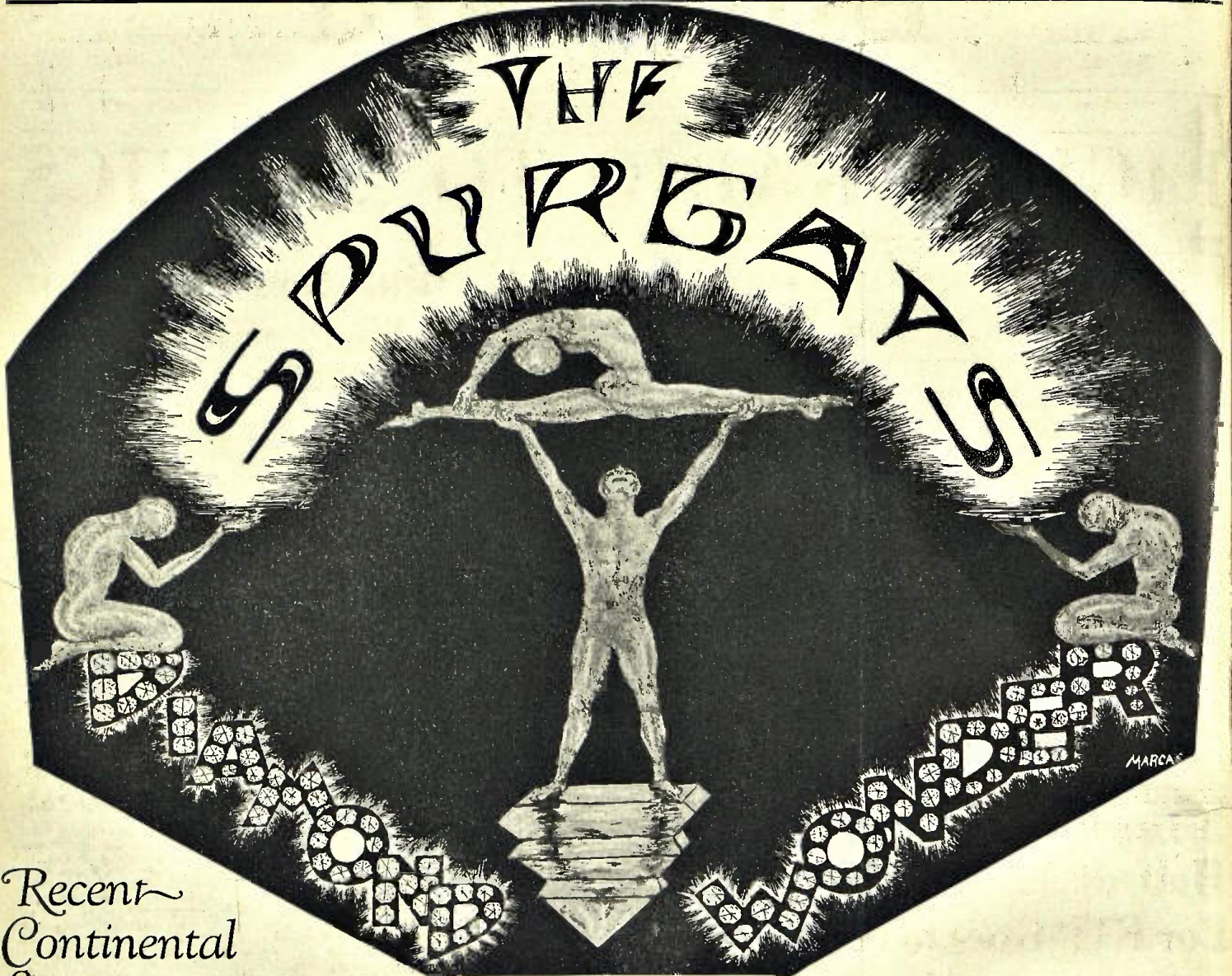
The World's Foremost Amusement Weekly



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LEDDY AND SMITH

New York City

The Billboard

Vol. XLIX
No. 41

The World's Foremost Amusement Weekly

October 9,
1937

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FIGURE RADIO TO AID PICS

"Police Gazette" Goes Holy; Claims Libel in Mae West Pic

NEW YORK, Oct. 2.—Oldtimers who sulk as they impatiently await their "next" in a barber shop, because *The Police Gazette*, famous tabloid of the mauve decade, no longer graces the stools, will now feel gloomier than ever. The *Gazette* is "goin' respectable."

In fact its owners feel it is so respectable that they have filed a \$50,000 libel suit against Paramount Pictures Corporation and its subsidiaries for "injury to its good standing and reputation."

The National Police Gazette, as they prefer to call it, in an amended bill of complaint filed in United States District Court this week, alleges that its reputation has been injured no end and that its circulation has been declining rapidly because Mae West was pictured, in a scene in *Klondike Annie*, reading a copy of the *Gazette*. In the first complaint, filed several months ago, they merely charged infringement of copyright over the use of the name. The tone of the second, however, in much stronger language, charges Paramount with out-and-out libel.

"The role played by Mae West in *Klondike Annie*, the complaint charges, "was that of a lewd, immoral, lascivious and indecent woman of low character and an inmate of a resort for dissolute persons."

Using this argument attorneys for the *Gazette* contend that Paramount meant

to convey the general impression to audiences viewing the film that *The National Police Gazette* is "commonly read by persons of low, vulgar, obscene and indecent tastes" and that Paramount further intended to give the impression that *The Police Gazette* "was generally to be found in resorts for dissolute and unchaste persons."

They conclude in their complaint that reproduction of their paper in the Mae West picture is calculated to hold them (See "POLICE GAZETTE" on page 17)

Trenton Fair Under Hamid Scores About 35 Per Cent Gain Over '36

TRENTON, N. J., Oct. 4.—Thanks to fair weather, clever management and a splendid promotion and advertising campaign, New Jersey State Fair closed here on Saturday after one of the most successful runs in its 50 years of operation. Accounting system employed did not permit actual attendance figures to be compiled by today, but General Manager George A. Hamid and Resident Manager Harry E. LaBrique are confident that gate receipts and paid attendance overshadowed 1936 by at least 35 per cent.

Half of 12 Million Set Aside For FTP Goes to N. Y. Project

FTP assured of operation to June 30, but looks for tight squeeze—8 per cent for other than labor—salaries dominant factor—N. Y. season schedule

NEW YORK, Oct. 2.—Congressional appropriations set aside for the entire WPA Federal Theater Project for the fiscal year ending June 30, 1938, is approximately \$12,000,000. Of the \$1,000,000 per month to be expended nationally, the New York FTP will have about \$500,000 per month to play around with, or one-half the grand total when computed on the basis of the complete appropriation. Stipulation in the appropriation provides that no more than 8 per cent of the money be spent for other than labor costs; that is, rentals, phone service, etc. FTP is therefore assured of nine months' operation if successful in keeping within the sharply defined allowance. Indications are that it will be hard sledding to continue to present such lavish productions as the FTP fall season opener, *A Hero Is Born*. Just what effect the increased top admittance fee of \$1.10 will have on the box office cannot be determined yet.

Definite appropriation for the fiscal (See HALF OF 12 on page 17)

Film B. O. Down, But Prices Go Up

HOLLYWOOD, Calif., Oct. 2.—Two important developments of the week in Hollywood film circles were a general dropping off of box-office income throughout America and a simultaneous general raise in prices to meet the increased cost of rentals, result of million-dollar productions emanating from the film colony.

Threat of impending wars, sharp (See FILM B. O. on page 17)

M-G-M Minimizes Exhibitor Squawks Against Air Shows

Sees radio stanzas as a "boost for film" — not after dough on deal—survey revealed few complaints—sponsor name talent headache just beginning

NEW YORK, Oct. 2.—MGM sees no serious squawks coming from exhibitors because of its impending radio production. There is expected to be an actual publicity boost, instead, according to firm execs, and there is a possibility of the radio broadcasts and title forming the basis of a forthcoming production. While MGM refused to divulge if there were any special cancellation clauses in its contract with General Foods, sponsor, it claimed that this secrecy is necessary to protect its interests and that both parties had agreed that this phase of the contract should be kept confidential.

Several "checks" were made in various parts of the country in an attempt to determine the seriousness of complaints from film theater owners who might object to flicker names appearing on the air. These studies, it is understood, convinced MGM officials that it was safe to decline in the market, general unrest and uncertainty of the future are blamed for the 15 per cent drop in box-office intake (See FIGURE RADIO on page 17)

CSSCA To Conduct Campaign; R. L. Arnold Is New President

RICHMOND, Va., Oct. 2.—After deciding to conduct a campaign to double its membership within the next year and make it include tents all over the country, the National Circus Saints and Sinners Club of America at its ninth annual convention held in the John Marshall Hotel here September 30-October 1 elected Rennie L. Arnold, of Petersburg, Va., president, to succeed John C. Goode, of Richmond, Va. Other officers elected were Fritz Sitterding, vice-president; C. S. Goldston, secretary; Joe Kass, treasurer; C. T. Riddick, librarian; Leith Bremmer, counsel, and John C. Goode, retiring president, a member of the board. All are from Richmond.

Meeting place for the next convention was not decided, the choice having been left to a committee on time and place not yet named.

A dinner-dance and floor show in the Hotel John Marshall roof garden featured the closing night of the conven-

tion. Performers at the floor show were all entertainers at the Virginia State Fair and were under the direction of Charles A. Somma, general manager of the fair. A. D. (Ham) Watson was emcee.

Nearly 300 persons attended the banquet. The following committees were in charge: Hotel and banquet—Clarence T. Riddick, Fred J. Haffing, L. H. Maudin Jr. Registration—Ben Pillow, Frank L. Bland, Jeff Morrisette, C. A. Sherry, James E. Mann, Hilton L. Cummings. Publicity—Thomas A. Scott, Leith S. Bremmer, W. H. Adams, F. E. Rose, E. W. Lemay, Overton D. Dennis, C. S. Goldston, Dr. W. H. Parker. Program—T. Gray Haddon, Dave E. Satterfield, John C. Goode, W. Leigh Carneal, Judge E. C. Folkes, John F. O'Grady, J. J. Wicker Jr. (See CSSCA TO CONDUCT on page 85)

Another Film Strike Threat

Directors' and writers' guilds demand recognition —meeting held

HOLLYWOOD, Calif., Oct. 2.—Possible filing of a complaint with the National Labor Relations Board over refusal of producers to negotiate with the Screen Directors' Guild and the Screen Writers' (See ANOTHER FILM on page 17)

Free Gate for Dallas Expo

DALLAS, Oct. 4.—A free gate was ordered by directors of Pan-American Exposition here, and attendance yesterday, first day under the new policy, was 41,500. Attraction and concession operators had petitioned for removal of the 50-cent gate, threatening to close if the gate were not taken off for remainder of the expo.

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IA Move Still Deep Secret

No real action since Bioff statement—meanwhile, IA irked by Coast troubles

NEW YORK, Oct. 2. — Secrecy continues to cloak what seemed an impending battle between the International Alliance of Theatrical Stage Employees and the different Screen Guilds over plx jurisdictions. In the event negotiations are going on between the IA and Screen Actors' Guild they are strictly sub rosa, the SAG officials maintaining a firm "we mind our own business" attitude. Different opinions on the matter are that the IA threat thus far has been so much excess verbiage and will simmer down to nothing, that IA President George Browne is contemplating a bolt to the Committee for Industrial Organization in the event he does not reach an agreement extending the IA's jurisdictions and that the matter will come out in the wash as a result of the American Federation of Labor convention in Denver beginning October 4.

Statement from Washington that the CIO currently is keeping out of the AFL theatrical labor setup ties in with statement contained in a recent letter by CIO regional director Allan S. Haywood relative to the CIO not having definitely made up its mind as to a policy on theatrical labor. Such talk, tho, is regarded as rather pointless, nothing preventing the CIO from deciding at any time that the proper moment is at hand.

In Hollywood, meanwhile, the IA has been having internal trouble relative to administration policies.

HOLLYWOOD, Oct. 2. — Differences over administrative policies of the International Alliance of Theatrical Stage Employees today was marked by disclosure of a membership plebiscite and postponement for a week of an impending court battle.

Balloting among members of the four studio locals is on the question of whether to remain under the supervision of the international office or return to autonomous rule. At the same time James Shaw, secretary of the "37 White Rats," who brought the court action demanding autonomy, return of charters and other documents and an accounting of funds in behalf of Local 37, of studio technicians, charged secret balloting was not being conducted in the vote ordered by IA officers. "We have reports of members voting on the studio lots virtually in the presence of their bosses,"

(See IA MOVE STILL on page 9)

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Kern Picks Song Leader

NEW YORK, Oct. 4.—Roses in December, now topping the Songs With Most Radio Plugs listing published in *The Billboard* each issue, was pointed out as an up and coming song by Bruno M. Kern in his "Forecast" back in July. The song is from the Joe Penner film, *Life of the Party*, and was recommended by Kern in his weekly feature in *The Billboard* more than two months before it even began to climb among the leaders.

American Musical Is Big Flop in London

LONDON, Sept. 24.—Opening last night at the Palace Theater, traditional London home of musical comedy and revue, *Take It Easy*, a musical comedy devised, arranged and produced by 24-year-old American actress, Barbara Blair, who also played the leading part, turned out to be London's biggest flop in years. So much so that the show ended on a salvo of hisses and razzes from an audience that stood for plenty.

Show seemed under rehearsed and Miss Blair had obviously taken too much upon herself. Altho naive and winsome in spots, it was too much Blair, and the girl lost all possibly favor quite early in the evening by being almost inaudible from further back than the first six rows of the stalls. Her Snooney character might have been okeh for a vaude playlet, but drawn out to a full evening's show it became terribly boring.

Herman Timberg was a fine comedian when seen in a Palladium, London, Crazy Show two years ago, but in this vehicle he seemed ill at ease. Russ Brown, the third American principal, fared well as juvenile lead. Best two players in the show were Mary Cole, a smart and pretty dancer, and red-headed Judy Kelly, who hails from Australia and who was easily the most audible of the femmes.

The entire press was unanimous in panning the show to a degree usually foreign to English dramatic critics; in reviewing *Take It Easy* they were fully justified. It is doubtful whether the piece will last long, altho Miss Blair, who is running the show with the backing of her fiance, a London stockbroker, asserts that she is going to carry on and make it a hit. Opening was postponed for two nights owing to the London County Council insisting upon various interior alterations in the theater. If *Take It Easy* is still running when this report appears in print, this reviewer will be the most surprised man in show business.

Bert Ross.

Canadian Songwriter Program Set for 39-Station Network

NEW YORK, Oct. 2.—Harold Moon, Hamilton Kennedy and Matt Heft have been signed up by the Canadian Broadcasting Commission for the *Songwriters on Parade* program, to go on 39 stations of the network, starting this month.

Kennedy, a recent English arrival, has been collaborating with Moon on numbers which will be released simultaneously with the radio series.

FTP's "Hero Is Born" a Swell Eyeful; Nimble Musical Score

NEW YORK, Oct. 2.—Federal Theater's *A Hero Is Born*, presented at the Adelphi last night, offers a rather entertaining version of Andrew Lang's fairy story of the prince who was too clever to believe in spirits. Theresa Helburn, of the Theater Guild, revamped the Lang business for the stage.

Piece is handsomely mounted, and while the humor and lightness of the original sometimes fail to register over the footlights, the show is more good than indifferent. It is certainly "eye-filling,

FTP College Tours Mulled

Questionnaire prepared for schools—co-operative basis planned—\$1.10 top

NEW YORK, Oct. 2.—National Collegiate Advisory Committee of the WPA Federal Theater recommends that the FTP arrange a series of university tours making its resources available thruout the country. Reason lies in the fact that more than 40 per cent of the FTP audience in New York City is made up of students.

Details call for the first tour to begin January 17, with another starting out eight weeks later. Each college between January 17 and May 20 will under the plan see two productions. If successful the committee hopes to raise this to four productions. FTP would provide entire production, including stagehands, authors' fees and printed advertising material, and will share in the cost of newspaper advertising. University would have to furnish auditorium or theater, light, heat, tickets and other incidentals and share in newspaper advertising.

University furthermore would have to guarantee other than labor costs, estimated at between \$200 to \$300 a performance, because touring company expenses from the Congressional appropriation are so restricted. Admissions not to exceed a \$1.10 top and receipts over the guarantee will be divided, 75 per cent to the college and 24 per cent to the FTP.

FTP is sounding out the universities with a questionnaire on plays wanted, booking dates, theater facilities, etc.

Chi Film Exchange Averts Wage Strike

CHICAGO, Oct. 2.—A strike slated for Sunday at Republic Pictures Corporation with the Film Exchange Employees' Union was averted today when Irving Mandel, local head, agreed under protest to meet the demands of Peter Shayne, local MPMO head, and Neal Bishop, secretary.

The eight major film exchanges have already signed the new wage tilt, which went into effect last week for all shipping clerks, inspectors and poster clerks, and Shayne and Bishop are now busy trying to get the independents into line.

Republic employs seven men for whom an added salary expenditure of \$37 per week was required by the union to be distributed among them. Mandel had refused earlier in the week to meet this demand, but after seeing the strike was imminent changed his mind.

Clara Gasner Joins Winston

NEW YORK, Oct. 2.—Clara G. Gasner has been added to the staff of Leonard F. Winston as booker for clubs and hotels.

Mickey Mouse a Boy Scout

HOLLYWOOD, Calif., Oct. 2.—For unique services Mickey Mouse was inducted into a Cub Pack, junior organization of the Boy Scouts of America, on the occasion of his ninth birthday this week. The national scout organization, which officially welcomed the film star, stated he would have the distinction of being the 100,000th cub in the United States.

A 9-year-old cub is called a "wolf"; at 10 he becomes a bear, and at 11 a lion. At 12 he becomes a scout. Mickey will be the first mouse to become a lion. Thus far Donald Duck, his sidekick, has not been invited to join the scout organization.

Wichita Books Heavy Season

WICHITA, Kan., Oct. 2.—Wichita's 1937-'38 theatrical season will be ushered in on October 21 with *Tovarich* occupying the boards in the Arcadia Theater under the direction of William F. Floto, local impresario.

Floto's season will extend to April 29, when Nelson Eddy will occupy the board in the Forum, and even at this advance date it looks like a complete sellout. There are 4,000 seats in the Forum and almost 1,500 of them have been sold now, eight months before the concert. Indications are that Eddy will establish a new house record for a single performer, the former mark having been set by Paderewski in March, 1932, when he drew \$7,000 for one performance.

The list of attractions now under contract includes *Tovarich*, October 21; *Tobacco Road*, November 2; *Fritz Kreisler*, November 12; *Tallulah Bankhead*, in *Antony and Cleopatra*, November 25; *Ziegfeld Follies*, December 9; *Room Service*, December 14; *Billy Rose's Show of Shows*, January 1; *Jooss Ballet*, January 21; *Frederika*, January 24; *Maurice Evans*, in *King Richard II*, February 5; *The Women*, March 7; *Helen Hayes*, in *Victoria Regina*, April 23, and *Nelson Eddy*, April 29. This list is not complete, as other shows will be booked later, including *You Can't Take It With You*, *Brother Rat* and possibly *Tonight at 8:30* and *The Show Is On*.

Chi Operators To Get 5% Wage Tilt

CHICAGO, Oct. 2.—A 5 per cent increase for all operators in the local motion picture operators' union was agreed upon last week in a meeting between Union Officials Pete Shayne, Neal Bishop and John Smith and Aaron Saperstein, head of Allied Theaters' Association.

Agreement will not be final, however, until a vote is taken at a general meeting of the operators next Thursday. MPMO had insisted on a 20 per cent increase for the coming year, but exhibitors flatly refused to consider that large a tilt. If the operators agree to the 5 per cent, it will go into effect immediately.

THE BONNERS (This Week's Cover Subjects)

CARL AND LEONE BONNER, an unusual singing couple whose repertoire of songs ranges from swing to grand opera, went to the same high school in their home town of St. Paul but never knew each other until years later when a chance encounter brought them together in a New York booking office. After a summer together in a musical stock company it seemed natural not only to team their vocal talents but their lives, and they were married in the fall of 1934. Almost simultaneously they got a Broadway engagement in Billy Rose's *Music Hall*.

Both Bonners boast a solid musical background in theory, harmony and classical music. Leone is a soprano and Carl is a baritone-tenor. They sing solos and duets, demonstrating their versatility in an aria from "La Boheme" as well as in a current rhythmic tune.

Following extended vaudeville tours they were hooked into the Radio City Rainbow Grill in New York and after eight weeks were graduated into the Rainbow Room, where they have already sung for seven months.

They open an extended engagement at the Book-Cadillac Hotel, Detroit, October 6.

Cafe Debuts Winding Up

Hollywood last big N. Y. premiere — out-of-town openings continue

NEW YORK, Oct. 2.—Of the major local night clubs going in for extravagance, the Hollywood Restaurant is the last to get started for the winter season. The Paradise had its blowout Tuesday. October 4 has been set aside for the Hollywood's splash, *Hilarities of 1938*, with Mells, Kirk and Howard leading.

Thereafter, openings among the lesser houses will be just so many pop-shots. Listed among them are the Yacht Club opening, October 5, and a resumption of show activity at the La Rue Restaurant. Ben Marden's Riviera, which had been considered a summer show place only, returns with the promise of opening a Winter Room on October 19.

On the site of the old Mayfair Club will now be Chinatown of Broadway, a dine and dance with Oriental atmosphere. In similar vein, The House of Fu Manchou adds its name among the new supper clubs.

DETROIT, Oct. 2.—Local downtown theater debuts shortly as a swanky night spot, the French Casino, managed by Jim Bennett. Renovation will start next week. Opening will be about November 1.

TOMAHAWK, Wis., Oct. 2.—Road Lake night club, three miles south of here, has been taken over by Harry Yaegy. Grand opening was held September 29, with Ano's Top Hatters furnishing the music.

MADISON, Wis., Oct. 2.—Club Penguin has been opened here under management of Bob Koopman. Music by Sam Chesley and orchestra.

AKRON, O., Oct. 2.—Rainbow Room at Samler Tavern here launched its fall and (See CAFE DEBUTS on page 17)

Chi TMA Local Plans Ball

CHICAGO, Oct. 2.—Chicago Lodge No. 4, Theatrical Mutual Association, is planning its 53d annual benefit ball and Halloween festival to be given at the Medinah Club here October 30. George Postel, grand president, of Cincinnati, will attend. Proceeds from the affair will go to the TMA's sick benefit fund. Lodge will give a memorial dinner at its next meeting, October 27, in memory of the late Frank Clifford, business manager of Local 110, Motion Picture Machine Operators' Union.

War Costs Films \$1,000,000

HOLLYWOOD, Calif., Oct. 2.—Film moguls here estimate undeclared war between China and Japan will cost them approximately \$1,000,000 in lost revenue. As an emergency measure the Japanese Government has suspended the importation of all foreign motion pictures until January 1, 1938.

Mutual Broadcasting System To Sell Stock to Affiliates

NEW YORK, Oct. 4.—Mutual Broadcasting System will, according to authoritative inside reports, offer affiliated member stations the chance to buy stock in MBS within the immediate future. Report is that Fred Weber, Mutual's general manager, will shortly start contacting the various stations on the chain for this purpose.

Three principal stockholders now in the web are WOR, Newark; WGN, Chicago, and CKLW, Windsor-Detroit. WLW, Cincinnati, one of the original four basic stations in Mutual, recently gave up its stock, remaining in the setup as an affiliate.

Interpretations made of the reported Mutual step are several. Firstly, it gives Mutual a chance to strengthen itself all around and make its method of operation much more secure. It will also be an answer to any inroads the WLW Line, network established by that station and

Play Fast Romance

CHICAGO, Oct. 2.—Walter Slezak, Viennese actor who played one of the leading roles in Jed Harris' production of *The Doll House* at the Central City (Colo.) play festival this summer, found romance in the Western ghost town. It will culminate, along about the holidays, in his marriage to the daughter of the innkeeper at Central City, whom he met during his stay at the inn—the old Teller House.

Jubilesta Start of New Era, Stein Says

NEW YORK, Oct. 4.—Success of the Kansas City Jubilesta has enthused the Music Corporation of America, which conceived and booked the show. Jubilesta, with an all-star lineup, ran for seven capacity nights and drew unanimous raves from the local citizenry, including an editorial in the nationally known *Kansas City Star*. Wrote *The Star*: "The festival spirit again has come to the Municipal Auditorium. It is harvest time and this year the harvest means something."

MCA Vice-President W. H. Stein believes the Kansas City extravaganza "is the beginning of a new era in show business." MCA has already received inquiries from five other Midwest cities for details on a similar show. Every act

TA Puts Celeb Nights on Spot; Unions May Aid; Sucker Angle

NEW YORK, Oct. 2.—Theater Authority moguls meet Thursday to consider ways and means of putting a damper on "celebrity nights," night club gimmick whereby the managers get a lot of fancy talent cuffs and while said talent takes a good step in the direction of cooking its own goose. Even song pluggers are inveigling what TA calls the "suckers" into appearing at spots for the purpose of yodeling tunes. According to Alar Corelli, TA executive secretary, bookers are having no end of difficulty in placing entertainers in regular engagements owing to the ease with which the managers work the celebrity dodge on the publicity-mad performers.

Latter, when making their gratuitous appearances, get little more than coffee and cakes, but are soothed by having their phizzes appear in blown-up lobby displays with such intellectual captions as "So and so having a good time at . . . night club." When the cuffs performers need some real cabbage they find it hard to fight down the fact that they've appeared here and there sans dough.

Phony lobby displays, with the celebs getting more of a splash than the bona fide performers at the club, also have the effect of gypping suburban trade into the belief that the celebs are on the bill. Same tactics are noticeable in newspaper advertising, the celebs getting more of a play than the regular bill.

Corelli last year received plenty of propositions from club press agents who offered 20 per cent on condition that TA

give them a clearance for getting celebs. Angle is they wanted to call the affairs "charity nights," as this permits granting of an all-night license.

TA has had preliminary negotiations with different units of the Associated Actors and Artists of America with a view to obtaining co-operation in clearing up the abuse. Latest to show interest in the matter is American Guild of Musical Artists, group newly admitted to the Four A's.

Idea of Corelli is to appoint Four A's officials to cover different territories, such as a Screen Actors' Guild man on the Coast and American Federation of Actors' representative in Boston, etc. Feels the policing would considerably reduce the evil.

Cincy AFRA Group In First Meeting

CINCINNATI, Oct. 4.—Local body of the American Federation of Radio Artists, formed here last week, held its first regular open meeting at the Hotel Alms last night. Lou Levy was elected president; Jack Zoller, secretary, and Bill Seymour, treasurer. Emily Howell, of New York, was guest speaker.

Congratulatory wires were received from Eddie Cantor, national president; Lawrence Tibbets, Gladys Swarthout, Grace Moore, Doris Korloss and Dick Powell.

Ryckell Kent, WLW casting director, representing the Crosley interests, in a brief talk voiced the opinion that the time was not ripe for such an organization. He was seconded by Harry Cansdale and Duane Snodgrass.

Larry L. Menken, WLW writer, "went to bat" for the organization and was seconded by Jimmy Maxwell, of WKRC.

Orodenker Joins Staff

NEW YORK, Oct. 4.—Morris H. Orodenker, *The Billboard's* Philadelphia correspondent for the last several years, is joining *The Billboard's* editorial staff here today. He will specialize in music.

In the Jubilesta was a name, with such highlights as Benny Goodman, Edgar Bergen, Wayne King, Rubinfno, Georges and Jalna, Rufe Davis and Gertrude Niesen.

NYU's Film Course

NEW YORK, Oct. 2.—Films have now reached the stage where there's a "History and Appreciation of the Cinema" course at New York University. Opened September 27 and continues thru for 15 weeks. Revivals and lectures tracing film development are included in the course. Old-time flickers to be shown include: *Four Horsemen of the Apocalypse*, *Cabinet of Dr. Caligari*, *Last Laugh*, *Potemkin*, *Greedy*, *Last Command*, *Jazz Singer* and other relics.

Columbia University to follow suit. Films come from the Museum of Modern Art's files.

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General Motors Inaugurates Stock Co. Guest-Star Policy

Innovation parallels in some ways General Foods-MGM deal—step in answer to problem of high cost and growing scarcity of available guest-star names

NEW YORK, Oct. 2.—Installation of a rotating guest-star policy, using a permanent list of stars on that rotating list, as General Motors is going to do on its Sunday evening symphony program on the NBC Blue, is considered a highly significant step. It is figured more than likely that adaptation of such a policy by many other large users of the guest thing may ensue. GM's action coincides with what amounts to the same idea, except on a larger and more expensive scale, by General Foods, in buying the Metro-Goldwyn-Mayer list of talent. Paramount, Warner Bros. (with American Tobacco Company), 20th Century-Fox and one other film company are studying the radio situation in order to work out deals either similar to the MGM contract or some other film-radio tangent.

Costs of guest stars are going up, coincidental with a narrowing list of available talent for the one-time dates. Practically all of the MGM performers have become unavailable for such bookings by virtue of the General Foods sale and any other similar picture-advertiser contract would shrink the list accordingly. In some cases this might mean that advertisers now using a more popular type of name act would have to revert to concert stars, as used by General Motors, or revise the entire program setup. It is figured also that General Mills gets its stars at lower costs than would obtain for single dates.

List of players signed by the auto firm includes Helen Jepson, Richard Tauber, Grace Moore, Donald Dickson, Lussie Bjorling, Erna Sack, Josef Schmidt and Maria Jeritza.

General Mills is also embarking on a large exploitation and advertising campaign to plug its symph program, with increased competition from the Chase & Sanborn program on the NBC Red at the same time (Bergen, McCarthy, Fields, Eddy, Ameche). Newspaper and magazine space budget has been about doubled to \$75,000, with dealer exploitation to be given considerable attention. A firm of the broadcasts is also to be made for exploitation and educational purposes. Campbell-Ewald agency handles the account.

Hopeful Hams May Hurt AFRA in Chi

CHICAGO, Oct. 2.—Organization of the local AFRA union, which has been under way here for the last few weeks, has met with no opposition from the agencies or stations. Fact is that many of the head radio men in the agencies either were not aware organization was in progress or, if they did know of it were not alarmed by the outcome. Previous rumors of some of the agencies forming their own stock companies have been found purely that, and nothing more.

AFRA's biggest trouble in forming a strong union around these parts will come not from outside opposition but from within its own ranks, it is advanced here. In the opinion of agency radio men hordes of youngsters and would-be actors who surge into the agencies every day offering everything but their lives for just an audition will be tough to organize when it is not a minimum wage they want, but just a chance at radio. One large agency here reports that on its talent list there are at least 50 applicants who would jump at the opportunity to work free in hopes of proving their wares.

Meantime some 200 radio actors in this sector are conducting meetings and laying the groundwork for what they hope to be an organization strong enough to bargain collectively with employers. Although no definite statement has been forthcoming from any of the officers, it is expected that one of the first demands will be for a minimum wage.

Why, Mr. Riemenschneider!

WASHINGTON, Oct. 2.—The National Association of Broadcasters has asked Roscoe Riemenschneider, Des Moines, Ia., to co-operate with NAB policy. According to the association, Riemenschneider attempted to interest stations in advertising cosmetics and perfumes on a percentage basis.

Calling All Broadcasters

WASHINGTON, Oct. 2.—The National Association of Broadcasters' special meeting opens at the Waldorf-Astoria, New York, October 12. Just in case you forgot.

NLRB Reinstates 10 Fired by Iraci

PHILADELPHIA, Oct. 2.—John Iraci, who took over control of the twin stations WPEN and WRAX last week, started off his regime with a bang. He served notice to 10 of the stations' veteran announcers that they were fired for incompetency. Splinters, however, went before the National Labor Relations Board, charging the real reason for their dismissal was affiliation with the American Guild of Radio Announcers and Producers. Iraci declared their contention had "absolutely no foundation."

Board called a conference on the matter last Wednesday and the men won reinstatement with union recognition. Plans for other demands to be made of Iraci are being formulated.

Announcers' strongest bargaining weapon is the large following they have built up among the listeners to the stations' foreign language programs.

Musicians, WCAU Finally at Peace

PHILADELPHIA, Oct. 2.—The peace pipe has been smoked and war clouds have disappeared now that the American Federation of Musicians' Local 77 and WCAU have expressed satisfaction with the results of a conference called by M. Herbert Syme, mediator. Conference was held in the New York offices of Sol A. Rosenblatt yesterday and all phases of the long dispute were threshed out.

Station was represented by Dr. Leon Levy and Isaac D. Levy, while Anthony Tomel, Rex Ricard and Joseph Levy spoke for the union. "All matters in the issue were finally adjusted to the satisfaction of all parties," Syme declared.

"Station WCAU is to employ an orchestra consisting of 18 men at \$45 a week pending the outcome of negotiations now going on between the broadcasters and the Federation," Syme said. "An arrangement was entered into with respect to sustaining and commercial programs. None but members of Local 77 are to be employed." Syme stressed that both parties "were perfectly fair in their approach to the entire problem." Union and local have been battling a long time.

Trendle Sets Web For Theater Plugs

DETROIT, Oct. 2.—A five-station hookup—all major stations in the city—became a regular policy for "previews" on heavily exploited films for George W. Trendle, head of United Detroit Theaters, this week, with presentation of a half-hour program on Sunday for Paramount's *Double or Nothing*, opening at the Michigan Theater. Thirty-piece orchestra, chorus of 16, soloists and dramatic cast of about 12 are on the program, which utilizes synopsis of plot and excerpts from music and dialog in the film.

Program originated in WXYZ, with WMBC, WJBK, WWJ, and WJR also broadcasting it locally. Up-State the Butterfield Theater Circuit sponsored the program over the eight stations of the Michigan network, with spot announcements tying in with the local theater release.

Program gets reciprocal plugs by trailers in all the theaters of the two circuits, totaling over 100, and local newspaper spots on the radio pages.

British Radio Union Planned

LONDON, Oct. 2.—Reported move to form British Union of Radio Artists here along the lines of the newly organized American Federation of Radio Artists. Aim to negotiate with the British Broadcasting Corporation regarding minimums and discouraging amateurs who cut in on professionals. Insofar as stations here are government owned and operated with no commercials on the air, negotiations would necessarily have to be carried on between the union and the government thru the BBC.

Advertisers Approve New WWJ Policy; Two-Thirds Time Now Sold

DETROIT, Oct. 2.—WWJ's new policy, effective tomorrow to play down advertising and build up listener interest with more entertainment time in programs, is meeting favorable reactions from agencies and sponsors, it was indicated this week. Most controversial part of the policy, cutting out all spot announcements and chain break announcements of commercial character for three hours daily, 12 to 3 p.m., looks like a winner. Sunday, with two hours of network time, is out, leaving only the three hours of station optional time on six days a week. Check with Harry Banister, station sales manager, disclosed this week that over two-thirds of the 18 hours per week has been signed by sponsors already.

This no-break policy cuts out all spots at a present increase of 25 per cent in rates. This cannot make up the difference in lost revenue. Reaction from sponsors shows them to be willing to pay a premium for this time and may justify a further rate hike later.

Another new policy, not noted, gathers the five-minute programs into two 15-minute periods, this time to be sold only within these limits hereafter. Four such programs are now on, with two spots vacant. Taking them all at one or two times prevents the interference with the schedule. Little kick from sponsors was reported on this rearrangement.

With the new policy, WWJ now has

the six best half hours of station optional time outside of Sundays as sustaining at the moment, 7:15 to 7:45 p.m. Five shows, *Causes of Crime*, Monday; *Souvenirs*, Tuesday; *Kottler Conducts*, Wednesday; *House Party*, Thursday, and *Radio Extra*, Friday, start this week, with Saturday's show not yet set. Each is planned as a balancing program to avoid surplus of similar entertainment the same evening. *Causes of Crime*, for instance, is the only drama program on the air Monday night, while Wednesday's usual popular programs are balanced by a semi-symphonic session.

Station approached leading advertising agencies in explaining its new deal and reaction has shown the ad men favoring the idea. One advantage is that advertisers can take the program with the special plugging and effort the station is giving it as a sustaining and not have to do their own buildups. Two auto manufacturers are considering two of the programs now. Station refuses to allow sale on these shows for several weeks, and then the sponsor must agree to take the program as produced by the station, including no time shift. Every show is an auditorium program, and audience reaction is being checked before the programs will be given final okeh as a series. Demand for tickets is being used as a principal indicator listener reaction. All one-minute recordings have been banned.

AFM-ChainPacts Near Settlement

Contract between AFM, CBS already set—NBC deal to be concluded this week

NEW YORK, Oct. 2.—The problem of the broadcasters and the American Federation of Musicians propounded when the union demanded a drastic increase in radio employment of its members near final settlement, with about 75 per cent of the negotiations already completed. The AFM has concluded its deal with the independent network affiliates and the Columbia Broadcasting System. AFM officials stated today that they felt negotiations with the National Broadcasting Company might be concluded Monday, October 4. This leaves the question of only the unaffiliated independents for solution.

Deal with AFM and CBS pertains to New York, Chicago and Los Angeles, with AFM withholding the terms of the deal until NBC signs for similar stations. The union reps stated that between the indie affiliates and the chain key originating stations the increase in musicians' wages would total about \$2,000,000. This means that the keys must account for a half million among them. This seems to be out of proportion unless the indies' expenditures exceed the given million and a half. Weber said he estimated that about 200 cities and towns would be affected by the network and affiliated contracts.

AGRAP Will Study Other Union Ties

NEW YORK, Oct. 2.—Still affirming its previous announcement to "co-operate with other bona fide labor unions," the independent American Guild of Radio Announcers and Producers held a midnight meeting Friday at the Hotel Taft. The session was attended by about 150 members, said to represent members in 22 network and indie stations.

A special committee of seven New York members is making a "study" of relationships with other unions and, according to current statements, there will be attempts made to support other unions. This conflicts with various reports that a jurisdictional dispute with CIO and AFL unions was in the offing. The AGRAP is organizing a membership drive and will probably concentrate on stations where it has a nucleus of members. This, according to official spokesmen, includes "literally dozens of stations." There will be no assessments levied on members; contributions will be voluntary.

Discussions included "stock taking," in which the history of the six-month-old organization was described. Future plans, including the forthcoming drive, were also discussed.

Contracts with five stations have been signed by AGRAP and negotiations are being carried on with seven other outlets.

NEW YORK, Oct. 2.—Two new agreements were signed this week by the American Communications Commission, with New York and Philadelphia stations. A 40-hour five-day week, salary hikes and time and one-half for overtime were included in the agreements signed by the CIO union and WEN, New York, and KYW, Philadelphia.

In addition to these gains the contract calls for a "review" of all projected dismissals and also allows seven holidays yearly.

Negotiations continue with WFIL and WCAU, Philly. The ACA's case against Columbia Broadcasting System is now being considered in Washington by the National Labor Relations Board.

6-Cent Admish

HOLLYWOOD, Oct. 2.—Mrs. Wilhelm Dieterle, wife of the film director, has formed a committee to try to persuade radio stations and ad agency representatives to charge 6 cents per ticket as admission to local shows, money to go to various charities. KFVB locally tried this out on one of its shows some time ago to fair success.

Ken Sisson Gets Break in Canada

NEW YORK, Oct. 2.—Ken Sisson, New York arranger and orchestra leader, has been made an honorary citizen of Canada and will shortly assume direction of one of the most important commercials on the Canadian government network. Program is sponsored by American Tobacco Company for Sweet Caporal cigarettes. Sisson will not only make arrangements for the show, but will conduct a 36-piece orchestra and 16-voice chorus. There will also be two vocalists on the show and two commentators. Sisson is making his home in Canada for the duration of the commercial.

Sisson was first broached to make the arrangements for the show after an executive of the CBC had heard of one of his programs emanating from New York. Deal failed to go thru then because the CBC wouldn't pay the price demanded by Sisson, who is in the high income bracket by virtue of his many arranging contracts in New York. Recently the CBC rep was in New York and asked Sisson about the proposal again, with Sisson still wanting the same dough. A week or so ago the arranger received a wire, stating everything was o.k.

Sisson, while in Canada, will also conduct a school for Canadian radio producers.

More Mixups Now In Syracuse Row

SYRACUSE, Oct. 2.—New elements of mystery are puzzling local radio circles as the secret move for a third station here continues underground. Latest development was last week's hearing before FCC on application of Saranac Lake operators to sell WNBZ, Saranac, to Carl Woese, of Syracuse. Woese, a non-commercial pioneer in local radio, announced that he will run it strictly as a Saranac station, but reports immediately became current that he will transfer the license to Syracuse, selling it, or a controlling interest in it, to one of two groups now battling for the third station license.

One of the groups is a new organization, formed within the last 10 days. It was revealed in incorporation papers as the WLR Broadcasting Company, but on the same day its papers were filed name was changed to Sentinel Broadcasting Company. The L and R of the original name were believed to refer to William T. Lane, former commercial manager of WSyr, now a political candidate, and Frank Revoir, auto dealer and political dabbler, who is believed to be putting up the money. Virtually all directors of the Sentinel Company are employees of Revoir's automobile sales company. The new firm is incorporated for \$100,000. The second group is listed as the Onondaga Broadcasting Company, with other local politicians named as directors. Transamerican is helping finance Onondaga.

Moguls of WSyr and WFBL would like to know what it's all about. Until the WNBZ angle entered the mixup they hadn't believed either company could get a new license for a third station in Syracuse. However, they concede that a license switch from Saranac Lake would be much easier for a third station to accomplish.

Meantime a last-minute move brought the Sentinel outfit before the FCC last Wednesday with an application for permission to build a new radio station of 620 kilocycles and 500 watts and asking unlimited time.

Both WSyr and WFBL are expected to fight any third station, claiming the city is too small.

Dramatize Film Scenarios

PHILADELPHIA, Oct. 2.—The Wallen Players, one of radio's pioneer dramatic groups, are inaugurating a new series of dramatizations over WDas Sunday at 7:45 p.m.

Under direction of Van Wallen, they will bring to the radio audience adaptations of current motion pictures. As part of the program they will demonstrate the technique used in television.

Pacific Advertising Agency, of which Henry Y. Maynard is manager, has moved its San Francisco headquarters to the Hunter-DuIn Building, taking larger quarters. Firm handles all of the Associated Oil Company's radio publicity, as well as other radio accounts.

Loud Speaker

PHILADELPHIA, Oct. 2.—Mrs. Howard Jones, wife of the WIP announcer, likes hubby's voice, but when it disturbs her restful slumber every morning things take on a different hue.

Howard conducts the *Eight Bells* program over WIP each morning from 8 to 9:30, and the Joneses' next-door neighbor always puts the program on so loud that Mrs. Jones is awakened by the chatter of her own husband.

Radio Helping Pay Dividends For Installment, Loan Cos.

NEW YORK, Oct. 2.—"Ten cents down and a dime a week" or "Need money in a hurry? Just sign this, give us an auto or chair to hold against the loan, pay almost no interest and take away the \$12.91." These advertisers—installment houses and small loan firms—are taking to radio like a city marshal to a cigar. There's been a marked increase in the use of local time by these buy now-pay then firms and loan organizations.

Trend doesn't appear to be local. Reports of new business and renewals from out-of-town stations add plenty of such programs and spot announcements to the list. There are several reasons. Installment houses, along with the rest of retail business, took a beating during the depression years. As the economic curve traveled upward installment houses seemed to lag. One explanation was that consumers were still jittery. They didn't want to commit themselves to future payments while they felt shaky in the pocketbook.

This explanation accounts for the increased advertising and business upturn of the credit houses today. Economic conditions appear to be sounder and the middle-class income group is willing to take a chance on getting something today to be paid for tomorrow.

Small loan companies lend almost anything from a sawbuck up. Their collateral may be a signature or two, backed by a mortgage against a car or furniture. The interest rate is usually extremely high on a yearly basis. Such rates may touch \$30 or so on \$100 a year, but this isn't stressed in the copy. It's the monthly percentage rate that's mentioned.

Accounts are using national and local shows and plenty of spot announcements. And to be added to this list is a hook shop, Provident Loan Society. Put *The Answer Man* (Al Mitchell) production on WOR locally.

Stations and firms getting the programs stressing the "buy on time"

Actors' Unions Design Plan To Help Radio Union Income

Screen Actors, Equity and Guild of Musical Artists approve method whereby income flow will be directed towards Federation of Radio Artists

NEW YORK, Oct. 2.—Council of Actors' Equity this week signed a plan of modified interchangeability designed to precipitate a flow of money into the treasury of the American Federation of Radio Artists, new Four A's radio organization. Other signatories to the agreement are Screen Actors' Guild, American Guild of Musical Artists and AFRA. Chief outlines of the plan provide that a union entertainer, when moving into a jurisdiction other than that of his parent organization, pay one-half the dues of the second organization and make up the difference, if any, in initiation fee between the two jurisdictions. Should the initiation fee of the second group be the same, or lower, than the parent body, no payment for initiation is necessary.

Stirton Join Saphier

NEW YORK, Oct. 2.—James Stirton, of the sales staff of the NBC Artists' Service, is resigning effective October 15 to become manager of James L. Saphier's New York office. Saphier is a leading indie radio agent. Stirton has been with NBC for eight years in various capacities, for the last year or so in the talent sales end. Saphier will leave for permanent residence in Hollywood at the end of October, at which time he is also opening a Coast office. Agent just returned from Hollywood this week, where he signed to represent Victor Schertzinger, film director and composer.

Dolph's U. S. A. Job

WASHINGTON, Oct. 2.—W. B. Dolph, WOL manager, has been named to the committee making the Census of Partial Employment, Unemployment and Occupations. Dolph will serve as contact man between the unemployment division and the radio industry to arrange time for speakers.

psychology include WHEN with U-Needa Credit Clothing and Busch Kredit Jewelry companies. WNEW has Michael's Department Store and Busch plus others. Confidential Personal Loan uses 45 minutes weekly on WHEN, while Busch uses 77 spot announcements weekly.

Household Finance pays for Eddie Guest's soothsaying on a network show. And Madison Loan, a heavy local advertiser, is understood to be thinking of a chain show. Now on WMAC and other stations.

Walking in Boston Perilous; Vox Poppers on Every Corner

BOSTON, Oct. 2.—Hub radio stations have made local airlines rampant with vox pop and street interview shows.

WOR has *Boston Speaks Its Mind* from the foyer of Loew's State Theater. It is the only local station using two announcers. One dollar is given to the person being interviewed when the box-office girl rings a bell. There is a beano jar in which the person interviewed drops a nickel given him by the announcer if he is unable to answer correctly four questions. Whoever gets the right answers is given the nickels that have accumulated in the beano jar. After the announcer has asked the interviewee his quota of questions, that person has the privilege of asking the announcer any question that he desires and if the announcer cannot answer it the interviewee is given a pass to the theater. Listeners whose questions are used on broadcast also gets passes to either Loew's State or Orpheum. Dick Eates and Bob Perry handle the show.

Jim Donovan, WCOP news editor, with Jim O'Hara, conducts that station's *Man in the Lobby* show direct from the Tremont Theater lobby. This is the first vox popper to dish out "big" money prizes. Tremont is currently donating \$30 per week, \$5 a day, Monday thru Saturday. One dollar is given to each person correctly answering either a query or spelling a word. If at the end of each week there is a balance remaining, Donovan can cook up any form of dispensation. The \$30 must be disposed weekly; no holdovers. Last week Donovan, over a five-day broadcasting period, could find only seven people who could give

correct replies. Of the \$23 balance Saturday, \$2.50 was given to the tallest person, \$2.50 to the shortest person, \$2.50 each to the person possessing the longest and shortest names, \$2.50 to the person taking the mike to perform the interview, \$2.50 to the person interviewed and other like bits. Donovan does all the interviewing.

WEEI's *Boston Hour*, Monday thru Friday session, monitored by Jay Wesley, includes a 10-minute spot for sidewalk interviews. Two tickets to either Loew's State or Loew's Orpheum theaters are given everyone who is interviewed, but if the answer given is correct \$1 plus the two tickets is awarded. Those sending in questions used get ducats.

Because of the law banning dental advertising going into effect, Community Dentists' Voice of the Community, five per week shot in front of the Metropolitan Theater, discontinued last Friday, with the Yankee network continuing the stint under the tag, *Man on the Street*, Roland Winters at the mike. This program goes into its third year. Metropolitan Theater gets reciprocal billing on the show.

Eddie Kasper, of Kasper-Gordon Studios, Inc., started a program on WAAB last Thursday called *Sidewalk Sleuth*. Man on the street affair with questions asked of passers-by not generally of the type heard on ordinary vox poppers. Sponsor is Leopold Morse Company, Hub clothing store.

WMEX believes vox pop shows as sustainers are nil, and should be sponsored from the start. WHDH has none.

Any member of the signatory units earning \$25,000 or more per year will not, however, be permitted to go from one jurisdiction to another at the bargain rates but will be required to pay the full amount.

Any member of AGMA, SAG or AEA applying for membership in AFRA before December 1 shall not be required to pay initiation money, but will have to pay one-half year dues to AFRA.

While the agreement has been negotiated by members of the Four A's rather than the central body itself, the international board will interpret and limit the pact, settling all questions as to which unit is or is not a parent org, etc.

Agreement is for three years, but can be terminated on a six months' written notice by any of the contracting parties. Existing pact between Equity and Screen Actors' Guild is in no measure affected.

One Four A's spokesman declared the step to be preliminary move toward the working out of a more general interchangeability affecting everybody in the Four A's. Plan is regarded as in no way fixed, but rather experimental.

American Federation of Actors has in no way been involved in the recent mulling over interchangeability. According to Paul Dullzeli, Equity and Four A's exec, nothing in the new contract stands in the way of the AFA making overtures toward becoming one of the signatory units. Dullzeli, summing up the pact, calls it "very definitely an agreement of interchangeability," in that the term bespeaks recognition, which is granted under a modified system of payment of dues.

FCC Likes It Here

WASHINGTON, Oct. 2.—The Federal Communications Commission has asked the Bureau of the Budget to continue its present appropriations for the fiscal year 1938, according to the National Association of Broadcasters. Current fiscal year appropriations include a general appropriation of \$1,717,000; \$25,000 for printing and \$20,000 for the survey of the Great Lakes.

Bolen to Y. & R.

HOLLYWOOD, Oct. 2.—Murray Bolen has terminated his KHJ connection in Los Angeles to join Young & Rubicam for a production assignment on the Packard broadcast. Bolen did Murray and Harris recordings and musical production of the *Blue Monday Jamboree*. He will do a phase of the musical direction of the Packard show.

Black's Address Costly to Networks; Battle for Rights

CBS paper loss at about \$14,000, with NBC's at about \$50,000 plus actual expenditures—"I'm glad that's off my chest," says associate justice

WASHINGTON, Oct. 2.—Precedent-making speech of Supreme Court Justice Hugo L. Black over most of the nation's radio stations ended the scoop efforts of both National Broadcasting Company and the Columbia Broadcasting System. European representatives of both networks contacted the new justice soon after the Klan angle broke and advised him that time would be available. After Black was on the high seas returning home NBC repeatedly radioed the ship with offers of time which went unanswered until after NBC sent the available hours to all of the places Black might be staying. Black's choice of time between 9:30 and 10 p. m. caused the Red network to cut the Macfadden *True Story* program. Blue network had to delete a feature of the Associated Press in action and Columbia had to cut *Hollywood Hotel* in half after the hour show had been fully rehearsed.

While Columbia was arranging clearance NBC was able to break the story and NBC featured heavily in releases it had on speech exclusively but later editions corrected the stories to the effect that Columbia and Mutual would carry the speech also.

Emphasizing the importance of the speech to radio was the fact that newspaper representatives had to get practically all of their material on the speech from the broadcasters. Advance copies of Black's speech were given to the press by the broadcasters.

Unofficial estimates of the cost to Columbia for clearance of the time and incidental wire charges amounted to approximately \$14,000. Columbia had 10 typists, 5 mimeograph operators and 30 Western Union boys to distribute the advance copies of the speech. NBC studios in the Trans-Lux Building made room for three wires which were used by AP, UP and INS. NBC cost for the time cleared and other expenses was estimated at \$60,000. Both rebroadcast the speech via short wave.

Arrangements for the broadcast with Columbia were handled by CBS Vice-President Harry C. Butcher and Jimmy Hurlbut, WJVS publicity head. NBC arrangements were handled by WRC Manager Kenneth H. Berkeley and William McAndrews, news editor for WMAL. Mutual's part in the program was arranged by WOL Manager William B. Dolph and WOL Program Directress Madeline Ensign.

After the speech Justice Black turned to Harry Butcher and said: "I'm glad that's off my chest."



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Promotion Shorts

A novel giveaway is being used by Zenith Radio on its "telepathy" stanza. It consists of a deck of cards with various symbols on the fronts. These are used as "telepathic tests"—one "subject" concentrates while the other "gets the waves" and guesses which card. Duke University prepared.

The "personal angle" is used by KFOX, Long Beach, Calif., to identify itself to listeners. All station publicity and other announcements refer to the indie outlet as "the Hal Nichols station." Nichols is well known in local radio circles and also by a large block of fans. He is closely identified with many station productions and is frequently heard on the station. Probably one of the few stations whose president is closely associated with the call letters to both fans and trade alike.

International News Service is releasing to potential newspaper and radio clients a simple and smart piece of promotion. It's a regular contract used by INS and clients. But it's headed by this: "They're INS Clients Now," set in script. Superimposed over the legal phraseology are two black and white boxes. One lists four new customers and the other a straight plug.

A stunt to convince department store, food and other potential sponsors that fans listen to price quotations has been tried out by several stations and found a definite asset. Prizes of theater tickets are offered to listeners who "listen carefully." Each program opens with an announcement that prizes are there for all who submit a correct total figure of prices mentioned during the program. According to the NBC Thesaurus bulletin, it's working at several stations. Tickets are secured from theaters for plugs on the air.

Burlesque and "former" burlesque theaters around and in New York are using radio to spread the news of their programs. A New Jersey theater uses spots on WMCA and offers two-for-one passes to strip-tease devotees. Star Theater in Brooklyn has also used local station advertising.

Power Commish Closes Case Watched by FCC Bar

WASHINGTON, Oct. 2.—Practically the last official act by Federal Power Commission Chairman McNinch before taking over his duties as chairman of the Federal Communications Commission was to sit at a hearing to decide if the power commission should disbar from its practice C. Edward Paxson, counsel for the Associated Gas and Electric System, for making alleged derogatory remarks about the power commissioners to a newspaper interviewer.

During the hearing Thursday morning (30) Paxson presented his own case, in which he said that his remarks were made impulsively and hastily and never intended his statement to be a reflection upon members of the power commission. Adding that he apologized and retracted the whole of his statement, Paxson said that he was sure that all of the members who knew him would accept his explanation. Commissioners stated they would dismiss the citation in view of Paxson's excellent record.

Paxson case was being watched with interest by Federal Communication Bar Association lawyers and Federal Communications commissioners alike as an indication of what course McNinch would follow when he assumed chairmanship of the FCC.

Air Briefs

New York By BENN HALL

BROADWAY MELODY HOUR on WHN will probably be renewed thru the winter. And that's news, because it's sponsored by Pioneer Ice Cream Brands. Probably the first time that ice cream will be advertised during blizzard weather. Client is selling the ice tray package idea and figures the show will educate the fans to ask for trays by the time June rolls in. . . . Interwoven sox may return to the air. This pioneer advertiser has been off for several years, but execs have been talking it over with NBC for a Coast-to-Coaster. Today's time costs, however, have the sox manufacturer worried. . . . *Poisons, Potions and Profits*, "expose" of air blurbs, is now accepted for advertising by *The New York Times*. Knight Publishers carried a full-page ad in the book review section. Publishers were leery because radio advertisers' copy is so similar to newspaper copy. . . . Jack Howard, of Scripps-Howard radio, looking over the S-H stations. Bill Porter will probably join him in Knoxville for a quick look.

Plenty of headaches because of that eight-minute runover at WEAJ last week. . . . John Jaeger has a sponsor, Minervite, for his WNEV *Old Family Almanac*, a. n. show. . . . Chevrolet is using commercial films to educate its dealers to use disc shows on local stations. . . . Bert Swor and Lou Lubin continue with their NBC sustainer, tho the *Bicycle Party* commercial has ended. . . . Milt Josefberg, p. a., to Hollywood to hang a shingle there. . . . Vicks Chemical plenty sore at some of the promotion issued by Canadian stations.

. . . Ray Block's new CBS show will spotlight new and "potential" talent. Female singers, never on the air before, will be featured weekly.

No wholesale "resignations" by FCC pay-rollees are foreseen by a current New Yorker very close to the picture. Salaries are nice and maybe it would be better to stick thru and hope than to do a disappearing act. Maybe. . . . Buddy Manners, femme vocalist formerly with Irene Vermilyea's *Ork*, opened on a Sunday show on WHN. She's a swing singer. . . . George Sebastian, head of Moscow's radio musical division, in the U. S. A. to give radio here the o. o. . . . Don Becker, of Transamerica, back after Hollywooding to set up the Dick Powell-Lucky auditions.

Al Simon knows a lady who knows jokes. Ask him about the "saved woman." . . . There's a demand for scripts by high-school groups who use local stations. Samuel French issues 16 air scripts suitable for school kids. . . . Ivan Black will soon be dodging the rice and old shoes. It's to be on November 14. . . . Stunt by WNEV to ballyhoo the Kate Smith show just before it went on Columbia attracted trade attention and publicity in the daily gazettes. . . . Talk that Herb Petty will head that new Transamerican-WLW line, if and when. . . . Charles De La Motte, Italian character actor, has gone with Reiss Advertising, Inc. . . . Harry Salter back on *Hit Parade* November 13 on CBS. D'Artega replaces Bunny Berrigan October 11 on the Tim and Irene show.

Chicago By SAM HONIGBERG

LOU HOLTZ may curtail his stay on the Coast to come in for a 13-week show planned by the William Morris agency. . . . Alex Robb, assistant manager of NBC's Artists Service here, spending his belated vacation in Eagle River, Wis. . . . Cleo Brown added to WBBM's Sunday *Rhythms at Noon*. . . . *Don Winslow of the Navy* has finally gone commercial after carrying on as a sustainer for six months. . . . Lynn Brandt, announcer, and Janis Herrington married on Tuesday, the groom's birthday. . . . Piano team of Winston and Sutton is now Sutton and Biles, Hank Winston having left to join the Oriental Theater Orchestra. A. C. Biles is the new member of the WBBM duo. . . . Henry Saxe back on the *Little Orphan Annie* show. Henry, by the way, is a member of AFRA's board of directors, Chicago local. The executive officers are Carlton Brickert, president; Anne Seymour, vice-president; Philip Lord, treasurer, and Raymond Jones, executive secretary. . . . Maxine Smith, former motion picture editor of *Hearst's American*, planning to invade the radio field here.

football games. . . . Carlton Kelsey returned from San Diego, Calif., where he attended the funeral of his mother, who died there last week. . . . Russ Hodges, sports broadcaster, breaking in as newscaster over WIND. And it's a commercial, too. . . . E. S. Mittendorf, WIND station manager, and Virginia Benoit, of the same station, were married last week and left for Florida and a three-week honeymoon. . . . Lenore Kingston in from the Coast to star in *Painted Rock*, new NBC dramatic serial.

Authoress Bess Flynn up and around again after a siege of the flu. . . . Jackle Heller will vacation in Bermuda for a month. . . . Paul Wilson, of Radio Sales here, and Art Kemp, Eastern rep of CBS's Pacific Coast network, off for the West Coast on a three weeks' trip of the network stations. . . . Sylvia Clark was in New York making transcriptions with Frank Crumit for Alka-Seltzer. . . . Warren Brown, sports ed, signed for a football series piped over WJJD and sponsored by a clothing firm. . . . Joe Kelly, one of the busiest radio artists here, added a new children's show over Mutual Monday. Aired as "Jolly Joe." . . . It was a *Professor Quiz* premiere at WBBM Saturday and a *Fun Quiz* opening over WMAQ. . . . 12 programs, a record number, originated in the local NBC studios last Monday between 4 and 5 p. m. Nine went to the networks and three were aired locally.

From All Around

CARL VOSS is now back with WPTF, Raleigh, N. C., with his news reviews. . . . A neat blog of Gene Halliday appears in the latest KSL, Salt Lake City, release. Gene's working on KSL's most ambitious musical campaign, which should be released soon. . . . Barton Howell, KSL news editor, has developed a handy International time chart. . . . George Strange, KFOX, Long Beach, Calif., has one of the finest local collections of cowboy music. . . . Lorrie Smith, Long Beach newspaper writer and artist, scripted the *Dick Jordan* show on KFOX. Lou Huston and Wayne Hart will play leads. . . . Walter Huffington, whose WTAR stint has landed a bunch of new sponsors in Norfolk, Va., is smiling.

about that green shirt—and how much he got from announcer Don Kelley for it. . . . Stephen Wells is the new press and special events director at WTCN, Minneapolis. . . . And Russ Lamb is new to the announcers' staff. Halls from WBAP, Fort Worth, Tex. And Laurent Dupont marched down the aisle recently. Mary Fredericks is the lucky gal. . . . Another radioite who said "yes" recently is Victor Bovee, of KOIL, Omaha. He nabbed Lois Munderloh, Eddie Butler, KOIL organist, resigned to go into investment business, and Howard Wilcox has quit because of ill health. . . . Merrill Houser's new on the control engineers' staff of KOIL. . . . The North-westerners are broadcasting daily over KSO except Sunday on the Hawkeye

Ask Jim Farris, of KOIL, Omaha,

(See FROM ALL AROUND on page 10)

Half-Million Grid Budget by Atlantic

PHILADELPHIA, Oct. 2.—Atlantic Refining Company has almost doubled its 1936 expenditure for its 1937 intercollegiate football radio broadcast program. Spending \$200,000 last season, account will spend \$350,000 before the final sign-off is made for the eight-week spurge.

Healthiest share of the money bag goes for time, talent and football rights, sponsoring 163 pigskin sessions on 68 stations. Attempt on part of the agency to break down the expenditures to stations, announcers and colleges would be futile, says Wally Orr, account executive. For the most part the huge program was engineered thru blanket deals, station cost also including the cost of announcers, and in some instances, college rights covering either announcer, station or both.

Of the 350 grand, \$25,000 will go for the Friday night *Football Forecast* shots carried on 25 stations, including 13 stations on the Quaker State network, blanketing Pennsylvania; five in the New England regional and seven scattered along the Atlantic Coast.

Sum of \$50,000 has been set aside for a newspaper advertising program, figure also covering full-page advertisements in the football programs of the contracting colleges. A limited amount of space will also be bought in college alumni magazines. Another major item, prizes for the weekly *Football Forecasts*, dealer campaigns, promotional and exploitation material, etc., will easily exceed that figure.

CBS Take Up Again

NEW YORK, Oct. 2.—Time sales on the Columbia Broadcasting System climbed to \$2,045,825 for September, 1937. This is an increase of 11.1 per cent over September, 1936, \$1,838,932, and means the highest September in CBS history. Cumulative billings for the first nine months of 1937 hit the \$20,792,782 mark. This is an up of 33.7 per cent over last year's \$15,550,070.

Postal Plans New Show

NEW YORK, Oct. 2.—Postal Telegraph is readying a program to go on several Western stations and details will be set within the next two weeks. Wire service closed its *Meade Family* on WINS, local Hearst outlet, last week and will open a new one next week. *Melodygram* show continues on.

Clifford Adams is doing a *First Night Review* for Postal at 12:15 a.m. on WHN following opening nights.

Tolchin Shifts to WHN

NEW YORK, Oct. 2.—Art Tolchin, of the WOR sales staff, will leave October 15 to start similar duties for WHN under Herbert Pettey. Tolchin has been with WOR for a year and a half, prior to which he was radio director of the Gustave Marx Advertising Agency.

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

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

MITCHELL AYRES
and the
FASHIONS IN MUSIC ORCHESTRA
Dir.
ROCKWELL-O'KEEFE,
INC., N. Y.

JOE MARSALA
his clarinet
and His Chicagoans
8th Street HICKORY HOUSE, N. Y.
Variety Recordings

Radio to Ministry

CHARLOTTE, N. C., Oct. 2.—Willbur Edwards, member of the WBT sales staff, Charlotte, has left to enter the Theological School of Yale University. Edwards, who has been with WBT since June, when he graduated from Davidson College, formerly announced the 30-minute broadcasts heard weekly from the Davidson College Campus. Edwards joined the WBT staff as an announcer, later switching to sales.

Robert Anders, of Charlotte, formerly an insurance salesman, has replaced Edwards.

Van Cronkhite Adds

CHICAGO, Oct. 2.—Jack Griffith is new to the Van Cronkhite Associates' sales staff. Griffith was former president of the U. S. Sound and Recording Corporation and more recently with Warner Bros. M. H. Petersen is increasing the sales staff.

Rambeau Adds Branion

CHICAGO, Oct. 2.—Clark Branion joined the sales staff of the William G. Rambeau Company, station representative, this week. He will visit the various outlets and then permanently locate in company's Detroit office. Branion comes from Station WJR, Detroit, where he spent the last five years on its sales staff and recently as local sales manager.

McNinch Outlines Plans, Hopes For FCC Problems To Press Lads

WASHINGTON, Oct. 2.—Facing 40 reporters in his first press conference, Frank R. McNinch, new chairman of the Federal Communications Commission, today outlined his plans and hopes for the problems confronting the FCC. He expressed the fear that thru the buildup he has received in the press the people and the trade may have been led to expect much more than he is capable of doing, and that some may be disappointed.

After concluding an informal statement about his meeting of the other commissioners, which was "as cordial as tho they had made my appointment and I was assured of their support," he answered the questions of the correspondents. He stated that he intended to strictly follow the statutes and will try to work out solutions within their bounds. He regards radio broadcasting as public utility, but at present the communications act does not empower the commission to regulate broadcasting rates, nor does it permit the commission to pry into broadcasters' books. Whether such powers were needed he did not know, nor would he express an opinion on this score, but he did say that if these or other powers were needed recommendations would be made to Congress.

McNinch said that he believed that regulation should not consist of strangulation and cited that since regulation of utilities had been effected by the power commission the utilities have seen a healthy growth and were on a sounder and more prosperous basis than previously.

License trafficking would be stopped, Chairman McNinch said, but when questioned he said that he did not believe in evaluating good will in sale of stations. He candidly admitted that he did not know if value should be placed upon a "going concern," but the impression was felt that his views on sale of stations were closely akin to those of former commissioner Irvin Stewart. McNinch said that he was going to try to find the legitimate value of station equipment whenever question of sales arose.

At present, he indicated, there will be no shift of division assignments. When asked for his views on newspaper ownership he said that the question was one of his problems but for the present had not formed an opinion. One reporter asked about the public utility angle and wanted to know if this meant "rate fixing." McNinch answered that if this were necessary the present law would need amending and that he was aware that radio was not considered as a common carrier, but nevertheless it did not have to be in order to be regulated on rates. He cited that public utilities were not common carriers either, yet they had their rates regu-

G.O.P. Plans Radio Campaign As Main Step in Rebuilding

William Hard, former newspaperman, mapping new drive for votes—Republicans in Congress to be used according to news value—last election bills all paid

WASHINGTON, Oct. 4.—The Republican National Committee is making plans to conduct an active campaign via radio to drum up votes for its next appearance on the ballot. Party strategy is being mapped by William Hard, who was the Republican radio commentator during the 1936 campaign. Nothing definite has been decided upon but a large amount of electrical transcriptions are to be used. Committee statisticians have been checking free time given to both Democratic and Republican chieftains and indications are that the Republicans will shortly request speech-making periods of the networks and individual stations.

Opening gun of a revived GOP spirit was the rally at Bay City, Mich., September 18, which featured Senator Arthur H. Vandenberg in a ringing indictment of the Administration. Columbia carried this speech in full. Next salvo to be delivered over airwaves was Committee Chairman John D. M. Hamilton's speech over NBC September 22 on the National Radio Forum sponsored by *The Washington Evening Star* and NBC. Other Republican bigwigs are due to follow.

Republican members of Congress are being weighed by committee strategists for their radio suitability and their newsworthy qualifications. Those who sell best over the radio will receive considerable call for their services to further party hopes. At present the plans call for Republican talks to be delivered to the country before the next session of Congress in order to tell the voting population just what the aims of the party are so that these can be checked during the session.

Party chieftains are certain that some kind of campaign is necessary to rebuild their machinery but disagreement is apparent about the methods to be followed. A convention for the party is being contemplated, to be held prior to the 1938 Congressional elections, and present radio plans aim to build up convention climax. Other leaders are voicing doubts and are afraid that the party will shoot its bolt by the time the Presidential election rolls around. Whatever is ultimately decided it is certain that radio is coming in for a greater share of Republican effort than ever before.

Already recognized is the fact that some of the free time given to the present administration is classed as educational or governmental and these are not counted as time given to the Democratic organization. Also taken into account is the Democratic numbers in Congress and their requests for time. No one knows what percentage of the 16,000,000 Republican votes at the last general election were influenced by radio (See G. O. P. PLANS on page 10)

When asked to explain his remarks against monopolies he added that he knew that in some instances quasi-monopolies did service the public more efficiently and more economically. His view on monopoly was to be taken only as a general view and not specifically applied to radio. He explained that he was approaching his new work with an open mind.

Undecided whether to hold regular press conferences, he asked Commissioner T. A. M. Craven, who was present, about the dates of regular commission meetings to find whether these days would conflict with suggested conference days. Commissioner Craven informed the group that the broadcast division meets on Tuesdays and that the full commission meets on Wednesdays. Trade paper reporters believed that the need for press conferences was not great in view of McNinch's assurance that he would be readily accessible to reporters.

Chairman McNinch took the oath of his new office yesterday (1) at noon and then had the power and the communications commissioners as his guests at a luncheon. He announced that he was going to bring to the FCC his present secretary at the power commission, Julia Joseph, and also W. J. Demsey, now in the solicitor's office at the FPC, who would be appointed as a special counsel in the FCC. It was understood that Demsey would be McNinch's adviser on pending matters. Distributed to the correspondents at

the start of today's conference were copies of President Roosevelt's letter to McNinch, dated September 17. It reads as follows:

"My Dear Frank: As you go to your new assignment as chairman of the Communication Commission I want you to know that I am confident you will render an important public service in a field which so vitally affects the public welfare. I am sure your colleagues and the public will expect and welcome from you aggressive and fearless leadership, with fairness to all interests concerned. I hope and believe you will have the necessary support and co-operation of your associates and the staff, and you are assured of any help I can properly give you.

"I regard it as of prime importance that you assist the commission in formulating policies and principles of action and procedure. After any commission may have had sufficient experience to enable it to do so, the public and all who may have business with such agency should be advised as to principles and policies by which the commission will be guided. In this way all who are concerned may be able to anticipate a reasonably consistent course of action.

"I earnestly hope you may be able to complete your assignment within a few months so that you may return to your post as chairman of the Federal Power Commission.

"Very sincerely yours,
(Signed) FRANKLIN D. ROOSEVELT."

RADIO A BOON TO BANDS

Band Reviews

Eli Dantzig and Orchestra

Reviewed at the Hotel St. George.
Style—Dance band.

Instrumentation: Sol Mignola, piano; Clarence Grancey, bass; Eddie Singer, drums and vocals; Max Goodwin, Vincent Mignola, Moe Landerman, violins; Bob Reynolds, trumpet; Ronnie Ross, Stanley Simons, Artie Drollinger, Art Horn, saxes. Arrangements by Ronnie Ross.

Dantzig has played this Brooklyn spot for seven years and built up a considerable following locally. He disbanded his old orchestra this summer, and is now fronting a band more or less led by Ross. His new band, composed largely of members from Jack Denny's outfit, has only been organized about a week, and the boys certainly show a crying need for more rehearsals. Poorly balanced and integrated, playing stereotyped and stock arrangements, and working without any inspiration or vitality, this is just another run of the mill group.

Dantzig told this reviewer he's trying to get away from swing, but, curiously enough, the only bright spots in his organization are Art Horn's clarinet and Artie Drollinger's tenor sax. Drollinger used to play with Bunny Berigan and maybe that's the reason his work has a little more fire and musicianship. Bob Reynolds goes in for rubber mute trumpetings and manages to sound even cornier than Clyde McCoy.

Here's a band that's just gotten together. There's no attempt made to work out a style, no attempt to conceive a tune before it's played, no attempt made to have sections balanced and harmonized. In short, there's no guiding spirit. If one can use such a word in this case, the band has no personality.

Zolotow.

Bob Clayman and Orchestra

Reviewed at The Willows, Oakmont, Pa. Style—Dance band.

Instrumentation: Bob Clayman, leader, violin; Arthur Yagello, Fernand Teuelle and Saul Stutz, violins; Robert Evans, Curt Guckert and Al DeRose, saxophones; Jack Krostyne, bass; David Gifford, guitar; Sally La Ferteche, trumpet; Milton Clayman, trombone; Russel Johnson, drums; Robert Rosen, piano, Vocals, Elaine Grey, Bob Clayman, Milt Clayman, Dave Gifford and Curt Guckert.

Improved plenty since banding together several years ago as a bunch of Pittsburgh lads ambitious and willing, Bob Clayman's crew furnishes pleasingly danceable rhythms without being sensational.

A bit too brassy sometimes, and on a few swing numbers even cacophonous, the band shows plenty of life as entertainers. When trained by experience before seasoned night-clubbers of the discriminating sort, it should prove a nightful of fun.

Chief demerit, besides occasionally hard-to-dance tempo, is dead-pan smile of couple of singers, who flash a prop grin that looks like it was painted on with the tail of a wet fish.

Nice looking youths, and presence of comely Miss Grey, runner-up in the "Miss Ohio" beauty contest this year, is no detriment.

Frank.

Lew Conrad and Orchestra

Reviewed at the Coconut Grove, Boston. Style—Show and dance band.

Instrumentation: Lew Conrad, leader, violin, arranger and vocals. Milton Brodie, piano and Hammond electric organ; Paul Novak and Eddie Wilson, trumpet; William Mitchell, Gene Rosati and Martin Bennett, sax; Eliot Simmons, drums; Harold Seader, guitar; Gene Delpapa, bass; Terry Page, trombone. Brodie and Wilson do arrangements.

Lew Conrad was violin and viola player for two years with the Cleveland Symphony Orchestra before getting into the pop ork business in 1925. Conrad is a

(See BAND REVIEWS on page 13)

Swinging Your Sins Away

PHILADELPHIA, Oct. 2.—Since swing alley failed to rally to the defense when Arthur Cremin, president of the Creative League of Music Students, New York, denounced swing as "very bad for the morals," it remained for an M. E. pastor to deliver the comeback.

Rev. Dr. Leon T. Moore told 75 fellow clergymen at the weekly meeting of Methodist Episcopal churchmen here that "swing music could have no adverse effect on the morals of any individual, but in some cases is actually inspiring." Cremin (or his press agent) found that jam-up rhythms are not only a subversive influence on morals, but actually promoted "necking" among young dancers.

Substantiating his viewpoint, Dr. Moore added: "Young people are able to sing this type of music (swing) better and it is more inspiring to them. Tunes like *Moonlight and Roses*, played in swing rhythm, can be found in many of the hymnals of Methodist Episcopal churches."

While he would not recommend such music for regular Sunday morning services, Dr. Moore told his fellow clergy that "it could do no harm and probably would be beneficial if played at a gospel or prayer meeting."

Pubs' Availability Ratings Revised

NEW YORK, Oct. 2.—Availability committee of the American Society of Composers, Authors and Publishers has made revisions of certain publishers' ratings as determined at the quarterly meeting recently. Distribution of money is expected about October 10.

Two-day session last week brought protests from about 12 publishers, who asked that additional evidence be considered in determining the rating.

S. A. Bandleader Set

NEW YORK, Oct. 2.—Harold Mickey, South American maestro, has secured commercial plums in Buenos Aires. He is now featured in the Mobilio and Ford programs and also on leading bands recorded by Odeon Records, the RCA label in South America. Expects to come to the United States under direction of Radio Orchestra Corporation next season.

Pubs Afraid To Halt Chiseling Musicians Selling Pro Copies

NEW YORK, Oct. 2.—The sale of cut-rate prices of free orchestrations by chiseling orchestra leaders and musicians is becoming an increasing nuisance to publishers. Whereas at one time it was possible to charge small-time leaders for arrangements, their reply today to a demand for payment is: "Why should I pay 50 cents for the orchestration when I can get it for 10 cents on the floor?" Market place for arrangements is the floor of Local 802, where the petty racketeers, who have gotten hold of the music by hook or by crook, do a brisk business.

Altho most of the pubs have signs on the counter reading, "No professional copies" and "Free list suspended," the flow of free music continues unabated. Very often a band leader may get a half dozen or more copies of one tune. Cavalier attitude of the leader is partly responsible for the situation. They feel the publishers have an unlimited supply of music, and their attitude is: "There's plenty more where that came from."

Band leaders are careless with professional copies, they mislay or lose them, give them away, and in certain cases actually sell them. Seems that a few batoneers eke out their income in such fashion. They haunt the counters

Public, Hotels, Hollywood and Song Pluggers Love Air Bands

Public demands radio bands—web commercials best—but any wire helps—no real coin for bands off air—MCA and CRA control most favored radio time

NEW YORK, Oct. 2.—Radio controls the money value of bands today. That's the verdict of the men who sell the bands to theaters, ballrooms, night clubs and dance committees. With musical pictures a weak second, it's the airlines that are the number one factor in creating popularity and public demand for a particular style of music. Buyers of music no longer say, "What can you get us for \$500?" but "We want Benny Goodman. How much will it cost?" Invariably, report the band, booking agencies, the dance committees and Junior Leaguers ask for a radio band. Situation has resulted in a frenzied radiophobia on the part of band leaders. When a name band leader is dickered for a night spot the first question is not the scale of pay but the wire. If the spot hasn't got a wire the leader sours on the proposition.

Any kind of a wire helps, but a major network is, of course, more desirable and a nationwide commercial is the plum all the bands are yearning for. On a program like Chase & Sanborn a band not only reaches the widest possible audience, but gets the advantage of the newspaper advertising that C. & S. go in for to build up their audience. Many commercials also have exploitation tie-ups with retail stores, so that the band gets thousands of dollars worth of publicity for nothing. Public, in this way, soon gets familiar with the name and face of the leader. That's what creates a demand for an orchestra. After a top commercial, say bookers, a good band can coast along for maybe three years without being on the air. But after that, if it doesn't go back on the air, it's due for a fadeout. A really prosperous one-night tour is only possible with a band that has done consistent, nationwide broadcasting.

Time on the major networks has been sewn up by Music Corporation of America (which contracts a set number of hours from CBS and Mutual) and Consolidated Radio Artists (an outgrowth of the NBC Artists' Bureau and which has NBC time tied up). These agencies feed the wires they control either to their spotlight bands or to younger bands they're trying to build up. Sometimes they use their radio time as a bait to induce a promising ork to tie up with them. Sometimes this control helps them persuade a hotel into booking one of the bands they're 10 per centing. For many hotels and night clubs, especially those whose pop prices are intended to draw mass crowds, a wire is of critical importance. It's not only the band that looks to the air for publicity, but the spot. Publishers and motion picture producers also have a stake in radio music. When a film musical tune is played on the air the announcer must give the picture a plug. And the music publishers look upon radio as the prime factor in creating popularity for a tune. Also their ASCAP ratings and fees they collect from per-

(See RADIO A BOON on page 13)

Philly Band Leader Is Fined \$1,000

PHILADELPHIA, Oct. 2.—Band leader Vincent Rizzo has been suspended from the musicians' union and fined \$1,000 and his men were penalized \$500 each for working under scale at the Adelphia Hotel.

Jack Lynch, manager of the Cafe Marguery at the Adelphia, will now have to pay his musicians thru the union, which will do all his band booking for him. Carman Theater has been working under the same arrangement for the past two seasons because of a similar offense.

Biltmore Boys Ork In Chi Between Jobs

CHICAGO, Oct. 2.—The Biltmore Boys, who have organized their own seven-piece band, closed their engagement at the Commodore, Toledo, this week and came into town for a brief rest between jobs.

Added to the original Biltmore Boys (Don Taylor, Danna Lane and Pat Aiden) are Jack Denson, sax; Roger Cote, drums; Frank Yakots, piano, and Jimmy Blue, accordion and arranger. Dixie Francis is the femme vocalist. The boys now play for both the dance sessions and double with a floor show.

Leo Salkin, manager of the local CRA office, is negotiating for their next engagement.

Join Joe Marsala Band

NEW YORK, Oct. 2.—Buddy Rich, drummer, and Bobby Hackett, cornet player, will join Joe Marsala's Orchestra October 13 at the Hickory House.

Present system hurts the small publishers more than it does the Warner and MGM groups. The former can ill afford the thousand or so bucks it costs them in music giveaways.

They all sigh for the English system where a professional, like everybody else, has to plank his shilling down for music.

Music Items

A rise in sheet music prices will take place in January, predicts J. M. Donlan, secretary of the National Association of Sheet Music Dealers.

Donlan doubts whether retailers will be able to up the current 35 cents for sheet music, since the public is used to a standard price.

The association would like to see some form of price-fixation to end what they consider unfair competition from the cut-raters.

WITMARK'S open enlarged offices Monday. Same place but lots more room and a sorely needed counter.

The 30 or so-song pluggers and publishers who went to the trouble of journeying to Brooklyn's Hotel St. George last Thursday to glad-hand Eli Dantzig are going to be slightly annoyed when they find out Dantzig finally didn't get that NBC wire.

MILLS MUSIC will undoubtedly publish the scores of Leonard Sillman's two revues, New Faces of 1937 and Calling All Men.

E. B. MARKS' tune, Stardust on the Moon, is now among the six best sellers and most played songs lists everywhere.

Nat Madison has been elected to ASCAP. Latest songs are Pagnose, written with Nick Kenny, to be published by BERLIN, and Summer's End, written in collaboration with Lew Tobin.

JOHNNY FARRO follows his Formal Night in Harlem with another swing opus, Swingphony in Eb.

The Normandie last week brought home Jack Mills from his peregrinations in England, France and the Scandinavian countries.

Bruno Kern's Forecast

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

This week's selection: DON'T PLAY WITH FIRE, published by Crawford Music Company, New York.

Songs With Most Radio Plugs Set Name Band Plans for Frisco

(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, September 24, thru Thursday, September 30; and also, for comparative purposes, from Friday, September 17, thru Thursday, September 23. 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.

Table with columns: Position, Title, Publisher, Plugs (Sept. 24-30 Net. Ind., Sept. 17-23 Net. Ind.). Lists songs like 'That Old Feeling', 'Roses in December', etc.

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending October 4.

his interests in T. B. HARMS, and is now completely dissociated from the Warner Bros. music subsidiaries.

Jack Fay, Hub representative for SANTLEY-SELECT COMPANY, out of the woods and convalescing at his home.

Don Rico's string ensemble, playing at the Mayflower Hotel, Plymouth, Mass., recently played Billy Hill's latest songs on a priority basis.

Bob Freeman, formerly of WEEI, Bos-

ton, on board ship with his ork plying between England and America, writes Harry Paul, New England rep for IRVING BERLIN, Inc., that Al Frazzini and Nat Madison's My Cabin of Dreams is the most popular tune on board ship and in Britain.

Jack Levenson, New England rep for MILLS MUSIC, Inc., returned to his Hub desk this week after a Canadian-New York State junket, reporting that Moon at Sea, composed by Harry Pease, Larry Stock and Vincent Rose, is taking the fancy of bands.

A change in the personnel of EXCLUSIVE PUBLICATIONS has taken place. Frank Hennings has been succeeded by Richard Mills, son of Irving Mills. Herb Reis is the new professional manager. Hennings has gone over to IRVING BERLIN in charge of the transcription department.

Set Name Band Plans for Frisco

New MCA office lines up key hotels--Thayer in charge --ballroom promotion

SAN FRANCISCO, Oct. 2.—Plans to bring name bands to San Francisco were seen here with the opening yesterday of a Northern California office to handle Music Corporation of America bookings.

Office is in charge of Lyle Thayer, formerly manager of the Los Angeles bureau. His assistant is Dorsey Forrest, who was for four years personal manager of Hal Kemp.

Spots in which MCA bands will be placed by the local bureau include the Palace, Mark Hopkins, St. Francis, Fairmount and Sir Francis Drake hotels here and Sweet's Ballroom, Oakland.

It was indicated that MCA will seek to interest a promotional group in the establishment of a local ballroom. Already, it is rumored, the Palomar in Hollywood is interested in the idea.

Dreamland, used principally as a fight and wrestling emporium, occasionally sets up a band for a one-night stand, most recent being Glen Gray's Casa Lomans.

Thayer said that the opening of a San Francisco office for MCA would facilitate the handling of Northern California bookings and provide closer contact with bands and other units working in the northern part of the State.

Trumpet section sounds a bit corny but on the whole the ork is a good unit. Specialize in the gamut of pop music. One or two novelties might be well for Conrad to weave into his repertoire.

BAND REVIEWS

personable lad, dark-haired and good-looking. Ork plays a neat show and has nifty dance rhythm.

Conrad plays a sweet fiddle and his vocalizing smacks of Rudy Vallee. He works continually with the band and does not go in for grand-stand stuff.

Does not delve in for superfluous musical embellishments, adhering to stock arrangements and their own. Band is signed for another winter season, following a summer and previous fall and winter engagement.

RADIO A BOON

forming rights depend partially on the number of times their songs are played over the radio. That means the publishers just love the band leader with a wire and don't want to know him when he's off the air.

WANTED Five and Six-Piece BANDS to work Circuit in MICHIGAN, INDIANA, OHIO. MID-WEST ARTISTS 1148 So. Division, Grand Rapids, Mich.

WANTED Swiss Bells, Marimba or Chimes Musicians with instruments for Pre-Christmas Parades, Three weeks. Clowns with parade props. Louis Pringle please write. THATCHER-STANBERY, INC. Producers Santa Claus Parades and Spectacles. FORT DODGE, IA.

Another Good Season for Vaude Units Seems Certain

Producers starting early with units, mostly out of New York, Chicago—RKO, Warner and indies picking up better type units—standard acts head casts

NEW YORK, Oct. 2.—Units will probably be just as popular this season as last, it appears. Local vaude producers are again putting up the dough for units, mostly around 25 people. RKO has been picking up quite a few for its Albany, Troy and Schenectady houses, while indie bookers, such as Eddie Sherman, have also been favoring units. The Warner office has shown a distinct liking for units, preferring those containing a name or some exploitable angle. Among new units playing the Eastern territory are Bobby Sanford's *Candide Camera Capers*, opening next Friday in Albany for one week for RKO, followed by Troy four days and Schenectady three days. Cast includes Joe Besser, Louise Sherry, Sybil Kaye, Diane and DuVal, Boyce and Ladd, Jack Starr, Hanako Sisters and Charles Bourderer's Band. A new *Hollywood Restaurant* unit plays the same three houses, opening October 15 in Albany. Alex Gerber's new *Five Star Follies* is now touring the three houses.

Harry Howard's second edition of the *Hollywood Hotel Revue* has picked up the Palace, Chicago, October 22, and Palace, Cleveland, November 5. Mark Leddy's *Hollywood Bandwagon* unit plays its first RKO date at the Palace, Cleveland, October 22. Matty Rosen and Bill Miller's *Broadway Merry-Go-Round* unit opens at Fay's, Philadelphia, week of October 16. Lita Grey Chaplin is featured.

Fats Waller and orchestra, heading a *Big Apple* unit, current in Boston for RKO, has been given Chicago October 8 and Cleveland October 15. Fred Waring and Pennsylvanians unit have been given Chicago October 15 and Cleveland October 29 by RKO.

CHICAGO, Oct. 2.—Nick Bolla, local unit producer, is planning to go to Europe to hunt for new ideas and talent. Plans to spend the Christmas holidays in Roumania, his country. His second show, *Three Cheers for Rhythm*, which goes into South Bend, Ind., this weekend, features Dorothy Blaine, Walter Walters, the Dunham Brothers, Roy Cummings and Dorothy Dae, Billy Samuel, Wineton and Lollette and a line of girls. Lyman F. Curry is company manager. The first show, *Can You Take It*, has time lined up for the remainder of the year, according to Bolla.

Charles Zemater, independent producer here, has two units lined up for the new season. His first, *Cum-N Thru*, opens for the Gus Sun Time at the Orpheum Theater, Winnipeg, Saturday and will play for that circuit until December. In the lineup are Bruce Jordan, Dale and Meyers, Connie and Jimmy, Smiling Jack Rich and Frankie Russo, Lucille Carew, Dancing Cadets and a stage band. The second show, *Fun-Fest Revue*, is now being prepared for an opening in Caldwell, O., November 16.

LA CROSSE, Wis., Oct. 2.—Wisconsin Theater here is playing vaude Saturdays and Sundays. *Hello, America* unit featured the opening week, with Jimmy Stan's *Flashes Moderne* as the current attraction.

Chez Paree, Louisville, Gets Going With Sissle

LOUISVILLE, Oct. 2.—First downtown supper club Louisville has seen in several years, Chez Paree, opened last night, featuring Noble Sissle's Band for a two-week stand. Club is under the management of C. O. Neafus, identified with his brother, N. L. Neafus, who has operated Iroquois Gardens, closed for the winter; Inn Logala and Cass Madrid.

Name bands will be featured, with Joe Smith as permanent emcee. Floor show and band bookings will be thru MCA, Fredericks Bros. and Rockwell-O'Keefe. Club has capacity of 350. Couvert is 75 cents.

An Expensive Habit

CHICAGO, Oct. 2.—A manager of a prominent night club here is the telegraph companies' Friend No. 1 in this area. He developed a habit of wiring congratulations to every act opening in Chicago and vicinity and averages over 50 wires a week.

NIGHT CLUBS-VAUDEVILLE

Rita Rio First Again

NEW YORK, Oct. 2.—Already having the distinction of being the first all-girl band to play a major hotel date with her engagement at the Governor Clinton here last season, Rita Rio and her orchestra will also blaze the way for blouses blasters for major night club appearances when the outfit opens at the Hollywood Restaurant here October 4.

Cafes Using Outdoor Acts

Chicago spots book dressed-up outdoor turns—relief from song and dance

CHICAGO, Oct. 2.—Outdoor acts suitable for night clubs are in demand in local booking offices, their accounts clamoring for routines away from the song-and-dance order. Many acts who have been working fairs and circuses have taken stock of their properties, dressed them with attractive feminine talent and found themselves successfully filling night spot and hotel engagements. In most cases these acts are better off financially, salary figures being higher and working conditions more favorable. Among spots using outdoor acts and booked out of local offices include the Drake and Edgewater Beach hotels here, the Muehlebach Hotel, Kansas City; Commodore Club, Detroit; Roosevelt Hotel, New Orleans; Adelphi Hotel, Philadelphia; Mayfair Casino, Cleveland; Jefferson Hotel, St. Louis; Lookout House, Covington, Ky.; Beverly Hills Country Club, Southgate, Ky., and the Washington-Youree Hotel, Shreveport, La.

Such acts recently placed by the Sligh & Tyrrell office here include the Flying Ceveens, the Five Jansleys, the Maxcellos, the DeCardos, the Danwills, Pat and Wila Levolo, the Four Clovers, Clare and Sana Sisters, the Royal Whirlwinds, Fanchon and Fanchon, Evers and Dolores, Motter and Davis, Emil and Evelyn, Bud and Buddies, Phil and Doty, Paul and Pettit, Radke Sisters and Russell and Christine.

Thrill-packed turns have the advantage in this field and preference is given performers with smart wardrobes and clean-cut personalities.

St. John Niteries Launch Fall Shows

ST. JOHN, N. B., Oct. 2.—Venetian Ballroom, closed for the summer, resumed a dance schedule recently of two to three nights weekly. James L. McNulty is again manager, in association with Louis King.

Checker Club, which made its first appearance as a dine and dance site last winter, is back in the lineup, beginning today, with the first of a Saturday night floor-show series. Club now located at the Trading Post, dining-dancing restaurant at the Fairville end of the city.

A floor show is being offered Monday nights at the Campus Club, dance hall. The price question, a vital one for several years among local dance halls, is again in evidence. With cut-pricers lowering the entertainment standards, offering low cost and very inferior music and floor shows, the dance public has lost much of its interest. Promoters may get together on a minimum price of 35 cents and improve the music.

Rainbow Room's Own Faves

NEW YORK, Oct. 2.—Unlike many niteries which deliberately book acts that have been popular in neighboring spots to cash in on the performers' following, the Rainbow Room announces with fanfare that it will be the only supper club in New York during the coming season to present Ruby Newman and his orchestra, Mary Raye and Naldi, Alec Templeton, Billy Milton and Afrigue. It's a return engagement for the Newman crew and Raye and Naldi.

Club Chatter

New York City:

PIERRE SANDRINI sailed for Europe October 1 on the Normandie. . . TOMMY LYMAN is celebrating his 10th month at The Oaks. . . MARITA ELLIN will be at the El Dorado indefinitely. . . BONGARD and DOOLEY have been spotted at the Cavalier Club by Murray Rosen. . . ANNABELLE MASON is assembling her next production from local headquarters. . . STANLEY WOOLF engaged the Three Racketcheers, Winton and Diane, Iris Ray, Mitzi Wayne and a line of six girls for the 2 o'Clock Club, Baltimore. . . HARRY DELL has booked into Jimmy Kelly's, Brooklyn, for Cal Valentine, emcee, and the Malone Sisters. COCOANUT GROVE, atop the Park Central, will resume a full floor show policy October 14, with Harland Dixon producing. . . FANCHON AND MARCO handle the Mayfair Casino, Cleveland, exclusively, booking the spot for the next 26 weeks, and placing the following for the opening: Jackie Osterman, Freddie Craig, Shayne and Armstrong and Evelyn Farney.

Chicago:

MARYA AND MARTYN dickering for a string of Rockwell-O'Keefe dates. . . MICKY KING closed at Harry's New York Cabaret and left for San Francisco to work for Ken Daly, of the Bert Levy office. . . FRANCES ARMS was in town on her way to Los Angeles to join her hubby, Abe Lastogel. . . CLUB PETRUSKA folded and current rumors have a well-known local agent preparing to reopen it.

STEVE EVANS left for London Saturday to open at the Holborn Empire. . . JOE WALLACE emceeing a MCA show at the brewers' convention in Milwaukee this week. . . SID WALKER will be featured in the Open Door floor show coming in Wednesday. . . PARAMOUNT CLUB planning to reopen. . . JACKSON AND NEDRA go into the Colony Club Friday for two weeks with options, replacing Jimmy and Nora Bell. . . SOUTHLAND RHYTHM GIRLS moved to Rose Bowl.

TED MITCHELL secured a booking license and is now operating his office at the Croydon Hotel. . . UNA COOPER left town for New York to catch the Ile de France Thursday. She opens at the Savoy Hotel, London. . . JOSEPHINE RILEY is now doing the Major, Sharp and Minor act at the Yacht Club with two men formerly of the Embassy Trio. . . ED FOX, Grand Terrace operator, off to New York to book his next show. . . THE BRIANTS will be in Ed Wynn's new show. . . DON ARDEN and his girl line were booked by Sammy Clark into the Blue Moon Gardens, Milwaukee. . . PEPPI AND PEANUTS in from New York to open at the 606 Club. . . THE FOUR MIDNITE SONS planning to take in vaude dates. . . HARRY LAURICE held over a second week at the Far-Mar.

Here and There:

EDDY AND EDDY, who style themselves the "ballroom dance champs," opened at the Club Village in the Alms Hotel, Cincinnati, October 5 for a six-day engagement, booked by Jack Middleton, Cincy booker. They recently finished 22 weeks on the West Coast. . . COE AND DUDA, dance team, are being held over at the B & B Casino, Pensacola, Fla. . . DOROTHY DE HOUGHTON holds the spotlight as premier danseuse at The Penthouse in the Bradford Hotel, Boston. . . GUS VAN opened at the Chez Paree, Omaha, this week.

JIMMY BRINK'S Town Tavern in downtown Cincinnati failed to reopen September 15 as originally announced and will remain permanently closed. . . JEAN MARSHALL closes a two-week stand at the Maryland Hotel, Cumberland, Md., this week and is spotted for the Metropolitan Club in the Keystone Hotel, Pittsburgh. . . MORALEE BROTHERS AND LITTLE DAISY (Margarita) are playing night spots in Detroit, having finished their fair dates. . . BOB EBERLE, singer, and Marion Wilkens and Jack Walters, dancers, move into the Netherland Plaza Hotel, Cincinnati, October 7. . . JACKSON, MILLS AND REEVE head the new show which opens October 5 at Beverly Hills Country Club, Southgate, Ky. Other acts include Barbara Parks, the Oehman Twins, Len Manning and Mitzi, Lorane Lapege and the Beverly Hills Lovely Ladies.

Ams Unreliable; Agency Drops Them

DETROIT, Oct. 2.—The amateur department of the Amusement Booking Service, managed by Peter J. Iodice, has been discontinued. Department was under management of Harry Brow, veteran booker in this field.

Chief difficulty was the unreliability of the amateurs themselves. They were generally so irregular in paying commissions that the profit disappeared from the business. Not under the class of professional bookings, the agent did not have the usual protection of the law and had to rely on the honesty of the amateurs.

New Orleans Night Clubs Set for Fall

NEW ORLEANS, Oct. 2.—Prima's Night Club, formerly the Shim Sham, opened Tuesday night for the fall and winter. Club has been entirely renovated. Leon Prima and 10-piece ork opened season, but name bands are promised. Rosh and Rhona, dance team, and Sybil Hopkins, singer, are on show.

Fountain Room of the Washington-Youree Hotel, biggest night club of North Louisiana, will open October 14 with Ed Fitzpatrick and band. Hotel recently closed successful summer on the roof garden.

Saturday night saw the reopening of the renovated Pickwick Club, Birmingham, Ala. Bill Scheaffer's Ork with Martha Peerman, headed show.

Penn Law Hounds Unlicensed Agents

PITTSBURGH, Oct. 2.—Booking agents who have failed to apply for licenses under the new Pennsylvania law will be investigated and prosecuted shortly if they persist in remaining in business, Arthur Goodrum, in charge of enforcement in Western Pennsylvania, declared today. A dozen members of the Entertainment Managers' Association have received or applied for licenses already, with the other four members balking a bit but expected to eventually abide by the law. Toughest nut for the State to crack and standing to feel heaviest the brunt of the \$100 license fee law are the 45 or so agents, mostly smaller, not affiliated with EMA.

Sharkey Bananas Land RKO Film

NEW YORK, Oct. 2.—Sharkey Bananas and his Sharks of Rhythm, six-piece Dixieland combination which in a short time won itself a rep among Manhattan jazzhounds, have been signed for Fred Astaire's latest RKO picture. They leave Nick's Rendezvous for the Coast at the end of this month. Rapid rise to success has left Sharkey and his boys stunned, and they still don't know what's happened.

When Sharkey returns from Hollywood he will open in Nick Longetti's new Greenwich Village spot, more elaborate and built specially for the Shark.

The Billboard was the first to publicly recognize Sharkey's unique music. Band was recommended in Possibilities.

Trying Novel Staging Ideas

Chi bookers experiment—dearth of ideas, as good acts abandon vaude field

CHICAGO, Oct. 2.—The number of widely exploited pictures now being released in local combo houses is affording stage-show producers the opportunity of testing unusual attractions seldom tried in the flesh temples. With the selling of stage shows, in these cases a minor angle, their creators are taking liberties with the spotting of talent and way of presentation.

The Balaban & Katz production department is doing most of the pioneering, booking both the Oriental and Chicago theaters here. At the former house last week the orchestras of Clyde McCoy and Earl (Father) Hines were combined for a "Battle of Swing" with fairly successful results. At the Chicago this week Lou Lipstone is producing a show around Alec Templeton, blind pianist.

Producers here reveal that the combo houses are in dire need of new and entertaining ideas to fill the gap made by the departure of good acts into the screen and radio fields.

Spokane Vaude Holding on Okeh

SPOKANE, Wash., Oct. 2.—First night of the fourth weekly vaude bill at the Post Street Theater saw but little attendance drop from the capacity opening night of the new policy.

Harry Holman was headlined but didn't draw quite as much applause as the Three Rockets, Negro hoofers, who appeared in *Artists and Models*.

Roseanne Coyle, daughter of "Wee" Coyle, lieutenant governor of the State, made her stage bow in support of Holman. Miss Coyle, a vivacious brunette, received a big hand when introduced at the close of the act.

Manager Arthur O'Neil left Wednesday for Los Angeles to look over stage talent. W. C.

Shy Miss America Is Very Willing

PITTSBURGH, Oct. 2.—The rarity of show business, *Miss America, 1937*, who turned her back on vaude and screen-test dates to return to high school in her home town, Hackettstown, N. J., will accept commercial contracts for indorsements and possibly some radio dates, Manager George Tyson, of the Atlantic City pageant and the beauty queen's manager, said here today. Tyson is publicity director for the Harris Amusement Enterprises. Blond Betty Cooper may also accept one of the screen-test offers. Tyson has been invited to accept the Miss America contest managership for next year.

Vaude for Pitts House

PITTSBURGH, Oct. 2.—Negotiations are under way between William Skirboll, owner of the Barry Theater, and representatives of the stagehands and musicians' unions to pave the way for a possible resumption of vaude on the Barry stage. Policy planned would be combo first-run pix and flesh. House is operating second-run films.

Barry one time was scene of vaude, before that of George Sharp stock, before that of legit shows, under name of Pitt Theater.

Sally Still Has "It"

LINCOLN, Neb., Oct. 4.—Sally Rand definitely did something to Fred Arnold, news cameraman for *The Nebraska State Journal* here. At least that's what the newspaper men are telling his wife.

Seems the tenser, while taking some backstage shots of the fanner, had three flashbulbs go off in his hand. Fred says it was the static in the air and the fact that it was a cold night—but the boys claim it was his pulse.

Paging Ripley!

CHICAGO, Oct. 2.—In the forthcoming \$25,000 breach of contract suit which the Jack Fine office filed against Charles (Cookie) Bowers, the William Morris Agency and the Shubert office for Cookie's failure to appear in a Fine unit, Charles Hogan, of the local William Morris branch, who also owns a piece of the show, will be one of the plaintiffs.

At the same time the case for the Fine office is being handled by Attorney Henry Kalchelm, who will oppose in court his brother, Nat Kalchelm, of the William Morris office, one of the defendants.

Kaye, Berns in Booking Deal

DETROIT, Oct. 2.—Lionel Kaye, booker with Amusement Booking Service for several years, has left to join Sol Berns, vaude booker with Del-Ray Orchestras and Attractions. Berns has been handling the Rialto Theater, Flint, Mich., while Kaye has the Cassidy Circuit houses in Alma, Saginaw and Midland, Mich. The merger gives them the strongest theater setup, aside from the Butterfield houses handled thru the Ray Conlin office.

Tommy Harris, veteran field man for several Detroit offices, has joined the Amusement Booking Service in the same capacity, resigning as custodian for the Michigan Showmen's Association.

Amusement Booking Service added three full weeks of major up-State night spots reopening during the past week. These are *Rendezvous*, *Battle Creek*; *Club Paradise*, *Mount Morris*, and the *Elm Grove*, *Kalamazoo*. Five-act bills are being used at most of the spots.

N. O. Vaude Pends

NEW ORLEANS, Oct. 2.—The La Charles, Inc., organized to take over operations of the St. Charles Theater, darkened Thursday night as a movie house, has delayed inauguration of vaude until the final week of October. New company has been incorporated with \$10,000 capital and promises renovations before reopening for flesh.

RKO Sets Heavy Shows in Boston

NEW YORK, Oct. 4.—RKO has lined up some heavy talent for the Boston, Boston. It has Fats Waller and Big Apple Dancers this week; Ann Corio, week of October 14; Wini Shaw, Sybil Jason, Jack LaRue and Vince Barnett in all-Hollywood unit October 21; Morton Downey, November 4; NTG unit, November 11, and Sally Rand, November 28.

Chick Webb and Ella Fitzgerald are penciled in for early December.

They Used To Blame Berle; But in Chi They All Do It

CHICAGO, Oct. 2.—Stealing of new material from acts has become a growing practice here, the more notorious copyists employing stooges who make the night club and theater rounds to record all they see and hear. Some of the copycats in the emcee ranks will use anybody's material for an added laugh in the act and not give it another thought.

The victims in most of these cases are the better acts who spend heavy dough for novel bits only to discover that a comedian in a neighborhood tavern is doing a carbon copy.

A specific case came to light the other day involving Lou Holtz and a local emcee. A couple of hilarious satires on popular tunes written especially for Holtz and used by the comedian during his recent Chez Paree engagement have been lifted by a Chicago funster and worked to death in his dates. Holtz was informed of this theft and reprimanded the guilty lad in a letter. The emcee is now omitting the parodies from

his act but is still employing a material-stealing stooge.

In a few cases prominent acts have been known to steal properties from their struggling competitors. A name act would go on a slumming party, get an earful of a bit that struck his fancy and adapt it to augment his own routine.

Most popular with the thieves are laugh-getting gags. Bits of comedy business, dance tricks and song parodies are tied for second honors.

Cushman Units Start Oct. 15

LINCOLN, Neb., Oct. 2.—First bud of the Wilbur Cushman Circuit happens October 15 when several full-week stands break in.

First comes Nashville, which gets Ed Gardiner's *Stork Club Scandals*. Then it goes into the St. Charles, New Orleans, and heads north.

Bill Arms' *Havana Holiday* gets the call in Portland, Ore., same day. *Kit Kat Klub Revue*, Paul Cholet's show, starts it off in Wheeling, W. Va., and then goes to Zanesville, O.; Cambridge, O., and Portsmouth, Ohio.

Hollywood *Sketchbook* commences in San Jose, Calif., October 20, and *Ballyhoo Brevités* is on a full week in Winnipeg, Man., the same date.

Cushman now offices in Hollywood, and the Midwest is in charge of Ed Gardner.

Vaude Booms In Brussels

BRUSSELS, Sept. 27.—Vaude vogte apparently on the up in Brussels, with early October to be marked by the opening of one of the most modernly equipped vaude houses in Europe, the new Varietes Music Hall, which will replace the Palais d'Ete.

The Empire continues big-time vaude, and the Ancienne Belgique opened Saturday with vaude, while the Alhambra continues to run vaude-revue bills.

Last week's program at the Empire featured the American fan dancer Joan Warner. Others on the bill were George Campo, Samson Fainsilber, Three Janekes, Iya, Margie Clifton Trio, Alice Furt and Claudine, Three Sidneys, Four Wangs and the 12 Empire Babies.

Palais d'Ete bill included Jo Bouillon's Ork, Marie Hollis, Two Pills, Bob Gillette, Chinese Lucky Girls, Vocal Kings and Jean Cyrano and Paul Grammon.

Opening bill at the Ancienne Belgique features Fosca Adagio Five.

Marie Dubas, French pop singer, will head initial bill at the new Varietes.

LaRue, Barnett, Shaw Set by RKO

NEW YORK, Oct. 4.—RKO has lined up five dates for Jack LaRue and Vince Barnett, film players. The pair open in Cleveland October 8, followed by Boston, October 15; Albany, October 29; Troy, November 5, and Schenectady, November 11.

Wini Shaw has also landed four more RKO dates: Boston, October 21; Albany, November 12; Troy, November 19, and Schenectady, November 25.

Stamford Okehs Sunday Vaude

STAMFORD, Conn., Oct. 2.—Common council has authorized Sunday afternoon movies and vaudeville by a vote of 5 to 1.

Ghost Show Scars Cops

DETROIT, Oct. 2.—A ghost show had the police of Dearborn, Mich., scared this week, when Joe La Rose, manager of the Eastown and Roosevelt theaters and who produced the show, set it for a date at the Calvin Theater, Dearborn, October 8. Police issued a ukase against the show on the grounds that somebody might get hurt, but La Rose convinced the police that it was a clean, harmless show, and was given an okeh.

Vaudeville Notes

MILTON FROME is at the Orpheum, Los Angeles, on a repeat engagement. . . . BENTON TWINS and ELEANOR SALARI, specialty dancers, closed their tour with the *Parisian Follies* to play clubs in Boston. . . . INA MONTGOMERY, Eleanor Horton and Robbie Robinson, of the Horton Vaudeville Booking Agency, Syracuse, N. Y., are in New York lining up talent to play out of Syracuse this season. . . . HAROLD ROSENTHAL, former Loew agent, is now a film salesman in New York. . . . ED SULLIVAN will miss the 15 vaude weeks he had been averaging each year. His last Loew salary was \$2,750 a week. . . . BELLE RIGAS is giving night clubs a twirl. Now emceeing at Oetjen's Restaurant, Brooklyn. . . . DON SHERWOOD, Warner booker, is becoming a terrific table tennis player. . . . MERLE'S COCKATOOS open at the Chez Paree, Chicago, October 8, following an eight-month stand at the Paradise, New York. . . . EDWARDS SISTERS, current at Loew's State, New York, will be heading for home in California soon. . . . THE VERA CRUZE,

who sings with Worth's Hill's Band at the Pavillon Royale, Savin Rock, is a niece of Gypsy Walton. . . . THREE OTANOS, aerialists, will follow up their current date at the Fox Theater, Detroit, with a spot in Morton's Indoor Circus. Handled thru Hamid office. . . . JOHNNY HYDE, of the William Morris Agency, is leaving his Los Angeles office this week on a business trip to Chicago and New York.

KAY KAYSER'S Ork, Dorothy Byton Girls, Grace and Nikko; Lowe, Hite and Stanley; Margot and Libby Robin, Bud and Buddies, Melba Brian, O'Connor Family and Burns, Moriarity and Dell play the Tall Corn Expo at Marshalltown, Ia., this week. Booked by Dick Bergen. . . . BARR AND ESTES, following their engagement at the State-Lake, Chicago, last week left for New York to await their departure for Europe October 7. . . . McCONNEL AND MOORE, who motored to Los Angeles after closing at the Dallas expo, sailed recently for Honolulu for eight weeks' bookings.

DANCE NOVELTY INTERPRETATIONS

DELUXE EXCITING EXOTIC UNIQUE UNEQUALLED



The Hawaiian Gourd Chant

Satan and the Lady

Serpent Stair Dance

Rhapsody in Chiffon

Dance to a Black Elephant

D A G M A B

The Turkish Cymbol

Black and Silver Symphony

Ethiopian Oil Dance

Mexican Poppy Dance

Shanghai Mirror Dance



at the CLUB CAVALIER NEW YORK CITY

Week of October 4th, 1937

at the

PENTHOUSE, BRADFORD HOTEL BOSTON, MASS.

Week of October 18th—Indefinitely

Management: COLUMBIA ENTERTAINMENT BUREAU Represented by HELEN DENNERT and JACK MILLER

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Vaudeville Reviews

Loew's State, New York

(Reviewed Friday Evening, October 2) Relying on Broadway Melody of 1938 (MGM) to bring them in, this house (DGM) did not bother to build up too solid a show this week...

The Henderson band, closing the show and running 23 minutes, did not shape up as strong as it should. Exponents of swell swing music, the band's talents are not pointed up sufficiently for the stage. Need for more careful staging is apparent...

The opening turn is Geraldine and Joe, a sock act that starts rather mildly as a novelty dance turn, and winds up with an amusing tricky apache number.

Guy Robertson, remembered for his Great Waltz role at the Center Theater, had no trouble stirring up the gals with his virile baritone and handling of such favorites as Never in a Million Years...

Artie Lewis and Peggy Ames are favorites here. Not that their comedy gags and puns are especially fresh, but their delivery is surefire. They know how to time and squeeze the most out of audience reaction...

With his usual competence, Ruby Zwerling led the pit men thru the show. Horace Heldt and his Alemitte Brigadiers are next week's attractions...

Paul Denis.

Chicago, Chicago

(Reviewed Friday Afternoon, October 1)

It is a refreshingly different stage show here this week, augmenting Paramount's Souls at Sea on the screen. Chief note of interest is Alec Templeton, blind pianist, first introduced in the States with Jack Hylton's Band...

An Oriental-flavored background makes an opening for a native street scene and Adrian Friche's fiddling of familiar strains, Gloria Gilbert, a veritable spinning top on toes, singled with a specialty...

Shea and Raymond, eccentric dancers, were ushered in on a ricksha and unloaded for a few minutes of loose-footed hoofing. Boys are funny and garnered nice applause. The team is fresh from a few months of night club work in New York...

Lal Founs, quintet of contortionists and dish twirlers, scored best with their latter feats. Some of their body twisting tricks, accomplished with little effort, are not pleasing sights, however. Their dish balancing to waltz music has the opposite effect.

The Fred Evans line is used to advantage to introduce a couple of the acts and is particularly impressive in the

interpretative ballet routine preceding Templeton's offering. The pit orchestra rates mention for its excellent support, this time more prominent than usual.

Business was just fair first show opening day. Sam Hontigberg.

Earle, Philadelphia

(Reviewed Friday Afternoon, October 1)

Altho nothing to excite a critic, Hollywood Revue, new stage show at the Earle, is an elaborate display of good smooth entertainment. There's plenty of comedy and girls and a couple of Hollywood names.

Comedian Vince Barnett plays stooge to Jack La Rue, personable screen menace, to provide a round of laughs for the customers. When Jack gets serious with a recitation from Blood and Sand Vince finishes him off by mimicking his efforts.

Mariora, female juggler, stands out as one of high spots of the day's fare. Her skill is unchallengeable. A bit of worth-while dancing is supplied by Clark and Eaton, adagio team. Del Carman, billed as "the dancing demon from Spain," also does her work well.

Others in the show are Robert Perry, West Coast vocalist; a harmony four-some called Mae McKim and her Swinging Boy Friends, and Marty May, who augments his duties as m. c. with a few impersonations.

There are also 30 of "moviedom's" starlets and 10 of its models. Marjorie Gainsworth, jazz-opera singer, who is making her third Earle appearance in six weeks, still pleases the eardrums.

The whole thing's a lively and well-varied offering.

On screen, It's All Yours (Columbia), with Madeleine Carroll, Mischa Auer and Francis Lederer, Joe Grafton.

Paramount, Los Angeles

(Reviewed Wednesday, September 29)

Special attraction with the showing of James Cagney's Something to Sing About is Evelyn Daw, leading lady of the picture. Miss Daw, who is petite, red-haired and very pretty, sang one of the arias from New Moon and encored with a medley of songs from the film...

Armando and Lita, dance team, did the usual mockery of a class ballroom duo. The act is highly technical, well versed and graceful, but could do without the smut which is introduced and sexy handling of each other.

Dorothy Lull depicts a former acrobat dancer replacing an operatic diva on a program and forgetting to desist from acrobatics while singing. She is clever but not outstanding.

"Rubberneck" Holmes, clad in a red "soup and fish" with tall black hat, proved himself a good colored dancer with one or two amazing specialties that are different.

Somehow the Fanchon & Marco choruses, always pretty, seem terribly the same in their routines, staged by Carlos Romero. The girls do traditional precision tactics with hands and legs and formation marches.

Rube Wolf offers a splendid swing version of Black Eyes and swing interpretation of old favorites such as Darktown Strutters' Ball, Alexander's Ragtime Band, etc. A good show.

David Arlen.

Metropolitan, Boston

(Reviewed Saturday Afternoon, Oct. 2)

Band Wagon Parade (52 minutes) and flicker High, Wide and Handsome (Para) comprise this week's Met bill. The Wagon unit, produced by Harry Anger; scenery by Kaj Velden, costumes by Mahieu, special tunes and lyrics by Taylor and Mizzy, and the ork directed by Jo Lombardi, is a new one and needs polishing in quite a few places.

Topic is the vocaling of Carole Manners with Gianhina Mia, Caro Nome from Rigoletto and Stardust on the Moon. She is the bright spot on the bill and could stay on for a longer period. Charles Malone's toe-tap stunt rates okeh, but Vern Rath's duo of sax offerings are so-so.

Lorraine (Jeanne) and Rognan (Roy) are in for several appearances, with business including Rognan on a leash led by

Lorraine as they interpret the tune Posin'; Lorraine's extraordinary body gyrations, and their satire on ballroom dancing, which starts very serious, but goes berserk.

Buddy Abbott and Lou Costello are out with a comedy on army life—a lot of tomfoolery with antique gags, but the audience laughs anyway, altho the patrons beat 'em to the punch lines. Comedy baseball scene is too lengthy and it's the stuff the Hub audiences have seen often in the past.

Novelty mannequin number is the fluorescent puppet session to Posin'. It received a good hand. Other unit line presentation was the red and gold stanza number, with Melba, Goddess in Blue, a lithesome miss with a genteel body, okeh on the control and flitting around business.

Keene Twins (fem) and Vic and Lamarr, tap-acro act, fare well in their spots, with the twins working some head twists on the mat for a good hand.

'Unit line (16) combines with the Met's Swing-O-Pators (16) on the opening Band Wagon tune and the finale sailor routine. Rear set falls to depict the briny deep, as a warship looms, its cannons blasting.

Line's horse costumes are particularly novel and the usual good work by the girls is there. Biz good at Saturday's opening show. Sidney J. Paine.

Palace, Chicago

(Reviewed Friday Afternoon, October 1)

It's Milton Berle Week at this RKO house, which was among the first to give this likable clown a break. Berle is overambitious, however, and stretches his revue entirely too long. It's particularly irksome since he is on most of the time and even the acts are mere stogees for the great Milton. A way out would be omission of uncalled-for chatter used as lengthy introductions of the specialties.

The boy is clever, not getting away from that. Even some of the old gags in his stock take on new life in his delivery. And he has plenty of new, smart material that is good for sock laughs.

Screen trailer from his New Faces picture is a clever opening, Berle tearing thru the screen for his initial appearance. He continues thruout the show with an abundance of vitality and in his own spot with Bert Gordon and Tommy Mack (Mischa Moody and Judge Hugo Straight, respectively) brings his wits to a climax.

Diaz, Don, Dolores and Demis, adagio foursome, have a strong number that is loaded with thrilling tricks. Girl has marvelous control and is expertly handled by the three males. A change of the tongue-twisting name of the act is advisable, if only for commercial reasons.

Doris Rhodes, familiar songstress here,

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VIC HYDE "One-Man Swing Band" HEADLINING Theatre Dates in Middle West. Mgt. Rudy Vallee Units Corp., N. Y.

is left alone to do *Stop! You're Breaking My Heart* and *That Old Feeling*. Engages in entirely too much nonsense with Milton, however.

Jack Gilford is a capable mimic, his faces being Laurel and Hardy, Healy, Butterworth and Armetta. Boy is young, personable and displays promise of development in that line.

Bileen Barton (Jolly Gillette, of the radio show) is a cute little youngster with an impressive voice. Stood out with *My Cabin of Dreams* in particular, that song a match for her personality and vocal ability.

On screen *Music for Madame* (RKO-Radio). Business fair third show opening day.
Sam Honigberg.

Taft, Cincinnati

(Reviewed Monday Evening, Sept. 27)

Blackstone, the magician, and his company of 18, largest mystery show on the road in America today, scored a major hit here from an entertainment standpoint, but suffered at the box-office thru no fault of their own. The Taft, a modern 2,500 seater located three blocks from the theatrical district, has been dark to regular vaude for several seasons. Add to that the fact that Blackstone is not yet the name here that was the late Howard Thurston and you have a serious handicap. A turkey pic, *Reported Missing*, didn't help either.

Show was well advertised and pulled the greatest bit of newspaper publicity any stage attraction has received here in a long time. Box-office receipts built to fair proportions the last two days of the engagement, after the merits of the show got around by word of mouth, and it is a safe bet that Blackstone will find it comparatively easy to draw 'em, should he elect to return here next season, even at the same house.

Blackstone is the same able showman and magician, while his attraction, from all angles, is noticeably improved. Production has class, color and flash, while the necessary fem angle is supplied by a bevy of attractive assistants in colorful wardrobe. There are several startling new effects, notably the vanishing horse, while a number of the older ones, chiefly *The Floating Electric Light Bulb* and the buzz-saw version of *Sawing a Woman in Half*, have been improved to make for even better presentation than in the past.

Blackstone still performs in that easy, nonchalant manner, while his work in the audience and with those "victims" he manages to lure to the stage is highly pleasing, good for a large measure of laughs and not in the least offending. He also displays a fine brand of showmanship in handling the kiddies, working this angle up to the hilt without the usual lag. Show moves smoothly from the opening to the final curtain. Blackstone still goes commercial by ringing in a plug on a beer, a tire and a bread.

Included in the Blackstone repertoire this season are *A Spanish Fantasy* (production of live stock and girls), *The Spirit Handkerchiefs*, *Pigeons From the Air*, *Floating Electric Light Bulb*, borrowed watch, girl production from cabinet, with a beer-pouring finish; *Girl Thru the Ribbon*, *Girl Vanish in Tires*, *Penetrating Lights*, *Sawing a Woman*, *Vanish of Bird and Cage*, *Levitation* (lighted stage makes this unusually effective), girl vanish in mid-air, half dollar in the bottle, *Disappearing Horse*, a card novelty, multiple girl production from cabinets and a substitution novelty. Ed Milne is company manager. Taft goes dark to vaude again when the Blackstone show leaves. Bill Sachs.

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Sept. 29)

Folly Theater, reopening its vaude season after the summer layoff, has put together a show-stopping bill. Audience response is such that it revives a belief in the essential value of vaude entertainment. Show is introed by Allen Reno, hoofing emsee, but Reno's impersonation (See FOLLY, BROOKLYN on page 21)

Fox, Detroit

(Reviewed Friday Evening, October 1)

Without top-line names on the stage the Fox had the nearest capacity house at a post-supper show on opening day in a long time. Sonja Henie in *Thin Ice* evidently helped a lot.

The show had no overture, with Sam Jack Kaufman conducting his orchestra

and emseeing from the pit this week only. Great Otanos, two girls and a man working from suspended bar near the top of the stage, opened. He does an iron jaw while holding the two girls, one of whom does a whirling iron jaw beneath him, as well as other unique suspension and iron-jaw feats.

Peg-Leg Bates, colored boy with a crutchlike mechanical left leg, does some highly skillful dances, even doing some high buck and wings despite lack of knee-flexing action. He deserved the excellent hand he received.

Bert Lynn uses his violin guitar, his own invention, an amplifying instrument of somewhat organlike quality, to give imitations of all kinds of sounds, including an air raid. His partner, Myla, does a hip-swaying Hawaiian number in front of the Gae Foster Ballet, with Frank Connors, romantic tenor, who rates the spotlight he didn't get this time.

Wendell Hall comes on with a guitar, (See REVIEWS on page 34)

CAFE DEBUTS

(Continued from page 5)

winter season September 27 with a one-night engagement of Vincent Lopez and orchestra. Spot will continue policy of occasional standard vaude acts, with Johnny Martone and band playing regularly.

SEATTLE, Wash., Oct. 2.—M. M. Lyons, well-known operator of Lyons' Music Hall, has a 10-year lease on the two-story building at 1414-22 First avenue and will convert it into a cabaret with modernistic facade. Alterations will cost over \$25,000.

HALF OF 12

(Continued from page 3)

year makes the FTP take on more and more the aspect of a national subsidized theater, even tho it uses relief labor, according to FTP officials.

Just how tight the squeeze will be is apparent on consideration of the moneys to be expended per month on salaries alone. Leaving out the higher salaries given the administrative officials and computing merely on the basis of the security wage of \$23.86 paid to the great majority of the 4,000 New York FTP workers, the monthly salary total amounts to \$381,760. Eight per cent of the \$500,000 to be spent for other than labor costs amounts to \$40,000, a figure which the FTP reasons will be hard to keep within. According to the above, only \$78,240 per month will be left for production proper in the New York project.

According to a production conference report submitted September 28 to Messrs. Kondolph, Ullman and Brennan, FTP execs, shows now in preparation for the New York project, irrespective of the marionette division, include the O'Neill one-acters, *One Third of a Nation*, *Professional*, new edition of *We Live and Laugh*, *Tailor Becomes a Storekeeper*, *Within These Walls*, *No More Peace*, *Patience*, *Professor Mamlock*, *Singing and the Gold*, *Silver Box*, *Birthday of Infanta*, *Pierre Patelin*, *Little Mermaid*, *Mother Goose on Parade*, *Tom Thumb Circus*, *Jack and the Beanstalk*, *Heaven for Thirty Cents*, *Trojan Women* and a variety schedule. *A Hero Is Born* opened yesterday.

"POLICE GAZETTE"

(Continued from page 3)

up to "public hatred, ridicule and contempt."

Other defendants named in the action are Paramount Productions, Inc.; Paramount Pictures Distributing Corporation, Paramount Public Corporation and Public Theaters Corporation.

FIGURE RADIO

(Continued from page 3)

proceed and to sell the show as a publicity boost for the company's film output.

All stars under contract will be paid for their air appearances from the \$20,000 weekly sponsor charge and MGM figures on making little, if anything, directly from the deal. It stresses, however, the possibilities of plugging talent from its stables and also the boost given to pictures mentioned over the air.

Further reason for MGM's conviction that there will be no serious complaints from house managers is that picture business is making money in spite of improved radio programs. It sees its sponsored show as another strong production that will build up a large audience and one that will utilize some of the MGM

names who have been appearing in other sponsored shows.

HOLLYWOOD, Oct. 2.—Speculation is rife on the Hollywood front as to just what kind of a deal sponsors will get who are making contracts with the motion picture studios direct, instead of hiring big names for their programs, as has formerly been the case. Most of the deals call for studio "names" without more particularized specifications. The film colony is wondering whether the best celeb names will be provided or whether movie moguls merely see in radio an opportunity to develop their unknowns.

Report that MGM will not toss General Foods its entire star list has been prevalent in the colony. For one thing, several of the names are already securely "hooked," having other iron-bound radio commitments. Then MGM is intent on developing its younger group of players, of which there are many who would be an attraction but who are still not "tops."

The situation is similar at Warner Brothers, who have signed a deal with Lucky Strike cigarettes. Two prominent Warner names, Ed Robinson, already committed to Elmo, and Kay Francis, who refuses to make any radio appearances, are already out of the running. How many of the other outstanding stars like Paul Muni, Fernand Gravet and the rest will "go" is not known.

Paramount and 20th Century-Fox have not at this writing signed a deal, however negotiations are known to be under way. Contracts pending will not call for specified names but, rather, for "a good show."

ANOTHER FILM

(Continued from page 3)

Guild is said to be imminent, following a meeting of these organizations here. Both are taking secret mail ballots of membership to confirm their strength.

Meeting held here of the inter-talent council, consisting of representatives of the Screen Actors' Guild, Screen Di-

rectors' Guild and Screen Writers' Guild at the SAG headquarters, saw preliminary steps taken towards creation of a co-ordinated program of attack. Mutuality of purpose was stressed and each committee group will report back to its own organization.

Important subject of discussion was move of International Alliance of Theatrical Stage Employees to assume jurisdiction over all film workers, including writers, actors and directors. Struggle of the SDG and SWG for producer recognition took a principal part of the evening. These two issues, both of them vitally important, are the "big worry" of the three film organizations at this time.

Screen Actors' Guild has a 10-year contract with the producers and so its position is not to be compared with that of the writers and directors. Producers have refused to recognize either the Screen Directors' Guild or the Screen Writers' Guild.

FILM B. O.

(Continued from page 3)

prevalent thruout the nation. Major distributors are said to be extremely worried over the development, which would be disastrous, with the increased cost of production on films, should it continue.

"The public has suddenly held up all spending," an important circuit head stated today. "Probably the reason is the scares perpetrated by the newspapers and the general unrest; however, this is the worst box-office decline we have suffered in some time. Nor is this dropping off of receipts peculiar to any section of the country; it is a general thing."

Raise in admissions is thought in Hollywood to have been "in the wind" for years. The scale of prices has not kept up with increased expenditures and this move to up admissions is not expected. Such cities as Washington, Minneapolis, Louisville, Wilmington and other adjacent towns have upped their prices from 5 to 15 cents, it is learned.

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R K O THEATRES

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Radio City, New York

Paradise Restaurant, N. Y.

Egged on by the bigger and better shows being presented by some of the competitive spots, the Paradise has come thru with its finest revue yet.

George Hale's new *Red Hot and Beautiful* floor show is glittering, imaginative and entertaining. The talent is there and it is presented cleverly and beautifully. The costuming is tops, with Bill Livingston designing and Brooks executing. The costumes do so much to point up the charms of the gorgeous parade girls and the pretty chorus line. There are 14 of each type and most of them are outstanding lookers.

The revue hits its high point in *Metropolis*, Ferde Grofe's composition set to dance by Hale. The showgirls are on first in tricky hooded capes and then become tiger women who attempt to claw George Tapps (the trainer). Prop cage encircles the stage instantaneously and provides a swell setting for Tapps' line dancing, while the girls provide a colorful background and a new ceiling trap lowers with gorgeous showgirls holding cheetahs on the leash. The cheetahs are really dogs in skins, but it's realistic enough as is. The Three Diamond Boys follow for a session of terrific mauling and falls, along with zany bits, acrobatics and dancing. They're a riotous combo that is noisy and forceful enough for cabaret audiences. The show closed with a devil number that is quite cute.

The show gets off to a solid start with an *On With the Dance* number, with Helen Dell singing, and then goes into a novelty scene with the girls juggling hoops en masse and Lee Sullivan tenoring the lead. Lyda Sue Leeds, young and pretty, provides effortless, graceful and rubber-body acrobatics that don't tire and that, in fact, draw a big hand.

The captivating Readinger Twins, refreshingly youthful and versatile, are spotted for a couple of numbers. Their smooth movements and comic posturing are an irresistible combination. As novelty dancers, they are way ahead of their type.

Four showgirls form announcement groups introducing numbers in a refreshing fashion, two of the three groups thus formed doing novelty magic bits. The "American Bolero" production number presents Nacio Herb Brown's *The Carlo*, a catchy tune sung by Lee Sullivan and bringing out the girls in the slickest costumes imaginable.

Then there's tall and willowy Lucille Johnson, from musical comedy, singing *You're My Desire*, *You're the Only One* and *The First Time I Saw You*. She is a contralto with interesting voice and delivery, backed by an attention-holding personality.

As a whole, the show is a peach. It is clean and without nudity, proving that a cabaret show can stand out without these elements.

Jay Freeman's Orchestra does a fine job at accompaniment, altho their dance music is too blasty. Harold Rubinstein did the five orchestral arrangements, while Johnny Mercer and Richard Whiting composed *On With the Dance*, Jerry Herbst and Jack Sharpe *So Rare*, Harold Spina and Walter Bullock *Lovely One*, Sammy Cahn and Saul Chaplin *Postin'* and Dave Franklin, Sam Ward and Lionel Clauser wrote the finale. *Postin'* is the neatest of the lot.

William Broder is stage manager, while

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Night Club Reviews

popular Joe Russell is still doing publicity.

With dinner as low as \$1.50, this spot offers a bargain show. Food has improved and service is still bad, but probably can't be helped due to jammed tables. Paul Denis.

La Conga, New York

Broadway seems to be headed for a cycle of spots of Cuban motif, replacing the fad for the Hawaiian atmosphere so prevalent last season. Hard upon the heels of the already established Club Yumuri, the Havana-Madrid has opened but a few steps away.

Larger than both, more pretentious and more earnestly attempting to create an authentic atmosphere, yet in a more detached, almost aristocratic manner, is this spot. It is managed by Roche and Roldan, two capable hosts hailing originally from the former Cubanacan, and backed by Wall Street capital. From all indications they intend capturing the fancy of the same caliber of patronage. The site is the former Cafe Basque on 57th street.

The two-floored establishment has as maitre de, the well-known Maraschino presiding over the basement or club proper. The street level section consists of a large bar and dining room accommodations. Murals by Vernon MacFarlane are now in preparation for this room. The spacious nether room, rectangular and softly indirectly lighted, is embellished by landscape murals by Campa, Cuban painter, and by effective trimmings of cottage thatching, trelliced ceiling and typically Cuban upholstered chairs of calfskin.

Two orchestras, a waltz combination and a rumba outfit, alternate in a constant stream of dance music. The waltz band, and it restricts itself to that type of music, is composed of piano, bass, three violins and the rare bandonion, welded by leader Ramon Littee. The La Conga Orchestra is an 11-piece combo that gives out with rumbas only. It is led by pianist Jose Escarpenter and features Panchito Elser and Hilda Zalazar in native warbling. The bulk of the vocalizing is done by Panchito. He, Miss Zalazar and a guitarist combine into a vocal trio occasionally. Authenticity of pure Cuban musical product is brought out by incorporating in the instrumentation various peculiar native instruments, such as gourds, drums, tom-toms and jawbones of asses.

Dance sessions by each orchestra last a half hour and altho only the two forms of music are dispensed, that type of dancing seems to have found added supporters judging by the play it gets here.

Native cuisine is excellent. Service impeccable.

No cover, no minimum policy prevails. Dinners, \$1.75 up. George Colson.

Roumanian Village, N. Y.

Installation of the new fall show had all the local biggies in a wild scramble to dislodge the rightful master of ceremonies, Henry Berman, from his duties. All the confusion and disorder that could possibly attend a nabe event was evident. But despite all the obstacles, two shows managed to get on opening night.

Ludwig Satz, operator, presented his *International Revue* of six acts, booked by Louis Loomis and embellished by the Bothwell Browne Girls and Charlie Schwartz's Band.

Anna Shatlen opened with a brace of Russian and Gypsy airs. The well on in years, Miss Shatlen still retains enough of vocal power and appeal to score heavily.

Dolores and Rossini, dance team, did very well despite evident lack of co-operation with the band. Their offering consisted of a tango, combining grace and precision with daring throws, splits and whirls, and a Bolero type of number wherein Rossini injects a bit of the unusual by chanting menacingly *You Are Temptation* as he follows Dolores in her seductive weaving. Number terminates with some effectively dramatic handling of his partner by Rossini and more of their spins and whirls.

Harris Twins and Sachs, three boys and a piano, sing and clown thru comedy and novelty numbers. Boys perform solo and ensemble with sometimes one

and sometimes two seated at the ivories. Their long-drawn-out nonsense and screaming did not mean very much here, despite their very intimate delivery.

Without the aid of the public-address system, Jill Roy's fragile and expressive voice could not be heard to advantage but what was audible above the din impressed as meriting a more appreciative audience. Miss Roy did *If I Put My Heart in a Song* and, very appropriately, *Gone With the Wind*.

Henry Berman, too, had trouble getting himself heard without the mike but endeavored several numbers in a lusty Harry Richmanish manner. His best was *Without a Song*.

Shirley Herman, the Mrs. Schlepferman of the Jack Benny hour, offered her repertoire of takeoffs of Fannie Brice and succeeded fairly well, the turn being down the alley of this audience. Shirley is a pretty clear carbon copy of Fannie, gargoyle face and all.

The Bothwell Browne Girls did their best with insufficiently rehearsed routines. Gals are not bad and costumes are colorful. One of the line was spotted for a fan-dance specialty.

Dance and show music supplied by Charlie Schwartz and his six-piece band. George Colson.

Nick's Rendezvous, N. Y.

SkYROCKETED to popularity thru the spectacular click of the Sharkey Bananas' Dixieland Band, Nick Rongetti's Greenwich Village night club is spreading out. Nick is opening a new and much bigger place across the street after Bananas returns from his three-week trip to Hollywood to work in the new Fred Astaire picture for RKO.

With Bananas grabbing the national limelight thru the picture, Nick figured he ought to be able to pack the new place easily. In the meanwhile Sharkey and his New Orleans six-piece combo continue to send the customers. Their terrific swinging, led by Sharkey's fancy trumpeting and the outstanding work of the trombonist, is something swing fans go nuts over. Here's where the sit-and-sippers sway and keep time with the hot Dixieland licks.

Red McKenzie is still bartoning here. His voice is rough, but it still has enough quality to demand attention. Helen Lewis is a new singer here, revealing an interesting delivery, while Sunny Russ, is still at the piano and rippling clicking out an endless chain of fascinating improvisations. Owner Nick often joins her at the other piano, the two making a swell relief combo. Paul Denis.

Marie's Crisis, New York

Marie Dumont, a veteran night club operator in town, is running this interesting Greenwich Village spot right on Sheridan Square.

The small building housing the club is Thomas Paine's home, explaining the name. Crisis. The interior includes a "Revolutionary Bar" and war murals, and is a comfy little place. A mezzanine and a dining room for private parties complete the layout.

Current entertainment is thin. Mimi Muriel, slick looking blonde, is a pleasing soprano. Voice has quality, but personality is a bit too cold for this type of intimate spot. Bill Colligan is at the piano, reeling off requests with ease and affability.

The main attraction is really Marie herself. She's a buxom, vivacious brunet whose personality lights up the place and gives it that congenial spirit without too intimate club can exist.

Paul Denis.

Royale Frolics, Chicago

The reopening of Denis Cooney's spot is good news to night club performers. A crop of entertainers, including a line of 22 girls, are used all season and the floor bill budget is among the highest in town. Duke Yellman is again booking the spot and producing the shows. His initial job is a commendable one, the chorus used to elaborate advantage in opening and closing numbers and the acts blended for mounting entertainment.

Sinclair Sisters, formerly with Harry King, are close competitors to the Readinger Twins with their unison work.

Kids do spirited loose-foot tapping and challenge acrobatics.

LeRoy and Sharp, ventriloquists, work with adult-sized dummies. While their vocal art is good, the act needs stronger material and more polish. Nancy Healy, tap dancer, is in the next spot with a couple of passable routines.

Mark Fisher, band leader, has a qualitative tenor voice and a dramatic sense of delivery. Did such tunes as *Laugh, Clown, Laugh*; *Night and Day* and *King for a Day* and went over very well.

Karre Le Baron Trio in their *Dove and the Ravens* adagio do some fine tricks, even tho most of them are of the stock variety. Number does not look as well on a night club floor as it does on a theater stage, however, many of the graceful movements by the girl lost in a cafe setup.

Frances McCoy is a striking looking songstress who with better arrangements to suit her personality will probably go far in her field. At this showing she warbled in swing style *Gonna-Go, I'm Putting All My Eggs in One Basket* and *Posin'*.

Sid Tomack and the Reels Brothers form a sock comedy trio, working with old school precision and fervor. It's the type of Clayton, Jackson and Duranta act that goes well at this spot and their material is smart enough to keep them on for a lengthy session. Sid also doubles with straightforward emceeing during the show.

Line production numbers at show field included some spirited football play parading and an impressive Roman soldier spectacle. Jack Hilliard handled the vocals capably.

The Fisher Band is on for both show and dance sessions, with Al Turk's sextet furnishing intermission music. The early morning hours bring in still a third orchestra, a colored aggregation dishing out tunes in low-down style.

Three shows nightly, each around 70 minutes long. A reasonable \$2 minimum in effect. Sam Honigberg.

Club Mayfair, Boston

Name policy at the town's swankiest nitery is clicking big, with Benny Fields following a Sheila Barrett holdover, and ably supported by Jean Sargent's lusty warbling. Joe Smith's Ork is back for another season. It is a Jack Marschard unit, and he's quite capable of handling a floor show.

This is Fields' second appearance here in five months, and this early dinner show held him for 27 minutes. Fields is still okeh on the milking end and his salesmanship is superb. Did a neat rendition of *That Old Feeling* and *Melancholy Baby*. After Fields' session the customers returned to cold dinners.

Jean Sargent, younger looking and lovely, gave out with nifty warbling and okeh mike technique with *So Rare* and the ballad *I Know Now*. Good arrangements, and a mellowed huskiness in her vocal apparatus, plus strong sustaining notes, brought the lady a good hand.

MacDonald and Ross, ballroom tap team, offered samples of original routines. Young lady is sweet and gets around with facility. She's decked out in a white flannel full dress, and her partner in black full dress. Execute a cigaret light-up that entrees into a tap stint. The duo work close tandem and get around the floor in easy fashion, in spite of the difficult position. Second offering is a Spanish tap, with hot hip-swaying and tap to the tune *Dinah*.

Ross Irwin is back as the pleasant emcee. Gave the show to the others, eliminating any of his talents.

Seven ork boys pulled the laughs and applause for two hokey things, led by Jack Eaves and played by the pianist and drummer. First is a working-thru-college bit, with the titles of magazines symbolic of a nutty tune. Other is a green grass number that brought howls.

Dud Goldman, fiddler, directed the floor show. Okeh. Sid Patne.

Local 802 Plans To Stop Kickbacks

NEW YORK, Oct. 2.—Annual by-laws meeting of musicians' Local 802 will be continued for the third time Monday at Palm Garden. Thus far question of kicking back salaries has evoked major discussion, the local at the last meeting passing a law that stewards be appointed to overlook collection of salaries at those spots were collusion is expected.

Matter of salary increases for elected officers and changing terms of office have not yet come up for discussion.

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Continental Room, Stevens Hotel, Chicago

A short show, but a merry and entertaining one, is the new offering at the Continental, where Sande Williams and orchestra opened Thursday night. Williams, with a nine-piece combo, comes from the East, where he has been holding forth at Washington's swank Carlton Hotel. Dishes sweet music with emphasis on the strings and has some versatile comedy cutups among his boys.

The Music Hall Boys—Frank Kamp-lain, Van Kirk and Allen Sterling are a sure cure for the blues. Diked out in exaggerated Gay '90s getup, including flowing sideburns and mustaches, they give side-splitting renditions of songs of the '90s, interspersing hilarious comedy. Made an instantaneous hit and were called back time after time.

Pierre and Temple are colorful dancers with a pleasing repertoire that reaches its climax in their rendition of the *Cosmopolitan*, an interpretation of the evolution of the dance from the minuet to the bolero. Extremely graceful and entertaining.

The acts and the entertainers in the band present one of the most satisfactory shows seen at the Continental this season. *Nat Green.*

Club Tivoli, Juarez, Mexico

The Tivoli, swankier of the two clubs with floor shows here, at the foot of the international bridge from El Paso, has a better-than-usual show current. Dinner and drink prices are low, and crowds from dry Texas and tourist trade have been good. Place is managed by Roberto Holguin.

Show opened with Medina and Mimosa, in from Hollywood, where they appeared in MGM's *Night at the Trocadero*. Ballroom duo did a classy tango and a short rumba. Girl, a Spanish beauty with classical features, was excellent. Her partner was fair.

Diane Wood, a protégée of Al Lyon, with whose orchestra she has been appearing in Santa Monica, warbles in husky-voiced blues style. Voice okeh in lower registers, but she seemed to be pressing for the higher ones. Called back for two encores.

Jay Howard, billed as "Maker of Masks," was headliner and got a good hand. The lad makes his own masks and exhibits them with pantomime. His only costume, in addition to the masks, was a black satin cape. Used masks of movie stars, but has other routines, too. Howard is a handsome six-footer, a capable mime, and sketches patrons at the bar between shows.

Glen Dale, held over for his sixth week, is emcee. His work is smooth and pleasing. Has a firm baritone voice and a clean, handsome, sharply cut appearance.

The show closed with Medina and Mimosa back for another fast rumba.

Napo Seinz batons the orchestra for fair dance music. Shows normally change each four weeks. *Hal Middlesworth.*

Dorchester Hotel, London

Season here opens with *Laughter and Rhythm*, a classy floor show produced and presented by Henry Sherek.

Featured are Russell Swann, the Wier Brothers and A. Robins, all familiar to London patrons.

Swann, a clever conjurer with a bunch of good and mystifying tricks, has a suave personality and is an excellent showman. He emcees this show to perfection and proves a capital comedian and monologist.

Three Wier Brothers, easily Europe's most original and classiest comedy act, double from the Palladium show. These young fellows, who interpolate a bunch of new and novel bits into their corking routine, are a veritable sensation.

Sherek picks another winner in A. Robins, an unique clown. Robins, who hasn't been seen around London for

(See NIGHT CLUB on page 23)

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Orchestra Notes

WILL OSBORNE opened at the Schroeder Hotel, Milwaukee, October 2 for three weeks and follows with a month's engagement at the Lowry Hotel, St. Paul. Latter date marks his 10th return engagement there.

PAUL TREMAINE had his engagement at the Stork Club, Providence, extended for another two weeks.

LEW DAMOND and orchestra have been set by the Chicago office of CRA for the fall and winter at the Covenant Club, Chicago.

EMIL VELASCO opens at the Showboat Ballroom, St. Louis, October 10.

NINO RENAALDO and orchestra follow the Paul Sabin crew into the Chez Paree, Omaha, opening October 5.

ED McGOWAN and band will go into Nadura's Danceland, Hammond, Ind., for four weeks beginning October 16.

DON BESTOR returns to the New Penn Club, Pittsburgh, for two weeks beginning October 22. He will air over KDKA and the NBC chain. Goes to the Stanley Theater there directly after his club date.

RICHARD HIMBER returns to the radio, after an absence of three years, via a CBS sustaining program from his spot at the Essex House, New York, Fridays and Tuesdays, starting October 15. Adele Girard, harpist; Adrian Rollini, vibraphonist, and Stuart Allen, baritone, will be heard with the band.

GLEN GRAY, for the Terrace Room, and Will Hollander, in the Manhattan Room, as a replacement for Peter Kent, will be the boast of the Hotel New Yorker, New York, after October 8. Both bands set by Rockwell-O'Keefe.

RUDOLF FRIML JR. opens at the Ritz-Carlton Hotel, New York, October 27.

CLYDE TRASK, in following Mike Riley into the Gypsy Village, Louisville, September 25 with a WLW wire, carries out the name lineup Consolidated had slated for this spot as its exclusive. Don

Bestor and Johnny Hamp are on future list.

ALBERT KAVELIN, back from a two-year tour of the States, is organizing a new 15-piece combination.

LOU SCHROEDTER has just concluded a 13-month engagement at Child's Rainbow Room, New York.

BERNIE CUMMINS for the first time in three years has recorded four tunes for Decca. As released October 1, the titles are *Lady Is a Tramp*, vocal by Connie Barleau; *Mama, I Wanna Make Rhythm*, vocal by Cummins himself; *Have You Ever Been in Heaven?*, vocal by Walter Cummins, and *Goodbye, Jonah*, vocal by Cummins.

JIMMIE LUNCEFORD will probably remain for 12 weeks at Sebastain's Cotton Club, Culver City, Calif., following his opening October 7.

FRED BAKER'S Orchestra, now at the Tropical Bar, Vero Beach, Fla., features Tracy Fairchild's melancholy choruses via the sax, specialties by Floyd Boyer, drummer, and piano solos by Baker himself.

CLYDE MCCOY opens at the Palomar, Hollywood, October 6.

BERT HATT, with the help of sportsmen, scribes and local politicians, opened the season for Frank Kelley's, Detroit, September 22.

ROBERT WAGNER, known also as Buddy Wagner, filed bankruptcy petition in New York September 25. Listing his assets at \$210 and liabilities at \$8,105.32.

JACK WRIGHT'S Monarchs of Rhythm, composed of graduates of the University of Florida, replace Chyoti's Hawaiians at the Village Brewery for their New York debut.

PAUL WHITEMAN returns to the Drake Hotel, Chicago, November 19 for a four-week engagement. Set by CRA.

STEVE MATHEWS' Orchestra, which set a long-run record of six straight years at Pittsburgh's Longview Farms, has started an engagement at Child's, Pittsburgh.

VINCE EDWARDS and Herman Craig have joined the Johnny Blackburn Band at the Golden Gate Club, Salido, Colo.

JAN CAMPBELL and band at the New Riverside Club, Utica, N. Y., have broken all attendance records for night spots in that city. He opened there two weeks ago.

BOB MINOTTI Orchestra set for the Hotel Van Ness Roof, Burlington, Vt., during the winter.

AL RAYNO and orchestra have been booked into the Green Lantern, Hampton, N. Y., for an indefinite stay.

DICKIE MULLEN is back at the Mandarin Club, Memphis, following Tom Pinkston. Run of engagement is indefinite.

"HOT LIPS" TOMMY TRIGG is aboard the S. S. President for her last voyage down the Mississippi.

JOHNNY DE DROIT'S New Orleans Swingsters is being featured at the Crystal Club, Natchez, Miss., every other week-end during October.

BUD SCOTT will be at the Golden Anchor, Natchez, Miss., every Wednesday thruout the fall.

DICK MILLS returned to the Rotisserie, Jackson, Miss., for the winter.

HENRY KING replaced Jaquin Grill September 21 at the Fairmont Hotel, San Francisco. Engagement will run thru the winter.

MAURIE SHERMAN and orchestra have returned to Chicago following completion of string of one-nighters in the Middle West.

HERBIE HOLMES and orchestra followed George Hamilton at the Greyhound Club, Louisville, October 1.

JACK WARDLAW'S Orchestra, featuring Elizabeth Langford, songstress, and Larry Moore, tenor, opened October 2 at the Sheraton Hotel, High Point, N. C. Band is aired over WMFR four days a week.

KEITH BEECHER and orchestra engaged as relief band Monday evenings at the Continental Room, Stevens Hotel, Chicago. Play for both the dancing and floor shows.

KEMP READ and orchestra have closed their third consecutive summer season at the Tivoli Ballroom, Oak Bluffs, Mass., and after a series of one-nighters will open late this month in Utica, N. Y. Ray Besse has rejoined the outfit.

GEORGIA LEE, formerly with Al Trace's Ork and Station WHO, Des Moines, is now handling the vocals with Harold Morgan's Orchestra. Others with (See ORCHESTRA NOTES opposite page)

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Reviews of Acts

Murray, King and Roberta

Reviewed at the State-Lake Theater, Chicago. Style—Comedy and dancing. Setting—In one and two. Time—Thirteen minutes.

Murray and King, Nina Olivette's former partners, have added Roberta, a streamlined blonde, and are doing almost a similar act, altho the girl's dancing is not as strong as that of Miss Olivette. The *I'm a Lady* hilarity in the old act has now become *I'm a Gentleman*, the two boys doing it with similar gestures.

The two open with a slapstick routine in which Roberta is sandwiched in for punishment and then is left alone

for a swing tap number neatly done. The *Gentleman* bit is followed by satirical impersonations of Ted Lewis and Richman before all three close with a burlesque of a semi-adagio routine dotted with familiar tricks. S. H.

Dick and Doty Remy

Reviewed at the State-Lake Theater, Chicago. Style—Acrobatic equilibrists. Setting—In two. Time—Nine minutes.

A youthful team doing sensational hand balancing and roller-skating tricks. Despite fact that girl is a heavyweight she handles herself gracefully and executes a number of standout bits. Dick is the highlight of the act, hand balancing on stilts, doing a one-hand walk off, lighting a cigaret in upside-down position and doing several acro tricks on skates.

A good opening act here. S. H.

Dick Ware

Reviewed at the Oriental Theater, Chicago. Style—Emsee. Setting—In one and full stage.

Ware makes a clean-cut appearance on a stage or night club floor and is an alert, straightforward personality. Has a sharp-voiced delivery and is capable of holding attention when introducing an act.

At this spot he turned in a commendable job refereeing the "Battle of Swing" waged by Clyde McCoy and Earl (Father) Hines. Also is a musical comedy type of singer and hooper. S. H.

The Three Wiles

Reviewed at the Chicago Theater, Chicago. Style—Novelty dance act. Setting—In one. Time—Six minutes.

Novelty of their tap work makes this an entertaining act.

The boys have little ability as dancers, but the type of specialties they offer overshadow their footwork. Open with a cigaret-smoking and dance to *Smoke Gets in Your Eyes* and then with backs turned to the audience make lightning-speed changes to do a routine as Groucho Marx, Charlie Chaplin and Jimmy Durante.

Close with their best turn, a take-off of French wooden soldiers. S. H.

Earle La Vere

with

Helen Ware

Reviewed at the State-Lake Theater, Chicago. Style—Comedy and singing. Setting—In front of band. Time—Fifteen minutes.

La Vere has a slow opening, chiefly due to dull talk that takes up entirely too much time. Standout in act, of course, is his partner's singing to the accompaniment of his accordion music. The earlier the song session is introduced the better for the act in general. Miss Ware makes a lovely appearance and has a sweet harmonious voice. Some of the Scotch gags interrupting the songs are funny.

Do such tunes as *Did Your Mother Come From Ireland?*, *I'll Never Say Never* *Never Again* and *Sailboat in the Moonlight*. S. H.

ORCHESTRA NOTES

(Continued from opposite page)

The Morgan combo are Morris (Jack) Whitaker, Elvin Morgan, Eddie Norton, Marvin Reeves, Roy Youngmark, Bob Davis, Lowell Chase, Fred Librera and Ralph Hall. Band is a United Music Corporation unit.

BILL SMITH and his Cornellians opened at The Dells, Poughkeepsie, N. Y., October 4 for an indefinite stay.

ACE BRIGODE and his Virginians began an indefinite stay at the New Aragon Ballroom, Cleveland, September 26 and are broadcasting over WHK and the Mutual Broadcasting System.

JIMMY DORSEY and orchestra open the Pavillon Caprice in the Netherland Plaza, Cincinnati, October 7.

ARLIE SIMMONDS and band opened at the Lookout House, Covington, Ky., October 3.

FRENCHY GRAFFOLIER is current at Old Vienna, Cincinnati.

NANCY GAY, tapper and singer, was recently placed with Ken Moyer's Band,

current at the Thomas Jefferson Hotel, Birmingham, Ala., by Billy Carmen, San Antonio booker.

BILLY CARMEN, former vaudeville performer, now has his own eight-piece ork, The Aristocrats, averaging four nights a week in Texas clubs.

FOLLY, BROOKLYN

(Continued from page 17)

tions of different notables only throw a stronger light on the excellence of some of the other acts. Some of the better turns are Aunt Jemima, Joe Phillips and Company, Ted Lewis and Siemes and Kaye.

Skating act, Novelty Duo, opens. Routine is regulation, the mixed team performing together and singly. Grab off the usual laughs by getting a youngster and middle-aged lady to come up for a whirl. Fair hand.

Siemes and Kaye, sleight-of-hand turn, in the deuce spot. Siemes, a native of Denmark, does some ace manipulating with coins and cards and pulls a puzzler on the audience. Miss Kaye does more than handle the props, engaging in a couple of Chinese tricks, carrying on an engaging line of chatter and making a nice stage appearance. Siemes, tho, holds the heavy end of the act. Really presents a deft lineup of mystifying tricks. Act is keyed up to a fine pace and goes off very well.

Brown and Rice, comedy-acro and stepping turn. Youthful looking pair who should come along. Act right now is of the hoke variety, depending on falls and mugging. Speeds up as it goes along, with a shot of straight acro and stepping drawing a good hand.

Tex Lewis and his Cowboys, five-man instrumental quintet, scored terrifically and had the toughest time begging off. Offered *Riding a Humpbacked Mule*, *Home on the Range*, *There's a Love Knot in My Lariat*, *Farewell Blues* and others. Tenor, one of the two guitarists, slayed the burghers with vocal renditions of *Range* and *Lariat*. Tex, performing on a trick washboard, similarly clicked. Swell turn with plenty of melody, color and speed.

Joe Phillips and Frances Farmer, mixed comedy team, put on one of those skits full of excellent repartee. Gal is a looker and straights perfectly for Phillips, whose delivery is tops. Turn has enough double entendre to make it spicy but is on the clean side—despite an amusing bit of handwork by Phillips while Miss Farmer sings a rumba. Slated for better spots.

Aunt Jemima (Tess Gardella of the *Showboat* show) delivers *Can't Help Loving That Man*, *Truckin'*, *Melancholy Baby* and others. Voice as powerful and sure as ever, and manipulation expert. A show-stop.

Jack Lenny and Company, three-girl and two-man dance flash, close. Hooping contingent comprises two blondes and one man, all of whom specialize in tap. Girl at piano and second gen do vocals. Act is fair but could use a ball-room routine nicely.

Pic. *King of Gamblers*. House okeh. Paul Ackerman.

Toni Lane Coast Bound

HOLLYWOOD, Oct. 2.—Toni Lane, songstress mentioned as a Film Possibility in last week's issue of *The Billboard*, is coming here to open an engagement at the Clover Club October 28. Accompanying her will be Will Weber, her manager, who will negotiate possible picture contracts.

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Stock Brought In To Hypo Low Grosses; 4 Make Switch

Two New York and two other houses testing stock in place of Hirst and Wilner shows—managers want use of banned "burlesque"—BAA's comeback?

NEW YORK, Oct. 2.—Switch from circuit shows to stock by various houses has been attributed to several reasons—but actually it's the lack of b.-o. lines. And this may be caused by absence of the title "burlesque," the mixing of peeling or other causes. Most local burlesquers, however, lay the low in biz to the missing word, "burlesque," and the anti-stripping laws. Out-of-town houses are eager to use the forbidden word, but because of circuit agreements with the American Federation of Actors this, at present, is out. With several theaters outside of Gotham reverting to stock, it is probable that they will undrape the burlesque signs. This, of course, will give the Burlesque Artists' Association claim to jurisdiction over such theaters and performers playing them. Whether the BAA will be able to enforce such jurisdiction or whether the AFA will secure the BAA's charter is still in the cards. Understood, however, that the burly union will attempt to regain its membership if the local city fathers give an o.k. to the use of "burlesque." As union's strength was concentrated in the New York area, it is felt that this territory is the logical one to attempt a comeback, if and when. But as the AFA is now solidly entrenched in the field locally, it is held unlikely that this union will restore such jurisdiction to Tom Phillips, of the BAA, without a battle. AFA ranks may be increased if a movement by chorus girls to transfer from Chorus Equity to the vaude union goes thru.

Star, Brooklyn, was dropped by the Hirst Wheel, according to circuit execs. Palace, Buffalo, and Roxy, Cleveland, withdrew this week, the Palace switching to stock October 9 and the Roxy October 7.

One reason for these houses dropping wheel productions, according to the AFA, was a squawk the union raised because of midnight pay. AFA scale calls for an additional 1/14th of a week's pay for the midnight chores, while houses paid 1/28th.

Star claims that stock shows will be easier on the pocketbook than the circuit productions. Added reason is said to be due to patrons' desire for stock rather than wheel shows. Stock opens at this Brooklyn house today, while the Casino, another Brooklyn house, stock policy opened yesterday. New stock policy calls for a black and white show which management claims is costlier than the Wilner shows which had been playing the house.

Brooklyn Star Lineup

NEW YORK, Oct. 2.—Harold Raymond stock lineup for Star, Brooklyn, for week beginning October 3 comprises Jack Rosen, Fred Binder, Markie Wood, Bert Grant, Harry Allen, Betty DuVal, Ginger Sherry, Sunny Lovett and Tess Noel. All Dave Cohn booked.

JEAN HAZLETT
Featuring
ACROBATIC AND TOE TAP ROUTINES
SUPERIOR
En route
PLEASURE MAD—Hirst Circuit.

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VAL WILLIAMS
Portraying the Character of "Joe, the Snifter"
In a Dramatic Sketch
LIMEHOUSE NIGHTS
En route Hirst Circuit.

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Very, Very Ritzy

NEW YORK, Oct. 2.—One of the classiest "telephone voices" in this town answers the Wis. 7-1800 number. That's the Republic's phone and the first thing you hear is: "Republic—French Follies."
Sounds almost as ritzy as the Met opera—over the phone.

U-Notes

By UNO

LeSIEUR, dancer with the Wilner shows, sprained his ankles and was unable to be with the cast during Brooklyn week of September 27.

JERRY PHILLIPS, chorine, was just about to start out with *Pleasure Mad*, Hirst circuit, when she was wired about her mother's death and had to leave for her Hopewell, Va., home.

BILLY HEXTER, old-time burly wheel show manager, is in the Polyclinic Hospital, New York, under treatment for a stomach ailment.

SANDRA, dancer with the Wilner shows, while playing the Shubert, Philly, was offered free cigarettes for use in her novelty acro routine. Offer came from manufacturer.

H. A. (KID) MORRISON, formerly manager of Columbia wheel shows, last associated with the late Harry Hastings, is now located in Miami as manager of the Hudson-Terraplane cars distributor. He recently operated the Red Cat Inn, Trenton, N. J.

CHARLES FRICHTER, comic, completed 77 consecutive weeks recently at the Seattle, Wash., State Theater. Vacationed four weeks in Soap Lake, Wash., and reopened October 3 for another stay.

MARY RADIN tendered a party to co-workers backstage at the Irving, New York, September 27 in celebration of the birth of a daughter the day before to her sister, Katherine (Mrs. Al Trock).

HELEN JORDAN, show girl with the Wilners, studying in New York vocal and dancing schools.

MAX RUDNICK, part operator of New York Eltinge, has patented a new rubberized shoe lace. He will manufacture and market it to distributors.

MURRAY LEONARD, straight man with *Pleasure Mad*, Hirst circuit, and Gretchen, the family pet hound, got their fourth speeding ticket this year.

GUS SCHILLING, comic, at the Republic, New York, is now glad of his previous experience with parts in legit plays, *Hold Everything* and *Flying High*. Says it comes in handy now to enable him to create the humor necessary for the new censored policy in ex-burly houses.

BUSTER PERRY, once of the Three Perry Sisters in vaude and burlesque, now a writer of songs, poems and other rhymed treatises, spent her vacation completing a course of steno and typewriting.

CONCHITA (Millie Rose) is vacationing at home in Buffalo.

JOE LYONS, straight man, in a letter to Lew Hollander disclosed his recent connection with the Gayety, Minneapolis, along with comics Tommy Raft and Harry Clexx.

MIMI LYNN opened October 4 with Popkin & Ringer's houses, Burbank, Los Angeles, and Capitol, San Francisco. A 16-week contract arranged by Dave Cohn.

GLADYS FOX left the Oriental, New York, September 30 to join Maude Hilton. Both heading a 40-people vaude unit that opened in Brooklyn October 2.

ANN CORLIO's much talked of \$1,500 one-week vaude contract will have her at the head of a unit assembled for her particular benefit. The week is October 14 to 20 at the RKO Boston. With her will be Harlan and Knight, Ben Yost's Varsity Eight, 24 girls and others. An option of 10 weeks to follow is under consideration by Emmett Callahan.

Midwest Biz Dips; Blame Ban on Title "Burlesque"

CHICAGO, Oct. 2.—Visiting managers of burlesque houses in the Midwest report spotty business since reopening with variety reviews. The removal of the word "burlesque" from theater fronts and the ban on stripping have, they state, definitely affected the box offices.

Customers in the market for vaudeville entertainment patronize the established combo houses, if there are any in town, and will not take the reformed burly spots as a substitute. Dyed-in-the-wool burlesque fans have been refusing to accept the variety revue entertainment and are staying away—but in droves.

Conditions such as these prevail, according to word from the visiting operators, in Minneapolis, Indianapolis, Milwaukee, Kansas City, Cincinnati, St. Louis and Boston.

Briefs

DEWEY MICHAELS, manager of Palace, Buffalo, was in Culver, Ind., visiting his son who is attending military college. . . . June St. Clair returned from Los Angeles to Chi. . . . Bozo Snyder's show is folding at the Roxy, Cleveland, this week. Several principals will move to Dave King's National in Detroit. Joe Yule left it in Toledo last week to return to the Follies Theater, Los Angeles.

MILT SCHUSTER reports the following bookings: Countess Vanya, National, Detroit; Charmaine, Grand, Canton, O., starting October 8; Zorita into Roxy, Cleveland; Cleo Canfield, Avenue, Detroit; Winnie Garrett into Palace, Buffalo, for four weeks starting October 10; Louise Stewart and Dione Page set for the Gayety, Minneapolis; LeBeau and Louise, Garrick, St. Louis; Mickey Dennis, Follies, Los Angeles, for 12 weeks starting October 9, and Diane Raye, Howard, Boston. . . . Peaches Strange ends her vacation this week and opens Friday at the Garrick, St. Louis. . . . Dorothy Maye held over at the Casino, Toronto. . . . Frances Parks producing shows at the Empress, Milwaukee.

CARL AND MARGIE RITCHIE and Many Kay and Ben Chasen opened at the Republic, New York. Kay and Chasen replaced Freddy Bender and Jack Rosen. Millie and Billie set for week of October 8 at that house. . . . Louis Redelsheimer fell last Thursday and cut his face.

EDDIE LYNCH, number pro at the Oriental, New York, produced an RKO vaude unit for Manny Rosen and William Miller. Opened October 7 at Fay's, Philly, with Val Irving featured. . . . Irving Sellig and Marjorie Ray opened at the Oriental, New York, October 1, replacing Al Parker, Gladys Fox and Aloma. . . . Zonia DuVal opened at the Eltinge, New York, October 1, when Margie Hart shifted to the Oriental. Both Dave Cohn bookings.

WALT STANFORD replaced Jan Murray at the Eltinge, New York, October 1. Murray left to undergo an operation. . . . Ann Valentine became a new Eltinge principal the same day. . . . Lew Duthers and Jean Carroll, dance team, replaced Carlton and Miller, and Dorothy Ahearn is substituting for Alma Malben in *Meet the Girls*.

Reviews

Republic, New York

(Reviewed Thursday Evening, Sept. 30)

A good-sized house saw the late show at this 42d streeter and caught a fairly good production. Chorus is a bit skimpy, but there's a good assortment of ex-strippers who strut their stuff and keep within the law. Only nine kids in the line and the youngsters acted like they needed a good night's sleep or something. Too listless and badly trained to mean much. Five big ones went thru their chores in a similarly lifeless manner, but personable Irene Austin, statuesque Lillian Murray, Dawn DeLees, Betty Rowland and Dorothy Laurence kept the boys in a pretty good mood. Nudity was restrained.

While no scenes were breath-takers, several were colorful and one, a Satan production, might have meant more had it had greater polish. Chorus almost spoiled this one; out of step, laughing at the wrong spots, robbed the Devil staging of whatever punch it possessed. And the usherettes had trouble chasing a stray cat around the center aisle, which kept part of the payees from looking at the stage. Again Irene Austin stole the honors for talking scenes. Miss Austin has oodles of stage presence and, more rare in burlesque, a sense of humor. She towered above Miss DeLees, who, to be exceedingly kind, can't speak—on the stage.

In several bits comics jumped down the sewer and rolled around a bit to enjoy themselves. It was the love token and G-man bits in particular that went in for the deep blue stuff. Freddy Binder and Jack Rosen managed to get a handful of laughs for their trouble. A silly Niagara Falls number with Jimmy Francis and Gus Schilling developed into a delicious piece of tomfoolery and took a nice hand. Joey Shaw and Eddie Yubel looked after the vocals in good shape and lent a touch of variety to the shindig. An unbilled male colored hoofing team went thru several numbers, including a skating routine, and took a piece of mitting for themselves.

Benn Hall.

Eltinge Theater, New York

(Reviewed Monday Evening, Sept. 27)

Eltinge show, minus bona fide strippers but having plenty of nudity from the waist up, is depending on comedy appeal plus a couple of specialties. Comedy, of the usual burly sort, is bolstered by two gents who know their business, Harry (Stinky) Fields and Shorty McAllister. A couple of scenes are really funny, notably the death-bed piece of business. Noticeable, tho, that fear of censorship is taking the sock out of quite a few sketches, the scripts being forced into a detour when they should go straight to the point. Jan Murray, third comic, does not get over as well as his colleagues.

Margie Hart, featured woman, does most of her temp-raising by mingling with the audience, passing out cigars and stroking a few heads. Technique created a lot of excitement, with the auburn-haired damsel going off nicely.

Jimmie Walters and Billie Shaw, male and female straights, are o.k. Girl in particular makes a nice appearance and speaks with assurance. George Tuttle, tenor-juvenile, is average burly material. Jack Shaw, tenor, ditto.

Specialties include Joyce Breazelle, passable tap and acro dancer; Chiquita Garcia, personable Spanish dancer, and the Duval Sisters, two blondes, who appear thrice in various routines.

Line of 10, plus seven showgirls, augments the production. Costumes create a good splash of color.

Paul Ackerman.

Casino Lineup Set

NEW YORK, Oct. 2.—Samuel Briskman, Casino, Brooklyn, operator, has signed Bert Marks, Harry (Hello Jake) Fields, Lew Pete, Phil Stone, Lew Foster, Harold Blodgett, Ina Thomas, Lucelle Wray, Joy St. Clair, Sunya (Smiles) Slane, Romano Brothers and 18 chorines for stock. Part of the colored contingent includes Johnny Hudgins, Tim Moore, Nana, Geneva Washington and 14 in the line. Moe Costello, general pro, and Kenneth Rodgers, number pro.

Stage Whispers

There have been a couple of changes in announced repertory plans this week. For one thing, Maurice Evans has decided to go right ahead with his plans for rep, instead of waiting until he winds up his transcontinental tour. The company now playing at the St. James in Richard II has already—but quietly—started rehearsals of Henry IV, part one, which is a historical sequel to the current Richard, and plans now are to present Henry for special matinees on the tour, with the start of New York repertory advanced accordingly.

The changes made by Harry Wagstaff Gribble in Virginia, the Rockefeller's in-suspicious debut in show business, were more extensive than at first expected, and the show will be offered in what is called a "revised version" Wednesday (8).

Louise Howard will offer a tryout of Whims of 1937 at the Villa Venice Sunday evening, October 17; it's a revue with sketches and lyrics by Miss Howard and William Lord, and with music by Claude Latham. They're also working on a musical comedy that's called at present Swamp Angel.

American Vaude Acts For West End Musical

LONDON, Sept. 25.—Benny Ross and Maxine Stone, Gene Sheldon and Loreta Fischer and Elisabeth Welch, all favorite American vaude acts highly popular on the English music hall stage, will be featured in the Cecil Landeau-George Frank Rubens' musical, It's in the Bag, which opens at the Palace, Manchester, October 11 prior to a West End season at the Savoy Theater.

Other members of the company will include Doris Hare, English comedy girl, recently returned from America; Richard Golden (Mr. Penny, of the BBC air lines); Vaieska Gert, Sepha Treble and Margaret Rutherford.

New Plays on Broadway Reviewed by Eugene Burr

EMPIRE

Beginning Wednesday Evening, Sept. 29, 1937

THE STAR-WAGON

A play by Maxwell Anderson, featuring Burgess Meredith and Lillian Gish. Staged by Guthrie McClintic. Settings designed by Paul Reiser, built by T. B. MacDonald Construction Company, and painted by Studio Alliance, Inc. Costumes designed by Jo Mielziner and executed by Eaves Costume Company. Organ played by Gladys Stevenson. Choir coached by Edith Smith. Presented by Guthrie McClintic.

Hanus Wicks Russell Collins
Martha Minch Lillian Gish
Stephen Minch Burgess Meredith
Paul Reiser Whittier Bissell
Alan Anderson Alan Anderson
Angela Muriel Starr
Apfel Howard Freeman
Duffy Kent Smith
1st Thug Barry Kelly
2d Thug Charles Forrester
Misty John Philiber
Hallie Arlington Jane Buchanan
Mr. Arlington J. Arthur Young
Mrs. Rutledge Mildred Natwick
Paul Reiser Edmond O'Brien
Christabel Evelyn Abbott
Della Edith Smith
Oglethorpe William Garner
ACT I—Scene 1: The Dining Room of a Cottage Somewhere in the Suburbs of a Manufacturing Town in Eastern Ohio. A Spring Morning. Scene 2: A Room in the Laboratory Wing of the Arlington-Duffy Factories. The Same Morning. Later. Scene 3: The Same Scene. After Midnight. ACT II—Scene 1: The Interior of a Bicycle Shop in Eastern Ohio, in the Year 1902. Daytime. Scene 2: A Choir Loft in a Small Church. That Night. Scene 3: The Picnic Ground. The Next Day. ACT III—Scene 1: The Drawing Room of Stephen Minch's House. An Evening in the 1930s. Scene 2: The Dining Room of the Cottage.

The derivative strain in the dramas of Mr. Maxwell Anderson is becoming more and more evident with each succeeding play. It is a task neither happy nor grateful to suggest that a man who is probably regarded as one of America's leading playwrights habitually conceives his plays at second or third hand—yet, unless Mr. Anderson changes his course, the task will have to be undertaken; the trend was distressingly evident last season, and it is continued in the present theatrical year. Mr. Anderson's new one, The Star-Wagon, which Guthrie McClintic presented at the Empire Theater Wednesday night, is (to fall into an idiom not altogether theatrical) a broken-down plater, by Berkeley Square out of One Sunday Afternoon. There are also blood-lines from Pollyanna and Lord Dunsany's Ij.

Like so many other great literary figures before him, Mr. Anderson is intrigued by the idea of a flight thru time. Like so many great literary figures before him, he is intrigued by speculations as to what various lives would be like if a certain thing, years-back, had been different. Like several other people, he seems to be convinced that most things happen for the best. That at least was the thesis dredged out of The Star-Wagon by a reporter half-stupefied by its endless dialog and its insistent attention to needless detail.

At any rate, Mr. Anderson combines the two major ideas that intrigued him and, bolstered by what I think was his thesis, mixes them together in a single play. It has been Mr. Anderson's alarmingly increasing habit to mix things up anyhow; increasingly, he muddles along in his thoughts and forgets to think them thru—and that, incidentally, is probably the reason for the over-written dialog. In any case, all the faults are nicely exemplified in The Star-Wagon.

Steve Minch is an old inventor who has been endlessly exploited by the company for which he works. His wife, Martha, objects to their meager way of life, he is fired, and his boss threatens to break up his latest invention, a fantastic machine that looks like a cross between a safe and an icebox, which will transport the user to any previous period of time he selects. Steve and his faithful old henchman, Hanus, break into the factory and transport themselves to the days of their own youth, when Steve was courting Martha.

It had been Martha's contention, in the sore days of age, that everything would have been all right if Steve had married the rich girl who had set her cap for him and if she had married the

rich suitor she might have had. So, reliving his past, Steve changes it, despite his continued love for Martha. Going dead against his own desires, he marries the rich girl. Years later he has become a wealthy and grasping old man who despises himself and turns against the honest Hanus because of Hanus' honesty. In the impasse he and Hanus go back to their star-wagon and transport themselves once more to the present, having been away, as days go in this humdrum world, only overnight.

Martha has dreamt the same things that they have dreamt, and Martha is ready to admit that, unpleasant as life may have been, it is far better than it would have been had it been rearranged according to latter-day wishes. And then Mr. Anderson, reaching fervently toward complete banality, tacks on a happy ending that has Steve getting a post as a consulting engineer, with plenty of money and leisure. That needless and saccharine epilog is only one example of Mr. Anderson's failure to achieve dramatic effect. Over-written, jumbled in construction, muddled in thought, The Star-Wagon is a depressing suggestion that perhaps Winterset and The Wingless Victory were but momentary gleams of the high, bright flame of genius.

Burgess Meredith, who has given characterizations of power in the past, rants gustily as Steve, allowing his vigorous and windy delivery to burst out whenever it makes sense and whenever it doesn't. He writes the meaning of Mr. Anderson's brief excursions into fine writing and manages to achieve a true characterization only in the final scene. But, on the other hand, Lillian Gish, as Martha, gives one of the finest performances within memory, a powerful, detailed, authentic, effective and altogether admirable acting job, and one that is forced to run the entire way between burgeoning youth and blighted age. It is a truly memorable performance.

Russell Collins is excellent, as always, in the sympathetic role of Hanus, and aid is also lent by Mildred Natwick as an incidental spinster. Mr. McClintic's direction is at its best when it concerns itself with nostalgic details of the turn of the century.

It would be nice now if Mr. Anderson decided to put fewer old ideas into his next play, if he thought thru the ideas that he did use, if he spent time pruning his dialog down to strong and necessary lines, if he gave attention to strictly dramatic effect—if, in short, he became once more a theatrical craftsman rather than a Theatrical Genius.

HENRY MILLER'S

Beginning Tuesday Evening, Sept. 28, 1937

FRENCH WITHOUT TEARS

A comedy by Terence Rattigan. Directed by Harold French. Setting designed by Raymond Sovey after a sketch by G. K. Benda. Scenery built by T. B. MacDonald Construction Company, and painted by Triangle Scenic Studios. Presented by Gilbert Miller (in association with Howard Wyndham and Bronson Albery).

Kenneth Lake Philip Friend
Brian Curtis Guy Middleton
Hon. Alan Howard Frank Lawton
Marianne Simone Petitjean
Monsieur Maingot Marcel Vallee
Lieur.—Commander Rogers Cyril Raymond
Diana Lake Penelope Dudley Ward
Kit Nelson Hubert Gregg
Jacqueline Maingot Jacqueline Porel
Lord Heybrook Edward Ryan Jr.
The Living Room of "Miramar," Monsieur Maingot's Villa in a Small Seaside Town in the South of France. ACT I—A Morning in July. ACT II—Scene 1: Two Weeks Later—Early Afternoon. Scene 2: Six Hours Later. ACT III—Scene 1: A Few Hours Later. Scene 2: Next Morning.

The remarkably able press department of Mr. Gilbert Miller, in the process of whipping the town into a frenzy of anticipation over Terence Rattigan's French Without Tears (which Mr. Miller, in association with Howard Wyndham and Bronson Albery, presented at Henry Miller's Theater Tuesday night), was remarkably reticent concerning Mr. Rattigan's previous effort in the field of dramatic composition. Not a word about it, so far as I know, was mentioned or even hinted; but this corner, ever eager to cast light into dark corners, dutifully reports that that effort consisted of co-

authorship of a little item entitled First Episode, presented by the Shuberts at the Ritz Theater just a few days more than three years ago. First Episode was the sort of show that allowed the Shuberts, ever enterprising entrepreneurs, to change its title several days after the opening to College Sinners. If Mr. Miller, in a moment of abatement, should take a tip from the Shuberts, he could call the new one Cram-School Sinners. Mr. Rattigan still writes as tho he were Ralph Henry Barbour leering wistfully at the pages of Fanny Hill.

As was the case with First Episode, French Without Tears seems covered with a thin coating of slime. It is not in the subjects that Mr. Rattigan chooses nor in the incidents of which he writes—as a matter of fact French Without Tears, stripped to its central idea and presented in a straightforward way, might have been a blistering, incisive and appallingly true indictment of almost all women, a sex for which Mr. Rattigan, judging from his two plays, has no undue respect or admiration. Nor does the sleaziness come from any specific lines; there is nothing at which to point. Yet despite Mr. Rattigan's intelligence in his viewpoint toward what is desperately referred to as the fair sex, a thin aura of muck seems to surround his play. It is probably inherent in the approach, which is oblique and leering as soon as it encounters any hint of commerce between the sexes. The fault is in Mr. Rattigan's attitude rather than in his material or views.

What there is of plot concerns a group of young Englishmen (and the sister of one of them) boning up on French in a private villa owned and conducted by a militantly Gallic tutor. The sister is a predatory female whose aim in life is to walk upon a carpet of crushed hearts, and she has two of the lads madly in love with her, telling each that he is the man, and insisting that only kindness prevents her from breaking with the other. A third lad, an incipient novelist forced to enter the diplomatic service, sees thru her and spends his time sidely telling the others to watch out.

Eventually, after almost two acts of banter that is only occasionally amusing, the two lads do watch out, compare notes and confront their fluttering Delilah. And she, in the impasse, announces that she really loves the young writer. Inexplicably convinced that he will succumb willy-nilly to her never-evident charms, he finally decides to become a novelist instead of a diplomat and flees ingloriously to England. It is one of the worst reasons I have ever heard for choosing a career of the pen; it would lead, I should imagine, to the perpetration of such stuff as Mr. Rattigan's.

The lines are bright and amusing only upon occasion, and there is a devastating and continuous lack of action. In addition, Mr. Rattigan has seen fit to include large slices of French dialog; this is lovely for the Bright Young Things in the audience, who can laugh uproariously and indiscriminately at all the French lines, thus proving to the other customers that they have a thorough knowledge of French; but to those of us whose knowledge of the romance languages ended after five years of high-school and college courses the large slabs of foreign palaver became acutely annoying.

A generally pleasant British cast does what it can to be amusing, with Frank

BROADWAY RUNS

Performances to October 2, inclusive.

Table with columns: Dramatic, Opened, Perf. Lists various Broadway productions and their performance dates.

Lawton turning in an excellent job as the novelist, Cyril Raymond walking off with the play as a commander in the British navy, Hubert Gregg proving a personable and handsome juvenile, and Jacqueline Porel, granddaughter of Rejane, offering a tender, moving and effective performance despite the handicap of an unfortunately thin voice.

Mr. Rattigan, in an article published before the premiere of the play, indicated smugly that the character of the young novelist was in some part autobiographical. Perhaps it would have been better if he'd stayed at the villa after all.

LONGACRE

Beginning Saturday Evening, September 25, 1937

THE LADY HAS A HEART

A play by Ladislaus Bus-Fekete, adapted by Edward Roberts, featuring Vincent Price and Elissa Landi. Directed and designed by Rufus Phillips and Watson Barratt. Scenery built by Turner Construction Company. Presented by Rufus Phillips and Watson Barratt.

Klari.....Judith Alden
Jean.....Vincent Price
The Countess Mariassy.....Hilda Spong
The Countess Katinka.....Elissa Landi
His Excellency, Count Albert Mariassy.....Lumsden Hare
Count Gvory.....Royal Beal
Radio Announcer.....Derek Fairman
Ilonka.....Katherine Standing
Ferenck.....Tom Bate
Electrician.....Richard Bowler
ACT I—A Terrace at the Count's Castle.
Time, Late Afternoon, Spring. ACT II—Scene 1: The Terrace, Three Months Later. Scene 2: Town House of Countess Katinka, a Few Weeks Later. ACT III—The Terrace, the Following Morning.

The new producing firm of Rufus Phillips and Watson Barratt in its initial effort stubbed its toe over the always-protruding whimsical romance of mittel Europa, one of the most consistent managerial toe-stubbers-over in existence. Messrs. Phillips and Barratt found still another Hungarian with the usual Hungarian flair—(Herr Molnar has plenty to answer for)—were taken in by his play's so-so gay humors, gathered together a nicely name-filled cast, and so afflicted the cash customers with one more mildly pestiferous Buda-Pesth. The author this time is a gentleman known romantically and unpronounceably as Ladislaus Bus-Fekete, and his play is called, after numerous title changes, The Lady has a Heart. Messrs. Phillips and Barratt brought it to the Longacre Theater last Saturday night.

Like almost all plays of its type, it has a good central idea—and like almost all plays of its type it manages to waste that good central idea with thorough completeness. Ranging gayly thru the gamut of the usual types, it threatens successively to be a political satire, a comedy of manners, a musical romance without the music, and a combination of the worst whimsical-romantic aspects of Herr Molnar and the late Sir James Matthew Barrie. In the end, of course, during a last act that is both unnecessary and appallingly dull, it manages to be none of them, winding up as nothing much at all.

It's all about Jean, that superlatively excellent manservant in the employ of Count Mariassy, perpetual Hungarian prime minister—which last description, in this troubled world, immediately puts the play in the category of dream-fantasies. In the course of the latest election won by Count Mariassy it is discovered that six Socialist delegates have been elected in Buda-Pesth—and that Jean is one of the six. The urbane-count takes it nicely, allowing Jean to remain in his own service and serve in Parliament at the same time, much to the horror of his annoyingly cute daughter, Katinka, who is unhappily married to a pushing and sleazy politician.

But the arrangement won't work. Altho the count is perfectly willing to hear Jean tear his policies to pieces in Parliament, altho he is perfectly willing to be put out of power by Jean's eloquence, he dislikes waiting for his morning coffee—and Jean's new duties make demands on his time. So, regretfully, they part.

A little later Katinka's husband invites Jean to his home, much to Katinka's disgust. But the dimly expected happens when they're left alone; Jean tells her of his great, great love, and she falls into his arms. It happens extremely suddenly, but perhaps it's best

to get it over as quickly as possible; anyhow, Jean bribes the husband with the promise of a ministerial post in order to avert a public scandal, and then resigns from Parliament and goes away to Austria, where Katinka will follow him as soon as she gets her divorce.

Edward Roberts, the adapter, has done little or nothing to help, and neither have the producers, who personally attended to the direction and the sets. Mr. Roberts, altho he managed to inject a couple of amusing lines, managed to inject large slices of dull and pointless dialog along with them. The settings, too heavy and dark for the play, feature the most fantastically tasteless drawing room in the annals of the stage. And the direction features what the band-boys are pleased to call corn. It is, as a matter of fact, probably the corniest direction this side of Murder at the Old Red Barn, and it consistently spoils whatever effects the play manages to achieve, tripping the players whenever they get into stride.

A large young gentleman named Vincent Price, whose only previous professional appearance was as Helen Hayes' prince consort in Victoria Regina, plays Jean and proves conclusively the old truism that competence on the stage cannot be achieved without experience. Elissa Landi, the well-known novelist and screen star, plays Katinka and gives what fence-sitting reviewers (including this one) call an uneven performance. At times she does amazingly well with utterly impossible lines and situations; at times she seems like an unfortunate tyro placed against her will in a starring part. Lumsden Hare does a genial job as the prime minister, Hilda Spong is insistently artificial as his wife, Royal Beal makes what he can of Katinka's husband, and an excellent bit is contributed by a lass named Judith Alden.

Despite the good idea hidden in The Lady Has a Heart, I'm regretfully forced to admit that Hungary's only real contributions to modern civilization are still goulash and Herr Molnar.

49TH STREET

Beginning Thursday Evening, Sept. 30, 1937

HOW COME, LAWD?

A Negro folk drama by Donald Heywood. Directed by Charles J. Adler. Scenery by Stagecraft Studios, Inc. Presented by the Negro Guild Theater, Inc.

Mom.....Mercades Gilbert
Pa.....Homer Tutt
Big Boy.....Rex Ingram
Clorinda.....Hilda Rogers
Slacks.....Alec Lovejoy
Aloes.....Leigh Whipper
Sammy.....Harry D. Ingram
Boots.....Dan Michaels
Rasmus.....Edgar Martin
Yamacraw.....George L. Ingram
Babes.....Dorothy Cadoza
Wallstreet.....Columbus Jackson
Jackknife.....The Deep River Boys

ACT I—Scene 1: Big Boy's Home in Alabama. Scene 2: Same as Scene 1. ACT II—Same as Act I. Three Weeks Later. ACT III—Same as Act II. Six Months Later.

It would be easy enough, heaven knows, to be a smart-aleck at the expense of How Come, Lawd?, the "Negro folk drama" by Donald Heywood which, presented at the 49th Street Theater Thursday night, was the first production of the Negro Guild Theater. But How Come, Lawd? is so disarmingly earnest in both its play and its playing that it deserves better than mere wisecracks. On the other hand, it's so appallingly dull and inept that the temptation is almost irresistible.

It tells of a colored lad in the Deep South afflicted with the miseries—with such miseries that his plight becomes almost as hopeless as that of the customers who watch him thru three incoherent acts. At the start he is happy with his pappy and his mammy and Clorinda, his bride to be. They are innocent and quiet colored folk, known for their good qualities thruout the land. But, at the start of the second scene, we find that for some reason or other their house has been burned down. We never discover why, but Big Boy decides that it was done by mischievous whites.

As a result, the start of the second act finds him active in organizing a branch of a union for cotton workers. A meeting is held, and the upshot is that the whites—again inexplicably—attack it, shooting down the innocent colored men. The start of the third act finds Big Boy in the toils of a siren. His father has died, his mother has been shot, and he has been languishing in the liquid delights of strong drink, nourishing plans for a melodramatic revenge. The dark-skinned Delilah's belligerent boy friend

comes on the scene and so does Clorinda. Big Boy denies his love, shoots dice for favors of the seductive young strumpet and gets into a fight wherein Clorinda is stabbed. Kneeling above her body, Big Boy bargains with God, and Clorinda thereupon revives.

The synopsis is given in such detail in the hope that you may be able to make head, or even tail, of the plot; frankly, I couldn't.

There is some pretty expansive acting going on on the stage of the 49th Street, further complicating the opry house proceedings. Rex Ingram, hitherto an excellent actor, succumbs enthusiastically, and chews scenery with abandon and what must be an excellent digestion. Also leaning heavily upon a paint and canvas diet are Leigh Whipper, as a union organizer, and Homer Tutt, as Pa. Mercedes Gilbert lends a note of quiet dignity as Mom, and a lass named Hilda Rogers does amazingly well with impossible material as Clorinda. Alec Lovejoy, a grand performer, offers welcome comedy relief.

A singing group called the Deep River Boys offers spirituals at the start of each act, and also gives singing background to most of the action. It is a splendid chorus, and whenever the play grows particularly boring you can at least close your eyes and listen to the songs.

But it's all pretty confusing, and a harried reporter can only wistfully repeat the titular query, How Come, Lawd?

RITZ

Beginning Monday Evening, September 27, 1937

ON LOCATION

A comedy by Kent Wiley. Directed by the author. Scenery by United Studios. Presented by the East Coast Studios, Inc.

Annie.....Nellie Burt
Father Kennedy.....Jack Norworth
Cane Cabot.....Leslie Denison
Windy O'Rourke.....Leonard Doyle
Doc Howe.....John F. Kirk
Benny Kaplan.....Mark Linder
Mackenzie.....Ben H. Roberts
Dad Kinnear.....Charles Keane
Will Curran.....Lamar King
Sheriff Bob McLeash.....Scott Moore
Stella Wallace.....Mary Drayton
Tomlin.....John A. Bennett
Amy Rand.....Kathleen Hart
Fay Foster.....Marjorie Norton
ACT I—Noon. ACT II—Eight Days Later, After Lunch. ACT III—The Following Morning. The Entire Action of the Play Takes Place in the Living Room of the Rand Cabin. It is Late Summer.

Altho the author-director of On Location, which wandered by mistake into the Ritz Theater Monday night, is listed on the program as Kent Wiley; altho the producer is listed as East Coast Studios, Inc., rumor has it that Samuel Ruskin Golding has been a sort of Pook-Bah for the show; tho it is certain that Mr. Golding doesn't own the Ritz Theater, according to the rumors he has been Lord High Everything Else. With becoming modesty, say the reports, he hid his authorial-directorial ego beneath the pseudonym of Kent Wiley and his managerial ego beneath that of East Coast Studios. It was either becoming modesty or plain out-and-out caution.

Mr. Golding's manifold capacities—if the reports are true—present a series of pretty pictures. One can see him submitting the play to himself for production and shaking his head sadly as he reads it. One can see him eagerly arguing with himself, pointing out what he thinks are manifest good qualities. One can see him telling himself that he will take it under consideration. One can see him, some time later, in possession of some production money, looking around for a show to present and, as a last resort, hitting upon his play. One can see him calling himself up and the joy in his face as he notifies himself of the coming production. One can see him wildly casting around for a suitable director and at length deciding on himself, calling himself into conference, arguing with himself and finally selling himself into taking the job. One can see him, an eager author, heartbroken over changes that he, as director, makes in his own script. One can see him, finally, looking over his work and presenting his play. About the only thing

Chorus Equity Notes

One new member joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marlon Hylan, Fred Holmes, Lorraine Janes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Claims should be filed at Chorus Equity headquarters immediately the contract violation arises. When a claim involves an entire chorus the failure of two or three to sign their claims at once delays the settlement for everyone. Further, in many cases a delay endangers the final settlement.

Chorus Equity does not appoint deputies. It does not do so for two reasons; first, we think that the members in the production involved should themselves select their own deputy, and, secondly, in many cases our members do not wish to act as deputies. We do not believe that their organization has the right to force this duty on them.

However, any company has the right, if it so wishes, to elect a deputy. Such a person must be elected by two-thirds of the Chorus Equity members in the company for which he is to act.

Again our members are reminded of the special council ruling which permits any member of Chorus Equity working in presentation or cabaret to reinstate himself as a member of Chorus Equity in good standing upon the payment (See CHORUS EQUITY on page 29)

one can't see him doing is selling that play to a backer in order to obtain production money—altho, of course, it may be that Mr. Golding acted as backer too. That, as a matter of fact, would be the only thing that could logically account for the production.

These mildly Gilbertian doings, if they actually took place, may have been amusing. If so they were that much ahead of On Location. Even intelligent playgoers were left bewildered by the scraps of action that Mr. Golding must have looked upon as his plot, so it's difficult for a mere reviewer to synopsise it coherently. As far as I could gather it was about a film producer fed up with the tinsel sham of Hollywood deciding to make a natural epic about the lives of men working a gold mine. The only trouble was that the mine dishearteningly refused to disgorge any gold and the men were just WPA workers in disguise. This made the producer very angry, but when a Hollywood glamor girl chased him to the gold fields he decided to give the pretty young thing who owned the unproductive gold mine enough money to pay the mortgage so that she could continue to discover that there wasn't any gold in the mine. He and she then decided to fall into each other's arms and the curtain decided to come down. The curtain's decision, tho overlate, was commendable.

Mr. Golding, as director and producer, matched his own efforts as author. A cast that included such assorted notables as Jack Norworth, Mark Linder and Leslie Denison also matched his efforts—tho a hint that maybe the playgoers were embarrassed by it all was contained in the fact that almost all of them whispered their lines. The only trouble was that they didn't whisper them quite softly enough to be entirely inaudible.

(48th Anniversary)

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FALL TERM BEGINS OCTOBER 26

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

Thru Sugar's Domino

THE best thing that has happened to radio in recent years is the combination of circumstances that seems to be leading towards the point where this Gargantuan infant in the family of amusements will have a guardian appointed over it in the form of a czar cut in the Will Hays pattern. So complex is radio in its present disorganized state that no single group or company can be blamed for the complete absence of "front" in this industry's relations with the press, public and other and closely connected branches of the show business. Radio needs badly a powerful self-regulating unit with a man at its head whose character is unimpeachable, who knows thoroly the problems of the industry and who will possess enough power to make his word law. Were there a headman on the job the past two years many of the difficulties encountered by the industry as a whole would have been non-existent or, at most, hardly as troublesome as they have been. Radio's need of a front man with a gun and an ammunition belt filled with cartridges is even greater than that of the film industry. With its important factors planning for an early meeting in New York this seems



E. E. SUGARMAN

to be the time to remind radio of its need and to call to the attention of its biggies that too long a delay might mean heavy financial losses to those whose every resource is tied up with the future of the field.

IT IS interesting to note that despite the lack of leadership in radio there has developed comparatively recently a close tieup for mutual welfare between radio and films. Not very long ago these leaders of the amusement field were engaged along general lines in constant warfare. Without generalship but thru efforts of individual companies, acting under the guidance of smart executives, radio and films have arrived at the age of understanding. It is no longer a battle between dogs for the single bone. The leaders of these fields have come to the realization that radio can help enormously with the exploitation of film personalities, vehicles and companies—and that the hands of this clock operate just as well in reverse English. An important place in radio and films is being filled by the experts who have asserted themselves in the role of liaison men between film and broadcasting studios. There is yet to be accomplished real and planned co-operation between theaters exhibiting films and local stations. This development might take place anyway eventually but the establishment of a powerful front for radio thru the appointment of a czar will help hasten the day. And there are considerably more ways in which a czar can function to help not only radio but the fields that are moving closer and closer to radio every day in the amusement setup.

WE ARE pleased in this instance to steal a thought advanced by Paul Denis, one of our colleagues. This, incidentally, is not the first instance of our "stealing" with his knowledge a thought from our very capable assistant in New York. Denis suggests that it was a beautiful gesture to erect the Shrine of the Sun in memory of Will Rogers. The late screen and stage star's sportsman friend, the donor of the shrine, is to be commended for thus remembering a man who was beloved by millions all over the face of the earth. But Denis wonders whether Rogers, the simple unassuming soul who never permitted himself to forget his humble origin and his early struggles, would regard the singing tower and memorial light in Colorado Springs as a fitting tribute to his life and personality. Were Rogers alive, opines Denis, he would definitely prefer a living memorial in the form of actor charities functioning in a way to help those who can no longer help themselves. We are inclined to heartily agree with Denis and we have a hunch that Will nods his head, too, as he shambles about in the Elysian fields, still chewing his Wrigley cud and dropping in on St. Peter for a chat at the gate while the old fellow benignly greets newcomers who lived not for themselves but to make happier the lot of their fellow men.

A name band leader passed on a tip to us the other day that might come in handy to others who are targets for cranks, malingerers and con men because their names trip lightly off the tongues of the public. Rather disgusted with lawsuits and attendant risks and inconveniences this band leader told his troubles to a shrewd barrister. The result is that the band has been incorporated in one of the States where there is a minimum of red tape in connection with such matters. The amount of capitalization is appreciable but limited. The move takes personal responsibility off the hands of the leader and his men. As a means of providing for injury suffered by innocent persons a reasonable amount of insurance is carried. The band's worries are over in the nuisance department. If other bands followed suit the easy-money birds would forget about bands as a field of good picking and graze in other pastures.

The Broadway Beat

By GEORGE SPELVIN

A YOUNG local doctor, Lester J. Schultz, well known among theatrical people for some years for his treatment of stomach ailments, with which showfolk are particularly afflicted due to bolted meals, irregular hours, etc., has had his cure for ulcers of the stomach accepted and approved by the Medical Board, and his method will be explained and publicized in the forthcoming issue of *The Medical Record*. . . . That should be good news to a lot of professionals—and to plenty of the newspaper boys, too. . . . For some unexplained reason about half of the Fishman family, all connected in some way or other with the band-booking business, will change their moniker to Foster very shortly; those who plan to adopt the new handle are Frances, with ROC, and the two free-lancing brothers, Frank and Billy. . . . Manny Sachs now has a valet. . . . Jerry Franks is no longer with the Hollywood Cafe. . . . Radio City Rainbow Grill is giving out an RCA Victrola free each night to the patron holding the lucky number; the angle is to hold the patrons in during the dull hours between 10 and 1. . . . Dr. Willis Lasher, of Radio City, decorates his office with his own oil paintings. . . . And Dr. Irving Rothstein will play his fiddle for a patient on the slightest encouragement—if any. . . . This issue of *Beat* is beginning to look like a supplement to *The Journal of the American Medical Association*.

Arthur Block and Sam Segal will film six full-length Yiddish talkies in New York. . . . Street scene No. 1: During the late but not lamented Legion convention two old-time Legionnaires in front of the Eitinge Burslesque (pardon, Commissioner Moss) Revue on 42d street. Said one: "We don't want to see Julian Eitinge; let's go somewhere where we can see a hot show." . . . Street scene No. 2: "Two women in front of the International Casino, goggling thru the windows at the wonders inside. Said one: "Look, an escalator!" Said the other: "So it's an escalator. Macy's has one, too." . . . Florence Tarr may drop concert work for radio this year. . . . Publicity: the Oriental sent out passes plus a "personal note" from Julie Bryan starting off with "Hello, pal!" and purveying the glad tidings that "you'll simply love my bathtub specialty." . . . Harry Luxenberg, well known among show people, is now head of the theatrical departments of Edward Reed and Williams Roberts, men's apparel firms. . . . You may or may not know it, but those odd fish on the Wrigley sign were inspired by the flying fish near Catalina Island, also a Wrigley property.

It's probably an apt description—but it's also a cutting and biting epitaph—that release from the French Line's Normandie that listed Ramon Novarro as "a former movie star." . . . There's a piece by Rockwell Kent about the Constitution in the left-wing *Labor Defender*, but it must have been set up by a printer with right-wing leanings, for the punch line reads: "We mutually pledge to each other our Liver, our Fortunes and our Sacred Honor." . . . Glenn Ireton, Hotel Commodore p. a., has had his appendix out. . . . Publicist Harry Sobol is sending his ailing wife to the Coast to recuperate. . . . David Bratton has joined the George D. Lottman staff.

Chicago Chat

By NAT GREEN

RANDOLPH STREET—Gullible Gulch—whose musty lofts harbor more rackets than you could find in a tennis shop, is a beehive of activity these days. With new shows shaping up for the fall and winter, they hope; music men busy with new songs and arrangements, conventioners from the "outlands" swarming the Sherman; femmes flocking to Mitzel's for their fall "foundations" and the bookies and borderline characters moving from pillar to post and back again, it's one continuous kaleidoscopic panorama of life as she is lived on the Street of Lost Illusions. To one familiar with the life a stroll on this heart-throb highway is better than a show—in fact, it is a show. Politicians, con men, judges, touts, lawyers, misanthropic molls and doubtful dolls, big and small timers and just plain every-day folks rub elbows in a never-ending stream.

The ancient Woods Building is the center of the street's activity as far as show biz is concerned. Ghosts of the past seem to linger about it, inclining one to recall the old days—when Jones, Linick & Schaefer were giants of show business (at that, they're still some punkins); when Harry Rogers was a well-known producer; when Mae West strutted her stuff in the Woods Theater and later the McCall-Bridge Players trod the boards; when Bill Canham launched his clever but short-lived "television" illusion; when Milton Well was turning out hit tunes; when the fourth floor was occupied by the luxurious quarters of the now defunct NVA Club; to be followed by "Chaw-Tobacco" Ryan's palace of chance. Now! Now the building is dominated by picture subsidized music publishing offices and *The Billboard* and *Variety* mugs wade thru the cacaphonic corridors of the Melody Mart (some call it the Discord Dugout) buoyed by the lilting lyrics and melodies (?) wafted from the audition rooms.

Producer Max Gordon, recently in town to look over the Chi company of *The Women*, was highly incensed at the panning given the show by the veteran critic Ashton Stevens. . . . Thoda Cocroft, Claudia Cassidy and others journeyed to Indianapolis to view Leontovich in *Tovarich*, which is a Chi prospect for later in the season. . . . Bill Fields, press-agenting *Victoria Regina*, has issued a route card for the entire season, running into next spring. . . . Show will travel 13,835 miles and play in 46 cities, 26 States and two Canadian provinces. . . . Bill Green, who recently closed his season as publicity manager for Rubinoff, expects to announce another connection this week. . . . Dorothy Day, former actress now on a local Hearst sheet, has written a play which she hopes to have accepted for production this season. . . . George Jessel squired the Talmadge girls, Norma and Connie, at Chez Paree opening. . . . L. Zaretsky, manager of the famous Yacopis, in town seeking bookings for a second troupe known as the Gauchos. . . . Paul H. Fassnacht, Stevens Hotel public relations director, back from talent search on the West Coast. . . . Irving (Filmack) Mack's softball team didn't win a single game in the Film Row league, but won the admiration of the opposing teams, so they were awarded a bronze trophy for sportsmanship. . . . All-time opening night record for Palmer House Empire Room orchestras was set last week when Wayne King played to 815 people. . . . Veloz and Yolanda hold all-time record for the room with 1,153 persons on opening night last fall.

Kinsey Komedly Co. Moves Into Houses

MILLERSBURG, O., Oct. 2.—Kinsey Komedly Company, one of the oldest repertoire companies on the road, ended its 43rd annual tour under canvas here last Sunday night (September 26). Season, which was launched May 1, with the itinerary confined to Ohio, was one of the best in recent years, said Frank F. Miller, business manager. Canvas and other equipment has been stored here.

Company will play two weeks in theaters at Mt. Gilead, O., and Ottawa, O., during the fairs there, after which the players will launch a tour of one-night stands thru Ohio, Miller revealed. The top, new last season, was a 50-foot round with two 30s, and comfortably accommodated 1,000 patrons.

In the company were Kathryn Kinsey, comedy and leads; Paul Brady, characters and general business; Van Miller, comedy; Art Cavanaugh, general business and specialties; Ruth Ramon, leads; Lynn Carlisle, leads; Tom Hughes, juvenile, and Patsy Travis, specialties. Last named is now attending school at Shreve, O. Carl Sapp handled the candy sales and doubled piano. Henry Huth was again in charge of the canvas and H. J. Geiselman handled the agenting and exploitation ahead. Mrs. Beth Kinsey, who until recently appeared in the bills, during recent weeks was in charge of the front door.

Two Men on a Horse was the opening bill. Other bills included *Red Hot Mama*, *In Old Kentucky*, *Girls of the Street*, *Love and Applesauce*, *When the Movies Come to Town* and *Three on a Honey-moon*.

Billroy Briefs

FORT SMITH, Ark., Oct. 2.—These cross-country jumps have finally got me. If they get any longer we are all going to have to buy airplanes. Looks like we will wind up in Yucatan about November 1.

So many visitors this week that I can't think of all of them. In Springfield, Mo., we saw Ensley Barbour, who at one time had a fine tabloid circuit, and Mr. and Mrs. George Hooper, relations of Bessie McNabb.

In Joplin, which is Bonnie Mack's home, we had the pleasure of eating the best fried chicken and lemon pie that the writer has ever consumed. Also seen around the table of Mr. and Mrs. Van Antwerp, who happen to be Bonnie's parents, were Mr. and Mrs. Billy Wehle, Daisy Mae Murphy, Betty Mellon and Cal West.

In the same city we were visited by George and Ethel Adkins, Art Baker, Billy and Mildred Baucum, Max Baucum, Billy Bowers, Riley King and Billy Maxwell. If Edgar Settle could have swished in our happiness would have been complete. Kate Parsons and daughter, Erln, who is now happily married, and Mr. and Mrs. E. L. Harmon and grandson, Bobbie, were other visitors there.

Lillian Nelson, who has been our wardrobe mistress all season, has left for a rest in North Carolina. Everyone hated to see her go. Morris Nelson is still here, yodeling sometimes.

Understand we are playing New Orleans for three days. Hope everyone makes the show. WAYNE BARTLETT.

G. W. Anderson Postpones Plans for New Tent Show

BRISTOL, Va., Oct. 2.—George W. Anderson, of this city, who recently announced plans for a tent show to play the principal cities in the South this winter, has given up the idea, due to his lateness in getting started on the actual organization work. He has decided to postpone the organization and opening of the show until early next spring.

He intends to devote most of the winter in assembling a company and the necessary equipment to launch a mammoth tent theater company early next year. Anderson says it is his intention to have an organization under canvas that will surpass anything yet attempted in that line.

Van Arnam's Barn Dance

CULPEPPER, Va., Oct. 2.—Tuesday of last week the show played Gallagherville, Md. (Easton to you), the home of the Gallaghers (Pat, Mickey and Lana Lois). We were in near-by Cambridge the Sunday and Monday preceding the Easton date, thereby making Pat's town a three-day stand. The doors of Pat's Grill (See VAN ARNAM'S on page 29)

Attention! Managers-Players

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

Town Hall Players Off Well in K. C.

KANSAS CITY, Mo., Oct. 2.—Town Hall Players opened to excellent business at the Apollo Theater here Monday night. Every seat was taken and many were standing for the first show as the capable cast presented *Shall We Forgive Her?*, a play of the Gay '90s. The customers cheered the hero and hissed the villain as he pursued the charming heroine thru the action of the piece.

Policy of the house will be old-time melodramas, one bill a week, and one show a night except Saturdays, when a midnight performance will be given. A first-run picture will precede each performance.

Roster includes Kenneth Wayne, of the Wayne Theatrical Agency, producer; Doc Hitchler, theater manager; Larry Conover, director; Jane Mast, Terry O'Sullivan, Elnor Allen, Loretta McNair, Eddie Wilson, Larry Conover, K. Creston Wright and Davis Sullivan.

Original Williams Show

FLORENCE, Ala., Oct. 2.—So far North Georgia and Alabama have been good to us, with business satisfactory at all stands.

Anniston, Ala., where we broke in a new lot on the main stem in the heart of the business district, was big, with a goodly number of customers turned away.

Had quite a number of professional visitors recently, including Don and Della Palmer, who handle the advance for the Billroy Comedians, and the cast of Emmett Miller's *Southern Revue*, current this week at the Noble Theater here. VIC SPOUSE.

Kansas City Jottings

KANSAS CITY, Oct. 2.—Hal Stone, manager of the Hal Stone Players, who lost his entire outfit in a recent fire, was seen on the local radio this week. Stone has decided not to organize at the present time, as it would take several weeks to get ready for the opening and his fall season would be very short, as he usually closes December 15.

Joe Haggerty, after closing with Tilton-Guthrie in Iowa, came here to join the Town Hall Players at the Apollo Theater.

Jake Vetter, veteran trail blazer, is a recent arrival here after closing the season with the J. L. Landes Shows at Manhattan, Kan.

Doc H. J. Brown, well known in the rep and med field, was spotted on the main drag here this week.

Christy Obrecht Company closed the season this week at Plainview, Minn. Company will move into theaters at once to play until Christmas.

Helen Gentry and Walter Price left here recently to join the Howard Johnson circle in Illinois.

Jack, Apple, whose trunk was burned in the recent Hal Stone fire, is in the city replenishing his wardrobe.

Joan Erickson is visiting relatives and friends in Minnesota after closing with the Hugo Players in Nebraska.

Herbert Walters Show is reported to be returning to rep after a short fall season of one-nighters.

Jeanie Dixon is a recent arrival from Chicago to visit friends and relatives.

Tilton-Guthrie Players closed a satisfactory season at Paton, Ia. recently. Roster included Mid Tilton, Tillie Tilton, Willie Tilton, Billy Guthrie, Laura

Lowry-Slout Form A Michigan Circle

VERMONTVILLE, Mich., Oct. 2.—Jack Lowry and L. Verne Slout are renewing a partnership of earlier days with the organization of a circle stock company to play Michigan territory. New group will be known as the Lowry-Slout Players.

Rehearsals are now under way here, with the opening slated for October 10. Company will play a circle of seven towns.

Lowry and Slout formerly were associated for four seasons in the operation of a stock company in Battle Creek, Mich. Lowry recently left the direction of *Murder in the Old Red Barn* at the Dallas exposition and Slout handled the press for a circus last spring and early summer.

Tolbert Tattles

MOBILE, Ala., Oct. 2.—Business is good in this man's town. Wednesday was the second night here and the house was packed. All the girls have had a grand time window wishing and buying. Lassies and Honey and some old friends went fishing today. They caught about 80 fish of different kinds.

Over the week-end at Phil Pot's tourist camp in Pensacola, Fla., I saw Mr. and Mrs. Buddy Hale, Mr. and Mrs. Henry Ferguson, Mr. and Mrs. Toby Eastman, Mr. and Mrs. Lassie White, Mr. and Mrs. Honey Wilds and Mr. and Mrs. Bob Norris.

Buddy Hale, Henry Ferguson and Red Jenks went fishing Sunday. Red caught one fish; it must have been a gold fish, as the trip cost \$15. Lillian Wilds was sick in bed and didn't enjoy the hen party that we girls threw. When the men came home we had a fish fry with steak to help out.

Last week in Troy, Ala., some of the gang stayed over and caught the matinee of Dan Fitch's *Big Apple Revue*.

Mystery: Why Bill Sachs won't print any of my "I wonders."

BEATRICE JENKS.

Madge Kinsey Quits Tent

CAREY, O., Oct. 2.—Madge Kinsey Players ended their tent season here Sunday night (September 27), the show having been out since May 1. Season as a whole was very satisfactory, according to General Manager Harry Graf. Company will play a week in the theater at Attica, O., during the annual fair there next week and then disband. Kinsey's plans for the winter season are indefinite.

Guthrie, Able Loudon, Willie Bashford, Joe Haggerty, Gus Reid, Octavia Powell, Robert Bayley, Jeannette Reese and Dick Shankland.

Hazel McOwen Stock Company will open next week on a circle in Southern Nebraska, with Tecumseh as the base town. Carlton Ruby and Flo Phillips recently joined the cast.

Aulger Brothers, after closing the tent season, are making preparations for the opening of their circle season.

Daisy Johnson left here recently to join the Larry Nolan Show in Illinois. Slim and Lucille Andrews are recent additions to the Harley Sadler Show in Texas.

Radio Players opened the fall season in North Dakota this week. Harris and Jensen are managers.

Biehl Sisters' Stock Company closed its tent season this week in Kansas.

Ralph Dennis Players are playing a circle of towns in Eastern Oklahoma.

Mr. and Mrs. Lawrence Deming are sojourning in Ft. Worth, after closing in advance of the Biehl Sisters' Stock Company.

Pup and Dot Shannon have closed with Boob Brasfield's Company and are now sojourning at Sedan, Kan.

Hila Morgan Players, who showed Columbia, Mo., this week, are said to be Arkansas bound.

Harvey's Comedians are now tramping thru Western Nebraska after playing all season on their Colorado tour.

Atchison Brothers are launching a circle to play a loop of towns in Northwestern Kansas, beginning October 9. Roster includes Irish and Harvey Atchison. (See KANSAS CITY on page 29)

Rep Ripples

VIC SPOUSE, agent ahead of the Original Williams Show, has a letter of interest to tent-show managers and agents on The Forum page in this issue.

BUD ROWLEY, who recently closed with the Jack Kelly Stock Company in Michigan, has been engaged for juveniles with the Manhattan Players at the Manhattan Theater, Cleveland. Company got under way October 2 with *Turn to the Right*.

J. S. ELLIOTT, of Myers and Elliott, writes that he has visited several shows in Missouri recently and found them all doing satisfactory business. The cotton crop in that section is unusually late, Elliott says, and is just getting under way. "Ran into the Tigre Bros." (Joe Moxley) Show a short time ago," Elliott typewrites. "Moxley is carrying a big animal show for the main attraction, with a talkie unit under a separate top as the side show. He is working both shows as a one-nighter. J. V. Price is in charge of the talkie, but the show is owned by Jack Vivian, of the Allen Bros. Comedians. Caught G. W. (King) Thomas' Community Players the other (See REP RIPPLES on page 29)

Gordon Players Close; Season Panned Out Okeh

DELPHI, Ind., Oct. 2.—Gordon Players closed their 23d season here September 26. While the show experienced inclement weather the first few weeks of the season, the show did not lose a performance and the season as a whole was a successful one, says Manager George Gordon.

The latter, with Director Roy Lewis, Helen Kilduff, Arthur O. May, Peggy Wilton, Lynne Townsend and Lee Orland, advance man, went to Chicago. Del Hager, Bill Pierce, Wellington Ross and Tod Watson left here to give the big town of New York a treat. Eddie Burk, with the Gordon Players for the last 14 years as supervisor of canvas, after putting the tent in the moth balls, headed with his assistant, Harold Sanders, for their respective homes at Yeoman and Logansport, both in Indiana.

Neil Schaffner Rep Moves Into Quarters

KANSAS CITY, Mo., Oct. 2.—George Travis, advance agent for the Neil Schaffner Players, was in town this week after contracting and billing the closing date for the troupe, which is scheduled to go to the barn tonight at Wapello, Ia. Travis states the season was successful, not a losing spot being played and no nights being lost.

Besides Manager Schaffner, the roster at time of closing included Caroline Schaffner, Verne Douglas, Merna Douglas, Mona Rapier, James Stone, Phil Agney, Jack Peterkin, William Guinn, Bud Kinney and George Travis, advance.

Verne Douglas, heavy man with the troupe, plans to organize a three-night stand to play Nevada, Arizona and Utah this fall and winter.

Boyes Tent in Storage; M. & M. Folds This Week

LINCOLN, Neb., Oct. 4.—Chick Boyes' tent show has gone to the sail-loft for the winter in Hebron, Neb., after 15 successful weeks here in the suburban West Lincoln stand. Best cut at grosses in three seasons in the same spot and would have finished a whirlwind had it not been for the polio scare which ducked the gate since September 3. September 26 was closing day.

Another tent to close in South Dakota territory this week will be the Mitchell & Mitchell Show, according to advice from General Agent Skip Dean. Show has Bush Burrichter as the top performer.

Boyes performers will vacation a couple of weeks, then most of them go on circle. Chick still has one troupe under tent winding up his fair dates.

THE PRINCESS STOCK CO.

WANTS

People in all lines of the Tent Rep. Business. Character Team, General Business, Leading People, Musicians that double Stage and Specialties. You do not double canvas on this show. Tell all first letter. Write or Wire E. C. WARD, Care Princess Stock Co., Tuckerman, Ark.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HATHAWAY THE MAGICIAN, who in recent months has been working night clubs with a crystal act and magic under the name of Dr. Martin, has returned to Cincinnati after a brief engagement with the Emmett Miller tab revue in the South. Hathaway, who is currently playing in the Cincy area, was a visitor at the magic desk Thursday afternoon of last week.

DR. CHARLES HOFFMAN, the "highest paid bartender in the world," came in for a fine bit of publicity in Buck Herzog's "Along Amusement Row" column in *The Milwaukee Sentinel* September 28 while appearing at the Riverside Theater, that city.

BUDDY GWYNNE, of Jack Gwynne and Company, laid out of the act two days last week to serve as assistant with the Blackstone show at the Taft Theater, Cincinnati, for eight performances, in the place of Bud Doremus, who was called to his home in Indiana to attend the funeral of his brother. Doremus' brother and a companion were killed in an auto crash early last week while en route to Cincinnati to catch the Blackstone show.

TURN TO THE FORUM page in this issue for more news of interest to magicians.

DR. BEN PARDO, who has been visiting in Europe all summer, writes from Paris that he will sail soon for the United States to rejoin Pete Kortez' side show in San Antonio. Pardo has done his mental act on that show for the last eight years under the name of the Great Lorenzo. "My trip from Amsterdam, my birthplace, to Paris was delayed two months, as I was confined to an Amsterdam hospital for that long as the result of an operation," Pardo pens. "Before I went to Paris I saw Okito's show at the Alkmaar Kermis. A most wonderful performer, that Bamberg, and a wonderful conversationalist, altho he is somewhat deaf. I also saw Jan Hagourt at the Theater Carre in Amsterdam. He also is a good performer."

CECIL LYLE, the "Magical Milliner" of London, with his wife, Lucille Lafarge, en route back to England after a 17-week season on the Tivoli Circuit in Australia, jumped from Chicago to Cincinnati last week especially to catch Jack Gwynne and Company, appearing at the Beverly Hills Country Club. Fortunately for the Lyles, they also found the Blackstone company playing in Cincinnati. Needless to say, they took in both performances several times. Closing in Australia August 4, Mr. and Mrs. Lyle arrived on the West Coast several weeks ago. Intending to visit in Los Angeles and Hollywood for a week, they remained two weeks, meeting practically all the magi out that way and mingling with the movie folk. From the Coast they went to Chicago. They intended to spend two days there, but Jim Sherman made their stay so pleasant they remained over five days. Intending to remain in Cincinnati over night, the lure of the Gwynne and Blackstone attractions caused them to remain over an extra day. They left for New York Thursday afternoon (30). The Lyles are slated to return to England on the Queen Mary Tuesday (5), but it is likely that they will cancel their passage and remain over an extra week in the big city. Their vast magical equipment was shipped to England direct from the Coast. Jack Gwynne did a special show for the Lyles during their visit to Beverly Hills.

JACK GWYNNE and Company, who concluded a four-week engagement at Beverly Hills Country Club, Southgate, Ky., Monday night, open at the Palace Theater, Cleveland, Friday (8).

THREE CINCINNATI magic groups—Queen City Mystics, Assembly No. 11, SAM; W. W. Durbin Ring No. 71, IBM, and the Cincinnati Magicians' Club—combined Monday night of last week to pay homage to the Great Blackstone, who closed a week's run at Taft Theater, Cincinnati, last Thursday (30) with his mystery revue. Members of the three organizations went to the theater in a body to catch the Blackstone presentation, after which various local magi

took to the stage to compete for the Blackstone Trophy. Those who participated were Preston, LeVon Miller, Bill Robinson, Maybelle, Lewis Gerber, Billie Woodell, Francine, Wiesenbahn and Lester Lake. Award was won by Francine with his substitution trunk presentation. From the theater the crowd, some 70 strong, journeyed to Shanghai Inn for a feed and the usual speeches. Also guests of honor for the evening, besides Mr. and Mrs. Blackstone, were Jack and Ann Gwynne, who this week wind up a four-week stay at Beverly Hills Country Club, just across the river from Cincinnati. Incidentally Blackstone celebrated his (?) birthday on the same night and members of his company tendered him a surprise party at Gibson Hotel following the Cincinnati magicians' doings.

C. A. GEORGE NEWMANN, the old maestro of mentalism, back in Minneapolis after closing the season with his tent show, is seriously considering going to Hawaii this winter. Newmann writes that the season just ended was fairly good, altho the first three weeks were a total loss due to a constant downpour of rain. Newmann also suffered two weeks of lost time when his tent was badly wrecked by a tornado.

THE BLINDFOLD TEST between Pat Marquis, the youngster with the supposedly "pineal eye" in the middle of his forehead, and William W. Larsen, well-known West Coast magician, attorney and editor of *Genii* magazine, held recently at the latter's home in Sierra Madre, Calif., apparently proved nothing, altho supporters of young Marquis are claiming for him a "convincing triumph." They say that Larsen failed to disprove Marquis' claim of having a "pineal eye" and that he also failed to duplicate Marquis' performance, as it is said he recently claimed he could do. In the contest between the two, presented before an audience of doctors, magicians and newspaper men, each donned opaque goggles and each had his eyes closely taped. Two new packs of cards were opened, shuffled and a stack placed before each of the contestants. Then the cards were picked up and held before the blindfolds. Dr. Cecil Reynolds, psychiatric physician, interested in the lad's power, in commenting upon the final result, said: "Pat called eight bulls' eyes and named 16 other cards within a spot. Mr. Larsen didn't call a card correctly in an hour." On the other hand, Caryl Fleming, president of Los Majicos, Los Angeles, and prominent in national magic circles, who was one of the wit-



PICTURED ABOVE ARE THOSE WHO "STUCK OUT" to the finish the surprise birthday party tendered Blackstone, the magician, at the Gibson Hotel, Cincinnati, Monday night, September 27, by Mrs. Blackstone and members of his company. The stundig came to an end near daybreak Tuesday. Back row (left to right): Toni Lamare, Mrs. Ed Milne, Mrs. Jack Sprigg, Sue Darvis, Ella Fischer, Bud Doremus. Front row: Ed Milne, Blackstone's manager; Bill Sachs; Blackstone; Mrs. Blackstone; Tommy Thompson, the magician's press man, and Buddy Foppe, Cincinnati newspaper man. Seated is Jack Sprigg, currently winding up a season's engagement with his band at the Netherland Plaza, Cincinnati. Jack and Ann Gwynne were present at the blowoff, too, but missed the photog.



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

ROSALYN BOULTER—English ingenue now appearing at the Morosco, New York, in John C. Wilson's London importation, *George and Margaret*. Lovely, talented and charming, she should be an excellent bet for films. Does a fine job in her present show, managing to project her personality and display her acting ability at the same time, a feat not nearly so usual as it sounds.

For RECORDING

LEO (SNUB) MOSELEY AND BAND—six-piece combination formed only three months ago, which is already nicely in the groove and looks primed for the waxworks. The boys offer a thoroly satisfying and sendy brand of

hot music and feature a gifted trumpeter, Carl Teddy Smith. Vocals by Moseley are interesting. Novelty angle is Moseley's "funny-horn," a weird bastard-sax producing comic instrumental effects.

For NIGHT SPOTS

ANNA DE OHLA—Danish girl singer with a novel act that has been finding favor in European vaude and radio. Has the ability to sing in four distinct voices, soprano, contralto, tenor and baritone. Sticks mainly to operatic arias but, is also okeh on pop tunes. Has a good stage appearance and presents the act well. Should be a safe bet for class clubs, especially as the girl, who can sing in many languages, can do an entire act in English.

nesses, didn't think so much of Marquis' performance. "Pat went thru about 70 cards and guessed about eight right," said Fleming. "It's a good trick but his 'pineal eye' stuff is baloney. As to Larsen's poor showing, Fleming stated: "There are tricks which one magician can do and another can't. This boy undoubtedly has specialized in his trick."

MAX MALINI, back in San Francisco from a tour of the Orient, gave a show at the St. Francis Hotel there September 31, his first appearance in San Francisco in two years.

C. R. (BUD) TRACY, Sioux City, Ia., magician, was a visitor at the magic desk Friday afternoon of last week, where he bumped into two of the local magic lads, Stewart Judah and Lester Lake. Tracy was en route back home after taking in the convention of the Illuminating Engineering Society at White Sulphur Springs, Va. He is employed by the Sioux City Gas and Electric Company.

LESTER LAKE (Marvel) produced and promoted the thrill show held at Tacoma Park, Dayton, Ky., Sunday afternoon, September 26, under auspices of the Fort Thomas (Ky.) Men's Club. (See *MAGIC* on page 34)

Minstrelsy

By BOB EMMET
(Cincinnati Office)

EDDIE SWALD, minstrel vet of Newark, O., is still putting on home talent minstrels thruout Ohio and has a large one in rehearsal for the Newark K. of C. lodge to be presented October 18 and 19. Jack Aulk, a hooper from the old Field show, and Ernie Moore, veteran vaude magician, will take part. Ewald says. "Bob Conn and Harry Channon Jr. were in town the other day with a tab revue and all we talked of were the old 11:45s of the good old days." Eddie writes. "From the looks of things I will have a minstrel on the road next season under one of the old titles I now hold an option on."

"HI-BROWN" **BOBBY BURNS**, minstrel comic, is still carrying on as press agent with the Walter L. Main Circus and pens that this has been the best season since the old Field show closed.

GUS SUN, minstrel owner, manager and juggler; born Toledo O., October 7, 1868. For several years owned and managed the Gus Sun Minstrels, closing the show in 1904. Since then has operated theaters and conducted the Gus Sun Booking Exchange in his home town, Springfield, O., where he now resides.

WE HAVE HAD several inquiries recently from ex-minstrel men seeking (See *MINSTRELSY* on opposite page)

Denison's Plays

60 Years of Hits

Songs
Minstrels
Musical Comedies
Operettas
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Blackface Skits

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and forever occasion.

Catalog Free.

T. S. DENISON & CO.
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Clarke's Complete Minstrel Show

No. 3 now ready. Contains complete opening chorus. Program of 7 comedy songs and ballads (words and music complete); big (double) joke program; new drills and marches; full stage directions and unique grand finale, all in one attractive (9x12) book, \$1.00 post-paid. (C. O. P. \$1.18.) Moderately priced rehearsal folios, orchestrations and quartets available. Descriptive circular for stamp. **RIALTO PUB. CO.**, 1674 Broadway, New York.

Tab Tattles

By BILL SACHS

AL DE CLERCO is directing the Along Melody Lane Company, tab unit, which has opened at WDOD's Radio Playhouse, Chattanooga, for an indefinite stay. Troupe is doing three a day, with changes on Wednesdays and Sundays. Featured with the troupe, besides DeClerco, are Diane Dillatre, Margaret Willoughby, Peggy Smith, Jack Price, Jay (Tex) Mason and a line of 10 girls. Company followed in the Peruchi Players, stock organization, at the Chattanooga house. . . Maurice (Lefty) and Anna Levine last week purchased a new Scheute house trailer and are now residing in Cincinnati's trailer park preparing to starting south again in a few weeks. They recently closed with the George Bishop show. . . Bessie Belt, well-known Cincinnati tabster, who had planned to leave the Queen City several weeks ago to make her home with her daughter, Dolly, in Cleveland, was forced to call off the trip, due to the serious illness of her mother in a Cincinnati hospital.

CLAUDE H. (KID) LONG, who has just taken over the advance the Hayworth-Richie *Blue Ridge Mountaineers*, advises that the show will be routed to the Coast via Texas and Arizona. Featured with the unit, besides Hayworth and Richie, are Ariel, reptile dancer; Cy and Sue; LeCardo, magician; Chandler and Clemmons, Loney Dennett and the Gummed Log Quartet. Unit, now playing in the East, will head westward November 1, Long advises. . . Curley Burns—the writer holds an important message for you. Send in your route. . . Harrison Kimball's *Palmer Girls* are again working in the Cincinnati area. . . Joe Bova, drummer, formerly of tabdom, still has his own ork at the Wonder Bar in Cincinnati's west end.

REP RIPPLES

(Continued from page 27)

night, and it's the nicest frameup for a talkie and vaudeville show I have ever seen. Top, rolling stock and all equipment are first class."

G. W. (KING) THOMAS, whose Community Players are currently touring Missouri to reported good results, plans to close in about six weeks to take a short vacation. Show has been operating continuously the last two years.

SPAUN FAMILY SHOW, for years a household word in West Virginia territory, winds up its season October 16. Byron Spaul, at 73, is one of the oldest active repertoire troupers in the game today. Show began its present season April 15.

MRS. JAMES E. O'BRIEN has left St. Thomas Hospital, Nashville, where she was confined for four weeks, and is now well on the road to recovery. Friends may write her in care A. R. Hayse, *Nashville Banner* press room, Nashville. Her husband has a position with the U. S. Chamber of Commerce and says no more trouping for him.

MR. AND MRS. ERNEST DOW are booking schools and colleges in New England with their *Sketches From Great Plays*.

REPERTORY PLAYERS, semi-professional group of Springfield, Mass., will open their season October 18. Robert Daggett is directing the group.

BILLY BLOUNT, dancing juvenile, and Fred Harlowe, advance agent, have returned to their homes in Virginia after closing the season with the Dick Lewis Tent Show.

BENNY (FATS) WAYLAND, who closed the season with Stewart's Comedians in Virginia recently, is now visiting with the home folks in Jackson, Ky.

VAN ARNAM'S

(Continued from page 27)

were thrown wide in welcome, so we came early, stayed late and were entertained in a royal manner.

One of the neatest outfits we have seen recently is that of the Showboat Players, under the management of Capt. Charlie Hunter and Jack Pfeiffer. Quite a few of our people accepted an invitation to spend the afternoon with the members of the Hunter-Pfeiffer opera when the two shows were only 12 miles

apart last week. Fact is, cars were sent over to "fetch us." How's that for service?

Everything to make our stay enjoyable had been attended to. First it was in the captain's housecar, where he and his charming wife, Beulah Adams, had a delectable buffet lunch spread. Then Bob and Marge Demore invited us to their home on wheels (Bob wanted to show us the new fur coat he had bought for Marge). After that it was Jack and Rene Keating calling: "Come over and see us." Rene had the candy ballys all out to decorate the Keating living quarters and about the time we were getting well acquainted with an Old Quaker gentleman Jack Pfeiffer, Gladys and Pop wanted us to join them and have a Coca-Cola (how that Pfeiffer does dissipate).

So it was all afternoon, hospitality with a capital H. Dome Williams became so befuddled during his visits from trailer to trailer that Captain Hunter, always the perfect host, appointed one of the canvassmen as official guide to pilot the big boy around.

During this visit we also had the pleasure of meeting Mrs. M. A. Keating, who is the guest of her son, Jack. Until recently she had not seen her son in 11 years. Needless to say that Mrs. Keating and Jack are happy beyond words.

Mr. and Mrs. Boob Brasfield and Al Brown, of the Original Floating Theater, gave our outfit the o. o. at Chestertown, Md., and were also entertained at the party above mentioned.

Bossman John Van Arnam made one of his "now he's here—now he isn't" visits at Frederick, Md. He reports the show routed until late November.

Tex and Shorty, well-known Western musical act, joined recently and are clicking handily with the costumers.

MACK D. FERGUSON.

CHORUS EQUITY

(Continued from page 25)

ment of current dues providing he makes such payment while working in either of these fields.

This concession was made as an aid to organizing in presentation, night clubs and vaudeville. Most chorus people working in presentation and in night clubs also work in the legitimate theater. In many cases when they have obtained employment in the legitimate theater they apply to Chorus Equity for a reduction in the amount of their unpaid dues. It is impossible to give reductions to members who have worked in these fields, which are under the jurisdiction of the Chorus Equity, since so great a concession has already been made to them. We must feel that their failure to take advantage of this concession displays a lack of interest in their association, a lack of interest that should not be rewarded by a concession.

Members who are out of the profession and who expect to remain out indefinitely should apply at once for an honorable withdrawal card. Should their absence from the profession be of a year or more they may, providing they hold this card, return and place themselves

FLASH TEAMS . . . HERE IT IS!
NEW YORK CITY'S FIRST
"BATTLE OF THE CHAMPIONS"
EUROPEAN TYPE
WALKATHON
 OPENING THURSDAY, OCTOBER 14, IN BEAUTIFUL 5,000-SEAT STEAM HEATED ARENA,
 WITH
UP TO \$2,000.00 IN CASH PRIZES
 This is the world's largest and richest city. Everybody knows what floor money and sponsors will be. THE FINEST STAFF EVER ASSEMBLED. With direction under King Brady—Entertainment, Archie Gays—Contest, Dick Laver—Music, Don King and His Californians—Flash Setup, Dick Robinson. Staff complete with 5 crack Emcees, 4 Top Comics and 2 fast Bands. CAN USE a few real Sprint Entertaining Teams with plenty wardrobe. Danny Brammer and Jimmy Bittner wire in.
 For Acceptance Contact
KING BRADY
DIXIE HOTEL, 42nd STREET AND BROADWAY, NEW YORK CITY.
 (NOTE—This is a Regulation 45-Minute 'Round the Clock Contest.)

PHOENIX, ARIZ. - - OPENS OCT. 21
 Last show five years ago. Winter guests arriving daily assures good floor money. Sponsors guaranteed reliable teams. Contestants taken care of on arrival—must be oked first.
PRIZE MONEY UP TO \$1,500.00
 Want Help in all lines. Write airmail—no collect wires. Contact
R. E. (MAC) McKIMMEY or "RED" NORTON
OLD COUNTRY CLUB, PHOENIX, ARIZ.

ATHLETIC SHOW OF 1937
 OPENING OCTOBER 14 IN AUDITORIUM, ST. JOSEPH, MO.
 Billy Willis, Ruth Carroll, Stanley West, Johnny Hughes, Jane Sweeney, Edna Nowells, Jack Duvall, Rella Finney, Joe Van Room, Marge, Geo. Bernstein, Leona and others who know me contact at once. Also Walter Gofske, Reka Hammerschmidt wire at once, care Auditorium, St. Joseph, Mo. **DUD NELSON**, Associated with L. E. BRODEN.

THE ORIGINAL
GEORGE W. PUGHE DERBY SHOW
 OPENS OCTOBER 13
 Contestants and Working People in all departments, communicate. This will be a short, fast show. Positive virgin spot. Address
GEO. W. PUGHE, Clovis Hotel, Clovis, New Mexico

in good standing by paying current dues. Should they return within the year they pay dues from the time the card was issued but no delinquency fine. Members who are out of employment and so cannot pay dues should apply for an extension which saves them the de-

linquency fine of 25 cents a month and gives them the free use of the employment bureau.
DOROTHY BRYANT,
 Executive Secretary.

MINSTRELSY
 (Continued from opposite page)
 the address of Rody Jordan, former minstrel, who recently was reported to be seriously ill in a sanitarium. Will someone please let us have Rody's present address and also some word as to his condition?
LLOYD SMELSER, formerly with the old Nell O'Brien Minstrels, is now a member of the law firm of Smelser & Smelser in Texarkana, Tex. He left the road 10 years ago.

KANSAS CITY
 (Continued from page 27)
 son, Craig Johnson, Cleotis Byfield, Hazel Clannin and Harriet Atchison.
J. B. Rottour Players have closed in Wisconsin. Season was reported to have been the best in years.
Jean and Carlos Harvey are visiting friends in Council Grove, Kan., after closing the season with Rosalie Nash Players.
Foy Witherspoon, of the Ted North Players, spent a day in the city this week.
 Recent visitors on the Eddie Hart Show at Talmage, Neb., included Helen Forrester Ardmore, Grace Russell and Pearl Adams.
Wallace Bruce Players closed the tent season last week in Pratt, Kan. He plans a circle for the fall and winter.
Wayne and Loreta Huff and **Billy Cornish** and **Marie Belmar** have signed with Chick Boyes No. 2 show for the fall and winter.

Endurance Shows

Austin Contest Passes 900th Hour

AUSTIN, Tex., Oct. 2.—Austin Community Show being held here has passed its 900th hour, with three couples and three solos remaining. Those still in the running are Emory Hamby and Helen Hamrick, Tim Hammack and Dorothy Wilson, Corky Spieckreman and Betty Cross, and the solos, Vance Bandal, Cecil Allen and Jimmy Shock.

Wedding of Carl Sides and Dodo Richards drew a capacity house, and the ice act by Tim and Dorothy has succeeded in drawing and pleasing the customers. Emcees are Jimmie Johnson, Curly Linder, Pat Shannon and Fred Caldwell. Sue Roberts is nurse, and Murray Roberts, trainer. Lloyd Brown and Porky Devlin, "sourpusses," are putting the kids thru bondage grinds, including zombies, sprints and derbies, in an effort to bring the show to a close.

Lynn Smith, Buck Steiner and B. W. Johnson are directors of the show.

MRS. RAY FINNEY, of Wood River, Ill., writes that she is anxious to read the final results of the Dunlap shows in

Haledon, N. J., and Roselle Park. How about it, Pop?
RAY LONG is at present sojourning in San Francisco.

WE HAVE HAD inquiries recently on Scotty Reed, Bill Owens, Forrest Bailey, Silm Hansen, Jay H. Mans, Eddie Begley, Rae DeLong, Mickey Hogan, Eddie Wright, Jackie Lee, Austy Dowdell, Cal De Villiers, J. G. Kitchens, Jimmy Slater, Jack Freeman, Clutch Payne, Al Dreith, Egg Rockhill, Stew Allen, Frank Rizzo, Mickey Kilfat, Skippy and Lucille Kenneth, Guy Swartz, Vonny Kuchinski and Pinky Penchel. Drop a line to this column and let your friends know where you are and what you're doing.

KING BRADY pens from New York that prospects for his new show opening near there shortly are extremely bright. Merchants and locals seem enthusiastic and responsive, he says. Two more shows with early starting dates are on tap and King advises watching *The Billboard* for opening dates.

IRENE CARTER reports that she is dancing in Sid Cohen's Coliseum Show, Chicago, and that the show is in its second week and doing well.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

- Parcel Post
Alton, Tom, 25c
Bill Corlew, 5c
Blair, Mrs. James, Foreign
Gibbons, Art, 1c
Goodwin, S. S., 20c
Grabs, Otto, 3c
Harris, Mrs. Bob, 10c
Larine & Mae, 10c

Ladies' List

- Adams, Kate
Aldred, Mrs. Alice
Allen, Mrs. Gladys
Allen, Mrs. Kate
Allen, Mrs. Rose
Alshander, M. M.
Alloway, Mrs. Ruby
Ammon, Mrs. Mabel

- Harsh, Mrs. Leo
Hodge, Bessie
Hogg, Mrs. Carroll
Hogle, Alice
Hope, Mrs. Jack
Horn, Dorothy
Hornan, Irish
Hornett, Mrs. Beverly

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Morris, Pearl
Morris, Clara
Moseley, Marie
Moster, Minnie
Murray, John
Murray, Peggy
Myron, Marcia
Myron, Ruth
Myrta, Madame
Nagler, Mrs. Y. Y.
Nagle, Mrs. Irwin
Nagroy, Mrs. Susie
Nelson, Mrs. Tootie
Newbank, Pat.
Newman, Mrs. Arthur
Newton, Mrs. Ruth
Newton, Mrs. V. H.
Newman, Mrs. K.
Noel, Mrs. Robert
Nora, Madam
Norton, Mrs. Helen
Norton, Mrs. Mary
O'Brien, Mildred
O'Neil, Ruth
Obermiller, Mrs. Georgia
Okada, Catherine
Okada, Olive
O'Neil, Louis
Ortugus, Mrs. Leonard
Orton, Elsie
Ossoff, Mrs. Douglas
Owens, Elaine
Owens, Myrtle
Paquette, Peggy
Palmer, Mrs. Hazel
Parker, Bootie
Parker, Madlyn
Parker, Mrs. H. L.
Parks, Mrs. Harry
Parker, Mrs. Doris
Pass, Mrs. Georgie
Patrick, Betty
Peabun, Mrs. Josephine
Peoples, Mrs. Betty
Pelusso, Mrs. Bonnie
Perry, Mrs. Lottie
Peterson, Doris
Philmer, Mary
Pierce, Betty
Pittenger, Mrs. M. L.
Pittenger, Nova
Pittenger, Ione
Pollard, Fay
Potts, Alice
Raymond, Mrs. Sam
Proudey, Etta
Taha, Pauline
Tanalio, Clara
Taylor, Madge
Turner, Dorothy
Tyler, Tee
Underwood, Maudie
Valerie, Val

Letter List

- Brandi, Joe
Brankholz, Jake
Brancher, Chas. O.
Brede, R. E.
Brennan, Jerry
Brenot, J.
Bridges, Everette
Brisson, Ray
Brooks, Paul
Broderick, Paul
Brooks, Fred
Brooks, Harold
Brooks, Francis
Brower, George W.
Brown, Big Boy
Brown, Frank
Brown, Danny
Brown, Elmer I.
Brown, F. D.
Brown, Jimmie
Brown, June
Brown, L. R.
Brown, Novelty
Brown, Roy J.
Brown, Smokey
Brown, Wm. (Browlie)
Brown, Wm. Slim
Brownie, E. H.
Browning, Eddie
Browne, Harry
Brudrick, Stanley
Brunlow, W. H.
Brundage, G. W.
Brunk, L. D.
Bruno, Louis
Bryan, J. C.
Bryer, Bill
Buckley, Madge
Budd, Walter
Bughouse & Ho-kum Fun Show
Burgess, Seymour
Burdick, John
Burdick, Al
Burke, R. C.
Burke, Roy E.
Burman, James Co.
Burman, Joseph
Burman, B. J.
Burns, Dick
Burns, J.
Burns, D. J.
Burns, Levi
Burns, O. J.
Burns, Stanley
Burton, Arthur
Burton, Jack
Bushae, James R.
Butler, Woodrow
Butterfield, J. E.
Butterfield, T. E.
Butts, Samuel E.
Byerly, J. D.
Byrne, Hugh J.
Caddell, Randolph
Cain, Eugene R.
Cain, John H.
Calvin, Earl
Canalio, Mike
Camp, Joe Taylor
Campbell, Alvia
Campbell, Arizona
Campbell, Gary F.
Campbell, Jack
Campbell's One
Cannon, Fred
Cannon, B. B.
Cannon, John J.
Cannon, D. W.
Cannon, J. (Sliu)
Cantrell, Radford
Cantrell, Ed
Cantrell, Jimmie
Carolina Red Birds
Carroll, Carl
Carmis, E. E.
Carpenter, Theo.
Carr, Harry
Carroll, S. J.
Carson, Jingle
Carson, Herman A.
Carter, Dick
Casper, Thomas W.
Castle, Johnnie
Castles, C. L.
Cavanaugh, Eddie
Cestaro, V. L.
Chandler, Chas.
Chalkis, William P.
Chalpiot, W. A.
Champion, Erwin
Chandler, Grant
Chapman, John W.
Chapman, J. W.
Charmack, Lehm
Chase, Art
Chase, Slim
Chisholm, Davis
Christie, Pete
Christy, Chas. B.
Christy, Wayne
Cisco, Dick
Cisneros, Herschel
Clark, Archie
Clark, Pozo
Clark, Frank
Clark, Frank W.
Clark, Col.
Clark, M.
Clark, W. C.
Clark, W. E.
Clark, W.
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Clark, W.

- Cole, M. H.
Coleman, Robert C.
Colley, W. R.
Collier, Charles
Collins, Nick
Collins, Earnest
Collins, Ernie
Collins, Lee
Collins, Lloyd B.
Collins, Texas Slim
Conde, Edwin
Conley, Al
Conroy, Emile T.
Conn, Bob
Conn, H. E.
Conner, Theodore
Converse, Earl W.
Conway, Buddie
Cooke, Wm. E.
Cooke, Wm. L.
Cooper, Avrom T.
Cooper, Dean
Cooper, Scotty
Cooper, Tommy
Copper, Tex
Copperstone, T. R.
Corlew, Billy
Correll, Jimmy
Corrall, Jimmie
Corrill, Veru
Cory, Roy
Cortez, Blackie
Costa, Geo.
Costello, Fred
Coughlin, R.
Coulter, Eric G.
Courtney, Chas. E.
Cove, Walter
Covart, Curley
Covles, Al & Belle
Cox, Wm. E.
Cox, Slim
Coy, B. C.
Craig, Nolan
Craig, Vaugh
Cramer, Ben
Cramer, G. Ray
Crandall, Roy
Crandon, Lee S.
Craze, Stuart
Crane, Ernest
Crawford, Clarence
Crawford, Frank
Crawford, Robert E.
Cress, Earl
Criswell, Ray
Cruttenden, Wm.
Crockett, Thomas
Crooke, Jim
Croyley & Violet
Cross, Frank
Crowe, W. J.
Crowley, Jimmy
Crum, Ivan
Crum, Tom
Crummy, E. C.
Cruze, Conway
Cuba, Al
Cueiller, Tony
Curtis, Fred
Curtis, Dannie
Cushing, Capt. J. H.
Curl, James
Curran, Ted
Cuthers, Bakers
Cuthers, Show
Cuthers, Dale
Cuthers, Harry
Dalrymple, Earnest
Damms, Jerry
Damon, Pat
Dancey, Voda
Daneis, Billy
Daneis, Lee N.
Dankshire, Chas.
Darling, Geo. O.
Darling, Happy Jack
Davidson, Robert
Davis, Austin
Davis, Bruns
Davis, C. H.
Davis, Charles
Davis, Dick E.
Davis, Fred
Davis, H. T.
Davis, Louie
Davis, Louis Albert
Davis, Paul
Davis, P. C.
Davis, P. W.
Davis, R. W.
Davis, W. A.
Davis, W.
Davis, W.
Davis, W.
Davis, W.
Davis, W.

Gentlemen's List

- Abbot, Charles A.
Anderson, John E.
Anderson, Ralph M.
Anderson, S. B.
Andrews, (Shoes)
Andrews, Dudley
Andrews, F. C.
Anglin, S. E.
Applebaum, John
Armstrong, Louis
Arnold, Joe
Arthur, Leonard
Arthur, Allen
Arthur, P. M.
Atcher, R. O.
Atcher, N.
Atterbury, W. A.
Auburn, Jack
Avalon, Bob
Aver, Bobbie
Ayers, Maurice
Ayers, Frank
Backock, Oscar V.
Baer, Charles
Bacus, Herb
Bacon, Francis F.
Baker, Jimmie
Baker, Howard
Bagwell, Wm. A.
Bailey, R. W.
Bailey, Charles
Baines, Buck
Baker, Dakota Bill
Baker, D. O.
Baker, H. L.
Baker, Col. M. L.
Baker, G. A.
Baldo, Ted
Baldwin, Rufer
Baldwin, Walter
Ballard, Richard

When Writing for Advertisd Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 500 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Florence, Ala.

While in conversation with Don Palmer, who pilots Billy Wehle's Billboard's Comedians, tent show, I discovered that he was encountering the same difficulties as have confronted me all season; that is, the practice of certain tent showmen and their agents who instead of trying to set a town at an absolute minimum lot rental resort to conniving to give the high dollar on lot locations, with the result that lots which we rented for years at \$2 to \$5 have suddenly gone much higher in rental. In Anniston, Ala., the old show lot next to the courthouse was suddenly valued at \$35 for one night, and the owner proudly exhibited a check for this amount issued by a show following us two weeks later. He finally offered me the location at a very special price of \$25, with the result that I walked out of his office and contracted a main stem location for a few passes. I wonder how long before someone will come along and spoil this location. In Gadsden, Ala., the old \$5 location has become valued at \$75 per night thru the very simple process of a few of the boys paying the asked price. This practice could be stopped in short order if a few showmen would turn them down, refuse to play the location and break in a new one, which in practically all cases is available. The lot owners will come around and listen to the agents' side of the story, for believe me they really want those few bucks. I am writing this as an appeal, hoping it will make some of the agents and showmen realize that if they do not start working on the lot and city license situation they will in a short time sound their own death knell and make it impossible for any tented attraction to exist. If they would only remember to leave a clean lot and that \$5 is the maximum for a tent show on a one-night stand this situation would soon adjust itself. VIC SPOUSE.

Dayton, O.

I have been a reader of *The Billboard* many years and have found it most interesting, covering all sides of show business. During the last couple of years I have had a great deal of enjoyment from *The Forum*. From it I have gained knowledge of old-timers; have found the origination of different bits, gags and acts; have learned news concerning my friends, and of late I have been getting many laughs from letters written by magicians. It seems the "poor magi" have more worries and troubles than all other show people put together. Most interesting to note is the fact that 90 per cent of these letter-writing magi are not what one could term a magician, due to the fact that they make their bread and butter by holding down day jobs in stores as clerks or as owners or part owners in some sort of a business concern. Magicians? Yes and no. Yes, because they are clever for the most part. No, because they don't make their entire living by the art of magic. It is these semi-magi who write 90 per cent of all letters found in *The Forum*. One writes in telling how many \$100-a-week jobs he turns down, which is true; thanks to a weekly income from his business, he is able to do just that. But how can the fellow who has to keep working week in and week out turn down \$100 or even \$50-a-week jobs? He will fight for more money just as the semi-magi does, but he can't go without work long, as his only income is magic. Perhaps magicians should all have day jobs, thus enabling them to hold out until the right price comes. But that will never be. So you see why men take these jobs of lower prices—to keep eating, to keep their clothes up, to keep their names up and to keep from growing stale and to live like showmen, not clerks. Another magi writes that the younger magi are the death of magic, which reminds me of the old one: "Don't go into the water until you learn to swim."

How does this magi think the young fellows are going to learn? Before a mirror? A mirror never made a magician, but mistakes in front of an audience have made every leading magi just a bit better. Another fellow has great fun writing in telling that certain acts lie about being here and there, and this poor soul stands behind a counter all day and gets so dizzy from hearing organ music that it even shows up in his letters. This last magician mentioned is one of the country's best—best \$5 magi. He is at least the most honest magician I've ever known, as he told me his act wasn't worth \$10, just \$5. He's right. And so it goes. Week after week some poor magician has a knock to get in, has a pet peeve to air, such as I have done, and covers it over with sweet words, yet beneath it all someone gets a bit of hell and the poor magician like myself sighs with relief, knowing he has done his dirty little duty and goes about doing just about what he always has done, letters or no letters, which proves the oldest gag known: "One doesn't have to be crazy to do magic, but it helps." Will any of you fellows who have been turning down any \$100-a-week jobs turn them over to me? I can use them. Also those turning down anything over \$50, let me know, because I'll take them and be glad to get them just like you, and you, and you. OTIS MANNING.

Cushing, Okla.

This piece of breathing clay did not go into show business yesterday but 66 years ago. Do not know it all and learn something new and worth while every day. Well, I knew the senior George Cole, who was the greatest banner man of his time, and I know his son, Bert Cole, who retired the mightiest banner man of all time.

I trouped with both and I type this because of published tributes and stories about James McIntyre and the celebrated team, McIntyre and Heath. In all that I read about McIntyre I failed to scan one word about George Cole's having engaged McIntyre and Heath to perform in a circus concert. On the square, wasn't that the first real job they landed? DOC WADDELL.

Westerly, E. I.

Looking over late issues of *The Billboard* I note quite a little published pro and con regarding a joint convention of the IBM and SAM. I have been a member of the IBM since it started in 1923, therefore know pretty well the membership, also the fact that a great many are members of both organizations. If you ever attended a convention of the IBM you would know how busy each member is that attends. He is on the go every minute, attending

meetings, amateur shows, big shows, public parties, dealer exhibits, social get-togethers and a hundred and one things I haven't mentioned. There is your answer right there against a joint convention. A member belonging to both groups would want to attend the business and social affairs of each, which would be impossible for him to do. As long as he was there he would not want to miss certain things of both organizations and there would be so much going on he would be up a tree before he even started. The IBM had to give the Hotel Gibson, the hotel bidding for the convention, the dates of June 14, 15 and 16, a change from the original dates set by the IBM on account of other conventions being held at the same hotel. As long as both conventions are going to the same city about the same time I do believe that if the SAM held its convention just before or after the IBM it would be a fine thing for some of the members belonging to both organizations as well as the dealers. I should say that if the SAM is interested in having its convention just before or after the IBM the next move is up to that organization. I doubt if any IBM member or official would object to this arrangement.

EVERETT E. INGRAM.

Ed. Note: The convention idea as outlined by Bill Sachs several months ago did not call for the two conclaves to be held simultaneously, but for a separate gathering of each organization, with the dates of one of the conventions either immediately preceding or following the dates of the other.

Asheville, N. C.

I have read and enjoyed the very interesting letters in recent issues of *The Billboard* regarding James Harrigan, tramp juggler. Mr. LaKola wrote about Harrigan playing Kohl & Middleton's Museum, Cincinnati, years ago and mentioned about Harrigan buying stuff to frame his act. At that time I was Manager John A. Avery's office boy and was sent out to cigar stores to get cigar boxes. LaKola said Harrigan was the original tramp juggler and I believe he was, at least Mr. Avery so mentioned at the time. E. CANN.

Algona, Ia.

The effort that circus men always make to keep the show going in all kinds of weather can be noticed by onlookers. August 20, 1908, Ringling Bros. showed here, using a pasture at the edge of town for the show lot. The road from town ran down a steep hill and there had been a hard rain the night before. One of the seat wagons partially tipped over but they finally righted it and started again. An elephant was pushing and a horse slipped and fell and before they could stop the elephant, the wagon had come onto the horse, breaking a leg. In the evening they had to detour thru a yard and around a barn. A great deal of doubling had to be done, even by going around the barn. There are still drivers who participated in this hard day. Campbell Bros. showed here before the days of tractors. It rained hard and the lot and roads were very muddy. One of the wagons was stuck near the tracks and the horses and elephants

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couldn't move it. Finally the engineer suggested taking the horses off and hitching the railroad engine on. A gravel train was on a siding and a long cable was borrowed. When a man started to crawl under the wagon to fasten the cable the elephant that had been used to push became very angry, so one of the bosses ordered the elephant taken away. When the bull had started in the other direction the man crawled under the wagon and fastened the cable. The engine pulled the wagon out and the show finished loading. Six years ago two acrobats at our county fair told the equestrian director they were with Campbell Bros. at the time of this incident. Muddy show lots are still to be contended with. Even this summer a big one didn't get off the lot at Lewistown, Me., with 265 of the finest, best broke horses and 30 elephants assisting until 5 in the morning. Only terrible conditions can slow down its schedule. WILLIAM DURANT.

Saranac Lake

By T. BODWELL

Peggy McCarthy enjoyed the company of Harry White and Charles Plumb, who stopped over to see her on their way home to New York from a trip to Canada. Peggy is feeling fine.

Morris Gould responded favorably to the phrenic operation and is showing improvement.

Dick Moore was pleasantly surprised by a visit from his sister and two nieces, Mrs. Charles Miller, whose husband is chief electrician at City Hall, Atlantic City, and Mrs. Benedict Weber, whose husband is former postmaster at Kensington, Pa. They were glad to see Dick looking so well.

Myra Fox, both business and pleasure bent, left for a 10-day visit in New York.

Martha Gill celebrated another birthday and was well remembered by her many friends. Martha is doing nicely. Hub Carlson entertained Howard Crombie, Warner's Albany and Boston supervisor, over the week-end. Hub is making satisfactory progress.

George Lupien and his Acadiens from the Mount Baker night club entertained patients of the Will Rogers Memorial Hospital September 26.

Armand Monte thoroughly enjoyed passing the milestone of another natal day. Armand is taking treatments from the inhalator machine here and making great progress.

William Milne passed away recently. For details read Final Curtain, this issue.

Please check your health to avoid the cure and write to those you know at Saranac Lake.

Two-Bit Sustainers

IT'S always been accepted in radio that a performer or a group of performers could go on the air sustaining for a network or large indie station for \$25 a throw. That is if the act is fortunate enough to find a station that would pay for sustaining shows.

The same act, tho, for an inexplicable reason, is worth 10 times that or more to an advertiser. The reason offered is that the stations can't pay for sustaining talent in any proportions equal to those talent fees paid by sponsors. This may be true of some stations and it undoubtedly was true of networks in radio's past, but those days—have gone forever.

NBC and CBS have come out of the stage where they can't pay for sustainers. In some cases the network acts get much more money, but those cases are few. Apparently they have lost sight of the fact that while they might be, on the surface, saving money, they might also be losing money. A \$25 act is a \$25 act, especially mentally. And this mental attitude is a hazard that the networks set up in their own acts. An act with that kind of pay can't spend the money it should spend on its own buildup. Or by way of answering fan mail.

Important, too, is this: That the more acts the networks build up the more talent they'll sell to advertisers—with the networks still controlling the talent. This is not to say that every sustaining act should be given more dough immediately, but there are a lot that should.

ALLEN—Gloria, 17, professional parachute jumper, in Farmville (Va.) Hospital September 1 from injuries sustained when she fell 1,700 feet in a ripped chute at Blackstone (Va.) Fair. Remains sent to her home in Batavia, N. Y., for interment.

ARMSTRONG—Clyde, 58, actor, at his home in New York September 30. Born in Wales, Armstrong began playing in America 35 years ago and supported Robert Edeson, Margaret Anglin and Isabel Irving. With Sydney Toler he toured in *Baxter Built In*. For six years he directed stock companies for the Shubert interests at St. Louis, Cincinnati and Detroit. For two years he played in his own act on the Keith-Orpheum Circuit and once appeared in an act with Jim Corbett, the boxer. Armstrong made many film appearances with such stars as Dorothy Dalton, Lew Cody, Edward Arnold and Charles Bickford. He made his last Broadway appearance in 1933 in *It Pays To Sin*. Since then he had been coaching students in a New York theatrical school. He was one of the original members of Equity. Survived by his widow, Mrs. Juliet Goodwin Armstrong, also a professional, who appeared in several productions with him.

BEAL—Donald C., 41, for many years drummer with the Al G. Field Minstrels and later a member of orchestras at the Grand and Liberty theaters, Terre Haute, Ind., in Union Hospital, that city, September 23. He was a Mason and member of Kerman Grotto of the Shrine. Survived by his parents, Mr. and Mrs. Charles Beal, and a brother, Dorrel, all of Terre Haute. Services at Ryan Mortuary there September 26 and burial in Roselawn Memorial Park, Terre Haute.

BLACKFORD—Mary, 22, film actress, September 25 of injuries received three years ago in an automobile accident.

BRISTER—Mrs. William C., 83, harpist and music patroness, September 27 in Philadelphia.

BUTLER—J. W., well-known outdoor showman, in Fort Worth, Tex., September 24 from the effects of a chemical he took by mistake, thinking it was bicarbonate of soda. Survived by widow.

CERDAN—Arthur, director of the Algerian Cirque Honorato, of injuries received in an accident at Perregaux, Algeria, September 5.

DEGASTON—Gallie, 35, colored comedian, who had been appearing at the Howard Theater, Washington, September 25 in Casualty Hospital, that city, shortly after falling from a second floor room of a house.

DENMAN—George (Deafy), 66, superintendent of elephants with Ringling Bros. and Barnum & Bailey Circus until his retirement in 1933, of a heart attack September 30 in Bridgeport, Conn. He was a leading elephant trainer for more than 25 years, joining the Barnum & Bailey Circus in 1888. He made a four-year tour of Europe with the show and upon his return to the United States became assistant to Harry Mooney, then elephant superintendent. Denman succeeded Mooney in 1910 and was retired by the circus in 1933, when he became ill during the engagement in Madison Square Garden, New York.

DRYDEN—Volney (Bunny), 26, aerialist, in Puyallup, Wash., September 25 from injuries sustained in a 45-foot fall while performing at Western Washington Fair September 22. He never regained consciousness after the fall, caused when a wire hand-grip broke, hurling him into a flower bed in front of the packed grand stand. He sustained a fractured

skull and internal injuries. Survived by his widow, who worked with him in the act, and his parents, Dr. and Mrs. S. L. Dryden, Colorado Springs, Colo.

EASTMAN—O. L. (Roy), 49, for many years a carnival concessioner, September 21 in St. Louis. Survived by his widow, Gertrude, who is also well known to showfolk. Interment in Jefferson Barracks Military Cemetery, St. Louis.

EVANS—Carl, 56, superintendent of Columbus (O.) Municipal Zoo, of a heart attack at the zoo September 23. He was appointed superintendent of the zoo in 1929, after which it grew to be one of the best managed small zoos in the country. Survived by his widow and two daughters. Funeral in Glenn L. Myers' Chapel and burial in Union Cemetery, Columbus.

FISHBOURNE—Richard Irving, 26, former musician and orchestra leader of WALTERBORO, S. C., in that city September 27 after a long illness. Services September 27.

GREGG—Barbara B., 80, mother of George A. Gregg, outdoor showman, at her home in Lorain, O., September 25. Survived by her husband, Emmett Gregg.

HENDERSON—John Raymond, press agent and advance man in Europe for Katharine Cornell, killed in an airplane crash October 1 near Athens, Greece. He was a native of Saguache, Colo., and a resident of Washington. Burial in British Cemetery, Athens, October 2.

INGRAM—Francis, 53, for 20 years owner of the Ingram Repertoire Company in Iowa and later connected with the Jones & Crane Show and Toby's Comedians, at his home in Tampa, Fla., September 26. Survived by his widow and a brother, Adam, of Windsor, Ont.

JOHNSON—J. Burt, 64, manager of his own show for 30 years, suddenly September 10 at Bonduel, Wis. Johnson ran away from home at the age of 11 to join a circus and appeared in many stock productions during his lifetime. He worked under Gus Frohman and the Givney Stock Company and also teamed with Ned Wayburn on a vaudeville tour under the name Johnson and Rossiter. Survivors are his widow, a daughter, two grandchildren and two brothers.

JONES—Thomas H., 63, in Bridgeport, Conn., September 24 after a long illness. He was a well-known trap drummer and instructor, being one of the organizers of the Grenadier and Pacific Drum Corps in Bridgeport.

JUTCOVITZ—Jacob, 76, who built and operated several motion picture theaters in Far Rockaway, L. I., N. Y., September 25 in Queens, N. Y.

KELLY—Malachi A., for 35 years a stock and legit actor, September 28 at his home in Providence. His first New York appearance was at Oscar Hammerstein's Olympia Theater. This was followed by eight years with A. H. Woods in *Queen of the Highbinders*, *Convict 999* and *Jack Shepherd*. He supported in subsequent years many stars, including Viola Dana, Leo Dietrichstein, Guthrie McClintic, Hugh O'Connell and Edward G. Robinson, and also appeared in stock with the old E. F. Albee Company. Survived by his widow, a daughter and two sons. Services with solemn high requiem mass at St. Michael's Church, Providence, and burial October 2 in that city.

KILLINBECK—Charles J., 86, former circus juggler, September 26 in Upper Darby, Pa.

KRUSE—John O., 50, formerly for 25 years superintendent of the Orpheum Theater, New Orleans, and in recent years holder of a similar position with Loew's State Theater, that city, at his home there September 27 following a heart attack. He was a native of New Orleans. Survived by his widow and daughter. Services September 28 and burial in Greenwood Cemetery, New Orleans.

MALVERN—Jake, 62, veteran acrobat, who gained prominence with his trick of turning a double somersault and landing on one foot, at his home in San Diego, Calif., September 23. Malvern

was born in Portland, Ore. In his teens he joined a circus and then followed several tours of Europe. Later he spent several seasons with the Ringling and Al G. Barnes circuses and toured the country on the old Sullivan and Consolidate circuits with Mrs. Malvern as his partner. He also played the Pantages time. Survived by his widow and one son, Paul Malvern, Hollywood producer. Funeral services in charge of San Diego Troupers' Club at Benbough Mortuary, that city. Burial in Holy Cross Cemetery, San Diego.

MERRICK—Mortimer J., 47, Seattle and Tacoma (Wash.) dance instructor, in a Tacoma hospital of heart trouble September 23. He was a member of the Dancing Masters of America, the Western Dancing Masters' Association and the Tacoma Yacht Club. Merrick came from Australia at an early age and for a time played flute with a New York theater orchestra. In 1920 he opened a dance studio in Tacoma. Survived by his mother, Mrs. Lydia Merrick; two sisters and a brother, residing in Australia. Body was cremated and ashes strewn on the Pacific Ocean.

**IN LOVING MEMORY OF
ALPINE, THE FLORIDA FAT GIRL**
Wife of E. V. McGarry, who passed away at Richmond, Va., October 9, 1932.
Gone But Not Forgotten.
E. V. MCGARRY.

MILNE—William, 55, at Will Rogers Memorial Hospital, Saranac Lake, N. Y., recently. He was an RKO theater manager for 15 years and served in the same capacity for Loew's the last seven years. Survived by his widow and two brothers.

NEMANOFF—Richard, well-known European and American dancer, of heart disease September 26 in Buenos Aires, Argentina.

NOLSCH—J. A. (Tony), member of Miller Bros.' Shows, of heart trouble in Burns Hospital, Cuero, Tex., recently. Masonic services and burial in Houston September 17. Survived by his widow, May.

PITMAN—Mrs. Rosalind Coghlan, actress, suddenly of cerebral hemorrhage at her home in Forest Hills, Queens, N. Y., September 27. Following a stage debut in 1903 in San Francisco she appeared for many years in legit and vaudeville. She was the wife of Richard Pitman, casting agent and artists' representative.

ROOP—Ernest E., of Crawfordsville, Ind., operator of a monkey circus with the Greater Exposition Shows, in a hospital at Greenwood, Miss., September 28 as a result of burns suffered when a truck overturned September 26 near that city.

SCOTT—Arthur J., 64, for many years secretary-treasurer of Canadian Education Films, Ltd., recently in Toronto, Ont. Survived by his widow and a daughter.

SMITH—Bessie, 50, blues singer, in an automobile accident September 26 in Memphis. Miss Smith was the first popular exponent of the blues style of jazz singing and was the fountain head from which stem such singers as Ethel Waters, Ella Fitzgerald and Billie Holiday. She died near the street from which she first rose to fame, Beale street. Discovered there in 1917 singing in a theater, she scored a success on Broadway in vaudeville and later in night clubs. Her race records, full of a primitive Negro quality, sold by the millions in her heyday. In recent years she had been singing in small Atlantic City and Philadelphia night spots.

SMITH—Cliff, president of the Riding Actors' Association of America, recently on the West Coast. Services at the Little Church of the Flowers, Los Angeles, with burial in Forest Lawn Cemetery there September 21. Santa Monica Mounted Police, RAAA and Hollywood Lodge, F. and A. M., officiated.

WEBB—Harvey, 48, former carnival owner of New Harmony, Ind., in that city September 21 of a heart ailment. He entered the profession in 1915 as a

concessioner and in 1920 organized the Wade & Webb Shows. In 1922 Webb took out his own show, the H. B. Webb Show, and remained on the road until 1932, when he retired to take up other interests. Survived by his widow, Ailine, and a daughter, Mrs. Ruth Lamble, of Evansville, Ind.

WEDEMEYER—Fred, 82, former musician and leader of Wedemeyer's Band, at his home in Atlanta September 26. A native of West Point, N. Y., he went to Atlanta shortly after the Civil War and for several years served as president of the Atlanta Federation of Musicians. He served 10 years in the United States Army and was a member of Piedmont Lodge F&AM, Yaarab Temple Legion of Honor and was founder of the Yaarab Temple Band. Services and burial September 28 in West View Cemetery, Atlanta.

Marriages

GILMAN-LaFONTAINE—Page Gilman, son of Don E. Gilman, West Coast vice-president of NBC and player in *One Man's Family*, and Jean Meredith LaFontaine, nonpro, in Santa Rosa, Calif., September 21.

HALL-MORGAN—Benn Hall, assistant radio editor of *The Billboard*, and Helen Morgan, newspaper writer, in New York September 25.

HARDING-GANT—Roy E. Harding, of Marks Shows, and Betty Ruth Gant in Lexington, N. C., September 25.

HAUGEN-ULRICH—Morris Haugen, associated with the sales department of Station WIBA, Madison, Wis., to Florence Ulrich in North Freedom, Wis., September 25.

LAVERE-TOMPKINS—Charliè LaVerè, pianist with Paul Whiteman's Orchestra, and Dorothy Tompkins, nonpro, in Ft. Worth September 23.

MISCHAKOFF-MORITZ—Mischa Mischakoff, concert master of the Toscanini Symphony Orchestra, and Hortense Moritz, nonpro of Michigan City, Ind., September 30 in that city.

SEYFER-ORTIZ—Robert P. Seyfer Jr., outdoor showman, and Maria Teresa Buvia Ortiz at San Fernando Cathedral, San Antonio, September 12.

SUGARMAN-BAKER—Elias E. Sugarman, of *The Billboard*, and Belle Baker in New York September 21.

WEST-MORRISON—Everett West, member of the California Varsity Eight, and Aliene Morrison, dancer in the *Casa Manana Revue*, in Wichita Falls, Tex., September 23.

Coming Marriages

Peter Bradley (Herman Brodsky), staff announcer at Station WGES, Chicago, and Rose Weinberg, nonpro of that city, October 24.

Melroe Griffiths, concert pianist of New York, and Alice A. Dell, of the Fondo Company, jugglers, soon.

George Harris, Somerville (Mass.) musician, and Charlotte K. Elliott, nonpro, of Boston, in the latter city soon.

Emmett Freeman, nonpro, of Boston, and Ruby Oliphant, actress, in Boston soon.

Stanley Smith, screen juvenile, and Mrs. Frederick L. Ames, heiress-widow, singer and entertainer, of Boston, in Hollywood November 26.

Alvin Schaub, engineer at Station WXYZ, Detroit, and Marlon Zientek, nonpro, of Traverse City, Mich., in the latter city in November.

Larry Loucks, well-known concessioner, and Leone Leonhard, both with Leon Burto's concessions the past season, in Fon du Lac, Wis., October 9.

Births

An eight-pound son to Mr. and Mrs. Lee Allman in the Detroit Osteopathic Hospital September 27. Mother is a member of the dramatic company at Station WXYZ, Detroit.

An eight-pound girl to Mr. and Mrs. Al Trock in Nassau Community Hospital, Long Beach, L. I., September 26.

James R. Anderson

James R. Anderson, 71, widely known outdoor showman, died at St. Vincent's Hospital, Little Rock, Ark., September 23. Anderson was a partner of Tubby Snyder in the operation of the old Cosmopolitan Shows. He then became associated with many prominent carnival companies in the capacity of general agent.

During the last 10 years he held State and county political positions in Little Rock, where he had resided for the last 25 years.

Anderson is survived by his widow and two sons, Earle and Verne, of Shreveport, La.

Interment in Glenwood Cemetery, North Little Rock, Ark., September 25.

Father is a concessioner at the resort and mother is Katherine Radin, burlesque show girl.

A son, Marshall Henry, to Mr. and Mrs. Leonard Soskin in Detroit recently. Father is owner of the Amsterdam Theater there.

A son, Richard, to Mr. and Mrs. John Gordon in Detroit September 16. Father is program director of Station CKLW, Detroit.

A boy to Mr. and Mrs. Frank Miller in New York August 13. Father is concessioner with Ringling-Barnum Circus.

A 7-pound girl to Mr. and Mrs. Eddie MacKimmey in Chicago September 30. Father is bass player with Roger Pryor's Orchestra.

A daughter, Sarah Lanier, to Mr. and Mrs. Walter L. (Red) Barber in Cincinnati September 16. Father is sports announcer at Stations WLW and WSAL.

A son to Mr. and Mrs. John Brill in Cincinnati September 22. Father is a field engineer in the technical department at Station WLW.

Divorces

Mrs. Mabel Christianson, waitress at State Fair Park, West Afria, Wis., from Bert Christianson, roller coaster attendant at the park, in Waukesha, Wis., September 24.

William Leissring from Jane Webb, motion picture and radio actress, in Milwaukee September 18.

Martha Rave, film comedienne, from Hamilton Westmore, makeup expert, in Los Angeles October 1.

Clara Sadler Gullfoyle, of Grand Rapids, Mich., was granted an annulment (See DIVORCES on page 35)

Fit and Yet It Didn't

A teacher of "swing music" wanted a bar of music to illustrate his advertisement in *The Wakefield* (Mass.) *Daily Item*. An ad writer dug around the job printing department and found one that fitted like a glove. That night his wife tried it out on the family piano and the best she could make of it was *Joy to the World, the Lord Is Come*. The advertisement was made over the next day.—Editor and Publisher.

MAGIC

(Continued from page 28)

Event, labeled Parker's Suicide Circus, panned out so successful that Lester has been signed to repeat the stunt show at the same spot for two days next season.

HENRY HAVILAND, paper-tearing magician, continues to hold forth in the Philadelphia sector. Last week he played a string of private club dates in the Quaker City for the Taylor & Smith office. According to Haviland, the Penn State IBM members are readying for their convention to be held in Philly next month.

NEARLY 200 PEOPLE attended the last open meeting of the Knights of Magic held in the East Room of the Hotel McAlpin, New York, Sunday night, September 26. Jack Malon was master of ceremonies. Bill was headed by Al Baker, who claimed that he came unprepared, but, as usual, he stopped the show. Others who entertained were Aaron Kutz, Jean Viviani, Ben Sylvan, Morris Fox, Harry Bernstein, Mike De Candio, Ray Cox, Dr. Abraham Hurwitz and Bill Williston. In the audience were Carl Rosini, U. F. Grant, George Kring and a host of others well known in the world of magic. Knights of Magic hold open house every last Sunday of the month at the McAlpin Hotel and everybody is welcome. Another annual Night of Magic will be given by the Knights November 28 at the Livingston, Schermerhorn and Newins streets, Brooklyn. In addition to the usual gala show, the Knights will also feature a dance. Committee of arrangements comprises Harry Bernstein, chairman; Paul Cotolew, Morris Fox, Dr. Aaron Weiss, Murray Burke, Jack Malon, Zovello and Lewy Dick.

FELIX HERRMANN, who has taken the title of Herrmann the Great IV, is reported to be brushing the dust from his bags down in New Orleans in preparation for foreign tour. With three as-

stants and a business manager, Herrmann says he will leave New Orleans soon for an extensive tour in this country, Europe and Australia, retracing steps he took some 20 years ago. For the last three years Herrmann has been featured in a series of flesh shows sponsored by the Federal Theater Project in Louisiana, Arkansas, Mississippi and Texas.

OTIS MANNING is now in the final week of a month's booking in the Kittyhawk Room of the Biltmore Hotel, Dayton, O. He was at the same spot for four weeks last season. Manning is slated to play Cincinnati next.

WILLIAM W. LORD, mentalist, reports that he was signed in Dallas September 27 to appear with the Ringling Bros.-Barnum & Bailey annex next year. Lord was at the Ripley Auditorium at the Dallas expo all season.

EL DORADO, now playing schools and theaters in Indiana, jumped into Chicago last week to purchase a new Hayes house trailer. He plans to play California theaters after Christmas. Russ Dubois handled his advance and Jean Arden is assistant.

FRANK C. ROBINSON, who has been handling the advance and publicity for the Virgil illusion show for the last three and a half years, has just placed on the market a volume he has written for "show people who must make the show business make them money." He says he expects the work to appeal particularly to theater managers, road show and auspices attractions and advance men.

PROF. EUGENE SONDA reports that he is set indefinitely in the Windy City with his mental and illusion turn. Says things are good for him there and that he sees Harry Thurston around town occasionally.

EVERETT E. INGRAM (Mysterious Ingram) has just returned to his headquarters in Westerly, R. I., after a summer tour of the mountain and shore resorts in New England. This was his 10th annual tour of that section and business was good, he says, despite the fact that 12 other magi worked the same territory.

STRENS, illusionist, is with the Cirque Fournier in Valenciennes, France.

PIETRO'S Magic Theater is at the street fair in Laval, France.

ELLIOS, illusionist, is at the Casino de Canastel in Oran, Algeria. Collinet's illusion theater is playing street fairs in that country.

SOCIETY OF DETROIT MAGICIANS held a picnic September 26 at Lola Park, just west of the city. About 90 persons were present. Pictures of the event were taken for both *The Detroit Times* and *The Detroit News*. Dr. John Buell, Al Munroe and George A. Pillsbury had charge of arrangements.

KING, ventriloquist, is currently at Webster Hall, Detroit. He recently completed a run at Northwood Inn, Detroit roadhouse.

RICARDO, mentalist, is set for an indefinite stay in the new cocktail bar of the Maryland Hotel, Cumberland, Md.

BILLY TAYLOR, having closed with the De Luxe Shows, is now with Whitey Sutton on the Ideal Shows.

London Magic Notes

LONDON, Sept. 23.—Valeria, 23-year-old Continental girl illusionist, who proved a sensation for two months at the Wintergarten, Berlin, has been booked for an English vaudeville tour by Stanley W. Wathon, well-known English agent and booker. Using 10 girl assistants, Valeria has a pretentious and versatile act.

Cardini, the suave prestidigitateur, remains a highlight in George Black's *London Rhapsody* at the London Palladium, where he is a great favorite.

Russell Swann, young American conjurer and emcee, has rapidly become London's favorite nitery entertainer. He's an enormous hit as the star in Henry Sherek's new floor show at the Dorchester Hotel, ritzy London night spot.

Fogel, who gives impressions of world-famous conjurers, has a neat act which is going okeh over the Moss Tour.

Fred Culpitt, English conjuring comedian, resumes over the Moss Tour in his

accustomed role as emcee to the Douglas Wakefield vaude unit.

Jasper Maskelyne, best known of the English full-stage magicians, has commenced another run on the Union Cinemas. He's currently scoring at the Paramount, London.

Billy O'Connor, well-known sleight-of-hand merchant, astounds with his card manipulations at the Pavilion, Glasgow. Murray, Australian escapologist, who is a big favorite in England, reports record business with his unit, which is plenty liked at the larger provincial theaters.

The Great Levante, also from Australia, is back in London and presenting his road show at the Empire, Woolwich, popular suburban vaude house.

Linga Singh, Indian necromancer, has an extensive and expensive show with which he headlines at the Grand, Derby, this week.

REVIEWS

(Continued from page 17)

doing both comic and sentimental ballad numbers, plus a medley of his own compositions. Stuart Morgan Dancers, three men and a girl, do an unusually athletic woman-tossing number, plus some graceful slower interludes by the girl when they leave her alone for a second. H. F. Reeves.

Krystall Palast, Leipzig

(Month of September)

Next to the Scala and Wintergarten, Berlin, and the Hansa, Hamburg, this house rates as Germany's best straight vaude spot. Current month's program is a vaude-revue titled *Wonderful World* and staged by Eduard Duisberg, of the Scala, Berlin. Two American girl singles, Mickey Braatz and Mathea Merryfield, are featured.

Mickey Braatz is a cute bundle of tricks and personality and is a standout with her intricate and rhythmic tapping, to which she adds touches of juggling.

Mathea Merryfield, a statuesque redhead, was the first girl to bring the fan dance from America to Europe and is now in her third year on the Continent. Makes a stunning appearance and clicks with other dance novelties in addition to being the "age" fanner this side.

From England comes Billy Kay and Company, three-man comedy act, well known at this spot. Boys turn in a funny and clever performance. Frank Eders is a heavyweight juggler with a sense of humor. Does a good act and is a ringer for Emil Jannings.

Anita Spada sings nicely. Fritz Fischer, Trude Hesterberg, Heinz Heimsoth, and Warner Waldenburg, German stage and screen stars, do well in the show.

Original Scala Girls are Germany's best line of chorines, easy to look at and good workers. B. R.

Scala, Berlin

(Month of September)

Current program has the entire second half devoted to *Das Ballett des Zaren* (*The Czar's Ballet*), which is the main attraction here.

First half (vaude) has the customary and satisfactory opening by Otto Stenzel and his Scala Orchestra, a fine aggregation. O'Donnell and Blair and Company, American novelty, make history here by playing a repeat within three months. It's the funniest turn that the Berliners have seen for many a day. Act plays thru to a show-stop. Margit Hocky, good-looking soprano with a happy choice of light numbers, has excellent pipes noteworthy for their clarity. Chalks up a big hit.

Cortini, familiar here, is one of the best of German illusionists. Still sticks to his mass coin manipulation, but adds a new winner in his "Indian Wonder Ladder" feat, a baffling mystery that gets a big hand. Speed is one of Cortini's main assets. Lindstroms, two men on skates, do a comedy act that is good in spots. Calls for better routineing, but is well received here. Estelle and Leroy spell class and grace in danceology. They are a corking team and perfectly matched. Act is known here and presents new numbers. Well up to standard on this repeat date, the pair chalks up an outside in hits. Truxa, wire performer, has a unique appeal from the angle of having starred in a German film of the same title. Thrills with a session of daring somersaults on the wire.

Des Ballett Des Zaren, with Leon Woizkovsky, Ruth Chanova, Valentina Bilnova, Nina Ralevska, Igor Youskevitch, Valentin Froman, Valery Shaevsky and

Thomas Armour featured, brings back memories of the old Russian Ballet days. Coloring and costuming are brilliant and the dancing entrancing. An enormous hit here and cheered to the echo. Ballet program is changed weekly. B. R.

Hackney Empire, London

(Week of September 20)

Average vaude bill of nine acts headlined by Four Franks (American) and Revnell and West (English) proves fair entertainment.

Sylvestri, juggler, specializing in adroit ball and stick manipulations, hits solidly in opening frame. Billy Matchett, typical English revue comic, does well. Bennett and Williams, two boys, are okeh with smart topical gags, rounded off by a session on one-stringed fiddles.

Mario Lorenzi, harpist with a radio rep, does a good act and presents it well. George Wood still presents boy studies and domestic sketches and manages to get receptions, altho the novelty of his offerings has worn off. Mayer and Kitson, male piano-singing act, are good but need newer material.

The Four Franks, only American entry, stop the show cold with their pep and talent. Act is a humdinger, working at terrific speed without a let-down. Combined and solo tapping and instrumental items are splendid, and a travesty on a "Garbo-Barrymore" love sequence is good for plenty of belly laughs.

Revnell and West, femme comedy act, with one over six feet in height and the other pint-sized, is a great laugh vehicle. Easily the best of England's two-gal comedy teams.

Five Herzogs, all-femme aerial act, is a great closer. Girls have nice appearance and perform some smart tricks. One member succeeds with some comedy.

Program is badly arranged with all the female performers bunched together in the last three acts after an all-male first half. Bert Ross.

Wintergarten, Berlin

(Month of September)

Current month's program has more foreign talent on display than usual. Held over from last month, the Dagenham Girl Pipers again hit heavily with an act that can hardly be termed vaude. Must be the military airs and costumes that get the locals going for the femmes in such a big way. Walthon and May, two-man flying act, is a corker. Boys sell their seemingly impossible tricks well and chalk up a succession of recalls with their thrilling stunts. Two Tanton's grip with hazardous balances on a flexible pole and on a swinging trapeze. Bad spotting for the boys, but it doesn't detract from their success. Dorian and Peters, man and girl, are funny and clever in their spirited barrel jumping.

Claire Schlichting, a name here, is a capital character comedy girl and disusee, relying on various types from helps to opera yodelers. Has a good sense of humor and a yen for showmanship. Scores solidly. Freddy Zay, youthful juggler on a unicycle combines both arts to a marked degree and knows how to put his tricks over to the best returns. Act is a corker and plenty fast. June Carmen and Bell Brothers are America's sole contributors to this lineup. Closing intermission they chalk up a show-stop with a versatile and superlative act ranging from acrobatics and dancing to musical selections, mainly on the clarinet. June Carmen, beautiful and shapely acro-dancer, really steals the show with her bright and corking solos in a turn that will be remembered here for many months to come.

Two Lindners suffer from being the third two-man perch and equilibrium act in the lineup. Nevertheless they impress with their fine showing in which the highlight is a head to perch at the end of a high pole. Three Loose Screws, English boys with a hoke act that is plenty funny and smart, lay them in the aisles in a choice spot. Get the best laughs on the bill. Boys have wisely learned all necessary gab in German and that helps. Rosita Serrano, South American radio star, is a looker with excellent pipes and personality. Plays a mean guitar, too, and specializes in Latin-American numbers. London Ballet, with Pamela Foster starring, is given premier billing honors. Their work is neat and pleasing without being outstanding and the presentation is cordially received. Unusual closer is an MGM short depicting the career and act of the late Alfredo and Vera Codona, who were prime favorites at this theater. B. R.

ACTS, UNITS AND ATTRACTIONS

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

Abbott Dancers (Palmer House) Chi. h.
Abbott, Charles (Bohemian Gardens) Newport, R. I., nc.
Adami, Dell (International Casino) NYC, nc.

Babcock, Clarence (Havana Casino) Buffalo, nc.
Baley, Bill (Yacht Club) Chi, nc.
Baker, Belle (Chez Paree) Chi, nc.

Berry, Bob (Edison) NYC h.
Bert & Jay (Colonial) Wagon, Peoria, Ill. nc.
Berke & Young (Berkeley-Carteret) Asbury Park, h.

Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, re.
Brown, Evans: Mineral Point, Wis., 7; Blanchardville, Ill.
Bryant, Anne (Village Brewery) NYC, c.

Clark, Coleman, & Co. (College Inn, Sherman Hotel) Chi, h.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS AND BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

Class, Sally (Bohemian Gardens) Newport, R. I., nc.
Clayton, Pat (Barrel of Fun) NYC, nc.
Coe, Jerry (Riverside) Milwaukee, c.
Coe & Duda (B. & B. Casino) Pensacola, Fla., nc.

D'Avales, Rodolfo (El Chico) NYC, nc.
Dario & Diane (Radio City Rainbow Room) NYC, nc.
Dash & Fish (Cavalier) NYC, nc.

Davis, Johnny (Drake) Chi, h.
Day, Tiny (Fritzler's Fiesta) Crystal Lake, Ill., ro.
Day, Gloria (Dorchester) London, Eng., h.

Elliot, John (Frankie's Casino) Chi, nc.
Ers, Jeannie (Lobby Cafe) Juarez, Mex., c.
Elfers, The (Hollywood) NYC, re.
Engle & Pearl (Vienna Grill) Montreal, nc.

Gae, Nadine (Roxy) NYC, t.
Gainsworth, Marjorie (Earle) Phila, t.
Gale, Dick (Saks) Detroit, nc.
Gale, Diana (Bertolotti's) NYC, re.

Green, Alexander (Palmer House) Chi, h.
Green, Al (Pioneer) NYC, nc.
Green, Jackie (Colony Club) Chi, nc.

Haines, Tete & Simpson (Leon & Eddie's) NYC, nc.
Hale, John (St. Paul) St. Paul, Minn., b.
Hale, Teddy (Cotton Club) NYC, nc.

Hudson, Ann (Marcel's) Flushing, L. I., re.
Hudson, Ann & Florida Clummen (Tantilla Gardens) Richmond, Va.
Hudson-Delange Orch. (Paramount) NYC, t.

Jackson & Blackwell (Hollenden) Cleveland, h.
Jackson & Nedra (Colony Club) Chi, h.
Jackson, Mills & Reeve (Beverly Hills) Southgate, Ky., cc.

Kane, Allen & Boys (Monte Carlo BAR) Phila, Chi, h.
Karol, Magician (Sun Dodgers) Chi, nc.
Karson's, Maria, Musicales (Onesto) Canton, O., h.

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

JACKIE GREEN
5th Week
COLONY CLUB, CHICAGO.

Green, Buddy & Claire (Royal Palm Club) Miami, nc.
Gregory, The (Lobby Cafe) Juarez, Mex., c.

Lambertons, The (Murray's) Tuckahoe, N. Y., no.

Lamont, Don (Hollywood) NYC, re.

Landi, Sandra (Cavaller) NYC, no.

Lane, Toni (Hollenden) Cleveland, h.

Lane, Priscilla (Drake) Chi, h.

Lane, Mary (Jimmy Kelly's) NYC, no.

Lane, Lory (Harmon) NYC, no.

Langworthy, Reggie (Faust) Peoria, Ill., no.

Lapage, Lorraine (Beverly Hills) Southgate, Ky., cc.

Lawlor, Terry (Frolcs) NYC, no.

Lawton, Jerry (Orph.) Memphis, t.

Lawton, Reed (Le Mirage) NYC, no.

Lawton, Larry (Moon Glow) Syracuse, N. Y., no.

LeBarron, Karre (Royal Frolcs) Chi, no.

LeRoy & Sharp (Royal Frolcs) Chi, no.

Le Vone, Jane (Harry's New York Cabaret) Chi, no.

Lee, Albert (Lobby Cafe) Juarez, Mex., c.

Lee, Jane (Leon & Eddie's) NYC, no.

Lee, Bob (Wivel) NYC, no.

Lee, Gypsy (Wine Cellar) NYC, re.

Lee, W. J. (Traymore) Atlantic City, h.

Leeds, Lyda Sue (Paradise) NYC, re.

Leon Sisters (Lobby Cafe) Juarez, Mex., c.

Leonard, Jack (Commodore) NYC, h.

Leonce (International Casino) NYC, no.

Leonidoff, Leon (Wivel) NYC, re.

Leslie & Rollins (Melody) Union City, N. J., no.

Leslie Sisters (Hi-Way Inn) Fall River, Mass.

Leticia, Lee (Jimmy Kelly's) NYC, no.

Lester, Jerry (Stork Club) Chi, no.

Lester, Ann (Chase) St. Louis, Mo., h.

Lewis, Betty (Colosimo's) Chi, no.

Lewis, Tex. & Hills (Village Barn) NYC, no.

Lewis, Nancy (Hollywood) NYC, re.

Lewis & Ames (State) NYC, t.

Lewis, Joe (Frolcs Club) NYC, no.

Lewis, Henry (Matteoni's) Stockton, Calif., no.

Lewis, Buddy (Dutchman's Grill) Lynn, Mass.

Lewis, Norman (Club Parade) Hartford, Conn., no.

Libuse, Frank (Cafe de Paris) London, no.

Liebling, Tod (Karing) NYC, no.

Lindy Hoppers (Cotton Club) NYC, no.

Lita, Carmen (El Gaucho) NYC, no.

Little, Little Jack & Orch. (Tower) Kansas City, Mo., t.

Lombard Sisters (Biltmore) Providence, h.

Long J., Nick (Roxy) NYC, t.

Long, Walter (Hollywood) NYC, no.

Long, Leon; Jackson, Miss., 1-11.

Lonas, John (Earle) Baltimore, re.

Lorraine, Lillian (Bertolotti's) NYC, re.

Lorraine, Jackie (Club Parade) Hartford, Conn., no.

Ludova, Nadia (Russian Kretchma) NYC, re.

Lyman, Tommy (Oaks) NYC, no.

M

McCabe, Harry & Betty (Colonial) Dayton, O., t.

McCarroll, Louise (Harmanus Bleecker Hall) Albany, N. Y., t.

McComick, Frank (Show Bar) Forest Hills, L. I., N. Y.

McCoy, Francis (Royal Frolcs) Chi, no.

McCoy, Frances (Riviera) Ft. Lee, N. J., no.

McGully, Jean & Gine (Adelphia) Phila, h.

McDonald, Grace & Ray (Frolcs) NYC, no.

McEly, Amy (Pal.) NYC, no.

McEneer, Johnny (Park Central) NYC, h.

McKenzie, Red (Nick's Rendezvous) NYC, c.

McLellan, Rodney (Mt. Royal) Montreal, h.

MacK, Della & Billy (Pavillon Royale) Valley Stream, L. I., N. Y., t.

MacK, Tommy (Pal.) Chi, t.

Madison, Rudy (Gay '90s) NYC, no.

Mae, Edna (Paradise) NYC, re.

Major, Sharpe & Minor (Yacht Club) Chi, no.

Malina, Luba (Capitol) Washington, D. C., t.

Manchito (Yumari) NYC, h.

Mandel, Wm. & Joe (Capitol) Washington, D. C., t.

Manginis (Moulin Rouge) Paris, no.

Manning, Otis (Biltmore) Dayton, O., h.

Manning, Len, & Mitzel (Beverly Hills) Southgate, Ky., cc.

Mensolita (Russian Art) NYC, re.

Mann, Dupree & Lee (Astor) Reading, Pa., t.

Manzel, Marge (San Diego) Detroit, no.

March, Ann (Bertolotti's) NYC, re.

Marcos, The Sensational (El Nido) Vallejo, Calif., no.

Marie, Rose (Havana Casino) Buffalo, no.

Marino & DeVoll (Corktown) Detroit, c.

Marshall, Jack (New Yorker) NYC, h.

Martin, Esther (Greenwich Village Casino) NYC, no.

Marya & Martyn (Stevens) Chi, h.

Masters, Mae (Duffield Club) Detroit, no.

Martin, Dorothy, & Co. (Riverside) Milwaukee, t.

Mathew, Juggling (Roxy) Cleveland, t.

Maurine & Norma (Bal Tabarin) San Francisco, no.

May, Olive (Harlem) Paris, France, no.

May, Bobby (International Casino) NYC, no.

May, Kathleen (Leon & Eddie's) NYC, no.

Mayer, Lottie, & Diving Ballet (Lyric) Indianapolis, t.

Mayfair, Mitzel (Stanley) Pittsburgh, t.

Mayhew, Gus (Stanley) Boston, h.

Mayo, Betty; (Steamship Zee) Chi, no.

Maye, Jackie (New Yorker) NYC, no.

Medaka & Michael (Tokay) NYC, no.

Mellicoll, Agnes (Frolcs) NYC, re.

Menchiassi, Les (French Casino) NYC, no.

Menen, George (McAlpin) NYC, h.

Merrill, Joan (Mayfair) Boston, no.

Michon, Michel (Russian Kretchma) NYC, re.

Miles, Gary (Paradise) NYC, re.

Miller & Millard (Palumbo's) Phila, no.

Miller, Marty (Northside Democratic Club) Pittsburgh, no.

Minor & Root (Capitol) Washington, D. C., t.

Mische (Russian Art) NYC, no.

Mohamed, Maide Ben (French Casino) NYC, no.

Montes, Mona (El Chico) NYC, no.

Montmartre Boys (Jimmy Kelly's) NYC, no.

Moorehead, Jim (Mirador) NYC, no.

Morale Bros. & Little Daisy (Blue Rendezvous) Detroit, no.

Morgan, Loretta (Steamship Zee) Chi, no.

Morgan, Helen (El Dorado) NYC, no.

Morgan, Grace (Le Mirage) NYC, no.

Morgan, Rita (Club) NYC, no.

Morris & Mages (Grand Terrace) Chi, no.

Morton, Alvera (Club Minuet) Chi, no.

Morton, Eddy (Nite Spot) San Antonio, no.

Mura, Corinna (Chez Paree) Chi, no.

Murphy, Dean (Muehlebach) Kansas City, h.

Murphy, Senator (State-Lake) Chi, t.

Murray & Alan (Bagdad) Miami, no.

Music Hall Boys (Stevens) Chi, h.

Musical Beauties (Columbia) Detroit, c.

Myrus (College Inn) Chi, no.

Myrio & Descha (Moulin Rouge) Paris, no.

Myrtle & Pacaud (International Casino) NYC, no.

N

Natlie & Howard (Ringside) Ft. Worth, Tex., no.

Negrete, George (Yumuri) NYC, no.

Nelson, Nelle (Harry's New York Cabaret) Chi, no.

Nelson's Boxing Oats (Capitol) Washington, t.

Nena (El Gaucho) NYC, no.

New Yorkers (The Open Door) Chi, no.

Newman, Doug (Stadler) Boston, h.

Nicholas Bros. (Cotton) NYC, no.

Nichols, Howard (St. Paul) St. Paul, h.

Nika (The Place) NYC, no.

Nina, Senorita (Gay Village) NYC, c.

Noland, Nancy (White) NYC, b.

Nonchalants (Boston) Boston, t.

Norre, Kay (Frank's Casino) Chi, no.

Novak, Wilma (Famous Door) Boston, no.

O

O'Dea, Sunnie (Roosevelt) New Orleans, h.

O'Hara, Cockies (Favillon Royal) Valley Stream, N. Y., c.

O'Rourke, Nan (Ballyhoop) Phila, no.

Ochman Twins (Beverly Hills) Southgate, Ky., cc.

Olympic Aces, Four (State-Lake) Chi, t.

Ortiz, Josie (White) NYC, no.

Ortnes, Joe (Trocarder) London, no.

Omar (St. George) Brooklyn, h.

P

Painter, Dixie (Rose Bowl) Chi, no.

Page, Lyle (Club Hollywood) Louisville, no.

Pala, Deane (Club Minuet) Chi, no.

Palm, Margie (Pal.) Cleveland, h.

Paimer, Gladys (Three Deuces) Chi, no.

Paradise, Pat (Parody) Chi, no.

Parish Sisters (Palmer House) Chi, h.

Parker, Lew. & Co. (Michigan) Detroit, t.

Parker, La Rue (Kansas City Club) Kansas City, h.

Parker, Bob (Prince of Wales) Niagara Falls, Ont., re.

Parks, Barbara (Chez Paree) Chi, no.

Parr, Emile (Lido) Montreal, no.

Parks, Barbara (Beverly Hills) Southgate, Ky., cc.

Paul & Esther (Brown Derby) Boston, no.

Paul Sisters (Club Alabam) Chi, no.

Fayne, Darrell (Ringside) Ft. Worth, Tex., no.

Pedro & Luis (Walter Bros.) Coshocota, O., t.

Perry, Martha (French Casino) NYC, no.

Perry, Lou (Kasey Klub) Henderson, Ky.

Perry, Frank (Moonlight Gardens) Springfield, Ill., no.

Phillips, Wendell (Chicagoan) Chi, h.

Pierre & Temple (Stevens) Chi, h.

Pierce & Rolland (Mayfair) Boston, no.

Pills & Tabet (Mayfair) London, no.

Plaza, Trini (Chateau Moderne) NYC, no.

Play Girls (Riverside) Milwaukee, t.

Pop & Cathleen (New Yorker) NYC, h.

Powell, Eddie (Avalon) Cleveland, h.

Powell, Jack (Arcena) Copenhagen.

Q

Queens of Heart (International Casino) NYC, no.

R

Racketcheers, Three (2 o'Clock) Baltimore, no.

Rae, Billie (Corktown) Detroit, c.

Raeburn, Burt (Queen Mary) NYC, no.

Ramon & Renita (Riviera) Ft. Lee, N. J., no.

Ramon & LeMoyné (Elderado) Detroit, no.

Richardson, Fred (Pal.) NYC, h.

Randall, Peter (Green Gables) Drums, Pa., no.

Raphael (Waldorf-Astoria) NYC, h.

Ray, Joe (Hollywood) NYC, re.

Ray, John & Wayne, Mitzel (2 o'Clock) Baltimore, no.

Raye & Naldi (Radio City Rainbow Room) NYC, no.

Raye, Prince & Clark (Walton) Phila, h.

Raye, Vivian (Mirador) NYC, no.

Reardon, Gene (Paradise) NYC, no.

Redman, Don, & Orch. (Harmanus Bleecker Hall) Albany, N. Y., t.

Reed, Billy (Leon & Eddie's) NYC, no.

Reade, Janet (Famous Door) Boston, no.

Readinger Twins (Paradise) NYC, re.

Reese, Marilyn (Capitol) Washington, t.

Reese, Earl (Green Gables) Wilkes-Barre, Pa., no.

Reeves, Billy (French Casino) Detroit, no.

Regas, Belle (Funnin's) Brooklyn, N. Y., no.

Reis & Dunn (Orph.) Memphis, t.

Remy, Dick & Dotty (Tower) Kansas City, Mo., t.

Renard, Jerry (Chicagoan) Chi, h.

Renee (Jimmy Kelly's) NYC, no.

Reyes, The (Chez Paree) Chi, no.

Rhodes, Doris (Pal.) Chi, t.

Rhythm Maniacs, Four (Corktown) Detroit, c.

Rich, Jack (Nomad) Atlantic City, no.

Richards & Carson (Paradise) NYC, no.

Richards, Harold (St. Moritz) NYC, h.

Richards & Monnette (Wisteria Gardens) Atlanta, no.

Rider Sisters (Stork Club) Chi, no.

Ripa, Bob (Roxy) NYC, t.

Riser, Fanchito (La Conga) NYC, no.

Rivers, Tiny (Roosevelt) Jacksonville, h.

Roark, Edith (Embassy) Phila, no.

Roberts, Eileen (Greenwich Village Casino) NYC, no.

Roberts, Les (French Casino) NYC, no.

Robertson (French Casino) NYC, no.

Robertson, Guy (State) NYC, no.

Robin, Margot & Libby (Orph.) Memphis, t.

Robinson Twins (Chez Paree) Omaha, Neb., no.

Rochells & Rita (Matteoni's Club) Stockton, Calif., no.

Rockwood, John (White) NYC, b.

Rodrigo & Francine (Roosevelt) New Orleans, h.

Roger, Germaine (French Casino) NYC, no.

Rogers, Buddy (Stanley) Pittsburgh, t.

Rogers, The (Grey Wolf) Sharon, Pa., no.

Rohmer, Billie (Frontenac) Detroit, no.

Roland, Mary (Paradise) NYC, re.

Roltner, Bob (Adelphia) Phila, h.

Rolph, Wynne (Wivel) NYC, re.

Roman, Joe (Roosevelt) Jacksonville, h.

Rosen, Ed & Robert (Bik-Hat) Chi, no.

Rosa, Tommy (St. Moritz) NYC, h.

Rosalind & Annette (Tokay) NYC, re.

Roschin, Nico (French Casino) NYC, no.

Rose, Jack (Place Elegante) NYC, no.

Roselle, Mildred (Cavaller) NYC, no.

Rosini, Paul (Colonial) Dayton, O., t.

Rosini, Carl (Mt. Royal) Montreal, h.

Ross, Lee (Green Gables) Wilkes-Barre, Pa., no.

Ross, Geraldine (Northwood Inn) Detroit, no.

Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, no.

Ross & Bennett (Tower) Kansas City, Mo., t.

Roth & Shay (Hansa) Hamburg, Germany, t.

Royal Duo, The (Leon & Eddie's) NYC, no.

Royce, Rosita (Orph.) Memphis, t.

Russell, Lee (Arrowhead) Westchester, N. Y., no.

Russell, Sunny (Nick's Rendezvous) NYC, c.

Russian Gypsy Trio (Gay Village) NYC, c.

Ruth, Loma (Cavaller) NYC, no.

Ryan, Jerry (Gay '90s) NYC, no.

Ryan, Patricia (Radio City Rainbow Grill) NYC, no.

Ryak & Kaye (Chez Maurice) Dallas, no.

S

Salazar, Hilda (La Conga) NYC, no.

Sargent, Jean (Mayfair) Boston, no.

Sargent, Kenny (New Yorker) NYC, h.

Schaefer & Cigle (500 Club) Atlantic City, no.

Saulter, Dorothy (Kit-Kat) NYC, no.

Savo, Jimmy (Chez Paree) Chi, no.

Schaps, Sid (Paddock) Chi, no.

Sedley, Roy (Mirador) NYC, no.

Shanghai Troops (Pal.) Cleveland, t.

Sharian & Alayth (Corktown Tavern) Detroit, no.

Shaw, Wini (Riviera) Ft. Lee, N. J., no.

Shawn, Jack (Hi-Hat) Houston, no.

Shayne, Gloria (Mayflower Casino) Chi, no.

Shelley, Raymond (Paradise) NYC, re.

Shea & Raymond (Chicago) Chi, t.

Shea, Norma (Wivel) NYC, re.

Shepperd, Sally & Tad (Jefferson) St. Louis, h.

Sheridan, Dot (Roosevelt) Jacksonville, t.

Sherr, Marcella (Riverside) Milwaukee, t.

Shore, Willie (Hi-Hat) Chi, no.

Silva, Joe (Villa Moderne) Chi, no.

Simpson, Carl (Adelphia) Phila, h.

Simpson's Famous Marionettes (Adelphia) Phila, h.

Singer Sisters (Royal Frolcs) Chi, no.

Skyrockets, Four (Steamship Zee) Chi, no.

Small, Paul (Oriental) Chi, t.

Smith, Eddie (Uproar House) NYC, no.

Smith, Duke (Troville) NYC, c.

Smith, Harriet, Girls (Saks) Detroit, no.

Sher, Willie (Hi-Hat) Chi, no.

Sophisticated Ladies, Three (Orph.) Memphis, t.

Sophisticates, The (Biltmore) NYC, h.

Southland Rhythm Girls (Rose Bowl) Chi, no.

Stairs, Four (Swing) Hollywood, Calif., no.

Stacey, Jack (Bohemian Gardens) Newport, R. I., no.

Stadler & Rose (International Casino) NYC, no.

Stanislavsky, Frona (Russian Kretchma) Phila, re.

Stanley Bros. (Oriental) Chi, t.

Starr, Judy (Stanley) Pittsburgh, t.

Stellar & Vincent (Club Parade) Hartford, Conn., no.

Stuart, Gene (Dutchman's Grill) Lynn, Mass., re.

Sterner, Keen & Lois (Bal Tabarin) Paris, no.

Stewart, Jackie (Gay Village) NYC, c.

Sticks, Billy (Mirador) NYC, no.

Stone, Dick (Essex House) NYC, h.

Storer, Allie (Commodore) NYC, h.

Strickland, Peggy (Chateau Moderne) NYC, no.

Sue, Lyda (Riviera) Ft. Lee, N. J., no.

Sullivan, Lee (Paradise) NYC, re.

Susanne & Christine (Jimmy Kelly's) NYC, no.

Swain Sisters (Jimmy Kelly's) NYC, no.

Swann, Russell (Dorchester) London, h.

Swifts, Three (Stanley) Pittsburgh, t.

Sylvester, Fred, & Co. (Michigan) Detroit, t.

Sylvia, Françoise (Drig) Mayfair) Boston, no.

Sylvia & Clemence (Riverside) Milwaukee, t.

T

Taubman, Paul (Ambassador) NYC, h.

Tapps, George (Paradise) NYC, re.

Taylor, Key (Hollywood) NYC, re.

Templeton, Alec (Chicago) Chi, t.

Texas Tommy (Mt. Royal) Montreal, h.

Theodore & Denara (Adelphia) Phila, h.

Thomas, Eddie (Palumbo's) Phila, h.

Tompson, Lorna (Village Grove) NYC, no.

Thompson, Helen (Clover) Hollywood, no.

Thon, Dolly (Palmer House) Chi, h.

Thury, Ilena de (Tokay) NYC, re.

Tie, Tom (Leon & Eddie's) NYC, no.

Tint, Al (Palace) Danville, Ill., t.

Tip, Tap & Toe (Paramount) NYC, t.

Titan Trio (Astor) Reading, Pa., t.

Tomaek, Sid (Royale Frolcs) Chi, no.

Tinney, Dot (Black Cat) NYC, no.

Tomaek, Sid, & Reis Bros. (Beverly Hills) Newport, Ky., cc.

Trees, Carmelo (French Casino) NYC, no.

Toy, Ming (Howdy) NYC, no.

Tramp Band (Cotton Club) NYC, no.

Travis, Jimmy (Club Piccadilly) Baltimore, no.

Treves & Marva (Hi-Hat) Houston, no.

Trotsky, Vera (International Casino) NYC, no.

Troy, Theo (Harry's New York Cabaret) Chi, no.

Trudeau, Carmen (Maren's Penthouse) Boston, no.

Turney, Louise (Hi-Hat) Houston, no.

Vaccaro (El Gaucho) NYC, no.

Vale & Stewart (Gatty Cabaret) Brussels, c.

Valdes, Bern (Piccadilly) Baltimore, Md., no.

Van, Jack (Five Berries) Detroit (Bijou) Battle Creek, Mich., 6-8; (Regent) Jackson 10-13, t.

Variety Boys, Three (Leon & Eddie's) NYC, no.

Vernan, Virginia (Pavillon Royale) Valley Stream, L. I., N. Y., re.

Vernon, Dorothy (Place Elegante) NYC, no.

Vesper, Four (Adelphia) Phila, h.

Villiani, Mario (Arcadia) Phila, re.

Vilton, Renee (Bertolotti's) NYC, re.

Vince & Anita (Mayfair) Boston, no.

Vodery's Jubileers (Cotton Club) NYC, no.

Wages, Johnny (Nine-Mile House) Cincinnati, no.

Walders, Darlene (Sporting d'Este) Monte Carlo, France, no.

Walker, Alton (Palmer House) Chi, h.

Walker, Mickey (Cavaller) NYC, no.

Walker, Sid (Open Door) Chi, no.

Wallace, Frank (Blue Moon Gardens) Milwaukee, no.

Waller, Fats, & Band (Boston) Boston, t.

Walsh & Barker (Bykelor) London, h.

Walters, Charles (St. Regis) NYC, no.

Walters, Walter (Hollywood) NYC, re.

Walters, Gene (Jimmy Kelly's) NYC, no.

Walters, Jack (Netherlands Plaza) Cincinnati, h.

Warren, Ronk (Green Gables) Springfield, Mass., no.

Waters, Ella Mae (Harmanus Bleecker Hall) Albany, N. Y., t.

Walkins Twins (Gatineau) Hull, Que., Can., no.

Wells, Ossie (Benny the Bum's) Phila, no.

Wences (Dorchester) London, h.

West, Rita (El Dorado) NYC, no.

West, Larry (Village Barn) Virginia Beach, Va., no.

Whalen, Jackie, & Streamline Steppers (Sky Club) Wilkes-Barre, Pa., no.

White, Jack (18) NYC, no.

White, Ann (Bertolotti's) NYC, re.

White, Danny (Nixie) Pittsburgh, re.

White, Jack (Gay '90s) NYC, no.

Whitney, Arline (Wivel) NYC, re.

Whitney, Maurine (Steamship Zee) Chi, no.

Wicke, Gus (Gay '90s) NYC, no.

Wicks Bros. & Armida: Brisbane, Australia, no.

Wilkins, Marion (Netherlands Plaza) Cincinnati, h.

Wilkins, Dorothy (New Yorker) NYC, h.

Will, Ward (Gay '90s) NYC, no.

Williams, Art (Club Alabam) Chi, no.

Williams, Janis (Tower) Kansas City, Mo., t.

Williams, Maxine (Onyx) NYC, no.

Williams, Nora (Adelphia) Phila, h.

Wills, Frances (Stork Club) Chi, no.

Wills & Gilmore (Mayfair) Detroit, no.

Wilson, Edna Mae (Westminster) Boston, h.

Wilson, Jackie & Honey (Cavaller) NYC, no.

Winton & Diane (2 o'Clock) Baltimore, no.

Withee, Jerri (Lyric Club) Chi, no.

Wood, Britt (Lynch) Indianapolis, t.

Woods, Lorraine (International Casino) NYC, no.

Woods, Ann (Capitol) Washington, t.

Worth, Grace (Dorchester) London, h.

Wright, Ruby (Beverly Hills) Newport, Ky., cc.

Wright, Edythe (Commodore) NYC, h.

Wyatt, Bob (Golden Spot) Chi, no.

Wyse, Ross, & Co. (Lyric) Indianapolis, t.

Yacht Club Boys (Paramount) NYC, t.

Yates Sisters (Capitol) Washington, t.

Yvonne & St. Clair (Village Barn) NYC, no.

BANDS AND ORCHESTRAS
(Routes are for current week when dates are given.)

Adcock, Jack (Manos Inn) Manos, Pa.

Adom, Johnnie: (Brass Rail) Parkersburg, W. Va., no.

Agnew, Charlie: (Washington-Youree) Shreveport, La., h.

Albert, Bill: (Bartlett) Rochester, N. Y., no.

Alexander's Ragtime Band: (Corktown) Detroit, c.

Alpert, Mickey: (Riviera) Ft. Lee, N. J., no.

Angelos: (Bertolotti's) NYC, re.

Apollon, Al: (Valhalla) NYC, re.

Armstrong, Gus: (Los Angeles County Fair) Torrance, Calif.

Arthur, Zinn: (Hickory Lodge) Larchmont, N. Y., ro.

Asen, Bob: (Wivel) NYC, re.

Ashman, Eddie: (Tokay) NYC, no.

Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.

Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.

Auwayer, Fred: (Flamingo Club) Orlando, Fla., no.

B

Baker, Fred: (Tropical Bar) Vero Beach, Fla., no.

Balhou, Dick: (Belmont-Plaza) NYC, h.

Bananas, Sharkey: (Nick's Rendezvous) NYC, c.

Barrett, Hughie: (Tavern-on-the-Green) NYC, re.

Baum, Howy: (Schenley) Pittsburgh, h.

Berigan, Bunny: (Meadowbrook) Cedar Grove, N. J., ro.

Bergere, Maximilian: (Versailles) NYC, re.

Berkeley, Duke: (Honkey-Dory) Stamford, Conn., c.

Betzner, Jack: (Essex House) Newark, N. J., ro.

Biltmore Boys: (Commodore Perry) Toledo, O., h.

Bjorn, Johnny: (Golden Gate) Salida, Colo., no.

Blaine, Jerry: (Park Central) NYC, h.

Black, Bob: (Pere Marquette) Peoria, Ill., h.

Blake, Lou: (Chez Paree) Omaha, no.

Blue Barron: (Southern Tavern) Cleveland, no.

Blue Lazers: (Vic Mire) Baton Rouge, La., ro.

Bonelli, Michael: (Bond) Hartford, Conn., h.

Bonnelly, Eddie: (Black Cat) Wilmington, Del., ro.

Bor, Misha: (Sherry-Netherlands) NYC, h.

Bres, Lou: (French Casino) NYC, no.

Brennan, Morrey: (Ringside) Ft. Worth, Tex., no.

Brigode, Ace: (Arcadia) Cleveland, b.

Brooks, Alan: (Glen Park Casino) Williamsport, Pa., no.

Brown, Eretics: (Bijou)

Brownie, Chet: (Merry-Go-Round) Miami, no.

Brunckley, Charley: (Log Cabin) Aurora, Ill., no.

Brunoco, Jan: (Jack Dempsey's) NYC, re.

Brunuk, Yasha: (International Casino) NYC, no.

Bundy, Rudy: (Levaggi's) Boston, no.

Burke, Clarence: (Garden) White Plains, N. Y., re.

THE TITANS
(J. J. Ryan—A. J. Beck—F. L. Barker)
"RHYTHM IN SLOW MOTION"
Direction **MILES INGALLS.**
International Theatrical Corp., New York.

Tomaek, Sid (Royale Frolcs) Chi, no.

Tinney, Dot (Black Cat) NYC, no.

Tomaek, Sid, & Reis Bros. (Beverly Hills) Newport, Ky., cc.

Trees, Carmelo (French Casino) NYC, no.

Toy, Ming (Howdy) NYC, no.

Tramp Band (Cotton Club) NYC, no.

Travis, Jimmy (Club Piccadilly) Baltimore, no.

Treves & Marva (Hi-Hat) Houston, no.

Trotsky, Vera (International Casino) NYC, no.

Troy, Theo (Harry's New York Cabaret) Chi, no.

Trudeau, Carmen (Maren's Penthouse) Boston, no.

Turney, Louise (Hi-Hat) Houston, no.

V

Vaccaro (El Gaucho) NYC, no.

Vale & Stewart (Gatty Cabaret) Brussels, c.

Valdes, Bern (Piccadilly) Baltimore, Md., no.

Van, Jack (Five Berries) Detroit (Bijou) Battle Creek, Mich., 6-8; (Regent) Jackson 10-13, t.

Variety Boys, Three (Leon & Eddie's) NYC, no.

Vernan, Virginia (Pavillon Royale) Valley Stream, L. I., N. Y., re.

Vernon, Dorothy (Place Elegante) NYC, no.

Vesper, Four (Adelphia) Phila, h.

Villiani, Mario (Arcadia) Phila, re.

Vilton, Renee (Bertolotti's) NYC, re.

Burns, Harry: (Hollywood Restaurant) Tona-wanda, N. Y.
 Burton, Ben: (Rainbow Inn) Monroe, La., no.
 Busse, Henry: (Chez Paree) Chi, no.

C
 Caeres, Emilio: (Merry-Go-Round) Dayton, no.
 Calloway, Cab: (Cotton Club) NYC, no.
 Calloway, Blanche: (Southland) Boston, no.
 Campbell, Roy: (Hollenden) Cleveland, no.
 Campbush Jesters: (Cypress Arms) West Hart-ford.
 Candullo, Harry: (Arrowhead) Cincinnati, no.
 Cappo, Joe: (Westwood) Richmond, Va., no.
 Carpenter, Earl: (Lincoln) NYC, no.
 Casby, Ken: (Half Moon) Coney Island, N. Y., no.
 Cavicchio, Salvy: (Cocoanut Grove) Boston, no.

Childs, Reggie: (Claridge) Memphis, h.
 Chiquito: (El Morocco) NYC, no.
 Chyoti: (Village Brewery) NYC, no.
 Claire, Stanley: (Le Mase) Hollywood, re.
 Chapman, Bob: (Willow) Chi, h.
 Chapman, Cornelius: (St. Regis) NYC, h.
 Conn, Irving: (Arrowhead) NYC, no.
 Conrad, Lew: (Cocoanut Grove) Boston, no.
 Cooke, Ted: (Yacht Club) Chi, no.
 Coral Islanders: (Wheat Bar) NYC, no.
 Costanzo, Ralph: (Friendship) Kenosha, Wis., no.
 Costello, Pat: (French Casino) Atlantic City, no.
 Costello, Charles: (French Casino) NYC, no.
 Courtney, Del: (Chase) St. Louis, h.
 Covato, Etzi: (Italian Gardens) Pittsburgh, no.
 Craig, Mel: (Borwick) NYC, h.

D
 Crickett, Ernie: (Unique Grill) Delaware.
 Cugat, Xavier: (Earle) Washington, D. C., t.
 Cummins, Bernie: (Blitmore) NYC, h.
 Cummins, Buddy: (Crystal) Accord, N. Y., h.
 Dailey, Frank: (Meadowbrook) Cedar Grove, N. J., no.
 Dann, Arthur: (Stork) NYC, no.
 Dare, Ronald: (George Washington) West Palm Beach, Fla.
 Darrell, Pat: (Wonder Bar) Zanesville, O., no.
 Dantzig, Eli: (St. George) Brooklyn, N. Y., h.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, no.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., no.
 Davy, Arthur: (Cotton Club) NYC, no.
 De Babary, Joska: (Biltmore) NYC, h.
 De Carlo, Joe: (Montgomery Royal Gardens) Brooklyn, N. Y., no.
 De Troit, Johnny: (Crystal) Natchez, Miss., no.
 Delange, Hudson: (Palm Beach) NYC, t.

Dench, Jack: (Chase) St. Louis, h.
 Deutsch, Emery: (Book Cadillac) Detroit, no.
 Di Bella, Angelo: (Armando's) NYC, no.
 Di Bari, Sammy: (Wheat Bar) Detroit, h.
 Dixon, Dick: (Gloria Palace) NYC, no.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Tommy: (Commadore) NYC, h.
 Dorsey, Jimmy: (Netbaerdan Plaza) Cincin-nati, h.
 Dukes of Rhythm: (Moonlight) Phila, c.
 Duchin, Eddie: (Plaza) NYC, h.
 Duck, Don: (Village Brewery) NYC, no.
 Duer, Dolph: (Green Derby) Cleveland, no.
 Dunham, Don: (Million-Dollar Mansion) Youngstown, O., no.
 Durst, Henry: (Natl Ballroom & Supper Club) Amarillo, Tex., no.

E
 Eckel: (Berkeley-Carteret) Asbury Park, h.
 Edmund, George: (Loyale) NYC, c.
 Engle, Freddy: (University City) Albany, N. Y., no.
 Engle, Stella: (Willbank's Recreation Cafe) Prospect Park, Pa., no.
 Engles, Charles: (Harry's New York Cabaret) Chi, no.
 Ermelino, Fred: (Palm Beach Casino) Cannes, France.
 Ernie, Val: (Versailles) NYC, re.
 Escarpenter, Jose: (La Conga) NYC, no.

F
 Felix, Don: (Pines) Newtown, Conn., h.
 Feldkamp, Walter: (Stork Club) NYC, no.
 Ferris, Happy: (Pennsylvania) NYC, h.
 Ferli, Don: (Stratford) Bridgeport, Conn., h.
 Fernando, Don: (Blue Glade) Walsenburg, Colo., h.
 Ferris, Lou: (Mori's) NYC, re.
 Fettis, Jim: (Steel Pier) Atlantic City, b.
 Fields, Harry: (Royalton) Monticello, N. Y., h.
 Fisher, Mark: (Royale Frolics) Chi, no.
 Fisher, Jack: (Stephen) Boston, h.
 Fitchard, Maurice: (Loyal Inn) New Rochelle, N. Y., re.
 Fogarty, Alex: (Weylin) NYC, h.
 Fomeen, Basil: (International Casino) NYC, no.
 Fosdick, Gene: (Shelton) NYC, h.
 Fowler, Shorty: (Barn) Memphis, no.
 Fraser, Harry: (Flynn's) Brooklyn, N. Y., re.
 Fray, Jacques: (St. Regis) NYC, h.
 Freeman, Jerry: (Paradise) NYC, no.
 Fremont, Al: (Longview Farms) Pittsburgh, no.
 Friml, Rudolf: (Ritz Carlton) NYC, h.
 Funk, Larry: (Euclid Beach) Cleveland, D.

G
 Garvin, Val: (Orchards) Pittsburgh, no.
 Garber, Jan: (Gibson) Cincinnati, h.
 Gardner, Clyde: (Roosevelt) Jacksonville, h.
 Gee, Billy: (Continental) Canton, O., no.
 Gilbert, Jerry: (Emerson) Baltimore, h.
 Gilberto, Don: (Valencia) NYC, no.
 Gill, Jaquin: (Tavern) Lake Tahoe, Calif., c.
 Gonzalez, Ralph: (St. Moritz) NYC, h.
 Goodough, Henry: (Laureis) Sackett Lake, N. Y., no.
 Graff, Johnny: (Anchorage Inn) Phila, no.
 Graffoler, Frenchy: (Old Vienna) Cincin-nati, no.
 Gray, Glen: (New Yorker) NYC, h.
 Gray, Len: (New Cedars) New Bedford, Mass., no.
 Grayson, Bob: (Grand Ballroom) Detroit, h.
 Green, Harold: (Hi-Hat) Klamasha, N. Y., no.
 Grenet, Eliseo: (Yumuri) NYC, no.
 Grier, Jimmy: (Biltmore Bowl) Los Angeles, no.

H
 Hagen, Cass: (El Dorado) NYC, no.
 Hall, George: (Taft) New York, h.
 Hampton, Jack: (Knickerbocker Gardens) Flint, Mich., no.
 Hardy, Bob: (El Morocco) Boston, no.
 Hardie, Dick: (Clam Frolics) Albany, N. Y., no.

Harris, Claude: (Joe's Stables) Detroit, no.
 Harris, Phil: (Casino) Dallas, Tex., no.
 Hart, Little Joe: (Forest Park Highland) St. Louis, p.
 Harle, Carl: (Claremont) NYC, no.
 Hatt, Bert: (Frank Kelley's) Detroit, c.
 Hauck, Carlton: (Sak's) Detroit, no.
 Hawkins, Erskine: (Harlem Uproar House) NYC, no.

Helot, Horace: (Stanley) Pittsburgh, t.
 Hembres, Joe: (Berkeley) NYC, no.
 Henderson, Fletcher: (State) NYC, t.
 Henry, H.: (Dells) Kingston, N. Y., c.
 Herbert, Leon: (Royal Tavern) Brooklyn, c.
 Herman, Woody: (Normandie) Boston, b.
 Herron, Bob: (Trimble Springs) Durango, Colo., h.
 Hessberger, George: (Ferris Inn) Morton Grove, Ill., c.
 Hill, Teddy: (Palladium) London, Eng.
 Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., no.
 Hill, Harry: (Maze's Washington Arms) Mamaroneck, N. Y., ro.
 Himber, Richard: (Essex House) NYC, h.
 Hines, Earl: (Grand Terrace) Chi, no.
 Hirado: (La Rue) NYC, re.
 Ho, Virginia: (Normandy Inn) Warren, Pa., no.
 Holst, Ernie: (El Morocco) NYC, no.
 Hollander, Will: (New Yorker) NYC, h.
 Horton, Harry: (Le Mirage) NYC, no.
 Hudson-Delange: (Studio) Phila, h.
 Hunt, Dean: (Cavalier) Virginia Beach, Va., h.
 Hughes, Gotsch: (New Hollywood) Detroit, b.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
 Hutton, Ina Ray: (Fal.) Cleveland, t.

I
 Iona, Andy: (Marty) Los Angeles, no.
 Irwin, Mace: (Chanticleer) Millburn, N. J., re.

J
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., no.
 Jackson, Jack: (Dorchester) London, Eng., h.
 Johnson, Eunice: (Old Heidelberg) Medford, Wis.
 Joels, Isham: (Lincoln) NYC, h.
 Jurgens, Dick: (Peabody) Memphis, h.
 Keating, Ray: (Murray's) Tuckahoe, N. Y., no.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kent, Peter: (Congress) Chi, h.
 King, Henry: (Fairmont) San Francisco, h.
 King, Wayne: (Palmer House) Chi, h.
 King, Jules: (La Salle) Chi, h.
 King Rhythm Rascals: (San Diego) Detroit, h.
 Kinney, Ray: (Lexington) NYC, h.
 Kirkham, Don: (Blackland Inn) Denver, c.
 Kirsch, Al: (Roosevelt) New Orleans, h.
 Kirsch, Jules: (Statler) Detroit, h.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, no.

L
 LaMothe, Olivia: (Rosegarden) Middletown, Conn., c.
 Laessler, Walt: (Rauff) Oshkosh, Wis., h.
 Lagman, Bill: (Club Trignon) Mobile, Ala., no.
 Lamb, Drexel: (Marine Room) Muskogee, Mich., b.
 Lane, Eddie: (Governor Clinton) NYC, h.
 Lape, Brad: (Parkway Lodge) White Plains, N. Y., no.
 LeBaron, Eddie: (Radio City Rainbow Room) NYC, no.
 Lindeman, Udo: (Gloria Palace) New York, ob.
 Lips, Remont: (La Conga) NYC, no.
 Livingston, Jimmie: (Seaside Casino) Virginia Beach, no.
 Lombardo, Guy: (Roosevelt) NYC, h.
 Lopez, Antonio: (Country Club) Coral Gables, Fla., c.
 Long, Johnny: (Copley Plaza) Boston, h.
 Luneford, Jimmy: (Sebastian's Cotton Club) Culver City, Calif., no.

M
 McDonald, Bill: (Bossert) Brooklyn, h.
 Mc Donald's Music Mixers: (Wonder Bar) Mon-roe, Mich., no.
 McElroy, Bob: (Madrid) Milwaukee, no.
 McHale, Jimmy: (Mayfair) Boston, no.
 McRae Bros.: (Havana Casino) Buffalo, no.
 Malenga, Alberto: (Greenwich Village Ca-sino) NYC, no.
 Maleno, Frank: (Sweeney) Baltimore, re.
 Marsala, Joe: (Hickory House) NYC, re.
 Marshall, Duane: (Essex) Boston, h.
 Martel, Gus: (Stork) NYC, no.
 Martell, Paul: (Leighton's Half-Way House) Stamford, Conn., re.
 Martin, Bob: (Chez Florence) Paris, no.
 Mason, Ben: (Green Gables) Wilkes-Barre, Pa., no.
 Massingale, Bert: (Hi-Hat) Houston, no.
 Matthey, Nicholas: (Russian Kresthma) NYC, re.
 Mauro, Henry: (Three Door Inn) Bridgeport, Conn., no.
 Mayer, Ken: (Gunter) San Antonio, h.
 Mayhew, Nye: (Statler) Boston, h.
 Mayo, Al: (Cocoanut Grove) Phila, no.
 Meil, Larry: (La Conga) Phila, no.
 Melvin, Jack: (Mirador) NYC, no.
 Merritt, Wendell: (Schmidt's Farm) Scar-sdale, N. Y., no.
 Messer, Benny: (New Yorker) NYC, h.
 Messner, Johnny: (Molpin) NYC, h.
 Meyer, Gus: (Leighton's Tavern) Ardsley, N. Y., ro.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Mills, Floyd: (Du Font) Wilmington, Del., h.
 Mills, Dick: (Rotisserie Club) Jackson, Miss., no.

N
 Nade, Eddie: (Eagles) Ithaca, N. Y., b.
 Moore, Carl Deacon: (New Penn) Pittsburgh, no.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Morgan, Russ: (French Casino) NYC, no.
 Morris, Griff: (His Cavaliers) (Paddock) New York, no.
 Mosley, Snub: (52d St.) NYC, no.
 Moss, Stuart: (Capitola-by-the-Sea) Santa Cruz, Calif.
 Motely, Berce: (Casa Grande) Berwyn, Md., no.
 Morley, Dikie: (Mandarin) Memphis, no.
 Muro, Hal: (Ivanhoe) Chi, no.
 Murrey, Charlie: (Mon Paris) NYC, no.
 Musse, Joe: (Wonder Bar) Twin Lakes, Wis., no.

N
 Nagar, Patt: (4-B Club) Chi, no.
 Nagel, Fred: (Del Monte) San Francisco, h.
 Nagel, Harold: (Pier) NYC, h.

Nannette, Marla: (Royal Oak) Belmar, N. J., no.
 Navaro, Al: (Belvedere) Baltimore, h.
 Navarro, Oliver: (Club Rex) Birmingham, Ala., no.
 Need, James, Concert Band: (Fair) Atlanta, Ga., 7-16.
 Nickles, Billie: (99 Club) San Pedro, Calif., no.
 Normand, Vincent: (Broad St. Rathskeller) Phila, no.
 North, Bob: (New Garden Center) Detroit, b.
 Novak, Frank: (Warwick) NYC, h.

O
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Olsen, George: (International Casino) NYC, no.
 Palermo, Billy: (Fallard) NYC, c.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., no.
 Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
 Pancho: (Plaza) NYC, h.
 Panico, Louis: (Chase) St. Louis, h.
 Panoost, Ace: (Sunset Inn) Drexel Hill, Pa., no.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., no.
 Pendarvis, Paul: (Pal.) San Francisco, h.
 Perry, Lou: (Kasey) Henderson, Ky., no.
 Peterson, Dee: (Edgewood) Albany, N. Y., no.
 Pett, Emil: (Savoy Plaza) NYC, h.
 Peyton, Eddie: (Playton's) Pittsburgh, no.
 Pfluman, Jack: (Fort Arthur) Providence, R. I., re.
 Pope's, Bcb: (Olentangy Park) Columbus, no.
 Pryor, Roger: (Edgewater Beach) Chi, h.

Q
 Quartell, Frankie: (Colony Club) Chi, no.
 Ramoni: (Armando's) NYC, no.
 Rapp, Barney: (Beverly Hills) Newport, Ky., no.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Rebusck, Paul: (Vanderbilt) NYC, h.
 Red Eaters: (Green Haven Inn) Mamaro-neck, N. Y., ro.
 Redman, Don: (Harmans Blecker Hall) Al-bany, N. Y., t.
 Reisman, Leo: (Waldorf-Astoria) NYC, h.
 Reyes, Chica: (Continental) Detroit, h.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Rhodes, Dale: (Biltmore) St. Louis, cc.
 Ricardel, Joe: (Cavalier) NYC, no.
 Richards, Harold: (St. Moritz) NYC, h.
 Rio, Eitor: (Hollywood) NYC, re.
 Rio, Joe: (Blue Moon) Tulsa, Okla., no.
 Roberts, Eddie: (Red Mill) Bronx, no.
 Rocco, Maurice: (Kit-Kat) NYC, no.
 Rogers, Roly: (Westminster) Boston, h.
 Rogers, Eddy: (Rainbow Grill, Radio City) NYC, no.
 Romano, Phil: (Mirador) NYC, no.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, no.
 Rodgers, Ralph: (Waldorf-Astoria) NYC, h.

S
 Sabie, Marc: (Cavalier) NYC, no.
 Sanders, Joe: (Blackhawk) Chi, c.
 Saxon, Sam: (Gay Village) NYC, c.
 Scellang, Augie: (Roosevelt) New Orleans, h.
 Scogglin, Chic: (Jefferson) St. Louis, h.
 Scott, Bud: (Golden Anchor) Natchez, Miss., no.
 Scetico, Cantio: (San Souci) Havana, no.
 Shafer, Ray: (Log Cabin Farms) Armonk, N. Y., ro.
 Shelley, Lee: (Roosevelt) New Orleans, h.
 Sherman, Maurice: (Polo) Dayton, O., no.
 Sherr, Jack: (Ritz Carlton) Atlantic City, re.
 Shiman, Arlie: (Lookout House) Covington, Ky., no.
 Stry, Larry: (Ambassador) NYC, h.
 Smith, Stuff: (Famous Door) Hollywood, Calif., no.
 Smith, Bill: (The Dells) Poughkeepsie, N. Y., no.
 Snyder, Dick: (Coral Gables) Lansing, Mich., no.
 Socarras: (Harlem Opera) NYC, no.
 Soldavid, Dutch: (Wonder Bar) Grand Rap-id, Mich., no.
 South, Eddie: (d'Oiseaux) International Expo., Paris, no.
 Southern Gentlemen Orchestra: (Deshler-Wallick) Columbus, O., h.
 Sprigg, Jack: (Netherlands Plaza) Cincinnati, no.
 Spurr, Horton: (Municipal Auditorium) Kan-sas City.
 Starita, Al: (Hollywood) Warwick, R. I., no.
 Steel, Leonard: (P't. Shelby) Detroit, h.
 Steele, Blue: (Casino) Fort Worth, Tex.
 Stenross, Charles: (Mission Inn) Latrobe, Pa., c.
 Sterne, George: (Coq Rouge) NYC, re.
 Stipes, Eddie: (Blue Moon) Toledo, no.
 Stolze, George: (Nightingale Club) Warsaw, Wis.
 Stoltz, Colie: (Tropical Roof) Memphis, no.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Swing Sextet: (Meadowbrook) Cedar Grove, N. J., ro.
 Sylvester, Bobby: (Carl's) Baltimore, p.

T
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thomas, Eddie: (Nut Club) NYC, no.
 Thornton, Bill: (Parakeet) Phila, no.
 Tinsley, Ted: (Parrish) Phila, c.
 Tully, Paul: (Hess) Haddonfield, N. J., re.
 Tustin, Lew: (Tremont) Boston, re.
 Tracy, Jack: (Chez Maurice) Dallas, no.
 Trask, Clyde: (Gypsy Village) Louisville, no.
 Travis, Jimmy: (Club Piccadilly) Baltimore, no.
 Trice, Charles: (Hollywood) Kalamazoo, Mich., no.
 Tyldesly, Bobbie: (Seelbach) Louisville, h.

U
 Ulrich, Roberto: (Lobby) Juarez, Mex., c.
 Vallee, Rudy: (Ambassador) Hollywood, h.
 VanWinkle, Joe: (Melody Grill) Kokonog, Ind.
 Vazquez, Leo: (Broadway) Denver, cc.
 Ventura, Ray: (Moulin Rouge) Paris, no.
 Varone, Joe: (Van Buren Inn) Dunkirk, N. Y., no.
 Varzos, Eddie: (Bismarck) Chi, h.
 Vegas, Las: (Convention Hall) Wildwood, N. J., b.
 Vell, Tubby: (Brunns) Chi, re.
 Viera, Al: (Congress) Chi, h.

W
 Wade, Johnny: (Romance Inn) Angola, N. Y., no.
 Wagner, Buddy: (Normandie) NYC, no.
 Waller, Fats: (Boston) Boston, t.
 Ward, Frankie: (Maren's Fenthouse) Boston, no.
 Waring, Fred: (Drake) Chi, h.
 Wayne, Bernie: (Famous Door) Boston, no.
 Webb, Joe: (Queen Mary) NYC, no.
 Weik, Louis: (Three-Mile Inn) Monroe, La., no.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., no.
 Wendell, Connie: (McHenry) Ill.
 Westbrook, Henry: (Columbia) Columbia, S. C., h.
 Whittier, Palmer: (Baker) St. Charles, Ill., h.
 Wildner, Bus: (Rendezvous) Battle Creek, Mich., no.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Williams, Sando: (Stevens) Chi, h.
 Winstein, Dave: (Plantation) New Orleans, no.
 Winston, Jack: (Bal Tabarin) San Francisco, no.
 Woodfield, Harry: (Hofbrau) Canton, O., a.

FAIR GRAND-STAND ATTRACTIONS
 (Routes are for current week when no dates are given)

Acc. Red: Meridian, Miss.
 Avey, Edna, & Co.: Rodeo at Olympia, Detroit.
 Avey, Gertrude, Diamond Revue: Tupelo, Miss.
 Beno, Ben: Fayette, Ala.
 De Bardos, Six: Winston-Salem, N. C.
 Dubuque, J.: (Mystical): Indoor Circus, Ill.
 El Rey Sisters: Shelby, N. C.
 Kozak: Burlington, Ia.
 Kressells, Four: Cortland, Mo.
 La Tona Troupe: Farmington, Ala.
 Morales Bros. & Little Daisy: Hillsdale, Mich.
 Morris, Will & Bobby: Danbury, Conn.
 Need, James, Concert Band: Southeastern Fair, Atlanta, Ga.
 Paige & Jewett's Crazy Kapers: Mt. Airy, N. C.
 Reynolds, Earle: Winston-Salem, N. C.
 Smith's Superba Band: Hickory, N. C.
 Steiner Trio: Weldon, N. C.
 Sterling Rose Trio: Cordland, Ala.
 Thomas, Joe: York, Pa.
 Wagner's Concert Band: Mount Airy, N. C.
 Walker's Dog & Monkey Show: Atlanta, Ga., 7-16.
 Wright, C. A., Dog Circus: Durham, Conn.

DRAMATIC AND MUSICAL
 (Routes are for current week when no dates are given)

Brother Rat: (Selwyn) Chi.
 Brother Rat: (James) Newport News, Va., 8; (Lyric) Richmond 7-9.
 Greenwood, Charlotte: (Chestnut St.) Phila.
 Hayes, Helen: (Sunset) Boston.
 Hickam Boyary: (National) Washington.
 Room Service: (Copley) Boston.
 Room Service: (Biltmore) Los Angeles.
 Show Is On: (Grand) Chi.
 Tovarich: (Hanna) Cleveland.
 Tovarich: (Cox) Cincinnati.
 Tobacco Road: (Nixon) Pittsburgh.
 Tonight at 8:30: (Curran) San Francisco.
 Women, The: (Erlanger) Chi.
 Wise Tomorrow: (Ford) Baltimore.
 You Can't Take It With You: (Harris) Chi.
 You Can't Take It With You: (Plymouth) Boston.
 You Can't Take It With You: (Erlanger) Buffalo.
 Yes, My Darling Daughter: (Oass) Detroit;
 (Cox) Cincinnati 11-16.

FIRST CIRCUIT SHOWS
 (Week of October 3)

Babes With Charms: (Gayety) Washington.
 Bars and Stripes: (Rialto) Chicago.
 Best Trust: (National) Louisville.
 Cupid's Carnival: (Gayety) Cincinnati.
 Foot Loose Parade: (Gayety) Baltimore.
 Gaities of 1938: (Palace) Buffalo.
 Joies Begere: (Casino) Pittsburgh.
 Meet the Girls: (Empire) Newark, N. J.
 Merry Models: (Orph.) Reading, Pa., 7; (Earl) Atlantic City, N. J., 8-10.
 Moonlight Maids: (Jacques) Waterbury, Conn.
 Pageant of Folly: (Hudson) Union City, N. J.
 Parisian Flirts: (Embassy) Rochester, N. Y.
 Pirate Belles: (Howard) Boston.
 Pleasure Mad: (Trocadero) Philadelphia.
 Say It With Girls: (Garrick) St. Louis.
 Snyder, Bozo: (Roxey) Cleveland.
 Stage Scandals: (Capitol) Toledo, O.
 Swing High: (Casino) Toronto.

MISCELLANEOUS
 Birch, Magician: Mt. Carmel, Pa., 8; Shamo-kin 7; Sunbury 8.
 Brown, Evans, Magician: Madison, Wis., 11; Baraboo 12; Waunakee 13; Brooklyn 14; Reading 15.
 DeCleo, Magician: Bowling Green, O., 4-9.
 Delmar, Hypnotist, Escapes: (Liberty) Olym-pia, Wash., 7-9.
 Drensen's Circus Capers: Fulton, Ky., 3-6; Union City, Tenn., 7-8.
 Lucas, Thos. Elmore: Russellville, Ark., 7; Menu 8; Eagleton 10.
 Miller, Al H.: Show: Seville, Ga., 4-9.
 Modern Noah's Ark: Hagerstown, Md., 4-7.
 Morris, Chet, Show: (Riddieville) Davisboro, Ga., 4-9.
 Orical Floating Theater: Crompton, Md., 4-9.
 Ricton's Show: Carnesville, Ga., 4-8; Marti-n 7-8; Royston 11-13; Tignall 14-16.
 (See ROUTES on page 84)

New Top For Barnes

Business holds up thruout Amarillo, Tex., Fair—show gives two parades

AMARILLO, Tex., Oct. 2.—The new big top of the Al G. Barnes-Sells-Floto Circus arrived here and was paraffined the Sunday off, September 19. All poles, stakes and equipment were repainted, giving the show real flash and freshness for the week stand at the Tri-State Fair. Business held up fairly well thruout the week, with a free gate to the grounds. Opposition attractions were Beutler Bros.' Rodeo in afternoons, Ernie Young's *Passing Show* and Crowley's United Shows. The circus drew its share of business, with a fine location opposite the grand stand.

Two parades were given in Amarillo on Monday and Friday with fine turnouts. Twenty-two tableaux and cages, 10 mounted sections, 5 bands, 2 herds of camels and dromedaries and the 17 elephants made a real flash, altho the show never planned on parading this season.

Many visited the grave of Miss Jackson, who was buried in Liberal, Kan., in 1920, and several beautiful floral pieces were placed thereon. Bert Nelson celebrated his birthday anniversary September 21 at Amarillo. The Scotch party and dinner in honor of Bessie Chandler's birthday anniversary (is in Slide Show) was a big success. Louise Schroeder has replaced Amerika Olivera, who was placed in a hospital at Anthony, Kan., after a

(See NEW TOP on page 63)

Silver Show First On Roanoke Island

MANTEO, N. C., Oct. 2.—Silver Bros.' Circus, here Monday, was the first circus ever to appear on historic Roanoke Island. Part of the profits went to the Manteo High School for allowing use of the schoolgrounds.

Business has been fair, show having plenty of opposition. Bob Russell joined recently to do clowning and is also lot superintendent. Marlon Drew left show and went home. E. S. Holland, who had been general agent last few months, is no longer with show.

WPA Biz Fair

NEW YORK, Oct. 2.—The WPA Federal Theater Project's circus closed its week's run at Staten Island September 25. Show was sponsored by the William J. Twyford Christmas Fund and despite the Legion convention in town biz was fair with big houses at both performances on Saturday. C. R. Shuts, of Galesburg, Ill., a member of the CFA and a delegate to the Legion convention, was a constant visitor. One night he brought a group of Legionnaires with a 40 and 8 locomotive to the show. The boys had their picture taken with Japino, the elephant, and papers gave it a nice break.

Nicky Cravat, triple bar performer, who was injured when show was playing at Harlem River Speedway, had another stroke of bad luck last Friday night. After having been out of show for several weeks he returned and after having done one routine fell and severely twisted his leg. He will be out of show for a month at least. One more week and then it's home, sweet home, reports Wendell J. Goodwin.

H-W Has Large Night House at Macon

MACON, Ga., Oct. 2.—Hagenbeck-Wallace Circus created very favorable comment with performances here recently. Business was poor at matinee, but there was a large crowd at night.

Charles Sparks visited the show here. At night after show he was dinner host at party, with guests including Howard Y. Barry, Hoot Gibson and Gibson's manager, Bill Moore; Paul M. Conway, Macon attorney and former trouper, and others with H-W show.



MRS. WALTER JENNIER, who as Miss Aerialletta contributes an aerial gymnastic exhibition which is a highlight of Russell Bros.' Circus program. She also does a spectacular cloud swing in the aerial ballet number.

Good Season For Banard Show

CANTON, O., Oct. 2.—Banard Bros.' Hippodrome Show, out 22 weeks, has experienced one of its best seasons in recent years. B. W. Banard, owner, informed *The Billboard* representative here.

The show, moving on four trucks and three trailers, carries 34 head of stock. Performance is presented in an open arena, and has a 118-foot banner-line. Captain Kramer is in charge of the stock and show. Assisting him working the stock are George and Peggy Said, Elmer Leasure, Paul Gruber and Ed Walters. Six workmen complete the personnel.

Charles Christian is in charge of the front, with Ed Williams on No. 1 ticket box and George Brown on No. 2 box. Mrs. Banard is secretary. Mr. Banard reports that show has been playing fairs in recent weeks. Show will wind up its fair season within next two or three weeks and go into quarters near Columbus.

Cirque d'Hiver in Paris Packed To the Aisles at Opening Show

PARIS, Sept. 27.—Cirque d'Hiver, biggest of the Paris indoor circuses, was packed to the aisles at opening show of the season September 17. Bouhione Brothers, operators of the circus, in charge of the house, with M. Moustier, house manager; Jean Favert, handling the press; Louis Lavata, ringmaster, and Brunel, bandleader.

Opening bill good entertainment, altho minus big "names." Most spectacular number that of the Three Ervingos, sensational aerial turn in which two girls, suspended by their ankles, grip with their teeth ends of cord on which male partner works.

Good standard acts are the Fredians, peppy tumblers; the Auroras, clever acrobats on bikes, and the Four Bron-

Highly Successful Tour for Cole Bros. on the West Coast

LOS ANGELES, Oct. 2.—Cole Bros.' Circus, according to Jess Adkins, has had a highly successful tour on the West Coast. Business in Northern Coast States was somewhat affected by strikes and difficulties between rival labor organizations. However, according to the management, every one of the major cities showed a material increase over last year. It was stated that business on the Washington and Hill streets lot in Los Angeles was approximately 15 per cent better than last year, and Hollywood showed an increase of 20 per cent on the Fairfax and Wilshire lot. Wednesday and Thursday business downtown, fair matinees and straw

Howe Plans Long Season

Will probably remain on road until second week in December—business good

STEELE, Mo., Oct. 2.—Howe Bros.' Circus will play 12 stands in Arkansas and many in Louisiana. Will probably remain on road until second Saturday in December. Show had 21 towns in Missouri, the larger towns giving it the best business. Best spots were Greenfield, Camdenton, West Plains, Festus and Silkeston.

Show opened at Phoenix, Ariz., in February and has made the other following States: New Mexico, California, Nevada, Washington, Oregon, Montana, North and South Dakota and Nebraska. Most of the people have been with show all season.

Show has a roster of 175 people, 14 in advance; 55 vehicles. There are 17 semi-trailers, all Chevrolets. The show carries a national Chevy advertisement for the season.

Howe Bros. will play the first day of the fair at Athens, Ala., and will be on the infield of the race track. Circus billposting has started.

Emergency Operation For Evelyn J. Cook

NEW YORK, Oct. 2.—Evelyn Joyce Cook, equestrienne, widow of Frank A. Cook, was taken to the Polyclinic Hospital here September 21 for an emergency operation. Her condition is good, altho she will probably be there for several weeks' treatment.

Mrs. Cook was until this year an equestrienne with Ringling-Barnum Circus, but since the death of her husband has been making her home in this city.

R-B Closes November 9

CINCINNATI, Oct. 2.—The Ringling Bros. and Barnum & Bailey Circus will conclude its season with the engagement at Miami, Fla., November 8-9.

zettis, perch. Three Keystone offer slapstick comedy bar act and O'Breat presents neat contortion number.

Four Williams on in lively jockey number, Jeanne Althoff puts high-school horses thru their paces and Althoff presents group of Liberty horses and a four-tandem group. Althoff also presents herd of six elephants.

Clown alley headed by Despard, Zavata and Oscaros. Renee Plat, talented classic dancer, in charge of ballet numbers.

Gaby Marces, trapeze; George and Mistral, clowns, and the Freddy Brothers, acrobats, are at the Bobino. Garzoni, juggler, is at the Petit-Casino, and the Omanis, hand to hand, are at the Lyon-Pathé.

night houses. Four days in Hollywood, about one-half houses for matinees and three night houses capacity. Sunday two-thirds for matinee and capacity at night. Santa Monica gave a near-capacity matinee and straw house at night. It is very likely that the publicity job done by Ora Parks and staff, this according to men of daily press and radio stations, has not been matched by any circus.

The show has made a fine impression, the high spot naturally being Clyde Beatty, but Emmett Kelly and Otto Greibling were given more space, more pictures and intimate shots with notes (See HIGHLY SUCCESSFUL on page 63)

Manager S. L. Cronin Honored at Amarillo

AMARILLO, Tex., Oct. 2.—Manager S. L. Cronin of the Al G. Barnes-Sells-Floto Combined Circus was presented with a platinum Hamilton Master 23-jewel watch costing \$685, with a platinum chain and knife to match, by 33 members of the show that have trouped with him since 1929, when he took over the management of the organization. The present, one of the finest ever to be given by any group of employees to the chief of an amusement aggregation, was presented by Frank Chicarella, of the staff, in the menagerie at 5 p.m. on September 24 at the Amarillo (Tex.) Tri-State Fair, where the show exhibited for a week.

Attendance Big For R-B Show

GREENVILLE, Tex., Oct. 2.—First stand in Lone Star State for Ringling-Barnum Circus was Paris. Weather exceedingly hot, but big attendance at both performances. Texarkana, railroad lot, on Texas side of city, within walking distance to heart of business district. Big attendance despite heat. Shreveport, La., three-mile haul to fairgrounds lot, ideal location. Unloaded at Hollywood yards. Thousands waited for fourth section to arrive for unloading of elephants. Courtesies by local fans and many performers were driven to the city. Capacity matinee and turnaway at night. Sheriff Hughes' annual fried chicken dinner party in Courthouse a big success. Seventy-five performers and staff were at the table. Fred Bradna's short but witty speech of thanks made a big hit. He was handed key to city by the sheriff. As a tribute to the late Frank Cook all stood with bowed heads for one minute.

Two wonderful houses at Longview, (See ATTENDANCE BIG on page 63)

Seils-Sterling Has Good Attendance at Leavenworth

LEAVENWORTH, Kan., Oct. 2.—The Seils-Sterling Circus made a good showing here Tuesday. There was a capacity house at night. The show was in Wollman Park, the first time in 20 years a circus was in the corporate limits of the city. The others have been on the military reservation, but paving the highway prevented this circus from exhibiting there this year.

Andy Show Closes

MADISON, Wis., Oct. 2.—Uncle Andy's Dog, Pony and Monkey Show closed a profitable season at Deputy, Ind., September 22 and show is now in quarters at the S. B. Anderson farm, Madison. Work will soon be started on trucks and show will be enlarged for next season. A new 30-foot middle piece is being purchased, also new stock. J. Francis Haney and Anderson are planning several new features.

Good Biz for Miller Bros.

LAWTON, Okla., Oct. 2.—Miller Bros. Circus, now traveling on six trucks, four trailers and one semi-trailer, has been playing to good business thru Iowa, South Dakota, Nebraska and Kansas. Brog and Company joined with Side Show and Frank and Peggy Dill with loop free act. L. B. Sanders is back with show as agent. Show has 25 people and 20 head of stock. Recent visitors: Mrs. Sanders, Lena Curtis, Mrs. Vancroff, Glen and Henry Brunk.

Animals Rebel At French Shows

PARIS, Sept. 27.—Two of Althoff's elephants at the Cirque d'Hiver made whoopee during last Saturday night's performance and after making things lively in the ring visited the circus bar, where they wrecked tables and chairs before being calmed down.

Pacha, husky lion with the Amar Menagerie at Nantes, recently attacked and seriously injured its trainer, M. Carrere Jr.



With the Circus Fans

By THE RINGMASTER

President CFA Secretary
 MELVIN D. HILDRETH W. M. BUCKINGHAM
 716 Evans Bldg., Thames Bank,
 Washington, D. C. Norwich, Conn.
 (Conducted by WALTER HOENADEL, Editor
 "The White Tops," care Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 2.—Fred Becker, member of Jess Adkins Tent, Ft. Wayne, Ind., has been busy all summer taking care of the four men from the Cole show who have been confined to the Methodist Hospital there. He had electric fans installed in their rooms and did everything possible for them. He deserves a world of credit for his kindness and showed the real CFA spirit. Besides this, he has visited all the circuses that have come his way. Horace Moses, vice-president of Jess Adkins Tent, has moved to Cleveland, O., for at least a year.

Don Howland and John Tetlow, CFA of Peoria, Ill., met unexpectedly at the Truman Hotel in Ft. Wayne recently and had a grand visit and fan session. Al and Chickie Powell visited Howland at his home in South Bend. Howland had a fine visit with Bill Lindemann when he saw the Seils-Sterling Circus at Michigan City. He met a lot of his old Wisconsin friends and had a swell time.

When in Chicago August 27 W. H. Hohenadel had lunch with the Atwell gang at Hotel Sherman, with the following present: Dan DeBaugh, Clint Finney, Burt Wilson, Nat Green, Harry Atwell and Don Howland. Missed our regular dinner date with John Shepard, who was confined to his bed on account of illness.

Bill Dunkle, CFA of South Bend, Ind., has just moved into a new office. He

reports that he has had a busy circus season and enjoyed himself immensely. Had a nice visit with the late Chick Bell, his friend of many years, when Ringling-Barnum showed his town.

Blowup of Hoxie Circus Pathetic, Says Harry Metz

PATERSON, N. J., Oct. 2.—Harry Metz returned here this week following the blowup of the Jack Hoxie Circus, with which he had the Side Show. He was with the show until its finish at Rose-dale, Miss., September 21.

"It was a pathetic sight to see all those performers, workmen, ticket sellers and takers and others, most of them without a dollar—women and children and even men crying—loyal trouper every one, and I'll venture to say that no greater loyalty could be found in any other profession," said Metz. "There seemed to be a lack of money in Missouri and the heat was terrific. Arkansas was fair but there was another slump in Mississippi, due to being two weeks too early. I cannot praise Manager R. M. Harvey too highly. He did the best he could. I sincerely hope that both Hoxie and Harvey get a new start and make good."

R-B Sunday Date Fair At Gainesville, Tex.

GAINESVILLE, Tex., Oct. 2.—The Ringling-Barnum Circus came here for the first time in seven years September 26, playing under auspices of the Gainesville Community Circus. It was the first Sunday date ever played by a circus in this city and the first major circus here since 1933.

The show broke in a new lot provided by the Santa Fe Railroad and the runs were only a block away. Ideal weather conditions prevailed and there were fair houses afternoon and night considering the close proximity of Gainesville to Ardmore, Okla.; Dallas and Fort Worth. Local estimates were that attendance for the two performances was 12,000.

Amateur camera fans had a field day in the backyard during the afternoon. Among those snapping the shutters were CFA Joe Helsler, of Houston; CFA V. N. Armstrong, of Wichita Falls; Bill Ritchie and Carl Stewart, of the Gainesville Community Circus.

Gainesville circus members were visitors in the backyard in large numbers, as were CFA Frank J. Walter and wife, of Houston; CFA John H. Warnick, of Dallas, guest of the Millette family; CFA Ralph Maricle, of Wichita Falls; CFA Jack Frost, of Fort Worth; Mr. and Mrs. Harry L. Thomas, of Dallas, guests of Mr. and Mrs. Fred Bradna; E. Paul Jones, Dallas publicity man; Justus Edwards, press representative, and Joe Webb, on advance of Russell Bros.' Circus; Jug Wilson, Ardmore (Okla.) circus musician.

Following the night performance Mmes. Leon Gilmore and A. Morton Smith, wives of Gainesville circus fans, were hostesses for an informal reception at the Gilmore home. Those in attendance included Mr. and Mrs. Rudy Rudynoff, Mr. and Mrs. Art Concello, Dorothy Herbert, Ralph Gram, Felix Adler and Bluch Landolf, of the circus; Justus Edwards; Mr. and Mrs. Frank Walter, A. W. Kennard, V. N. Armstrong, Ralph Maricle, visiting circus fans; CFA Leon Gilmore, Joe M. Leonard, George J. Carroll and A. Morton Smith, of Gainesville, and about 40 members of the Gainesville circus.

Wallace in Carolinas; Business Is Holding Up

AIKEN, S. C., Oct. 2.—Wallace Bros.' Circus returned to its winter-quarters State here recently. Several carloads of residents of York, where show has quarters, were here to visit Manager Ray W. Rogers and family and other friends. Several from the show Sunday in York.

Routing will probably be in the Carolinas for several weeks. Business has been holding up and the season has been satisfactory, it is understood. Show is now in 26th week of season.

Press Agent Julien Wood landed some good publicity in Augusta, Ga., dailies, 17 miles from show stand. Hagenbeck-Wallace and Downie were battling for stories in same papers.

Paul M. Conway, vice-president, was on show from Macon, Ga., offices for several days.

Georgia's Own Circus

By CHARLES BERNARD

SAVANNAH, Ga., Oct. 2.—Annually, along with the refreshing breezes of late September, Savannah's population gleefully greets Charlie Sparks as an expected visitor when he brings his Downie Bros.' Circus to the city. There are several reasons for the welcome mood that prevails among the citizens of Savannah and its surrounding communities for this particular circus. Its winter home is in the neighboring city of Macon, where it is listed as one of the progressive, substantial business institutions; it has been coming to Savannah regularly for more than 30 years and in all that time there has been no objectionable exhibit presented; the management, from owner down to the least important employee, have been clean and law abiding people; Mr. Sparks and many members of his business staff have a lengthy list of personal friends among Savannah's citizens as a result of the annual visits and the coming of the show creates that expectancy of again extending them a welcome.

Orphans Guests of Sparks

The 1937 visit of Mr. Sparks' aggregation was limited to two days; weather ideal; inmates of all the orphan homes made happy as guests of the management; the usual crowds to each of the four performances, and the local newspapers truthfully saying in afterthoughts "bigger and better than ever." Reviews published in *The Billboard* during the season have given readers information on who and what is presented in the program; but it is a personal pleasure to comment on some facts and features that appealed to the mind of an old trouper. After five months of travel, transported in trucks and trailers, exhibiting in a different city every day, the itinerary reaching into 17 different States and as far from its winter quarters as the east Coast of Maine and up to the Canadian border line it was amazing to see a big top apparently in early season condition; trucks, trailers, fixtures and equipment bright and clean as if newly painted, and most appealing of all the evidence of systematic care and management was the spick and span brightness of the uniforms of employees and of the musical organization. They, every performer constituting the lengthy program, the equestrian director and the announcer, were so noticeably "dressed in their best" that as the crowd left the tents one could hear expressions of emphatic praise on every side for the exceptionally fine and attractive costumes of performers.

Harry Mack, handling the press since 1920, needs no introduction in the majority of newspaper offices east of the Mississippi and his voice fills the big tent with easily understood announcements introducing the feature acts. Charlie Katz, Bert Wallace and others of the managerial staff are considered part and parcel of the Sparks organization and with all of them in mind loyalty prompts the statement that it is Georgia's Own Circus.

Check Up Time

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JAYDEE THE GREAT
 (Jerry D. Martin)
 Per Ad., Billboard, Cincinnati, O.

Under the Marquee

By CIRCUS SOLLY

BOBBY BURNS, with the Main show, cards that Dave Roland has taken over the band.

THURMON KNIGHT, who was with Jack Hoxie Circus, is now in brigade of Moon Bros.' Circus.

PAULINE B. LORETTA saw the Cole show in Los Angeles. Says that she is practicing very hard these days.

KLING BROS. clowned at the Western Washington Fair at Puyallup and the Oregon State Fair at Salem.

WALTER L. MAIN and wife will rest for several weeks at their home in Geneva, O.

DOC DECKER attended Howe Bros.' Circus at Sikeston, Mo., guest of Manager Tom Atkinson. Show was well attended.

RED DAVIS, of Philippi, W. Va., caught the Main show at Belington, W. Va., reporting nice program and capacity night house.

DON TAYLOR advises that he has been with Mighty Haag Circus since July 4 and that show has been having good crowds.

WILLIAM H. LANGE cards that Doc Cunningham, announcer, stood at Washington and Olive streets, Los Angeles, greeting those whom he knew in parade of Cole Bros.

HERMAN JOSEPH, former clown with Ringling-Barnum, will serve as director of clowns who will perform in the Greensboro, N. C., Boy Scout council's second annual Scout-o-rama.

CERTAINLY was too bad about the closing of the Jack Hoxie Circus, under management of Jack Hoxie and R. M. Harvey. It had fine possibilities.

CLAUDE F. FULTON, last season announcer on Tom Mix Circus, is now a legal student at USC. Caught the Cole show in Los Angeles and had a delightful time visiting old friends.

TOM, JERRY AND BUTTS, comedy clown acrobats; Kressell's free acts and Billie DeArmo and Margie, jugglers, were among the acts at the Florence, Ala., and Lawrenceburg, Tenn., Fairs.

BILL MCGOUGH, boss ticket seller on Hagenbeck-Wallace Circus this spring, and his wife, the former Bobby Peck, also on H-W, are in New York. Bill is manager of Carlton Theater.

J. E. HILL and wife, special agents of Walter L. Main Circus, recently visited Rex M. Ingham at Reidsville, N. C. Other visitors included members of billing brigade of Mighty Haag Circus, en route from Walnut Cove to Oxford, N. C.

FOUR KRESSELLS and Tom, Jerry and Butts are not with Art B. Thomas Shows, but playing Southern fairs, presenting trapeze and comedy acrobatic table acts. Are booked until November 6.

REX M. INGHAM and wife and Tex Watts and wife visited Walter L. Main Circus at Leaksville, N. C., September 24 and were entertained by Manager Bill Newton, who is on the front door. Ingham reports a pleasing program.

PEDRO MORALES, of Pedro and Luis, now playing vaude dates, was hurt at Auburn Theater, Auburn, Me. He was knocked out while practicing five minutes before curtain time. However, he was able to work later.

PASEO high-school band of 75 pieces joined Tom Mix Circus in its concert at afternoon performance in Independence, Mo. Bruce, son of P. N. Branson, general agent of show, plays in the Paseo band.

JAMES CARSON, M. D., former circus physician, of Valdosta, Ga., attended Wallace Bros.' Circus when there, reporting packed house at night. Kid show also had good crowds. Says that there is plenty money in Southern Georgia.

GEORGE (SLIM) GRIFFIN closed with Haag Bros.' Circus as boss ticket seller at Yazoo City, Miss., September

24. Says that show left State on October 3 for northern part of Arkansas. Griffin is at home on his farm at Bowman, S. C., gathering crops.

CLARENCE AUSKINGS, of Vanderburg Bros.' Circus, met Herman Smith, agent of Barlow Shows, at Harrisburg, Ark., and Russell G. Knisely, agent of Moon Bros.' Circus, at Manila, Ark. Auskings advises that Vanderburg biz is good.

AMARILLO DAILY NEWS, Amarillo, Tex., had an excellent afternoons of the Barnes show, written by Tex Keirsey. Mentioned all the features and had this to say regarding Eddie Woekener's Band: "Was particularly impressed by the band. All circus bands have that pep and flash that tingles your spine, but this one is different, even better than most of them."

BLACKIE MORGAN, boss canvasman, writes that he was to have joined the Main show at Gorham, N. H., but was taken ill with gall bladder trouble. Was removed to Portland, Me. Is getting well and will go south for the winter.

ERNEST (HAPPY) SUMRALL, after completing season with Lewis Bros.' Circus, joined Blue Ribbon Shows at Owensboro, Ky., and is in charge of Loop-the-Loop. He and the missus will return to quarters of the Lewis show, Jackson, Mich., for the winter.

BUDDY WEDIN, who had been in Springfield (Mo.) Baptist Hospital for 20 weeks, is back in Iron Mountain, Mich. It will be necessary for him to use crutches for six more weeks and then a cane. He plans to return to Sells-Sterling Circus next season.

MEMBERS of Car No. 1 of Ringling-Barnum had a marshmallow toast at Tuscaloosa, Ala., given by Lee Conarroe. Joe Pete Miller entertained with his parody on *The Shooting of Dan McGrew*, James Nunn sang *Where Is My Wandering Boy Tonight?* and Tom Jones did a tap dance.

LOUIS DIETZ, formerly with Schell Bros. and Seal Bros., spent the summer at the Harrison, O., Greyhound Race Track. Had charge of main gate tickets. Between meets he worked fairs at Hoopston, Ill., and Liberty and Rising Sun, Ind. He left for Florida September 30 for a 90-day racing dog meet.

FRANK BOTELEER informs that he is handling program of outdoor advertising for Auto Show to be held in Binghamton, N. Y., next month. Says that he is not connected with any other advertising company, other than being advertising agent for Meco Theaters Corporation and Critteron Advertising Company, both at Binghamton and Ithaca.

LEONARD R. SIMONS, Circus Fan, of Providence, R. I., thinks a good title for a circus side show next season would be *Look* if arrangements can be made with the publishers of the publication of that name. Idea, which is along the lines of *Believe It or Not*, is to present subjects covered by *Look*, as well as a lecture on enlarged pictures therefrom.

AFTER ENTERTAINING Ringling-Barnum Circus September 26 circus fans of Gainesville, Tex., are looking forward to a busy visiting season. They plan to catch Russell Bros.' Circus at Bowie October 5; the Barnes show in Bonham October 7; and Sells-Sterling at Waurika, Okla., October 19. They are hopeful the Cole show will be in their territory.

ON SEPTEMBER 23 more than 85,000 people gathered along the Potomac River near the Lincoln Memorial in Washington to witness the fine pageant conceived and directed by Melvin D. Hildreth, president of the Circus Fans' Association. The pageant was based on the famed battle between the Bon Homme Richard and the Serapis, which took place on September 23, 1779.

DR. WILLIAM MANN, director of the United States National Zoological Park and chairman of the James E. Cooper Top of the Circus Fans' Association, returned to the nation's capital September 28 with more than 1,000 new animals for the zoo. Collection was made under the auspices of the National Geographic

Society and the Smithsonian Institution. Included in the group are four giraffes.

HERB SCHEFFEL, fan of Clifton, N. J., had a reunion with Bob and Gertrude Matthews, of King Tuffy wire-walking lion act, week of September 27, when act played St. Aldan Circus in Jersey City. Act is booked for Frank Wirth's indoor dates, to be followed by eight weeks in London with Bertram Mills' Circus. Fans Charles Milbauer Sr. and Jr., of Newark, visited show.

HARRIS JONES, of the Sunbright Ranch, Dallas, spent a few days in Atlantic City with his old-time friend Frank B. Hubin. The latter states that he will take to road October 4 for third time, boosting for election of U. S. Senator A. Harry Moore for governor of New Jersey. Will have living vans, band, vaude acts and make from 10 to 20 towns a day.

WHEN JACK HOXIE Circus was at Nevada, Mo., several of the folks visited at the home of Mrs. Lula Banker, mother of the late Gladys LeTourneau, aerialist. Miss LeTourneau died from injuries received while with the Siebrand show. Members of Hoxie show held brief memorial services at the grave and placed a wreath of flowers. Mrs. Banker wants to thank the folks who were with the Hoxie show.

CLAYTON BEHEE, of the Three Codonas, now in England, states that Lalo Codona plans to leave for Los Angeles about February 1 after the act has finished working the Mills Circus at Olympia, London. Rose Sullivan and Behee will continue with another catcher. Act will be known as Three Flying Claytons. Behee adds that Codona plans to present another act after he has rested for a while.

IN RECENT ISSUE Harry Mann inquired if Harry Rogers, Tullus Wright or any others who were with Charles Lee's Great London Circus season of 1898 are alive. Al Sylvester, contortionist, of Allentown, Pa., who was with show, says the following are still living: Wright (he gives first name as Julius), strongman act; Charles Lee Jr., bareback rider; Whitley Terries, foot juggler; Titus Behringer, boss billposter.

R. JOHNSON advises when Cole brigade and Ringling-Barnum No. 1 car were in Houston, Tex., many of the boys were on the magic carpet at Auditorium Hotel. Some of the boys seen were Clyde Willard, Cole brigade manager; Si Semon, Al Oaks, Othel Corkrum, Sam McLaughlin, Henry Barth, Robert Hiatt, Charles Burns, Luther Wait. From R-B, Frank Mahara, Lee Conarroe, J. Fiegley, H. Deltz, H. Dean, Bill Ward.

FAITH RYAN MURRAY and Walter Murray, last season with Bockus & Kilonis Circus, have given up the white tops and have settled in the Pocono Mountains (are at East Stroudsburg, Pa.), where they have a restaurant and service station. When Tom Mix Circus played Stroudsburg they entertained Charley Arley and wife, Erma Ward; Jessie and Jim Arbaugh, Mary Kinko and Kinko and Hank and Ella Linton. Faith Ryan had been with Hagenbeck-Wallace, Sells-Floto, John Robinson and Al G. Barnes shows.

THE OPENING night of Cole Bros.' Circus in Hollywood was done in true Hollywood style; in fact, it may be said that the show "went Hollywood." Large searchlights played upon the sky from front and back and it had been broadcast in local papers that this was to be "celebrity night." Led by Adolphe Menjou, Joel McCrea and more than a hundred others of equal brilliance, the opening night was a big event. Hollywood's own newspaper, *The Citizen-News*, has never been one to slop over about events of any nature, but it devoted almost an entire page to pictures of the parade and visit of the leading "home-town" citizens to the circus. Raymond B. Dean, of the Cole press staff, handled the cinema district and did a good job.

COLE BROS. had big matinee and packed night house at Rose Bowl grounds, Pasadena, Calif., September 28. At matinee the management, thru the retired advance agent and theatrical manager, William A. (Uncle Bill) Haas, 70, invited the 100 men and women at the Pasadena Home for the Aged to be present. Twenty-one attos furnished by a local transit company made the round-trip haul. Bernie Head had preparations completed thru Haas before show's arrival and greeted the old folks at main (See *Under the Marquee* on page 63)

Dressing Room Gossip

DOWNIE BROS.—Everyone had an enjoyable time in Jacksonville, Fla. Noticed Reb Russell looking for a baby alligator to send his daughter Betty. Jack Skimin and Albert Hodgini Jr. on their way to Neptune Beach. Fred Delvy on his way to town, sporting a new outfit. Mitt Carl, Jimmie Salters and Harry Miller entertaining their visiting wives. Ella Harris, Clyde Weidner, Helen Tudor, Reb Russell and Roy Leonhardt receiving chiropractic treatments in backyard. Mayme Butters, Avis Feister and Martha Principino returning from a shopping trip with an armful of bundles. Dimpie Eno and family taking in a local theater and vaude show. Mickey Larkins (the laundry man's son) and wife, Georgianna, returning from a sojourn at a local hotel. Rodney Harris arriving in time for the Monday matinee after a trip home over the week-end to his estate in Longwood, Fla. Harry Mack with a group of newspaper reporters.

Avery and Jessie Tudor on their way to town and the movies. Roy Leonhardt and Lee Smith heading for a near-by night club. Joe Gilligan on his way to a sea-food restaurant. Etta Carreon and Carlos, accompanied by Jewel Poplin, dining near by. Charles Katz, Jerome Harriman and Jimmie Salters in a huddle on the midway. Harold Hall and Albert White awaiting the arrival of some friends to entertain. Karl Larkins busy with the week-end laundry as usual. Also noticed the knights of the green table on their way for their weekly meeting in the big top. Stuart Roberts tinting new tights. Jack Skimin elated over some photo reproductions he made.

Helen Tudor has introduced contortion ring act in program. Is assisted by Avery Tudor. Danny Shaffer has become a member of the Butters troupe of wire walkers. Mickey O'Brien has introduced some new clown walkarounds. Eno troupe makes a very nice appearance in its new Japanese wardrobe. Marione Keck enthused over a new hobby—taking candid camera shots around the show.

Wonder why Georgie Eno never misses the wire act? Johnny Bossler can't go anywhere without his cane? Tony Scale always has a mud puddle where the clowns have to walk? Clyde Weidner never paints his car or trailer? Harold Hall leaves so early on short jumps? (Can it be to get the roomers to the cookhouse in time?) Why Albert White doesn't wear his apron? Bob Parker never wears a hat? Marion Shufford's gasoline stove refuses to work for her? "P. T. Barnum" never sleeps around the back door? Dimpie Eno's shirts never come back from the laundry without starch? Jewel Poplin never chews gum? Claudine Hodgini never goes to the movies between shows? Dora Weidner doesn't wear her earrings? Mickey Larkins always carries a little green box? Mickey O'Brien is always so busy? Reb Russell doesn't get sunburnt in those shorts? Francis Weidner gets hold of so many sand burs? Johnny Bossler doesn't smoke cigars? Lee Smith never looks at a road map? Harold Norris never looks at the girls? Shorty Dougherty and Avery Tudor enjoyed Charleston, S. C., so much, Frank Detre sent his books to the laundry in Savannah? Roy Leonhardt never drinks water? Bertie Hodgini never unhooks his trailer? Albert White cut off some of tails of Bertie Hodgini's horses? Could it be that he needed a set of white whiskers to play Santa Claus this Christmas?

Orchids this week to the band, which under leadership of Rodney Harris, keeps the show moving at a fast pace with its snappy tunes and pleasing rhythm. In band are Jack Mills, Sandy Sanderson, Frank Laughead (from Zanesville), Mack McGowan Jr., Bill DeArment, Jack Walker, Ray Henshaw, Jack Courtney, Frank Clark, Woodrow Brokaw and Eddie Kech. Speaking of the band, there's the first overview, so I better beat my way to dressing room and get with it.

EDDIE KECK.

HAGENBECK-WALLACE—The first wintry chill of the season was felt at Columbia, S. C. Poodles Hanneford expressed his version of it by saying it was the first air-conditioned city we have played this season. Baseball season is about over. Performers are the champions of the show, winning 12 games and losing two. Eddie Raese and Jimmy Millette are doping out the football games. Everybody is glad to have Jim Wong Troupe back. Also happy that the Yom Kam Troupe remains. (See *DRESSING ROOM* opposite page)

The Corral

By ROWDY WADDY

A CHAMPIONSHIP rodeo which will run 11 nights got under way at the Olympia in Detroit September 30. Event is being produced by California Frank Hafley, who has appeared in rodeos at the Michigan State Fair in the past.

POWDER RIVER JACK and Kitty Lee letter that they recently spent an enjoyable week's visit with Guy and Flore Weadick at the former's Stampede Ranch, Alberta, Can. Jack and Guy handed the publicity at the successful Minot (N. D.) International Peace Celebration and Rodeo which was staged in conjunction with the fair.

MICKEY HUNTER and her rodeo trio are now appearing at the Rathskeller Grill, Newark, N. J. after a successful six-month engagement in South America. Trio features hillbilly and Western songs. In addition to Miss Hunter, who was formerly with 101 Ranch Rodeo and Hagenbeck-Wallace Circus, trio includes Audrey Faucher and Midge Parker.

J. W. C. HOLLAND writes from Lansdale, Pa. that when Milt Hinkle's Texas Rangers Rodeo Company played Doylestown, Pa., recently, Tex Marrow and Lawrence Roberts visited their old friend John Cutthers, who clowned the event. The boys report that the show presents a splendid performance, according to Holland.

DAKOTA BILL BAKER'S Wild West Circus is now in winter quarters at Crouse, N. C., after a successful season which saw the organization on the road for 20 weeks, covering an estimated 5,472 miles over four States. Organization, according to Col. Baker, will be enlarged for next season. Baker's daughter, June Trinkle, has re-entered school at Crouse.

BROWNIE SILVERLAKE'S Rodeo Company played the recent Elmore Township Fair, Elmore, Ind., to good business. Organization also furnished all the free acts, featuring Miss Ruby and her performing dogs. Show roster includes Al Ryals, trick rider and his horse, Monarch; Eddie Guy and Clyde Davers, bronk and steer riders; Josephine Silverlake and Viola Gregory, trick riders, and Doc Haag, clown.

J. M. C. RANCH Rodeo Company's engagement at St. Charles, Ill., September 25-26 was a successful one. Capacity crowds were in attendance each day. Among those participating were Bobby Jones and Dorothy McDonnell, bronk and trick riders; Rose and Curley Arnedo, bronk riders, and Breezy Miller and Harold Harper. Pat Harmon directed the arena and Buster Todd handled the publicity and announcing chores.

HUGE CROWDS and high interest prevailed at the rodeo held in Snyder, Tex., September 17-18 under Scurry County Rodeo Association auspices. Officials included Congressman George Mahon, of Colorado; Mayor H. G. Towler; J. M. Stewart, association president, and Wright Moar, first Scurry County settler. Final winners: Calf Roping, Curley Daugherty, Wild Cow Milking, Royce Sewalt. Bronk Riding, A. C. Wilke. Steer Riding, Johnnie Stovall. Wild Mare Race, George Yardley, Bill Hancock, Willard Thomas, Joe Hood.

FRANK MOORE, resident manager of the Madison Square Garden Rodeo, which opened a 19-day-and-night run in New York October 6, announced that the list of added attractions for the 12th annual cowboys' opera is about the same as last year. Chester Byers and Junior Eskew, trick ropers; Ted Allen, sensational horseshoe thrower; Hardy Murphy and Buck, the high-school horse, and Jasbo Fulkerson, Jimmy Nesbit and Tom Hunt, clowns, will comprise the bill, with Funnyman Hunt the only newcomer. Streets around the Garden have taken on a Western rodeo town aspect with the arrival of many sombreroed high-heeled contestants from the other side of the Mississippi. Stock, under direction of General Manager Everett Colburn and his partner, Harry Knight, is located in the basement of the big Eighth avenue arena. It looks as good as in former years and as a whole made the trip from Texas in excellent shape. Admission prices this year are the same as in 1936, at \$1.10, \$1.65, \$2.25, \$3.25

and \$3.85 top. Usual number of participants, about 175, are expected to contest the various events.

RESULTS of the recent rodeo held in connection with the Iowa State Fair at Des Moines: Bronk Riding—First day, Hub Whiteman and Tom Shipman split first and second; Frank Marion. Second day, Hub Whiteman, Joe McMackin, Lonnie Rooney. Third day, Hub Whiteman, Lonnie Rooney, Tom Shipman. Finals, Hub Whiteman, Les Karstad, Canada Kid. Steer Riding—First day, Elmo Walls, Canada Kid, Earl West. Second day, Earl West and Canada Kid split first and second; Elmo Walls. Third day, Elmo Walls, Ted Bushbaum, Earl West. Finals, Elmo Walls, Earl West, Canada Kid. Bareback Riding—First day, Elmo Walls, Andy Henderson, Ted Bushbaum. Second day, Earl West, Ted Bushbaum, Andy Henderson. Third day, Jim Whiteman and Canada Kid split first and second; Earl West. Finals, Ted Bushbaum, Andy Henderson, Earl West. Calf Roping—First day, Clyde Burke, Jim Snively, Gene Ross. Second day, Toots Mansfield, Clyde Burke, Hugh Bennett. Third day, Hugh Bennett and Jim Snively split first and second; Juan Salinas. Finals, Clyde Burke, Jim Snively, Toots Mansfield. Steer Wrestling—First day, Gene Ross, Jack Tait, Shorty Ricker. Second day, Joe Thompson, Hub Whiteman, Gene Ross. Third day, Joe Thompson, Jack Tait, Hub Whiteman. Finals, Gene Ross, Jack Tait, Red Thompson.

WINNERS AT the recent Homesteaders Jubilee rodeo in Caldwell, Ida.: Bronk Riding—First day, Eddie Jones, Harry Knight, Doff Aber, Dave Shipp. Second day, Eddie Jones, George McIntosh, Buck Davis, Harry Knight. Third day, Harry Knight, Doff Aber. George McIntosh and Bob Walton split third and fourth. Finals, Eddie Jones, Harry Knight, Doff Aber, George McIntosh. Bull Riding, First day, Hughie Long, Duward Ryan, Larry Rand, Terry Lockyer. Second day, Jonas DeArman, Smoky Snyder, Duward Ryan, Larry Daniels. Third day, Terry Lockyer, Smoky Snyder, Hughie Long, Larry Daniels. Bareback Riding—First day, Smoky Snyder; Terry Lockyer and Hughie Long split second and third; George McIntosh. Second day, Smoky Snyder, Jonas DeArman, Hughie Long, Duward Ryan. Third day, Terry Lockyer and Hughie Long split first and second, Smoky Snyder, George McIntosh. Calf Roping—First day, Everett Bowman, Lonnie Allen, Cecil Owensley, Charles Lyne. Second day, Richard Merchant, Everett Bowman, Cleve Kelley, Oran Fore. Third day, Everett Bowman, Cleve Kelley, Richard Merchant, Lawrence Conley. Finals, Everett Bowman, Cleve Kelley, Carl Shepard, Oran Fore. Steer Wrestling—First day, Everett Bowman, Jack Kerscher, Everett Bowman; Fred Alford. Second day, Rusty McGinty, Red Allen, Jonas DeArman, Fred Alford. Third day, Rusty McGinty, Jack Coates, Tom Hogan, Jack Kerscher. Finals, Jack Kerscher, Everett Bowman; Fred Alford and Jonas DeArman split third and fourth.

European Notes

PARIS, Sept. 27.—The Circus Salamonsky at Rigá, opens October 1. Peeyjay Ringens, American high diver, is at the exposition in Salonika, Greece. The Virton Sisters, aerial, are at the Folkets Park in Malmo, Sweden.

The Three Janekes, trapeze; Margie Clifton Trio, perch; Four Wangs, jugglers, and Three Sidneys, cyclists, are at the Empire in Brussels. The Chinese Lucky Girls, acrobats; Two Fills, equilibrists, and Marie Hollis, American acrobatic dancer, are at the Palais d'Éte in Brussels.

Pickups From France

PARIS, Sept. 27.—The Cirque Poutrier and the Campeone Circus terminated their seasons at Lille last week. Campeone Circus will play a six weeks' season at Lille in December-January. Don Carloca, wire walker, and the Berty-Borres, aerial, are at the Casino in Lille. The Cirque Poutrier is playing at the Municipal Circus in Valenciennes with Mago, elephant, and Paul Neva's Viking Giant.

Mazetti's Animal Show, Amar's Menagerie and Charpentier's Monkeys are at street fair in Nantes. Vignolle's Menagerie is at street fair in Laval.

15 Years Ago

(From The Billboard Dated October 7, 1922)

The Walter L. Main Circus, on its way home after having wonderful business thru New York and Pennsylvania, announced that it would close its season at Crisfield, Md., October 7. . . . The Ringling-Barnum tour of California ended with record-breaking business, rounding out with the biggest business of the Pacific Coast at Los Angeles. . . . The Al G. Barnes Circus was the first one of the season at New Orleans September 23-24 and had turnover business at its four performances. . . . Mike Golden, of the Howe Circus, denied the report that that show would be cut to three cars next season and announced that it would go out stronger than ever.

Nelson Clow, well-known outdoor showman, retired from show business and purchased a hotel in San Bernardino, Calif. . . . Joe Lewis and Bill Caress, clowns, were in Chicago September 26 and announced that they would open at Shrine indoor circuses October 16. . . . The Gentry Bros.' Famous Shows closed in Houston, Tex., September 23. . . . Duncan Neven left Gollmar Bros.' Circus as press agent for a tour of the world, which he said he expected to begin the middle of October.

Howe's Great London Circus opened its menagerie at the Hawkeye Fairgrounds, Fort Dodge, Ia., October 1. . . . The John Robinson Circus showed in Mexia, Tex., September 18 to two turn-away houses. At Waco, the next day, two baggage horses were lost by injuries from a street car. . . . Sells-Floto Circus did better business at Phoenix, Ariz., against Ringling-Barnum Circus than it did last fall.

DRESSING ROOM

(Continued from opposite page)

Since Pinky Hollis' birthday anniversary he has had George Davis put in a counter for him to eat off. Pinky's life really began at 40. Much rivalry between the two groups of clowns, one headed by Chris Cornalla, the other by Ray Harris, over which gets the match lit first in the dynamite gag. So far Chris claims his group leads on the season. Alex Acevedo hasn't caught the football on top of a wagon since the boys have been practicing between shows. Kayo Croutcher and Willie Krouse receiving plenty of mail.

Harold Ward says he may buy a morning paper any day now. There are so many good-looking girls on the show Harold Hutchinson can't make up his mind which one to pick for a wife at the end of the season. Jess Walton is photographing everybody on the show for his memory book. Curley Phillips is going to write a new song entitled *The Girl of the Cloud Swing Is the Girl of My Dreams*. Mickey Freeman leaves her knitting for a few minutes to serve coffee to the girls. Laverne Hauser is now working the new rare and waltzing stallion she broke recently. Joan LaRue has been practicing Roman standing the last two days and will ride the new team in a day or two. Clara Lavine practicing iron jaw between shows. Hoot Gibson trying out his skill by walking on his hands. He says it is quite an effort. Gracie Hanford improving nicely with her tumbling and flip flops. Janet May goes in for hand-stand balancing by her trunk every day, while Fannie McCloskey stands on her head on her trunk.

At Macon, Ga., Mr. and Mrs. Charles Sparks visited with Mr. and Mrs. Howard Y. Bary and took in both performances. Mrs. George Singleton, wife of the boss canvasman, who has been visiting on the show and a guest of Mrs. Bary, returned to Los Angeles a few days ago. Ed Grady, head ticket seller, was the prize fisherman at Charleston, S. C., catching 80 black fish. Henry Kyes has just completed a new symphonic arrangement of *Pagliacci*. Doc Adams is proud of the new white stallion recently purchased by the show and he is using animal in the Wild West. Mabel Kline (Karoli) is looking forward to seeing her son, Jackie, at close of season. Those who have been in the doghouse and out again this week were Marian Knowlton, Alicia Villa and the two newlyweds. BETTY CASE.

The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Okla., Oct. 2.—The past 30 days Oklahoma has been a hot spot for circuses, carnivals, State and county fairs and all seemed to be doing a profitable business. When the last circus and carnival leave and the last flag is lowered from an exhibit building, it means a sure sign that winter is just around the corner and that fact does not augur well with the trouper's grouch-bag or pocketbook. It makes goose pimples appear on the said grouch-bag, besides it has a depleting effect on the contents thereof. The only folks who get a kick out of winter are the Eskimos and "warmers-of-the-empty-beer-case," who sit around the hot stove in winter quarters a-telling the visitors what a h— of a season they just experienced. Here one will also find the old trouper decrying the many and vast changes the circus has undergone within the last quarter of a century.

Undergoes Change

It has undergone a change—in policy, management and what not. No more do we see smoking chandellers, silk tights, checkered suits, red vests and many parades. In place we have tax boxes, lemonade with a real piece of lemon in it the size of a pin's head, electric dishwashers and college men actors and college women acrolets. Even the billposters have changed, and no more do they yell at a town-sucker, "Get the h— away from that sloop-keg (paste barrel) before you get stuck like a fly." Why gentlemen on circus advertising cars speak with an Oxford accent and can say "paw-don me" better than any movie star. Oh, if we oldtimers could only turn back the hands of time to the good old days when circus men would grasp your hand in a viselike grip enough to break your hand and then break your nose if you even winced! Them were the good old days when "you caught it, took it and liked it." Yes, the circus has changed and it's an insult to we oldtimers. We are so blamed old and out of date that we cannot even fight back, so I suppose we will "catch it, grab it and like it again."

Yes, circuses today seem to be firm believers that Mrs. Emily Post should get the Nobel Prize for social enlightenment. No person can even get a job unless he has read Emily's *Book of Etiquette*. No more does the spectator hear an usher yell, "Get the h— over there and let this sap rest his tired dogs, or, did you see buy two tickets?" No more do we hear the menagerie and cockhouse men growl at the curious, "No lady, we do not feed the actors or animals fresh meat. We give 'em a mixture of this burg's saps, rubes and farmers and wash the whole d— kiboodle down with a gallon of hot sassafras tea!" Ah, them was the days of real circus business, and when a performer was not a performer unless he could do four or more acts, fight and tell the circus manager what a real guy he was. Today the performer doesn't even speak to the manager. He's afraid to. The manager might find out how much salary he draws.

Carnivals Change, Too

I'll say things are changing. Did you ever walk on a carnival lot and begin telling the carnival manager how to run a midway? Why, the carnival manager blows up and begins a jargon of carnival lingo which is utterly foreign to the circus language. It is a combined conglomeration of pig latin, Esperanto and not even king's English. Everything is changing. They used to have adjusters in the good old days and now all an adjuster does is adjust his tie. And they used to be such things as contractors, while today the contractor contracts a cold and a swell "swindle sheet." And the 24-hour man used to be 24 hours ahead of the circus; now he takes 24 hours to tell the manager why he didn't get into today's "stand" tomorrow. And the workmen, now you know round steak is good eating, but today it is T-bone or nothin'. And those aristocrats of the circus—the teamsters. They used to eat food in the cookhouse; now they eat all the food and then lie themselves to the stables and chew up all the horse's hay to boot. The good old days have gone. There is nothing left for we oldtimers to do but blow out our brains. S'long. Bang, bang.

CARLIN PLANS TO REBUILD

\$300,000 Conflagration in Balto To Be Followed by Work for '38

No insurance carried, says the owner, who intends to restore burned area for next season—winter activity will be continued in Iceland, saved after long struggle

BALTIMORE, Oct. 2.—In one of the most spectacular blazes since the great Baltimore fire of 1904, Carlin's Park was almost completely destroyed by fire early on Thursday. Within 30 minutes after the first flames were discovered by a night watchman at 3 a. m. 10 alarms had been sounded, with 50 pieces of fire apparatus and over 300 firemen responding, making this the largest congregation of fire fighters at any one fire here in the past three years. This fire in the park was the sixth since its erection in 1919 and by far the most damaging. Owner John J. Carlin's first estimate of loss is \$300,000. Mr. Carlin added that none of it was covered by insurance and, altho his plans for the immediate future are indefinite, he intends to rebuild the burned portion in time for the opening next season.

Only two activities prevail in the park during the winter season. One, the ice-skating rink, will be open this winter as usual for ice skaters and ice hockey games since this building, Iceland, with a seating capacity of 3,000, was unharmed. However, wrestling and boxing bouts will not be held this winter, inasmuch as the arena burned to the ground.

At height of the fire flames could be seen in a radius of 35 miles and a newspaper could be plainly read within a distance of one-half mile of the park. Over 15,000 people were attracted and a detail of 100 policemen was called out to keep spectators at a safe distance.

Flames shooting 150 feet into the air were fanned by a stiff breeze, igniting one structure after another. Adding to this were explosions of gasoline drums stored in several buildings, which showered burning timbers high and wide. With half of Baltimore's fire fighting equipment on the scene, more than a total of 10 miles of hose was laid thru, which poured millions of gallons of water in an attempt to stem the tide. Three firemen were injured by flying debris and a score of others were overcome by heat and smoke.

A large crowd was roller skating in the (See CARLIN PLANS on page 49)

Detroit Eastwood Closes; Small Spots Hit by Rain

DETROIT, Oct. 2.—Eastwood Amusement Park closed for the season on Sunday, with business only fair due to a heavy rain on Saturday. This marks the official end of the Detroit park season with all parks now "under canvas" for winter.

Detroit Velodrome Gardens, one of many small east side parks, reported that this class of parks suffered heavily this year because of excessive rainfall, which practically killed special picnic business on which they depended for real profit.

Richard Rose, operator of the Gardens, is in a better situation than most since his park is equipped as a bicycle racing center and can also be adapted for roller skating outdoors.

Capitol Departments Open

LINCOLN, Neb., Oct. 2.—Altho Capitol Beach Park is closed, two departments are still in operation and profitably. Hit made by Art Rogers' skating rink and King's Ballroom are keeping both spots open. King operates on Wednesdays, Fridays, Saturdays and Sundays, but Rogers goes every night except Monday. Neither gate has shown a loss since the blow out of the other electric lights on September 12.

Thoma Operates at Canton

CANTON, O., Oct. 2.—Arnold Thoma, who operated frozen custard and all concession games in Craig Beach Park, near Diamond, O., the past season, this winter will operate a roadside restaurant and custard business in a new building here on Akron-Cleveland highway. He plans to return to Craig Beach next season. Dale Thoma, a brother, has a custard truck with the Tom Mix Circus.

Who's Slumming?

ROCKAWAY BEACH, L. I., N. Y., Oct. 2.—Classy Long Island society functions, with an aim toward the unusual, are drawing heavily on side-show attractions. Performers are treated in tony style at these estate parties, sharing with the guests in the food and drink.

Idora Wins On Last Lap

Early-season reverses are overcome in Youngstown—many outings are revived

YOUNGSTOWN, O., Oct. 2.—Altho steel strikes and continued rains kept down early-season attendance, Idora Park here, one of the largest in Eastern Ohio, which attracts heavy Western Pennsylvania patronage, ended the season on the profit side with one of its best years, said General Manager Charles Deibel.

"In spite of disturbing elements which proved most discouraging at start of the season, when the outlook was the best since 1929, the park clicked with ending of the steel strike and rainy Sundays and from mid-July thru August, topped by a record Labor Day week-end, gave the resort its biggest grosses within such a short time in its history," he said.

Manager Deibel said late July and August picnic bookings were most profitable in many years. So many major industrial concerns revived the long-established outings, which had been abandoned during depression years, that it was necessary to book two and three different concerns on the same day to crowd all bookings into closing weeks.

Idora Park never looked better than during the 1937 season. All buildings and concession structures were repainted, landscaping furthered; new features added to the midway, first in many years, and the big playground was given a general renovation. Dance pavilion experienced its best summer in almost a decade, and rides and other concessions grossed their best in many a season.

First construction since depression years was carried out. A new feature called the Shokshu replaced the roller rink. A new ride, Raisynell, was installed; a new coffee shop added and a Stratoplane replaced the Loop-o-Plane. High ride, the Wildcat, remodeled; Merry-Go-Round repainted and concession row revamped. Next spring a more extensive construction program is planned, Mr. Deibel said.

Heat Drives Crowds To Frisco Playland

SAN FRANCISCO, Oct. 2.—All September records were shattered over the past week-end when nearly 100,000 flocked to Playland-at-the-Beach, operated by Whitney Brothers. Beaches were thronged thru Saturday and Sunday as the mercury climbed to near-record marks.

The midway attracted 70,000 for the two days, according to George K. Whitney, it being biggest turnout of the year, he said.

While most Eastern seaside resorts were closed or closing, San Franciscans were beginning to enjoy the sunny outdoors, with weather predictions continued fair until mid-October. Sutro Baths, which adjoins Playland, reported capacity business during the two days. Fleishhacker Pool, two miles south of Playland, also reported big crowds.

Rock Springs May Revamp

CHESTER, W. Va., Oct. 2.—Virginia Gardens in Rock Springs Park here, which has been under management the past season of Lew Platt, now in Summit Beach Park, Akron, has been closed for the season. Park management said the pavilion will not be used this winter for roller skating and there is a possibility of it being converted into a dine-and-dance spot for the 1938 season.

PARIS, Sept. 27.—Peeljay Ringens, American high diver, is feature attraction at the International Exposition in Salonika, Greece.

Cincy Coney Gross Is Up

Season's biz better for rebuilt Ohio River spot—much adverse weather

CINCINNATI, Oct. 2.—At end of its fiscal year on September 30 President and General Manager Edward L. Schott was able to report for Coney Island, Inc., a substantial rise in gross receipts. This season was much better for the big Ohio River playground than last, despite much unfavorable weather on week-ends and scheduled big days.

Thousands of out-of-town visitors flocked in to view the rebuilt resort and results of the several hundred thousand dollar reconstruction program inaugurated soon after the record Ohio River flood in January.

Business for park attractions took an upshoot, Moonlite Gardens, outdoor ballroom, had a big season but receipts from the pool were curtailed by much adverse weather.

President Schott and Mrs. Schott returned on Monday from a fishing trip in the North.

Lessons Over 33 Years

By Henry Wagner

President and General Manager, Eastwood Amusement Park, Detroit

IN MY 33 years' experience in the amusement business I have witnessed parks come and go. I have known of amusement parks built and opened on a scale far too ambitious for their geographical location to the center of popu-

lation, only to fall into decay thru lack of the three most important requirements for successful operation of an amusement park:

Lack of competent management, lack of proper transportation facilities to enable the public to get to and from the park at a low fare, and insufficient capital to consistently publicize the enterprise to the public, brought about thru lack of the first two requirements.

Knowing what I do today, I doubt whether I would invest my money building an amusement park that did not or could not have a street railway line direct to that park. I'll wager that metropolitan Detroit today has a half-million people who do not own automobiles.

Another important cog in the wheel of successful park operation is a competent staff. We have just about the same personnel each year; seldom do we make a change. This is especially true as applied to the more important positions. Before we engage a man we investigate his background and qualifications for the work he is to do. When he starts we are 99 per cent sure of our selection. We pay top money in the park business and the answer is a happy co-operative organization of employees, always willing to do a bit more than they are supposed to do. All employees, such as musicians, waitresses, electricians, carpenters, etc., are, of course, union. To our knowledge, Eastwood Park is the only park in Michigan that was built by union labor.

"Little Acorns to Sturdy Oaks"—That (See LESSONS OVER on page 49)



HENRY WAGNER

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Strictly Private

There are some ideas concerning swim-pool management that can be addressed only to certain types of tanks. This lead-off suggestion is such, appealing only to operators of big indoor natatoriums. The topic I want to discuss concerns advisability of inclosed pools going after picnic trade. Of course, this should interest only operators of fairly large inclosed aquadromes, and to these pool men I say that by all means they should attempt to capture such patronage.

Big outdoor amusement parks and mammoth swim pools have always found that picnic biz pays—and pays well. Still when I recorded a suggestion to indoor pool men last winter, hinting that they, too, should make a try at such revenue this department was recipient of a great many letters, saying the idea doesn't seem to work and that apparently I knew not whereof I wrote. All of which may be true, but still I can't understand why picnic trade should be so welcome from the outdoor crowd and neglected by those in the covered pool field.

Granted that the public is more picnic conscious in the good ol' summer time and that more and more group outings are planned and to be had by pool men during that season. At the same time it must be remembered that clubs and organizations stage all kinds of indoor parties such as dances and the like in fall and winter. There is no reason why, thru proper management, a good picnic or organization following cannot be worked up for the indoor tank as is being done each summer for the outdoor one.

Cut-rate tickets, of course, have to be offered as an incentive. Then, too, a concentrated effort has to be made. One just can't build up a series of picnics thru form letters. Personal calls and contacts must be employed and it would be best to use an experienced picnic man who knows his way around. It is interesting to note that there are many ace picnic promoters at liberty all during the cold months whose valued services can and should be employed during their off season by owners of big indoor tanks. The picnic man can keep his contacts happy thru the winter and be ready to line them up again for outdoor parties next summer. It can be done. But like in everything else we discuss concerning pool operation, it must be done in the right fashion.

Paul H. Huedepohl

Sorry, Paul, that I missed you when you were in New York. Appreciate your recent letter and would like to hear more about the forthcoming NAAPPB convention in Chicago. Also liked reading the latest Jantzen Swimming Association bulletin containing a reprint of the remarks of Dr. W. J. McCormick, of Toronto, concerning scare-head ad- (See POOL WHIRL on page 66)

With the Zoos

CHICAGO.—A reticulated Ethiopian giraffe, said to be first of its kind to be shown in any zoo in the country, has been received at Chicago Zoological Park, Brookfield, reported Director Edward H. Bean. The giraffe stands 12 feet high and has lacings of light pencil lines about its body. Two wart hogs arrived with the tall fellow.

BOSTON—This port last week received one of the largest collections of wild animals, birds and reptiles on a single ship in its history, aboard the Silver Line motorship Silverash. Consignment from Sumatra, Java, Borneo and other East India Islands goes to Washington, (D. C.) Zoo. An expedition sent to the Netherlands by the National Geographic Society and Smithsonian Institution assembled the collection, including two black leopards, rare specimens, presented to the party by the maharajah of Johore.

PHILADELPHIA—The zoo acquired a pair of giant lizards that have all appearances of legendary dragons, being seven feet long, all scales, with fierce claws and forked tongue. Scientific name is *Varanus komodensis* and they hail from Komoco Island in the Dutch East Indies.

State Spots on L. I. Lure Over 6,000,000

BABYLON, L. I., N. Y., Oct. 2.—State parks on Long Island had the best season in history, annual post-summer report of Long Island State Park Commission shows. More than 5,900,000 attended to September 13, and when final tabulation is made another half million will be added to the figure. This is more than 1,000,000 past the previous record.

The parks are now figured to be 60 per cent self-supporting. More than \$700,000 has been tolled for parking purposes alone. Jones Beach, principal unit of the system, lured about 4,000,000. About 550 persons are employed there, the bulk of them to keep the spot continuously spick-and-span.

Most unusual figure revealed is that Jones Beach had 25,000 automobiles parked on July 4, believed to be one of the greatest masses of cars ever assembled at an Eastern shore resort in one day.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Amusement colony basking in fine weather, and how they moan when someone mentions the delight of having the same

season in years, doubling investments, and in several cases tripling them. That about one out of every three concessioners will head south for winter is a good guess, while last winter it was one out of every five. Harlem Nights show, opened more or less as a whim, was one of the town's biggest money makers.

LONG BEACH: Speaking of the town, it might be well to amplify the "dead as a door nail" comparison by adding rusty door nail. Much talk of publicity campaign for the resort seems to have tumbled, with very little having been done in this respect. Add Miami departures: Doc and Mrs. Joe Hall, Mike Cannon and Vi Kohl.

Revere Beach, Mass.

By BEACHCOMBER

Attractions were put to bed on the third Sunday in September, but once upon a time the beach went on well into October for late money. The season really is all out and all over Labor Day night these days. Mardi Gras week, following Labor Day, fizzled out a few seasons ago. The season was successful for nearly every concessioner, altho a number reported a sudden drop in mid-August, particularly among eating and drinking spots, where competition was keen.

Virginia Reel and Cyclone Coaster had a banner season. The new coaster, Der-



THIS NEW 1938 MODEL RIDE-O RIDE, owned by Orville Walton, has been in operation at Harvey's Lake, Pa. The Spillman Engineering Corporation has gone modernistic in this machine, as will be noted from the lighting panels with indirect lighting and the permanent inclosure panels around the ride, which are considered especially appropriate for park use.

thing over the miserable Labor Day week-end! Ye correspondent is beginning to lose count of banquets, etc., dedicating this and that at the 1939 World's Fair grounds. The Graysons, horoscopes, around for another week, then leave for other portions.

Road to Long Beach, Long Island's vehicular Broadway, is minus about two-score places that have shut down for the season. Passing thru, en route to Queens-Nassau Fair, Mineola, were such familiar amusement personages as Con Sullivan, Jim Bell and Bab Adler, who have closed the season at Coney Island, N. Y.; Mac Marckres, shooting-gallery tycoon; Mike Prudent, Princess Zarika, William F. Jones. Also Jimmy (Side Show) Ringi, Walter Vaughn, Marie West, Tom White, Professor Valarney, Billy Kane and Ed Veil, all of the Ringi show.

ROCKAWAY BEACH: Culprits, who have had field days in past years breaking into closed concession places, won't have such an easy job this year, what with traps cops are setting. George Wolpert, Rockaway Chamber of Commerce executive secretary, says this resort will have an exhibit at the World's Fair. Ed Lissle, hobbyist, who gathers tin foil for pastime and profit, picked up more than 400 pounds of it last summer on the Boardwalk, and just you try to see how much of it makes an ounce.

Willie Allen's dance hall has been dismantled for the year. He built the spot in a week to replace a structure destroyed on July 3 by fire. Most cabarets in the Seaside section had the best

American Recreational Equipment Association

By R. S. UZZELL

The Chicago annual meeting of the outdoor organizations to which we cater promises some major advances to the interest of all members, operators and concessioners, but none can be of more lasting importance and benefit to all than the putting over on a more substantial basis the American Museum of Public Recreation. It is in precisely the position of the youngster who has outgrown his clothes. There has long been no more room for expansion. Exhibits of inestimable value cannot be put on display. Many repose in shipping cases, stacked one on another.

We have not stressed this imperative need of your worthy institution because of the many demands made on each of you to carry on your own enterprises since the crash. Now that things are looking up and you are all doing better we invite your attention back to this fine undertaking, of which all who have seen it most enthusiastically approve. None go away doubters of its value to every showman, park man and officials of fairs. Abner Kline is one of our latest converts. He was here on Octopus business but took time off to give the museum building at Coney Island a once over. He promises to get it in the press of Portland and Salem, Ore., and elsewhere on the Pacific Coast. If the program of the International Association of Fairs and Expositions is not complete we hope they make a place for him on this subject.

Museum as Memorial

It is planned that the present building shall become only our workshop and model building plant when the museum is moved to a building that will afford ample display space for present and future acquisitions. It is to be a school of instruction and guidance for parks, carnivals, fairs, expositions and several other forms of entertainment and recreation. The new pamphlet, more pretentious than the first one, can be had by addressing A. R. Hodge, W. F. Mangels or R. S. Uzzell. There is no charge for it, altho it is easily worth \$1. We shall not even charge for the postage. By obtaining a copy now you can be well prepared to discuss with us this laudable undertaking at the annual meeting.

W. F. Mangels is worthy of a medal but asks only that we put it on a basis to insure its continued useful life when he has gone on ahead. There are many of you whose life and achievements just must be memorialized in this national institution. Only a little co-operation is wanted. Let those who follow have the benefit of your experience.

Season Is Varicolored

Another operating season has gone into history, and what a varicolored one to describe! To any one locality it would be easy, but for the nation it is like describing a Scotch plaid. In Oregon (See RECREATIONAL on page 66)

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UPTREND IN EAST AND WEST

ESE, With 309,854, Comes Close to Its Record of 1929

Springfield, Mass., annual has attendance 9,000 larger than that of last year—new mark is made on Children's Day—thrill show and rodeo draw—concession biz good

SPRINGFIELD, Mass., Oct. 2.—Eastern States Exposition here on September 19-25 celebrated its 21st anniversary with attendance of 309,854, within 4,000 of the record set in 1929 and over 9,000 more than last year. With exception of rain during the morning on Sunday weather was almost perfect, Monday brought out 71,528, many of them youngsters, as it was Children's Day. Gate for the day was a record. Lucky Teter and his Hell Drivers, back for the second consecutive year, thrilled the thousands who jammed the grand stand. The annual rodeo continued popular. Altho the exposition has no midway, concessioners reported business best in many years, particularly operators of weight and automatic pix stands. Lines were to be seen on more than one day, waiting for a chance to spend money. The farm machinery exhibit was best ever, all available space having been booked since early in the year. Competition in four days of harness racing was close enough to bring out more than 10,000 on more than one afternoon. The 13 starters in the amateur handicap was a record for the track. In Friday's and Saturday's auto racing Gus Schrader and Emory Collins fought it out, but on Saturday Schrader forged out in front for within five points of the 1937 title.

With opening on Sunday, Gov. Harold G. Hoffman and Mrs. Hoffman flew in from Newark to represent New Jersey with a governor at the show for the first time. His penchant for telling (See ESE, WITH on page 46)

Paris Attendance Steady; Traver Offices Are Looted

PARIS, Sept. 27.—Rain and cold apparently have little effect on crowds bent on visiting Paris International Exposition, as daily average attendance remains well above the 150,000 mark and on Sunday, September 19, all records were broken with 369,069.

The amusement park also continues to draw and rides and shows report increased business. Thieves raided offices of H. G. Traver, operator of the Cyclone and Ell Wheel, and made a big haul. M. Baines, manager of Shillan's Rocket Speedway, is on business trip to Brussels and Antwerp. Percy Platt, of the Wall of Death, returned from Copenhagen. Louis Berni, Franco-American park operator, is in town looking over his rides.

Several new and cheap girl shows and dance halls have sprung up in the expo amusement park.

Frakes Booked for Repeat Oklahoma City Appearance

CINCINNATI, Oct. 2.—M. H. Barnes, head of Barnes-Carruthers, wired on September 29 from Oklahoma City, where Oklahoma State Fair and Exposition was on:

"Capt. F. F. Frakes staged the best airplane house crash in his career before 15,000 grand-stand customers. So spectacular was his performance that Oklahoma State Fair booked Frakes for a return engagement on Saturday, October 2. "Star Brigade, the night show, is breaking all records here, playing to 20,000 Wednesday night."

New Norfolk Annual Ready

NORFOLK, Va., Oct. 2.—Governor-Elect James H. Price; Representative Norman R. Hamilton, commissioner of agriculture; Brigadier General F. Garner Waller, adjutant general of Virginia, and other dignitaries have accepted invitation of the management to attend the 1937 Tidewater Fair here. With commercial space practically all sold, big free acts booked and grounds being readied, President M. B. Howard declared prospects are that Norfolk will have in this revived annual an event in the nature of a State fair.

N. Y. Board Acts To Protect W. F. Buyers of Space

NEW YORK, Oct. 2.—That showmen, concessioners, ride operators and local merchants wishing to get 1939 World's Fair gravy must buy space inside the Flushing Meadows grounds became apparent this week when the city board of estimate passed a ruling restricting all such projects from appearing within 1,000 feet of the fairground boundaries.

Fight to put thru the measure was led by President Grover A. Whalen and City Park Commissioner Robert Moses and it was not until this week that the board definitely decided in favor of the ordinance. Local merchants and property owners bitterly opposed it, claiming that property conveniently close to the fair site would be virtually worthless.

Measure prohibits erection of any sort of concession stand, amusement device, side show, parking lot, etc., within the restricted area, with exception of certain (See N. Y. BOARD ACTS on page 46)

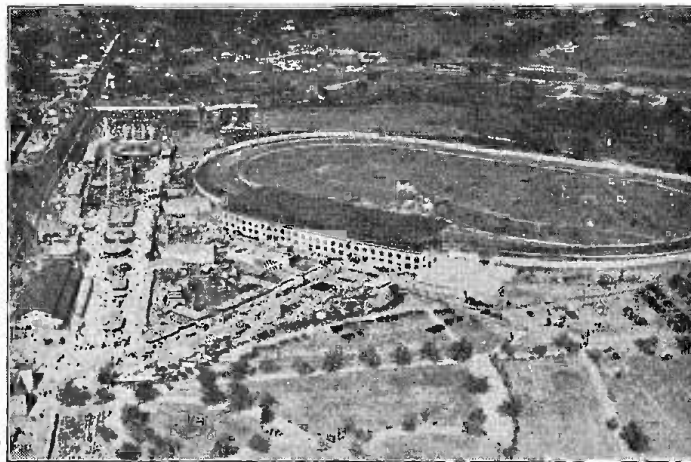
Malone on Badger Success

BEAVER DAM, Wis., Oct. 2.—"Wisconsin fairs generally this year have done much better than a year ago, and everyone of them, where weather has been at all favorable, are in the black," declared James F. Malone, secretary of Wisconsin Association of Fairs and secretary-manager of Dodge County Fair here. He said the 1938 annual meeting of the Wisconsin association will be held on January 5-7 in the Hotel Schroeder, Milwaukee.

Trenton 50th Annual Is Big

Interest in jubilee State fair rivals old days — Hamid night show sparkles

TRENTON, N. J., Oct. 2.—Final figures on the 50th annual New Jersey State Fair, September 26-October 2, on the historical fairgrounds here, promise it will (See TRENTON 50TH on page 47)



AIR VIEW OF 1937 ALABAMA STATE FAIR, Birmingham, showing grand stand, dirt track, special exhibits buildings and beautiful grounds at the left and center and the Royal American Shows' midway at the left, with the administration building and farm products building in the immediate lower left corner.

Birmingham Early Gates Swelled By Youngsters on Two Kids' Days

BIRMINGHAM, Oct. 2.—Alabama State Fair, September 27-October 2, played to most school children in its history at the opening on Monday, Children's Day having a free gate as usual but grand-stand fees being in force. Children's Day was divided in two sections this year and on Wednesday, Alabama School Day, children from over the State were gratis guests of the Junior Chamber of Commerce, with that organization offering \$200 in prizes for delegation traveling from the farthest point, school having largest number present, best decorated bus and the like. It was estimated that from 15,000 to 20,000 school kids attended on Wednesday.

Royal American Shows on the midway did tremendous business on Monday,

with ideal weather. Altho they had loaded in rain following their last day at Tennessee State Fair, Nashville, they were up and ready for business when the juveniles stormed down.

A good grand-stand crowd for Monday greeted acts and special numbers of the Ernie Young revue, *The Passing Parade*, in the afternoon. Grand stand Monday afternoon was a third larger than a year ago and night crowd in the stand topped last year's. Tuesday afternoon John A. Sloan was in town with his dirt-track racing crew and the crowd hopped by a couple of thousand over last year. Gus Shrader and Emory Collins, headlined drivers, arrived on Wednesday and were all set for final races Saturday (See BIRMINGHAM EARLY page 46)

Record Made In Hutchinson

Attendance and net profit marks scored — rodeo is big puller for Sunday

HUTCHINSON, Kan., Oct. 2.—Kansas State Fair here on September 18-24, with a 35-cent gate, topped all attendance marks, net profits and all-round attractions and exhibits. With complete figures not ready yet, Secretary Sam Mitchell, on the job for his first year as secretary-manager, announced an increase in attendance of 75,000 over last year, when attendance was set at 125,000.

Gate receipts were reported as between \$25,000 and \$30,000 over last year, with a neat profit going into the fair's revolving fund for future years. Wind and dust whipped thru the exhibits on Thursday and a cool breeze swept in on Friday, but crowds held on. Displays never were better, officials said. Farm production has been good and exhibits showed it. Farm machinery display continued to be what officials say is America's largest.

Entertainment features were excellent and paid dividends. Beckmann & Gerety Shows on the midway did bang-up business on all attractions. The shows got a (See RECORD MADE on page 47)

Tulsa Given 35,000 Gain

State Fair paid attendance is 152,614—plans for enlargement are under way

TULSA, Okla., Oct. 2.—With record paid attendance of 152,614 for Tulsa State Fair here on September 18-25, plans for enlargement are already under way, said Hade E. Bridges, fair secretary.

It was a gain of 35,000 over last year but weather breaks helped. Last year, with 116,000, weather was spasmodic and disagreeable. This year it was fair with exception of one day, when cold rain all but closed outside attractions.

The two Saturdays saw Flash Williams and his crew putting on auto-smashing, dare-devil driving acts in front of the grand stand, and Sundays were turned over to auto racing, with recognition from the International Motor Contest Association. Inman Bros.' Flying Circus also helped entertain crowds. Capt. George Moffatt made daily balloon ascensions.

An Ernie Young show was in front of the grand stand at night, followed by fireworks. Six acts gave customers all and more than they expected for their quarters. Fair has booked acts the past two years in preference to revues, Mr. Bridges said. Exhibits were well above previous years also.

Dryden Dies From Injuries

CINCINNATI, Oct. 2.—Injuries sustained by Volney (Buddy) Dryden, aerialist at Western Washington Fair, Puyallup, as reported in last week's issue of *The Billboard*, proved fatal on September 25. Further details in the Final Curtain in this issue.

Girl Chute Jumper Killed

FARMVILLE, Va., Oct. 2.—Gloria Allen, 17-year-old parachute jumper, died in a hospital here yesterday from injuries sustained when she fell 1,700 feet in a ripped chute at Blackstone Fair, near here, last week. Remains were sent to her home in Batavia, N. Y.

Gate Is Best In Allentown

Attendance record is also made on Thursday—midway sets up new mark

ALLENTOWN, Pa., Oct. 2.—Allentown Fair on September 21-25 went over to record attendance, weather being ideal. On Tuesday, Children's Day, grounds were packed; Wednesday's attendance was big and on Thursday, "Big Day," standing room was at a premium on grounds, with attendance estimated at over 100,000, breaking all Thursday records. On Saturday grounds were crowded for Ralph A. Hankinson auto races.

All exhibition halls were complete with entries and many had to be refused for lack of room. Cavalcade of prize cattle, other live stock and horses, held each day on the track in front of the grand stand and a feature of this fair, brought out some exceptional specimens. There were fine exhibits by 4-H Clubs. Four days of trotting, pacing and running races brought out some of the biggest fields and fastest horses ever seen at the fair. Gate admission remained at 25 cents; grand stand, 75 cents to \$1.50 afternoons, and 35 and 50 cents night.

Hamid Has Great Show

Grand-stand attractions, furnished by George A. Hamid, were outstanding as usual. Bill had Christy's Cavalcade Circus of five massed acts, consisting of elephants, Liberty stallions, high-school horses, military ponies and comedy mule; Golda, wire act; Three Olympic Girls, acrobatic; Francis Trio, comedy novelty; Honey Family, acrobats; Peerless Cronells, comedy aerial bars; Les Kimiris, sensational aerial feature.

Night show at the grand stand, besides these numbers, featured George A. Hamid's *Revue of Tomorrow*, it standing out as the last word in Hamid productions. It is presented in four parts, representing the seasons, each with special scenic background and costumes in keeping with the season. Twenty-four Gae Foster Girls are in the chorus, and their work is perfection of the highest order; in each number they carry the theme along in brilliant style. Orsola Arella is prima donna in selections; Dorothy Croker, an exceptional monopede dancer; Donatella Brothers; Billy Wells, PeeWee and the Four Fays. Lee Barton Evans was an exceptional emcee.

Games Are Censored

World of Mirth Shows were back with a finer line of attractions and new fronts and lighting, 30 shows and 20 rides. Reported business the best in their many visits to this fair. Concession space on grounds was all sold and much credit was given the fair management for not allowing any except legitimate wheels and concessions to operate. Anything that looked to be off was immediately closed. Music, afternoon and night, was by the Allentown Band under direction of Joe Basile, who came from New York to conduct.

Fair officials visiting included H. B. Correll, C. H. Flickenstine, Bloomsburg; Major E. B. Allen, Flemington, N. J.; John S. Giles, Charles W. Swoyer, Reading; Ernest Raughley, A. B. Parsons, Harrington, Del.; Sam B. Russell, Lewis-town; Sam S. Lewis, J. H. Rutter, York; Frank Bausman, Pottsville.

LAURENS, S. C.—Later dates have been set for Laurens County Fair here under direction of Harry E. Crandell, sponsored by the Lions' Club. He is assisted by Mrs. Janelle T. Cauby. Space is reported moving well and Laurens Mill baseball park will be used, being much higher than grounds previously used. Bantley's All-American Shows have been contracted.

DERMOTT, Ark.—First annual Chicot County Fair here the first week in September showed a small profit, said Ellis Hancock, director of the National Organization Service, Inc., in charge of a baby show and health clinic, beauty revue and historical pageant, *The Spirit of America*. Royal Amusement Company was on the midway. Mayor G. W. Burks directed the fair.

County Owned

MANITOWOC, Wis., Oct. 2.—A committee of five from Fond du Lac County, headed by L. E. McEnroe, chairman of Fond du Lac County board, conferred here on September 25 with members of Manitowoc Fair board on plans for operating Fond du Lac County Fair by a county board committee similar to the manner in which the local county fair has been operated since 1929. Manitowoc Fair is the only county-owned and operated fair in Wisconsin.

Barnes Sees Greatest Year

CHICAGO, Oct. 2.—Flying back from the South to spend a day in his office, M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, when asked by a representative of *The Billboard* for a comparison of this and other good fair years up to this time, said he is sure 1937 will prove to be one of the greatest in point of exhibits, gate and grand-stand attendance in history of fairs in America.

"I have never seen such crowds at fairs before," he said. "Labor Day in St. Paul saw one of the greatest grand-stand overflow crowds of all time. Sam J. Levy, vice-president of our company, tells me that Indianapolis, where our *Soaring High* musical show played, established the greatest grand-stand record since the fair was established.

"In Topeka, where our *Parade of Stars* was featured, a new grand-stand record was made. Spencer, Ia., came thru with flying colors, grand-stand crowds overflowing into the paddock and onto the grand stand almost every night."

Officials Sum Up Cleveland Success

By HARLOWE R. HOYT

CLEVELAND, Oct. 2.—It was the Aquacade, product of the collaboration of General Director Lincoln G. Dickey and Billy Rose, that was responsible for success of Great Lakes Exposition of 1937. That, at least, is the conclusion of Mr. Dickey, who is convinced that it has set a high for expositions to come and has brought the tremendous spectacle as a factor in similar future exhibitions.

"Never has there been a show to equal it in my experience," he declared. "That includes Cass Manana and any other than one can mention. It was an experiment that took tremendous nerve on the part of our backers to make the initial investment. We were putting our eggs in one basket. We depended upon it not only for success of the entertainment but on that of our concessioners. And we were not disappointed.

"We ran into rainy weather at the opening. The first 33 days saw only nine when it didn't rain and of those only four were fair. But on July 3, three days after the break in weather, Aquacade went into the black and remained there for remainder of the exposition.

Calls Record Unequaled

"The tally sheet shows that there was an advance sale of 180,383 tickets. Box-office sales accounted for \$29,940. Special day combination tickets brought in \$,041. That gives total paid admissions of 715,364. Such a record has never been equaled in history of the exposition business. And in the future no great exposition can overlook stupendous spectacles that are clickers."

Results as to other attractions and concessions have not been totaled and a final report on expo will not be forthcoming for some time. But results are more than satisfactory.

"A survey of results shows that more than 90 per cent of concessioners were on the black side of the ledger when the expo closed," said Associate Director Almon R. Shaffer. "That includes amusement operators and all others coming under jurisdiction of amusements and concessions. When the odds against which we played at commencement of the season due to weather are considered, the record speaks for itself."

Peg William Humphrey, associate director, offered another phase.

"The expo was exceptionally successful as regards the departments which I handled," she said. "Practically every

Fire Deals \$200,000 Damage To Huntsville Plant, Shows

No insurance reported on Alabama property destroyed on eve of fair—Blue Ribbon ride and concession equipment goes up in smoke—carnival remains for week

HUNTSVILLE, Ala., Oct. 2.—On the eve of its opening, flames Tuesday night swept Madison County Fair plant here, with damage estimated at \$200,000. Agricultural hall, grand stand, one of the Blue Ribbon Shows' rides and thousands of dollars worth of exhibits and carnival concession merchandise were destroyed. Bill Gillian, Evansville, Ind., carnival employee, suffered a leg injury when he jumped from a burning building. The fair was to have opened on Tuesday for its 18th annual. No insurance was carried on building or exhibits. C. J. Reynolds, director of farm security administration exhibit, said the fire broke out near his display and was caused by an electrical short circuit.

Fredericton Hit by Polio

FREDERICTON, N. B., Oct. 2.—Infantile paralysis and rain crippled Fredericton on September 11-18 and Fredericton Exhibition, Ltd., was put to heavy additional expense because authorities banned children 16 and under from the grounds. Exhibition firm was ordered to keep all restricted boys and girls out of the property and this involved putting 40 special policemen on duty. Lack of parental co-operation was said to be a barrier to successful enforcement of the order. Midway business for Ben Williams Shows was poor.

PHILIPPI, W. Va.—Barbour County Street Fair Association elected J. E. Bartley, president; Artie Baughman, vice-president; Roy K. Coffman, secretary; M. B. Snyder, assistant, and H. B. Watson, treasurer.

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As the Fair season swings into its closing stages amusement hungry people of the Americas salute the grand-stand programs which have already been presented and look forward with eagerness to those yet to come. Their satisfaction with past performances and their zeal for those "on deck" result from "That Certain Touch."

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Until October 9th. Will be on Fair Grounds Sunday, October 10th, at 8 a.m.

Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Demand Gate Be Taken Off

Concessioners declare they will close if 50-cent tip continues thru October

DALLAS, Oct. 2.—Joe Rogers, of Dufour & Rogers, attraction and concession operators, announced last week that a petition bearing names of 30 concessioners and asking that the grounds admission charge of 50 cents be dropped during October at the Pan-American Exposition was turned over to the management board on Monday.

"We asked the board to drop the grounds admission charge, inasmuch as Cavalcade of the Americas had been closed, and we felt that concessioners are entitled to consideration in this matter," said Mr. Rogers. "We said we will close up if our petition is denied."

No official answer has yet been given the petition, but Director-General Frank McNeny was quoted in local newspapers as saying it would be impossible for the exposition to discontinue the front-gate charge. He was reported to have said that 120,000 advance tickets remained outstanding.

Declare Spec Closed

Cavalcade of the Americas played its last official performance last Sunday night, but the 206 cast members voluntarily staged the show Monday and Tuesday nights in hopes that a sponsor for its continuance would be found. It was rumored that Ford Motor Company was considering backing Cavalcade as a good-will gesture, but expo officials declared the spectacle will not be reopened.

Free shows built around the personal appearance of Bob Burns were highly successful last Saturday and Sunday nights. Burns drew a gate of 25,694 Saturday and 21,130 Sunday night. Supporting the movie star were a dozen of his "relatives" chosen by the Chamber of Commerce in Van Buren, Ark., Burns' home town, and brought to Dallas aboard a special train of Arkansans. With Burns they participated in a downtown street parade upon his arrival on Saturday.

Carl Hathaway, assistant manager of the Ringling-Barnum Circus, was a guest at Cavalcade of the Americas Monday night. With Ray A. Foley and J. Ed Brown, he saw the show and conferred with A. L. Vollmann, producer.

Eateries May Remain

Brown, who recently resigned as manager of the Ripley show, left on Thursday to visit San Antonio, Carlsbad Caverns, Grand Canyon and other points of interest before assuming his new position as assistant to John Jerome at California and Pacific International Exposition, San Pablo, Calif., on January 1.

At least two eating places are prepared to remain open to the public after the fair closes. Louis W. Bovis, proprietor of International Tavern, announced he has been granted a franchise by the city park board for use of his site until 1942. Otto Mueller's restaurant, at head

Attendances

Previously reported.....	1,551,958
Wednesday, September 22....	7,108
Thursday, September 23.....	7,800
Friday, September 24.....	12,596
Saturday, September 25.....	25,694
Sunday, September 26.....	21,130
Monday, September 27.....	5,334
Tuesday, September 28.....	5,059
Total	1,636,179

of the midway, also holds a contract for operation there until 1942. Mr. Mueller is planning to operate his establishment as a roadhouse catering to family trade. The Rendezvous, closed temporarily, has been reopened by George Haley, its proprietor.

Changes Made in Executive Posts at Frisco Exposition

SAN FRANCISCO, Oct. 2.—Creation of a new executive post and a change in important directorship of exhibits were announced by officials of Golden Gate International Exposition.

Frank Y. McLaughlin, exhibits and concessions director, was made assistant to Exposition President Leland W. Cutler on October 1. W. W. (Bill) Monahan, formerly graduate manager of the University of California, succeeded McLaughlin in the exhibits post.

President Cutler sailed on September 26 for Japan on a good-will tour. He was one of those largely instrumental

taken over by present management in 1932. Enough rain insurance on Friday was collected to pay premiums. Barnes-Carruthers had Gertrude Avery's revue in for five days. Acts included Lorenzo Bros., high act, and Eleanor Getzen-danner horse act. Grand stand played to 20,000 as against 16,000 last year, Secretary E. W. DeLano said. Reid & Dumas' Happyland Shows were on the midway.

Adrian, Mich., Gets 50,000

ADRIAN, Mich., Oct. 2.—Lenawee County Fair on September 20-25 had attendance of about 50,000, with record day on Thursday with nearly 25,000. Closing day was rainy. WLS Barn Dance Unit No. 1 played on Thursday. Acts, including Seven English Macs, LaVerne Family, Les Cattiers, Raymond's Pets and Hughes' Dogs, were booked for remaining days by Barnes-Carruthers. On Wednesday and Thursday grand-stand show had turnaways matinee and night, said Secretary F. A. Bradish, who will observe his 33d year in the post next year. A. W. Gooding Shows had the rides, with concessions booked independently.

ESE, WITH

(Continued from page 44)
stories made him a favorite, along with Gov. Wilbur I. Cross of Connecticut, whose reputation as "Tobey" in Yale still clings to him. Dr. Edwin Franko Goldman again was the attraction afternoon and evening on opening day. As

Camp Vall, 4-H Club encampment, was termed the best in its 21 years by George L. (Daddy) Farley, Massachusetts leader. Attendance by days: Sunday, 54,624; Monday, 71,528, a record and the first day except a Friday on which 70,000 has been topped; Tuesday, 30,127; Wednesday, 35,220; Thursday, 34,592; Friday, 36,307; Saturday, 47,456. General Manager Charles A. Nash, President Joshua L. Brooks, Assistant Manager Milton Danziger came in for high praise for their usual efficient work during the week and the 51 weeks before it.

BIRMINGHAM EARLY

(Continued from page 44)
afternoon. In their absence Buddy Caloway hogged honors in the Tuesday meet.

Tuesday night grand-stand crowd also climbed over last year by a couple of thousand for the same night, it being over two-thirds full and indications pointing to nothing short of a sellout for remainder of the week. Ernie Young's revue was well received, scenic and lighting effects drawing an encore as the curtain went up on the first act. On Wednesday 1,100 enlisted men from U. S. Army Camp Benning and their officers came for maneuvers on the grounds, the soldiers having pup-tented thru the night in McLendon Park, close by. Fair enthusiasts got three special days rolled into one on Wednesday, Military Day, with soldiers' maneuvers; Alabama School Day, with the Jaycees as hosts, and American Legion Day, with every member a gratis guest, provided he brought along his overseas cap or a card showing that his dues had been paid.

The act of Capt. F. F. Frakes on Thursday, plunging from the skies in an airplane and crashing thru a house on the infield, gathered popularity when it was learned that Jean DeLuca, a Birmingham girl, was his chief assistant. Jean does rollovers, ski jumping a la auto and driving a car thru exploding dynamite. Friday night was Automobile Night, the program being closed out on Thursday with Shrader and Collins and some 18 other drivers competing on the track. With a perceptible jump on last year's figures everything pointed to a shattering of attendance records for the week. Thearle-Duffield fireworks were in charge of Frank P. Duffield. Mules were added to the live-stock show this year, calling for all-Alabama bred cattle, and Manager P. T. Strieder rebuilt the flower show building to take care of added entrants in botany. Ed Bialas, dahlia expert, was in charge of the flower show and had more than an acre of blooming dahlias greeting visitors when they stepped thru the main entrance.

N. Y. BOARD ACTS

(Continued from page 44)
spots that were in operation previous to the time Flushing Meadows was officially designated as site for the exposition.

In commenting on the new law, Commissioner Moses said: "It is merely a modest plan for protecting a tremendous investment which the city is making and which the Fair Corporation is supplementing."

Also he did not say so, he also indicated that it was his plan to protect the individual operator within the grounds as much as possible. Ruling will restrict tourist camp and rooming house signs from being erected within the district without a license issued by the city board of standards and appeals.

More Exhibit Space Taken

New England Council for the New York World's Fair announced early this week that five States had voted to be represented jointly at the 1939 event and that a sixth, Massachusetts, would probably join the group in the near future. Following appropriations have been set aside by Legislatures: Maine, \$50,000; New Hampshire, \$30,000; Vermont, \$25,000, and Connecticut, \$40,000. Total comes to \$145,000, with Rhode Island not yet in with a definite amount. Character and extent of the exhibit has not been decided upon as yet.

Recent corporate firms that have taken space on grounds for exhibits of various sizes include Underwood Elliott Fisher Company, American Radiator and Standard Sanitary Corporation, Beech-Nut Packing Company, American Chain and Cable Company; Baker & Company, Inc.; Timken Roller Bearing Company, Aetna Life Insurance Company and the A. B. Dick Company.



IN APPRECIATION OF THE GOOD WORK and kindly spirit displayed by The Billboard in its handling of reports of Great Lakes Exposition, Cleveland, the management for a second time presented the publication with a distinguished service medal. Presentation was made by General Manager Lincoln G. Dickey during services attendant upon All-Ohio Day on September 24. Ceremony was held at the main gate in presence of those gathered to welcome Governor Davey and his staff and with Company C, 11th U. S. Infantry, at attention. In absence of Editor A. C. Hartmann, the medal was accepted by Harlowe R. Hoyt, Cleveland representative of The Billboard. Photo shows Director Dickey presenting the medal to Mr. Hoyt.

in securing Japanese participation in the expo. Word of Ecuador's decision to set up an exhibit on Treasure Island has been received. Nations thus far announced as planning to be represented are Japan, Mexico, Ecuador, Peru, Venezuela, Panama, Cuba, Santo Domingo, Guatemala, Nicaragua, El Salvador, Honduras, Costa Rica, Philippine Commonwealth and Dutch East Indies.

Gulf Boards More Active

NEW ORLEANS, Oct. 2.—With mid-season mark passed, the parish and community fair season in gulf area States is best in nearly a decade. It is estimated that in Louisiana, with 35 events yet to go, premiums have been increased by 75 per cent, while the remaining 25 have either renewed last year's awards or are holding fairs for the first time in several years. At least eight new associations have been formed in this section either to hold fairs for the first time this year or in 1938.

Gain Consistent in Allegan

ALLEGAN, Mich., Oct. 2.—Allegan County Fair on September 21-25 had an increase of about one-third in attendance over 1936, 50,000 as compared to 35,000. Gain was consistent on each day. Rain on Friday hurt, but Saturday, altho cold and cloudy, had biggest attendance of the week. The fair has a record of continuous gains since it was

always, his music and method of selling his band show caught the packed coliseum fancy and held it. A new ventilating system, in operation for the first time, was a noticeable improvement.

A record entry list of 420 marked the 15th annual Dog Show. Rymph Ladde V, owned by Louise Potter, 13-year-old, Millbrooke, N. Y., was judged best baby beef and later was sold for \$1.45 a pound, a 20-cent gain over last year. The animal brought his mistress \$1,316.75 and then was privileged to win grand champion steer of the exposition, third time this has been done in the exposition's history.

Praise for Management

As in recent years the junior masquerade and comic classes on the last two nights proved most popular with the mass audience in the coliseum. Glenn Allan wrote that the quality of this year's show was high, and the management was obviously pleased with the reaction to its mixture of real class with something everyone, horse lover and novice, could enjoy. State record for heavyweight team pulling was broken by three teams entered, Frank Goodrich's pair from Winchester, N. H., coming off with first, pulling 3,375 pounds 27½ feet. Virgil Harrison, Canal Winchester, O., won the Future Farmers of America speaking contest, and John Perkins, of Escheq, R. I., took first honors in the New England wood chopping match.

Gate Is Big For Puyallup

Western Washington Fair's attendance is estimated at 276,000—Fairway larger

PUYALLUP, Wash., Oct. 2.—The 38th annual Western Washington Fair here on September 20-26 had estimated attendance of 276,094, as compared with 261,546 last year. Improvements for the 1937 show cost the association about \$50,000. The Fairway amusement zone was enlarged to a nine-acre tract and valued at \$300,000. Instead of one official parking lot the fair this year had three, having purchased 15 additional acres outside grounds, making room for 11,000 cars on each day.

Improvements to Funhouses on the Fairway were made by A. J. Johans, Portland, Ore., who also had the Red Bug and Skooter. E. O. Douglas, Seattle, Douglas Greater Shows, put in the games, which were more this year with building of 261 feet additional frontage. E. H. Bollinger, Portland, was back again with his Scenic Railway, a permanent feature; Ferris Wheels, Old Mill and Merry Mixup. American United Shows also were on the grounds.

Many Acts on Bill

Cimljott's Dancing Arabian Horses were one of the best received acts of the grand-stand show, which included Buffalo Brady's Rodeo; Elmer Holcomb, rodeo clown, and trained mule; night fireworks by W. E. Priestley, who has had charge of displays at the fair for 25 years; the Clarkionians, featuring Ernest Clarke in double somersault; Kling Brothers, comedy revolving ladder; Lewis LeVardi, 12 years old, on bounding rope; Clarke Sisters, tight wire; Manuel, doing his drunk act on slack wire and getting some of the best laughs; Eleanor, heel and toe catches on swinging trapeze; Clarke-Hanneford bareback act, featuring Ernestine Clarke; Cy Rider and his acrobatic car, aided by Elmer Holcomb; Four Uniques, juggling; Five Collegians, acrobats; Harry and Howard Matthews, high aerialists; Williams Duo, triple ground bars; Ruby Woods, swinging trapeze, and the late Bunny Dryden and wife. Skippy, before his fatal injuries.

Motorcycle races were staged every afternoon and six horse races every day, three in the afternoon and three at night. Winning the Western Washington Derby on September 25 was Ina Mae, owned by J. L. Scooby, Vancouver, B. C., with Jockey Freddie Miller up.

Exhibits were much superior this year, more ingenuity being shown and more money being spent by exhibitors for decorations. More than 400 head of cattle were shown, 25 per cent more than ever before. Valuation of the cattle show was \$400,000, twice that in 1936. There were 150 sailors and marines, plus a 50-piece band, from the U. S. S. Nevada, under command of Lieut. Commander J. B. Griggs, presenting drills as a feature of the grand-stand show.

Memorial for Linklater

In charge of the fair were members of the board of directors, who divided duties of the president upon the death of W. A. Linklater. No new president will be named until January, 1938. Memorial services for Mr. Linklater and Fred Stewart, a director, were held Sunday. Directors sat on the acts platform, with a huge floral wreath in center of the stage.

Much congestion was relieved at ticket windows by advertising that seat reservations could be made in advance. On September 7 the fair opened a reserved seat ticket window at the fairgrounds and kept it open continuously until the fair closed. This was highly successful. Under supervision of the Kiwanis Club booster programs were held in more than 30 towns throughout Western Washington. Colored motion pictures of the 1935 and 1936 fairs were shown to clubs and chambers of commerce. Monday was Children's Day; Tuesday, Governor's Day, with Governor Martin and party attending; Wednesday, Tacoma Day, with Mayor Smitley and party attending; Thursday, Seattle Day, with Mayor Dore and Chamber of Commerce officials attending; Friday, Valley, Grange and Pioneers' Day; Saturday,

Started as Runner; Still Going Strong

TORONTO, Oct. 2.—To him it is more important to have been a member of Canada's first Olympic team (1906) than manager of the world's biggest annual exposition. He's Elwood Alexander Hughes, general manager of the Canadian National Exhibition.

At 20 he was national running champion at two, five and 10 miles. Went to Athens to run the original marathon of 26 miles, sprained a leg practicing in the Marathon hills. Got lost twice. At once became trainer for Billy Sherring. Watched him win marathon for Canada



ELWOOD ALEXANDER HUGHES, general manager of the Canadian National Exhibition, Toronto, who is rounding out his 30th year with the CNE in various capacities. Three years ago he was appointed general manager, succeeding Dr. H. W. Waters.

from a borrowed bicycle. Five minutes later the bicycle was stolen.

At age of 12 he had saved three people from drowning. Youngest in British Empire to win Royal Humane Society medal. Got this for jumping from Steamer Queen City in middle of Lake Ontario to save Aubrey Might, who outweighed him 30 pounds.

Was a captain in the World War. After George Young won the California-to-Catalina marathon swim, he arranged world championship race for Toronto, persuaded the William Wrigley Company to put up prizes and put the race over as such a smash it has become a permanent fixture.

Once was mobbed in Ireland for singing *The Maple Leaf Forever*. Hasn't missed a world championship fight in 30 years. Gets himself worked into a lather of excitement if there's a big fish on his line. Once caught 400 pounds in an afternoon while a Miami guest of Zane Grey. Has been president of every quart-sized athletic body in all Canada.

State Press and Derby Day, and Sunday, Labor and Fraternal Day, with exhibition staged by uniformed drill teams.

OFFICIALS SUM

(Continued from page 45)

played it and profited according to their knowledge and ability."

Clif Wilson, treasurer of the local Showmen's League Benefit and proprietor of the Monster Show and other small attractions who last season was credited with one of the best grosses and who reported this season, said:

"It isn't a matter of whether we made money or not. I found this. Never in my experience have I been associated for two years with an organization where, when quitting time came, I hated to quit. It was because we had become like one family. There was no red tape such as we had at A Century of Progress. There was no heel clicking for the concessioner and exhibitor. If one had business to transact, one had prompt attention, from the highest to the lowest of the staff. Not only that, they were behind you, listened to your troubles and gave you their support. The result is that I, for one, am indeed saddened to find the expo coming to an end."

Two Records in Centerville

CENTERVILLE, Mich., Oct. 2.—St. Joseph County Fair on September 20-26 set two records, said Secretary F. J. Kemmerling, who is in his first year in office, succeeding S. C. Hagenbuch. Attendance of 35,000 and Thursday gate of 11,000 were ground records. Closing day had near-capacity crowds despite threatening weather. New exhibit halls allowed doubling of space, with many turn-aways for exhibits. The midway, with six F. E. Gooding rides and shows and independent concessions, was longest in history of the fair. In the grand-stand show, booked by Henry H. Lueders, were Heinie and his Grenadiers, *Cavalcade of Stars, Rhythm and Moonlight Revue, Five Flying Lavans, Six Lucky Boys and Petroff's Russian Bears.*

RECORD MADE

(Continued from page 44)

late start on Monday because of train transportation troubles between Hutchinson and Topeka, thereby missing trade from at least 25,000 children attending on free day. Rides and shows were well patronized, officials reported.

Clyde Miller Rodeo was presented on Sunday, opening day, and Monday and met with such success that a three-day rodeo is planned next year, opening on Saturday. Miller Rodeo played to 31,000 in three performances. Joe Orr, steer bulldogger, was hurt Sunday afternoon when an animal stepped on him. Fair officials were startled at response to the rodeo on Sunday. Previously sacred concerts or band concerts have brought out a few thousands. Officials had to rustle extra ushers and ticket sellers Sunday afternoon when 12,000 rodeo fans began to gather.

Auto racers took over Tuesday and Friday afternoons. Horse racing on Wednesday and Thursday afternoons drew the smallest day grand-stand crowds. Waldo Barnett, Denver, suffered a broken collarbone on Tuesday when his car crashed thru a fence and turned over in full view of the speed fans.

B-C Show Outstanding

Barnes-Carruthers' revue, *The Star Brigade*, night show in front of the grand stand, was outstanding, as all Barnes-Carruthers shows have been here. The show on five nights had an estimated gate of 40,000. Acts included Cosmopolitan Octet; Paul Ydell and Spot, performing pup; Ruth Pryor, ballerina; Lambert-Hild Dancers; Bartel-Hurst Foursome, Fredyson Gymnasts; Gibson and Company, knife throwing; Fortunello and Corlino, clowns; Dick Mayor and Company, in a hilarious "King's Horses" act; Carl Freed's Harmonica Boys; Paroff Trio, high ladders; Two Helkevisks, fire divers, and Satan and Partner, contortionists. High acts were bothered by wind but showed every night, altho unable to perform the last two afternoons because of wind.

Fair officials were forced, beginning Thursday night, to charge sales tax on grand-stand tickets despite a previous understanding that the show was a part of the fair and not a private enterprise. Sales tax was not collected at the front gate. The fair is making a stronger appeal each year to 4-H Club development. A new live-stock pavilion was used this year.

FIRE DEALS

(Continued from page 45)

and did not have adequate water supply the insurance rate was prohibitive.

L. E. Roth, one of the owners of the Blue Ribbon Shows, estimated loss to his concern at \$27,500. One of the Ferris Wheels was damaged to the extent of \$3,000. Herbert Hardst, carnival employee, lost a trunk which contained personal belongings and \$1,400 in cash, he reported. Cattle in stock barns were safely removed.

TRENTON 50TH

(Continued from page 44)

have been one of the most successful in history. Under general management of George A. Hamid for the second straight year, attendance was rivaling days of old as the event entered the second half of its seven-day run, exhibit space was nearly sold out, Cetlin & Wilson Shows on the midway were experiencing excellent patronage and general comments around town definitely indicated that the fair had been sold to the public in A-1 fashion.

Resident Manager Harry E. LaBriere had the plant in excellent condition for opening and revealed on Wednesday that exhibitors had indicated that they were more than satisfied with the general

setup. Occupied space in buildings and around the grounds showed a substantial gain over 1936, and several firms signified intention of repeating next year on a larger scale.

With the gate at 50 cents, attendance thru Wednesday ran between 35 and 40 per cent ahead of last year, Mr. Hamid said, and Thursday, Governor's Day, kept up that standard. Largest afternoon crowd in history for that day was established. Event opened Sunday afternoon, when nearly 60,000 paid a 25-cent half-admission price to see Lucky Teter and his Hell Drivers do everything except commit suicide and to listen to Edwin Franko Goldman's Concert Band in the evening. Monday, kids' day, saw about 60,000 youngsters and parents enjoy the spectacle. Special events included Uncle Don, Eastern radio kiddie programmer, and Junior Birdman competition for the George Hamid trophy created the center of interest.

Revelations Is Featured

First lull came on Tuesday, Trenton Day, when chilly rain held attendance to less than 5,000, canceled horse racing, minimized interest in the night National Barn Dance program and put a damper on things in general. They came back on Wednesday to the tune of about 25,000 to see the double-header racing program. Governor Hofman, his aids and other New Jersey dignitaries were guests on Thursday. Motorcycle races held the spotlight on Friday, and Ralph A. Hankinson's auto speedsters took over things today.

Revelations of 1937 featured the big elaborate night grand-stand show presented, naturally, by the George A. Hamid office. Evening programs played to fair attendance, altho it is apparent that Trenton is not yet the night fair spot it could be. It is a spectacular offering nevertheless, chock-full of the best outdoor talent available. Besides the line of 18 girls, *Revelations*, under management of Gene Hamid, includes Johnny Moore, emcee; Harriet Segal, songstress; Rosita and Perez, dance team; Francis Trio, Grlton Girls, Jean May, Equillo Brothers, Bernard's Elephants, Jules and Clifton, Peerless Cromms, Skating Earles and Charles Ahern and Company, comedy troupe. Joe Basile's Madison Square Garden Band played for grand-stand offerings in matinee and evening, and most of the acts kept crowds entertained between afternoon races. Eric the Great, high pole, brought things to a close at both performances, and displays by Ohio Display Fireworks Company sent patrons away with plenty of beauty and noise.

Only Legitimate Games

Izzy Cetlin and Jack Wilson assembled 23 rides, including six pony tracks; 16 shows and plenty of concessions on the midway, and thru Wednesday reported excellent biz. Wednesday evening all games not offering merchandise were closed on advice of J. Allen Gardy, secretary of Doylestown (Pa.) Fair and checker-up for Mr. Hamid. Next morning Mr. Hamid advised that his fair would tolerate only games offering merchandise and that he would stand for nothing else. Legitimate concessions were reporting good business, he said, and there was no reason why all could not operate the same way.

General offices back of the grand stand have literally overflowed with visitors from all sections of the East and many from Canada. Fair executives and showmen from Toronto and London, Ont., and Allentown, Doylestown and Lewistown, Pa., and other fairs were in and out all week.

Mr. Hamid gave particular credit for the apparent success of the event to the splendid publicity and advertising campaign conducted by Leonard Traube, Hamid office promotion and publicity manager; Bert Nevins, New York publicity man, called in especially for the Trenton date; Ed Conley, Trenton p. a., and Ted Miller, Cetlin & Wilson agent. Boys landed plenty in Trenton, Philadelphia and other near-by dailies consistently for two weeks; they utilized radio, newsreels and downtown tieups to the nth degree. Nevins was on the job several weeks, and Traube moved from New York a week before opening to devote almost all of his time to the Golden Jubilee of New Jersey's State Fair.

BOSTON.—Floyd L. Bell, publicity director of Suffolk Downs race track and former press agent with the Ringling-Barnum Circus, has entirely recovered from a recent illness induced by a heart attack during final meeting at the track in August. He is again fit and active.

Chattanooga Gate Is Tops

Tri-State Fair has a new attendance mark — lease of Darnaby has expired

CHATTANOOGA, Tenn., Oct. 2.—With rain in the last two hours after made-to-order weather had prevailed Tri-State Fair here broke all attendance records on September 20-25. About 126,400 passed thru the gates, Manager J. A. Darnaby announced, an increase of 50 per cent over last year. This was the third annual exhibition after the Chattanooga fair had been revived under Mr. Darnaby's management and by far the most successful from every standpoint. His lease expired with this year's fair.

Rubin & Cherry Exposition on the midway profited from increased attendance, receipts from rides and shows being far in excess of last year's, the management reported. Friday was the largest day with more than 30,000. On Tuesday and Friday, School Days, grounds and midway were packed.

There were nightly fireworks and a free grand-stand act, featuring Oscar V. Babcock in his loop-the-loop, which proved popular. Suicide Gamble and Ace Norris, in dare-devil auto acts in front of the grand stand Thursday and Saturday afternoons, drew good crowds, this being the only grand-stand charge.

With bumper crops being harvested in this section agricultural displays drew praise. Agricultural exhibit building was greatly enlarged this year and made an attractive appearance. County farm agents and agricultural leaders congratulated Manager Darnaby on success of this part of the fair. Future Farmers and 4-H Club boys staged one of the best pig shows ever held in this section. First contest in the stock show brought out many fine cattle.

With the closing of the successful fair rumors were heard that other interests were seeking the lease for next year's fair, Mr. Darnaby's lease expiring. No definite action has been taken as yet, however. Mr. Darnaby has had co-operation of city officials and leaders, county agents and others interested in staging the fair here and relations have been cordial.

Grand-Stand Shows

AFTER 13 weeks of fairs with Jule Miller, opening in Minnewaukan, N. D., on June 24 and closing in Viroqua, Wis., on September 24, Al Ackermann, of the Six Tip Tops, is visiting his home in Norwood, O., prior to going to Chicago to reorganize the acro troupe for winter bookings in theaters thru Gus Sun Agency.

ACTS at Robson County Fair, Lumberton, N. C., on September 20-24, were Jack and Almee, comedy revolving ladder; Stelner Trio, comedy bars; Bobby and Irene Moore, dancers; Miss Almee, swinging ladder; Two Marks, comics, and Aerial Cowdens, double traps.

SMITH'S Superba Band reports one of its most successful seasons, with consecutive bookings from second week in August thru November and with no week-end jumps of more than 450 miles.

THOMAS F. WHITESIDE, manager of the Whiteside Troupe, jumped from McMinnville (Tenn.) Fair to Ottawa County Horse Show, Minneapolis, Kan., the McMinnville date being his first Southern fair since 1932. He reports a good season, with 11 fairs booked. Manuel Cruz, wire-walker, joined in place of Billy Patrick, who returned to school. Other members are Thelma Patykowski, Lucille Feller and Bob Coultis.

KARL L. KING, director of Fort Dodge, Ia., Municipal Band, led an 850-piece massed band at National Dairy Congress, Waterloo, Ia., on October 2, band being high school and college musicians who were guests of the Congress.

AERIAL COWDENS, Pearl Haines' Pollyanna Revue; Jack and Almee, comedy revolving ladder; Donahue and La Salle, barrel jumpers; Miss Almee, swinging

ladder; Osaki and Taki, perch, and Bobby Moore, dancer, were at Great North-western Fair, North Wilkesboro, N. C., on September 14-18.

PLAYING fairs and celebrations successfully in return dates thru Iowa and Nebraska, Schad Circus Attractions, after Council Bluffs (Ia.) Merchants' Fall Festival on September 27-October 2, will go to Enid, Okla., for a rest before winter vaude dates with a 10-people show. Joseph F. Schad is nursing fractured knees from a revolving ladder fall. Troupe purchased an Eicar house trailer and has its own lighting equipment, rigging and scenery.

AFTER playing a number of fairs under the Hamid banner, the Lieser Family, "Gypsy Serenaders," returned to their homes near Canton, O., and will play club engagements for a few weeks.

FREE acts at Shelby (O.) Fair on September 22-25 were Flying Barrows; Gibson and Gibson; Leo Demers, balancer and acrobat; George Bink's Circus Revue, and Harmonica Bill and Art Young, singers and yodelers.

EIGHT-DAY Panhandle South Plains Fair, Lubbock, Tex., ending on October 2, had J. C. Michaels Big City Circus, including Three Rolling Ramblers, Lemoind Trio, Herman and Company, Cycling Harrison, Billie Irwin and Company, Comedy Gloyd, Ahrendt's Animals and Five Flying Fishers.

ERNE YOUNG'S revue, *Cavalcade of Hits*, has been booked as grand-stand feature for Georgia State Fair and Exposition, Macon, Ga., said E. Ross Jordan, secretary-manager. Neeld's Concert Band also has been booked.

Fair Grounds

DETROIT.—Special permit to erect an 8-foot sign on the parkway in center of Woodward avenue was granted to Michigan State Fair by city council. A large directional sign opposite the fair-grounds entrance is provided for. This is considered a special concession, inasmuch as council has been strongly opposed to any stick-out signs on the widened part of Woodward avenue further south.

DAVID CITY, Neb.—W. J. Anderson, assistant secretary of Butler County Fair here, said the 1937 fair grossed only \$500. Chic Boyes Players had a good play, the tent being a swell shelter from rain that fell nearly all week.

LEBANON, O.—After the 82d annual Warren County Fair here on September 21-24 officials announced extensive improvements for the 1938 fair, a new grand stand and exhibit hall being planned. About 15,000 paid admissions were registered. Success of the night fair probably means its repetition next year.

LINCOLN.—Nebraska State Fair has gone into wrestling business as a winter activity. Hitherto the 4-H Coliseum has been rented by the night annually to a

Slump on Final Day Hits Nashville Attendance; Midway Cross Holds

NASHVILLE, Oct. 2.—Attendance at Tennessee State Fair here on September 20-25, after promising to top 1936 totals and with higher receipts on three of the first five days, ran into a combined jinx of bad weather and football competition on the final day and totals fell below those of the preceding three years. Comparative attendance figures:

	1935	1936	1937
Monday	5,486	7,919	4,801
Tuesday	10,043	10,074	10,236
Wednesday	17,715	14,981	19,902
Thursday	21,797	20,555	21,583
Friday	29,174	28,551	28,408
Saturday	32,885	33,635	29,599
Totals	117,100	115,715	113,529

But in many ways the 1937 fair was one of the best in the 32-year history of the annual. In the free show in front of the grand stand were Joe Jackson Jr., tramp cyclist-comedian; Happy Harrison's Miniature Circus, trained dogs and ponies, with a chimpanzee

local sports promotion group that has made fair money with groan-and-grunters. Fair board took out a license and hired Adam Kreiger, former welter-weight wrestling champion, as promoter and manager.

EUREKA, Calif.—When the city's new \$50,000 rodeo field opened on September 29 there was a celebration, with appearance of motion picture stars, flag raising and a banquet at which Director of Finance A. E. Stockburger, representing Governor Merriam, was principal speaker. A three-day horse racing program, livestock show and agricultural exhibit held interest of Northern California sportsmen, farmers and stock breeders. Harvey D. Prather headed the association sponsoring the events.

MILLERSBURG, O.—Secretary H. C. Logsdon, Holmes County Fair, said the 1937 annual returned profit of \$81.62. Gross revenue was \$3,539.

BELLEFONTAINE, O.—For the first time in many years Logan County Fair officials last week began payment of cash premiums in full as soon as judging in departments was completed, said Secretary Carl C. Kirk.

ATHENS, O.—With all bills paid, the 1937 Athens County Fair had profit of \$1,200, reported Secretary Herb J. Parker. Gain was shown despite more than \$1,000 increase in expenses over last year and other outlay of \$1,050.

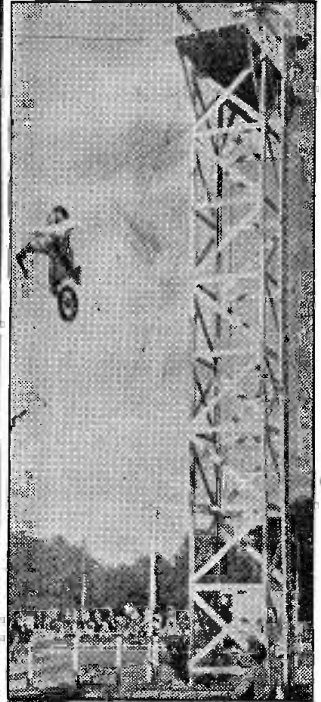
DOVER, O.—With slight increase in attendance over last year, the 1937 Tuscarawas County Fair here will show a profit, officials reported. Grand-stand show was provided by X-Bar-X Rodeo, except Saturday afternoon when Mary Wiggins' Hollywood Dare-Devis replaced the rodeo. Midway attractions included Banard Bros.' Hippodrome Show, Peters' Freak Animal Show and Pony Track, Smith's Crime Show, Texas Slim Collins' Pit Show, Roy Gooding's four rides, Larry Larrimore's 20 concessions and cookhouse, Wagner's Penny Arcade, Frank's novelties and Mr. and Mrs. E. R. Hume.

BEAVER DAM, Wis.—Fiftieth annual Dodge County Fair here on September 16-19 was reported a decided success, with crowds on closing afternoon so large that automobiles were denied admission. Attendance on each day topped that of last year, with a Showmen's League benefit show Friday night drawing good crowds. Entertainment featured Lottie Mayer's Disappearing Water Ballet, with Sol's Liberty Shows on the midway.

HAZLEHURST, Miss.—Copolah County Fair Association voted at a special meeting to purchase a permanent site for annual fairs and that suitable buildings be erected for 1938. Association has option on a site three blocks from center of town and has appropriated \$8,500 to start work.

FLORENCE, Ala.—All attendance records of North Alabama State Fair were broken on September 20-25. Paid admissions totaled 38,000, with a big school day on Friday. Gold Medal Shows on the midway reported good business.

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WORLD'S GREATEST
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Country Success

By LOUIS L. CAMPBELL
Secretary of Harwinton (Conn.) Fair.

In Connecticut there are 18 outstanding country fairs besides about 20 small grange and 4-H Club fairs. Litchfield County has five country fairs, mostly held Friday nights and Saturdays. All are in a radius of 20 miles and are successful. On Saturdays they draw from 5,000 to 7,000. Friday nights are Carnival Nights. Admission prices range from 25 to 50 cents, with same rates for parking.

Connecticut fairs receive little financial aid from the State, with larger fairs receiving about 30 per cent of premium money paid out up to \$1,000. Last season money paid by the State to all of its fairs amounted to \$5,000 and to receive the premium money there cannot be any money gambling concessions. Wheels are allowed, but no money can be given to winners, who must receive merchandise.

I know of no fairs in the State that have race tracks with exception of Danbury Fair, considered by many as the State fair, but not recognized as such by the State and receiving no State aid. Secretary Rundle, of Danbury Fair, is to be congratulated on the manner in which he conducts the fair, which has been in existence more than 50 years and has proved a financial success. I have been interested in Harwinton Fair eight years. It is without doubt the oldest country fair in the State. The association owns its grounds, two exhibit halls, 80 by 40 feet and 30 by 60 feet, used for grammar school exhibits, comparing favorably with those of any other fair in the State. Admission is 25 cents and parking 50 cents, with children under 14 free. Oxen and horse-drawing contests have proved outstanding attractions.

For entertainment I use only high gymnastic and sensational novelty acts. I prefer these acts, as they cannot be seen in vaudeville theaters and they appeal to our patrons. We work closely to a budget. Our judges are all from
(See COUNTY SUCCESS on page 70)

Auto Racer Is Killed

Exhibits in agriculture, live stock and poultry reflected an excellent summer for farmers. There were one-third more exhibits than ever before. Live-stock barn was too small to accommodate all entries and surplus animals had to be housed under tents. Premium list totaled \$31,250.

Royal American Shows on the midway and reported a take only \$188 short of last year's record gross. Nightly displays of fireworks were by Ohio Display Fireworks Company. A Horse Show was held each night.

Auto races were handled by Jim Malone for Hankinson Speedways. For the first time the racing cars were placed on display in the Electrical Building.
(See SLUMP ON FINAL on page 70)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

A SKATER well known in Eastern rinks advises that he has opened the "Farthest North Skating Rink" in Cordova, Alaska, just below the Arctic Circle, and he reports that "the natives forget to fish in the summer now and spend their time practicing on 'heap many wheels.'" Miral D. Chase, formerly of New York State, writes that he enjoys teaching a lot of new skaters the graceful art, furnishing them with Richardson skates and a floor of masonite tempered hardwood. On October 1 he moved into a new building on the main stem.

SOCIAL parties on roller skates for the younger set have been held frequently during summer in Newport (R. I.) Beach Rink and now older people are taking up the activity, reports Sampson Shoes. A section of the rink has been set aside for box seats and heating has been installed for comfort of spectators.

A GOOD summer and large crowds following Labor Day are reported by Jack Dalton from Puritas Springs Park Rink, Cleveland. He advises that he may not go on the road this fall, as vaude appears to be slow, and that he may connect with a rink for winter.

"IT IS surprising how easily these mountain-girl skaters adapt themselves to the modern dance steps and how quickly I can teach beginners to skate," writes Armand J. Schaub Sr., Cincinnati, who is with one of Lacey Myers' portables playing to the mining district about Clinchco, Va. "The rink has an ideal location in a high-school yard, as a percentage of receipts goes to the high-school baseball team. There are practically no counter-attractions here. With Miss Clara Schaeffer, I am demonstrating modern dance steps as done in Norwood Rink, Cincinnati. While I took charge of their Neon (Ky.) Rink recently, the Myers family and a group of friends visited Norwood Rink and the Roller Derby in Cincinnati, reporting that they received a cordial welcome from Manager Edward J. Von Hagen in Norwood. The same group visited the rink in Clinchco on September 24. We will be here as long as weather permits and may go south for the winter."

COLISEUM RINK, oldest in the Canton, O., area, will not be reopened this season, said Owner T. S. Culp, veteran operator, who plans to lease or sell the rink, which has been operated every winter season for many years. Until Land o' Dance Rink was opened, the Coliseum was the only roller-skating spot in Canton.

"I HAVE been reading a good deal about Western rinks, but we have some wonderful rinks in the East that I believe are much better conducted than most rinks in the West," writes Jack Edwards from Newark, N. J. "Recently I attended openings of four large, first-class rinks and all of them are well conducted. On September 15 I attended the opening of Dreamland Park Rink, Newark. The crowd, I believe, was about 1,100 skaters. Skating surface is 75 by 165 feet with large aisle space of about 20 feet. On September 16 I visited grand opening of Hackensack (N. J.) Arena, a wonderful rink, where attendance was close to 1,400 skaters. This rink has a bar, large aisle space and a fine lounge for men and women. Skating surface is 84 by 175 feet. On September 17 I visited the new Paramus (N. J.) Rink, which was constructed for roller skating. Skating

surface is 100 by 200 feet, with a wonderful floor, 15-foot aisle space, bar and grill that would do any night club credit and a perfect system of operation. It is under direction of Roland Cioni, speed champion. There were 1,400 skaters at the opening and I saw 1,000 turned away."

DETROIT'S newest rink, in Eastwood Amusement Park, opened for the winter season Friday night in former Coconut Palms, popular summer night club, which has been remodeled. This building was originally the rink in Eastwood before repeal, and the rink was subsequently moved to a new building in rear of the park, where it has been operated steadily up to the past summer under management of Frank Kutzen. Sigmund Ross has been engaged to play the organ, which has been installed in the new location. A new floor, specially adapted for skating, has been installed and park plans include permanent provision for a rink.

FRED BOCK opened his Skateland Rink, South Bend, Ind., on September 8, with a large crowd attending. His Ekhardt (Ind.) rink, scheduled to open on October 6, has been equipped with new skates, redecorated and an 8,000 square foot maple floor laid, making it 1,200 feet larger.

MIDWEST AMUSEMENT COMPANY, operators of Chicago's Riverview Park Rink, opened a rink in Melody Gardens, Playland Park, South Bend, Ind., recently.

OTTO FOUCH, who has been operating portable rinks in Streator and Ottawa, Ill., will soon open a rink in Michigan City, Ind.

"WITH AL KISH, Memorial Hall, Toledo; Jack Shuman, Shuman Amusement Company, Sandusky, O., and Grant Fuller, Rollaway Skate Company, Cleveland, I attended opening night of the *Hi Hat Revue* in Hy Ruhlman's Lexington Rink, Pittsburgh," writes Manager William Kirkpatrick, Rye Beach Gardens, Huron, O. "The show, trained and directed by William Opateny, is made up of patrons of the rink, is excellent and of professional caliber. Manager Ruhlman reports excellent business. We also visited Sheridan Rink, Diamond Market Rink and Penn Rink, Pittsburgh, all reporting good business. The show included a chorus of 15 girls, dance numbers; Tops Trio, Harry Wharton, Caroline Moron, Bonn Ferguson, spinning; Peggy Nolan, Leonard Flowers, waltz; Emma Fuller, La Verne Messer, Dot Kolb, Lucille Geisler, toe step; Fancy Trio, Edna Haber, Peggy Nolan, Mary Lou Bigley; comedy, Gay '90s, George Kelly, Leonard Flowers; Oriental Skate, Harry Ebbitts; tap dance, Ruth Patuchol, Lucille Geisler; stunt skate, Dot Kolb, William Opateny; tap dance, Emma Fuller, La Verne Messer; military number by chorus; Hell-Flyers-Spinners, Joseph McGlockin, Bob Deans, Jack Gibson; finale, entire company."

Notes of Penny Rinks

By E. M. MOORAR
Joe Lauri, from up around the Boston, Mass., district, is now manager of Rendezvous Rink, Chester, Pa., succeeding Bill Holland, who returned to Circus Gardens Rink, Philadelphia, and took over his old duties as floor manager.

Circus Gardens opened on the night of September 16 with more than 1,000 skaters on hand to look over the many improvements installed during summer. It is interesting to note that of the 1,000 skaters, a checkup showed that more than half of them were owners of their own skates and shoes.

Marty Collins and dainty Shirley Foster, child wonder on ice and roller skates, appearing in exhibitions on rollers in Jack Dalton's Great Leopard Rink, Chester, Pa., on nights of October 4-6 and will be in Dalton's Olympia Rink, Lancaster, Pa., on October 7-9. Shirley, who appeared all summer with the *Ice Follies* in Atlantic City Auditorium, will join the show again later for fall and winter tour. As I predicted in *The Billboard* of October 19, 1935, this child has proved that she is a natural-born skater.

Jack Dalton was a visitor to New York rinks during week of September 19 while awaiting arrival of Mrs. Dalton on the Laconia from a European visit during the summer. While absent, E. M. Moorar had charge of his Great Leopard Rink in Chester.

Fred (Bright Star) Murree advised he had been engaged to appear in Fred

Martin's Arena Gardens Rink, Detroit, early in October and also in Alliance, O. He reports that he received a letter from one manager stating that he could not play the act owing to the fact that he employs a man who is an expert skater and who also has taught a number of professional skaters. This would seem to be a case of narrowmindedness.

Season Opens in England

By CYRIL BEASTALL

DERBY, Eng.—New rinks are opening and old ones reopening for the season of 1937-'38 in England. Indications are for the best period since 1932-'33.

On September 4 I attended opening night of the new season in Ritz Rink, Liverpool, where Billie Baldock is still at the helm, assisted by his daughter, Doris. Baldock has the knack of putting on the kind of program which attracts and a carnival was not needed to draw a big crowd. Many oldtimers were on the floor, including Arthur Lennie, formerly associated with Rinkerles, Ltd., and Casino, Liverpool. Mrs. Jack Dalton, of Lancaster, Pa., was an interested on-looker, and we had a very pleasant conversation.

On September 6 RollerDrome, Dudley, reopened under direction of Gilbert and A. Riley, with Peggy Rhodes in charge of the floor, all former patrons of Embassy, Birmingham. This is their first venture of the kind and, if courtesy and enterprise deserve success, these people should go places. Over 200 applauded Ben Turner's exhibition of trick skating and Peggy Rhodes and Jack Gillin's display of pair skating.

Trindle Rink, Dudley, is now under direction of F. Fry and Mrs. N. Creese. Six night and three afternoon sessions weekly are drawing good attendances. On September 7 I visited this rink to attend a meeting of hockey boys and a revival is now taking place, with league matches forthcoming.

Bert Hill plans to open a rink in the old Castle Cinema.

Skating Riots, now in variety, again played Metropole Theater, Manchester, on September 6-11, following a week in Preston.

Marjorie Harper, secretary of New South Wales R. S. C. Sydney, Australia, reports that old Strande Rink in that city has been enlarged to 120 by 120 feet floor space and is now known as Westgate RollerDrome. Seventeen laps for racing and track record for the mile is 3:12 flat, by Jack Butler, which, as she says, compares very favorably with times put up in class events in the United States and England.

Ross Rink, Blackheath, Birmingham, Eng., reopened on September 11 and is still under direction of Vic Yates. When I called a busy scene was met, with Vic in charge of extensive alterations and everyone hard at it getting ready for opening.

CARLIN PLANS

(Continued from page 42)

arena Wednesday night and it is believed the fire was started by someone leaving a lighted cigaret in the building. The arena, a huge frame building that housed weekly wrestling and boxing shows as well as the skating rink, was razed. Other buildings destroyed were the Coliseum, in which were a Fun House, bowling alleys and restaurant; Merry-Go-Round, Old Mill, Bug, Pretzel; transformer house, which supplied electrical current to the park, and a number of small concessions.

Structures partly destroyed included

the Roller Coaster, outdoor boxing and wrestling arena, bingo building, round refreshment stand and remainder of smaller concessions. Miraculously escaping serious damage was Iceland, used as a dance hall in summer and ice-skating rink in winter. Altho ignited several times, firemen were able to extinguish flames before serious damage occurred and saved the building by keeping it covered with a constant stream of water. By daybreak the park presented a picture of utter destruction and over 12 hours after the first alarm was sounded 30 firemen were still pouring tons of water on the smoking ruins.

LESSONS OVER

(Continued from page 42)

is the history of any successful business. Our greatest industrial and merchandising corporations were all little acorns once upon a time, and so was Eastwood Park 10 years ago. Then there were many wise and important people who said we were wrong, including members of the board of the Detroit Street Railways. Today the Gratiot street car line, thru the grace of Eastwood, carries more passengers than any other line in the city. Year by year we grew, pitting our experience and money against fate; yes, we even kept on building thru the lean years of the depression because we had confidence, and now a sturdy oak stands where once we dropped a little acorn. A business, like children, must grow. The man who offers his full basket of eggs to the public at one time, with nothing in reserve, is doomed to disappointment.

New Eastwood Gardens, beautiful outdoor dance palace representing an investment of more than \$150,000 for this year, is a tremendous asset to Eastwood Park. It accommodates 10,000 with table seating for 3,000. Decorations, while gorgeous, are not gaudy and the modernistic design and color scheme of the tables and chairs brings something new to Detroiters. The dance floor is terra cotta in colors. The contractors, who operate nationally, said it is the finest and most expensive dance floor they have ever been engaged to build. Music Corporation of America supplies the biggest name bands for this spot. A low admission price prevails. Free concerts by famous bands were presented in Eastwood each Sunday afternoon.

Originator Is First

In addition to rides maintained last year these new rides have been installed: Streamline Zephyr, miniature Coaster, Swan ride, miniature Whip, Kiddie Airplane, new double Loop-o-Plane and a new \$25,000 Merry-Go-Round. Show Boat adds new features and a plantation show. Coconut Palms, seating 1,250, presented floor shows with an ensemble of dancing girls. Art Mooney's Orchestra playing the show and dance music in the Palms. The World's Fair (indoor) Ballroom operated until the last of May. Many new promotional ideas were used. More special industrial and fraternal parties booked dates than we had all last season.

My advice is don't just open up "the old park" but open up the park with new added attractions, new rides, new paint, new equipment, new presentations, new shows, new lighting effects, new ideas, new pep, and you'll get a heap of new business. Originate, don't imitate. An automobile arrives at its destination before its trailer. The park manager who originates gets the public first and keeps it longer.



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Tax Still on In Kentucky

Shows compelled to pay 10% of gross receipts plus regular license fee

CINCINNATI, Oct. 2.—Carnival companies playing Kentucky are still compelled to pay the 10 per cent tax on gross business, it was learned this week.

The F. H. Bee Shows, Inc., recently won a ruling from the Franklin County Court at Frankfort saying that no admission tax is due or payable under the admission tax act unless the main-gate admission charge is more than 10 cents, also that there is no authority in the admission tax act which would require payment of 10 per cent or any other percentage of the gross receipts as a tax due under the act.

The ruling, which has been appealed by the State Revenue Department, is expected to be heard in the Court of Appeals this winter.

The Bee suit has nothing to do with the \$5 per day license for each show, ride or concession, which is still in effect and rigidly enforced.

Blue Ribbon Carries On Despite Fire Loss

HUNTSVILLE, Ala., Oct. 2.—Altho considerably damaged by a fire which swept thru the Madison County Fair grounds here September 27, the Blue Ribbon Shows continued setting-up operations and opened the next day with eight rides, 10 shows and 30 concessions. Almost everybody with the organization suffered from the fire, with heaviest losses being reported by Dave Tennyson, Michael Rosen, Arthur Alexander and Pope Hudgins, concessioners. Mrs. L. E. Roth, secretary and treasurer of the shows, lost a cookhouse, trailer and a Loop-the-Loop ride. Mrs. Roth reported that work has already been started to have the organization in shape for its remaining fair dates.

R. & C. Has Excellent Business at Chattanooga

CHATTANOOGA, Tenn., Oct. 2.—Crowds that flocked to the Chattanooga Tri-State Fair provided excellent business for the Rubin & Cherry Exposition that played Chattanooga's third annual exhibition. Shows and rides had a good week, with the midway filled with large crowds day and night. Concessions also did a good business.

Ideal weather until late Saturday night, when it started raining, was a big help. Friday and Saturday were the biggest days, but midway was off to a good start from the opening, Monday night.

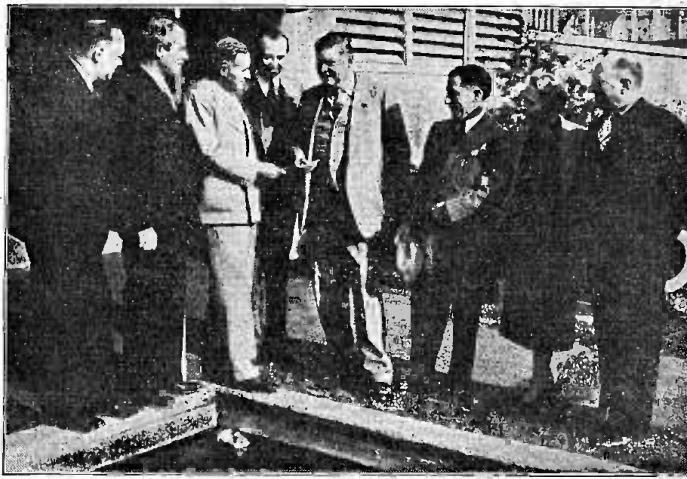
Frank J. Lee, who has been handling advance press, closed with the show in New Castle, Pa., and Tom F. O'Connell is now press representative traveling with show.

Midway shows got swell break in papers, all carrying daily stories and pictures. Diamond Kitty, fat girl, took a morning plunge in the Warner Park Natatorium on the fairgrounds and made a big splash in the papers. *Chattanooga Free Press* carried three pictures and story, with *Chattanooga News* carrying story. Various other angles of the Rubin & Cherry Shows were featured with good results.

B. & G. Shows Winter In San Antonio Again

SAN ANTONIO, Oct. 2.—An arrangement with the city whereby the Beckmann & Gerety Shows will winter on the old exposition grounds here has been made with the park commissioner, Jacob Rubiola. The carnival has wintered here for several years, starting its season with the annual Fiesta de San Jacinto, a local fete.

Usually the shows put up for the cold months on vacant lots on the west side of town near the railroad tracks. The show is expected in here in November.



LINCOLN G. DICKEY presents the check totaling \$3,330.31 which was derived from the Showmen's League of America benefit performance at the Great Lakes Exposition, Cleveland, O., September 17, to Chief Wilson, treasurer. Shown in the picture are left to right: Frank D. Shean, Almon R. Shaffer, Lincoln G. Dickey, Lew Dufour, Chief Wilson, A. L. Rossman, Peg Willin Humphrey and Sam E. Brin.

Many Showmen At Tenn. State Fair

NASHVILLE, Tenn., Oct. 2.—The Tennessee State Fair turned into somewhat of a showmen's convention when many biggies of the carnival world dropped in to pay their respects at the office of Phil C. Travis, superintendent of concessions, publicity and amusements.

Milt Morris and Max Gruberg, of the Gruberg shows; Bob Lohmar, of the Hennies Bros.; D. D. Murphy, J. C. McCaffery and Mrs. Annie Gruberg, of the Rubin & Cherry Shows; Jimmie C. Simpson, Johnny J. Jones Exposition; Bernie Smuckler, Royal Palm Shows; Jake Gilbert Noon, of shooting gallery fame; Slim Winslow, scales; DeSplinter brothers, of Chicago, novelties; Bob Roy, fair secretary at Alexandria and Lebanon, who has been adding dignity to the State Fair for a quarter of a century; Betty Virginia Luke, of Johnstown, Pa., who has been spending the summer with her uncle and aunt, Mr. and Mrs. Phil C. Travis and a score of others were callers.

Active around the grounds all week

were Carl Sedlmayr, Elmer and Curtis Velare and the members of their staff of the Royal American Shows; Ernie Young with grand-stand attractions, Mr. and Mrs. Jimmie Malone with Hankinson's AAA auto races, George Rhinehart of cookhouse fame, Nan Rankin and Mr. and Mrs. Ben Blakeley. Jack Dadswell, p. a. on the RAS, scored heavily with publicity in both dailies.

RAS Has Big Week At Nashville, Tenn.

NASHVILLE, Tenn., Oct. 2.—Rain on the last day of the annual Tennessee State Fair (September 20-25) prevented the Royal American Shows on the midway from going over the top for the biggest receipts midway attractions have had in the fair's 32-year career.

As it was the take fell only \$188 short of last year's record high. The gross this year was around \$41,000, according to Phil C. Travis, superintendent of concessions and acting secretary of the fair in the absence of Secretary J. W. Russwurm because of illness.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Hew Monger, Tenn.

Week ended September 25, 1937.

Dear Red Onion:

A long jump put the show over the Mason-Dixon Line. Our arrival in Dixie made many see the handwriting on the wall. As always, a sign of closing. Everybody had started to save for the winter. That is if any money shows up. 'So far all with it are even. No one had a dime when it opened, so they can't lose on the season.

This spot was billed as a free fair but turned out to be a promotion. Auspices, the World's Championship Whittling Contest. Idea of event was to settle an old dispute between clans as to "who be the champen." Not only must the winner be capable of turning out the largest pile of shavings but he must spit tobacco juice farther and cut a thinner whittle than any man present.

Due to the scarcity of suitable whittle wood in this section, the bosses agreed in their contract to furnish same and for weeks past have been loading what nail-together concessions were left on the lot in place of privilege money. Not knowing that the contest was to be operated on a marathon or duration plan the office was unprepared for the grand whittling rush.

Monday every man, woman and child in the State who was famed as a whittler arrived and brought along camping tents that were soon erected on the midway. This portable tourist camp covered all the walking space on the midway. No

available count or check on the number of tents erected are handy at this writing, but as a rough guess I would say there were 3,000 with each housing from 5 to 10 whittlers.

Then the knife grinders and their grindstones arrived. This gave the midway another 1,000 living tops from which to draw. By midnight a contingent of judges arrived with their families and living tops. They numbered 10 from every town and hamlet in the State. About 5,000 connoisseurs of whittling pitched their camps on the parking grounds, giving the show a packed and jammed midway before the spectators arrived.

Tuesday the contest started with 21,000 of the State's whittlers vying for honors. By nightfall almost all the contest lumber was cut into fine shavings. Then we started hauling from the city lumber yard. By Wednesday midnight the lumber company ran out of stock and 3,000 whittlers fell out exhausted. Still 18,000 more to go.

Thursday the show was stumped for lumber but not the whittlers. By midnight two of our wagon fronts were turned into shavings. By daylight 16 box wagons followed suit. Then 4,000 contestants fell out. This left 14,000. Friday night 12 wooden banner lines and 20 bally platforms were reduced to shreds and by Saturday morning not a ticket box or ride platform could be found. Another 3,000 whittlers fell into the shaving piles that were higher than our

SLA Enriched By Jamboree

Cleveland nets \$3,330.31 for League's fund—crowds pack Showboat, Dallas

CLEVELAND, O., Oct. 2.—Committee of the Showmen's League Benefit Show, held at the Aquacade of the Great Lakes Exposition September 17, announced this week that the event netted \$3,330.31 for the League's fund.

Sum includes \$185 contributed to the fund by the Stagehands' Local Union No. 27, and a personal check for \$50 from J. W. (Patty) Conklin, who was unable to attend.

General Director Dickey's interest, in seeing to it that the final performance of the Aquacade was given over to the fund, aided no little in the success of the event.

DALLAS, Oct. 2.—Annual Showmen's League of America Jamboree, staged in the Showboat here Monday night, was highly successful, officials have announced. Altho proceeds of the show have not been compiled as yet, ticket sales and contributions were unusually heavy. Crowds that packed the Show Boat were entertained with a variety bill and impromptu acts. Beginning at midnight, the jamboree lasted for several hours.

Included among the guests were Billy Rose, S. L. Cronin, Pat Valdo, Merle Evans, Mr. and Mrs. Ray Marlow and Eddie Vaughan.

William J. Collins was general chairman. Joe Rogers, vice-president of the Showmen's League of America, presided when J. C. McCaffery, president, failed to arrive for the show. He was unavoidably detained at Chattanooga, Tenn.

Successful Tour For Goodman Show

WICHITA, Kan., Oct. 2.—Paying a big weekly city license and lot rent, Max Goodman's Wonder Show opened here Monday.

Owner Goodman was tucked out after the jump from Council Bluffs and by the day after opening left the lot to go to bed.

"Tell *The Billboard* that after building a show from scratch and having a successful summer tour, that I'm a wreck now with only two more weeks to go after this stand," Goodman said. He blamed responsibility for keeping the show standards on a legitimate basis as part of the strain. Show's reputation tops with crowd here.

Business early in the week was fair. Goodman made a fine appearance in Mathewson pasture, his orderly lot drawing many compliments from Wichitans. (See *SUCCESSFUL TOUR* on page 59)

Wallace Bros. Lease Mobile Fair Grounds

MOBILE, Ala., Oct. 2.—Wallace Bros.' Shows have leased the fairgrounds here for winter quarters. They will occupy the grounds about November 15 after closing their season at the Summit, Miss., Cotton Carnival.

Walter B. Fox, general manager and resident of Mobile, said about 75 members of the organization will make their winter homes here and that a heavy rebuilding program scheduled to take place immediately after the Christmas holidays will bring additional business for Mobile merchants.

eight Ferris Wheels.

By midnight Saturday all of the side and center poles on the lot were cut up leaving the tops flat on the ground. Bosses then declared our contract filled and loaded out what we had left. But the contestants were still going strong and no winner yet. Auspices then asked the bosses to remain over for another 10 days until the event was settled. Their refusal made the committee a bit hot and it threatened to never book our show again. So we have lost another date. Altho the show lost in lumber it did gain in saving a sawdust and shaving bill. MAJOR PRIVILEGE.

Great Lakes Exposition Midway

CLEVELAND, Oct. 2.—Eleanor Holm Jarrett appeared in *The Camera Doesn't Lie* number at her final show wearing galoshes, black gloves and a tricky hat.

Neither she nor Johnny Weismuller did their last swimming duo. . . . Eleanor left early Monday morning by plane for Hollywood, where she reported to Sol Lesser Tuesday and started work on the new Tarzan picture. . . . Johnny returned to his mate, Lupe Velez.

Earl Ferris, former local newspaper man and now representative for radio folk in New York, visited this week while en route to California. . . . Walter Dare Wahl and Johnny Tremma, who have been convulsing them at Aquacade, have signed to appear at Mayfair Casino on Playhouse Square. . . . Herman Pirchner has secured rooms on Playhouse Square and will reopen his El Dorado Club, which, on the Show Boat, was set aside for newspaper men. . . . Archie Eleyer, of Aquacade, who directed Stubby Gordon's Orchestra for the performances, has gone to Hollywood, where he will arrange the Bing Crosby radio show. . . . A. H. Zychick, last year United States commissioner to the exposition, was presented with a distinguished service medal by General Director Lincoln G. Dickey in recognition of work done last season and thruout the winter until his resignation early this year.

Aileen Riggen left Monday by motor to join her husband, Dr. Dwight Young, in Los Angeles. . . . Marshall Wayne, of Aquacade, left for Florida to view his little daughter for the first time. . . . Joem Di Lalla, who used to play in Charley Pool's Grapefruit Winery in Streets of the World, is knocking 'em cold with his accordion numbers at the Mayfair Casino. . . . Leland Stanford Harris, of Hargrave & Reichers *The Drunkard*, opened his stock company to good business at the Manhattan Theater with *Turn to the Right*.

Another exposition employee to gain movie recognition is George Ferry, who spent the summer swimming at Aquacade. Paramount Pictures have scouted him and he is now attending school in New York preparatory to traveling to Hollywood. . . . Betty Campion, who posed for 1936 exposition poster and who was yeomanette this season, preceded him to the school some weeks ago. Friends and concessioners presented Associate Director Almon R. Shaffer with a motion picture projection machine as a parting token. Those attending the surprise party at its presentation were Frank D. Shean, Shaffer's assistant; Cliff Wilson, Marvin Hahn, Bob Roan, L. W. Chapman, John N. Coffin, Florence Hargigan, Bert Todd, Roy Hallis, Lew Dufour, W. J. Campbell, Hughie Mack, Al O'Connor, Emma Jo Sabin; John H. Gourley, manager Streets of the World; James Thomas, Bob Burch, Josephine Lombardi, Clare Berger, Johnny Gower, Catherine Mahon, Gertrude Rose, Helen Blanton, Charles Oswald and E. W. Marhine.

Johnny Gower will remain in Cleveland for some time. He has a number of engagements and he and his boys will probably be kept busy until the first of the year. . . . Jack Greenbaum, who headed the interests promoting *The Fountain of Youth*, will go on tour with *The Body Beautiful*, a sex picture. . . . Red Marcus, talker for the attraction, is in Louisville visiting relatives. . . . Gene Hoffman, who handled the inside of the show, is considering several offers before returning to Chicago to resume radio work. . . . Of the girls of *The Fountain of Youth*, Alice Penton has gone to her home in New York, while Pat Hayes returned to her home in California. . . . Madelaine Ferraris left for her home in Florida and Winnie Garrett left to play burlesque in St. Louis. . . . Vic Horowitz, of *The Fish-bowl* in Streets of the World, has gone to Cuyahoga Falls with *Guess Your Age* and small concessions to play the local celebration there.

Cliff Wilson has completed work of raising his Monster Show and leaves today for Pensacola, Fla., to join the Royal American Shows and Mrs. Freida Wilson. . . . The Bernard Boys, of the Bernards and Duval, who played the French Casino in 1936, have landed in Paris and are in the next edition of the Folies Bergeres. . . . Buddy Maeschke, who spent a good part of the summer in Panama, returned in time to close his Tango spot.

Closing of Shows In Wolverine State

DETROIT, Oct. 2.—The Michigan carnival season is winding up in a series of good fair engagements. From present indications fewer carnivals than usual will return to this city to play a few small dates before going into winter quarters. Happyland Shows, for instance, which closed Saturday at the Allegan County Fair, Allegan, Mich., will play one more date this week at Breckenridge, Mich., and then probably close for the year, with only one more date even considered, depending upon the weather. This will be with only a few rides instead of the complete organization.

Floyd E. Gooding closed last week at Centerville, Mich., with Jake Goutermont on the grounds as manager for him, while Gooding himself was with other units.

A unique small animal show is being trucked around this section by Art R. Stires, veteran showman, with an unusual front consisting largely of small cards written in a rural humorous style that gives the midway crowd a free show in themselves. With a type of bally from the ticket box that somehow appeals to fairgoers, he has been enjoying good business all summer. Stires dresses like a farmer and talks the part, trying to localize the animals found in a nearby county, and giving a sort of naive style of barking that wins attention and confidence.

Arby W. Gooding, a Gooding brother, was at Adrian (Mich.) Fair last week. Bad weather on closing day here caused him to take some of the rides down during the afternoon to make an early jump to Hillsdale, big county fair in Southern Michigan. Business for the week, right up to closing day, however, was good.

Gooding came here from Van Wert and Sidney, O., fairs, and returns to Ohio, where he will go into winter quarters. Season will be broken by a pumpkin show date at Circleville, O.

Stires reported the loss of five out of six armadillos, probably due to the climate, from his animal show.

New York Jottings

NEW YORK, Oct. 2.—Hamilton Producing Company's No. 1 show closed its season in Jersey City last week after playing 20 weeks of church and lodge dates in the East. Show was directed this year by Harry Lang, who reports a successful season. . . . Joe Bosco Shows played Jersey City last week to fair business. . . . Mike Centenni played thru Jersey all season to fair results. . . . Jack Daveron shows terminated 1937 in Westchester County, having completed 20 weeks in New York. Daveron, it is understood, is planning to have a couple of new rides, five new show tops and about 20 concessions on his show when the spring of 1938 rolls around. He's currently on a tour of the Eastern carnival circuit.

Charles Gerard will continue to play this city's lots for a few more weeks. Has been here practically all season. . . . Island Manor Show closed 20 weeks of Long Island engagements last week. L. Lamargo, the manager. . . . George Traver all set with augmented midway at the Danbury Fair. . . . John J. Kelly returned to Broadway after several weeks on the road with Hamilton No. 2. Returned in time to see the American Legion put on the biggest carnival of 'em all in these parts. . . . The old Walling Wall at 43d and Broadway getting crowded again, with shows closing here and there. Before many days it will present its good old self.

New Jersey State Fair at Trenton, with Cetlin & Wilson on the midway, has been the hub of local carnival circle this week. Harry Dunkle, Doc Hamilton, Ted Miller and, of course, Izzy Cetlin and Jack Wilson, hosts to many of the boys.

Jones SLA Benefit Set for Spartanburg

SHELBY, N. C., Oct. 2.—Johnny J. Jones Exposition's benefit show for the Showmen's League of America Cemetery Fund will be staged when the organization plays the Spartanburg (S. C.) County Fair, it was learned this week.

Starr DeBelle reports that the entire personnel has vowed its support in an effort to make the event a success.

DEE LANG'S FAMOUS SHOWS

Can place for Independence County Fair at Batesville, Ark., week of October 11, and then the BIG ONE: (The Only Rice Carnival in the World) On the Streets, Stuttgart, Ark., week of October 18, and for the balance of the season)
CONCESSIONS—Legitimate Concessions of all kinds. No racket or grift wanted.

MINSTREL SHOW—Musicians, especially Cornet, Tuba and Saxophone Players, also several Chorus Girls who can join at once. Salaries paid out of office. All address DEE LANG, Mgr., Trenton, Tenn., week of October 4; then as per route.

WANTED! Unusual Sideshow Attractions

WANTED for a large Side Show playing Museums, Stores and Indoor Circuses during the winter season, commencing about October 20, followed by 25 weeks in Canada during 1938 season. Write, giving full particulars in first letter, to

HARRY LEWISTON

3234 Grenshaw Street,

Chicago, Ill.

KAUS UNITED SHOWS, INC.

WANTS CHASE CITY, VA., FAIR, OCTOBER 11 TO 15. WANTS

U-Drive Gas Cars, Arcade, Novelties, Legitimate Concessions of all kinds. No exclusives on our fairs except Bingo. CAN PLACE good Minstrel Show or any new Show that can get money. Want to hear from Ride Help, Bessie Traylor wants to hear from Side Show Acts. This week Kingston, N. C.; next week, Chase City, Va.

BECKMANN & GERETY SHOWS CAN PLACE FOR BRAZOS VALLEY FREE FAIR, SENSATIONAL FREE ACT

OPENING OCTOBER 13 AT WACO, TEX. SEVERAL WEEKS TO FOLLOW.
REPLY, STATING LOWEST SALARY TO MUSKOGEE, OKLA., UNTIL OCTOBER 11.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 2.—That there will be considerable activity on the part of showmen generally and members of the association in particular is evident from the fact that we have received inquiry from interested parties in Florida relative to the tax situation in that State.

William W. Vars, attorney, of Tallahassee, Fla., writes that he is representing several showmen in that State for the purpose of having action brought to declare unconstitutional the new tax laws adopted by the 1937 session of the Florida Legislature which imposed license fees upon carnivals which are prohibitive in nature.

Vars expresses the opinion that if the matter is taken to the Supreme Court the present laws on the statute books of Florida will be declared unconstitutional. He also advises that several shows have already contracted to play in that territory this year, but that under the new laws anything might happen in the way of taxation.

The help of the association is requested in furnishing information and assistance in endeavoring to combat these obviously unfair statutes. Since the association is a democratic institution and operates entirely by the majority rule of its membership, we have set forth above at length Vars' request and would appreciate having those members interested in the subject advise us of their views so that we may be in a position to impart the information to Vars.

An interesting decision was recently handed down by the Court of Appeals of Georgia in which it upheld the right of a municipality to regulate and control all moving picture shows, billiard parlors and similar places of amusement as to allowing them to be open on Sunday irrespective of whether the proceeds of their operation are given to charity. The Court of Appeals of that State in an action which involved the city of Dublin stated that the ordinance in question was valid because it was adopted under the police power conferred upon the municipality and that the subject of Sunday openings was a proper subject for regulation and control under this police power.

WANTED!

Men To Cash In On These
New Popcorn Machines

These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the business for you. All electric, full cabinet size. Capacities: \$8.00 to \$18.00 per hour. Low down payments, easy terms.

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to emboss the Lord's Prayer on a Penny. Fancy toys or mealgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 10c for sample Penny and facts to
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AUTOMOBILES—MOTORIZE YOUR SHOW
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CHARLIE T. GOSS
with STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

READING'S UNITED SHOWS

Must have photo, for Huntington, Tenn., and balance of fairs. Also Shows except Minstrel and Athletic. American Palmistry and Stock Concessions wanted. Huntington, Tenn., Fair, this week; Brownsville, Tenn., Colors Fair to follow.
W. J. WILLIAMS, Manager.

Want Now and for '38

Merry-Go-Round and Motordromes (with or without transportation). All winter's work. Wire
FLOYD R. HETH, Mgr.
Ozenta, Ala., this week.

AGENTS WANTED

For Slum Skillo, Blower, Buckets and Nail Stores. Address LARRY LAWRENCE, GREATER AMERICAN SHOWS, Mexico, Mo., this week; Palmyra, Mo., week October 11.

Ride Men! Get Your Copy

BIG ELI NEWS

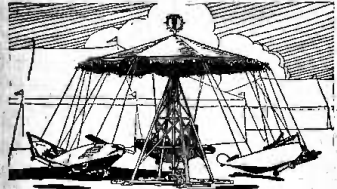
FOR SEPTEMBER-OCTOBER

Always something to interest you in this little magazine. Pictures, News Items, Mechanical Articles, all written especially for the Ride Men. Send a postal for YOUR free Sample Copy Today!

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The NEW KIDDIE AIRPLANE SWING

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

WHEELS

Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.
\$12.75

BINGO GAME
75-Player, complete, \$5.25.
Including Box.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Ballroom Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 287.

CANES Heavy Convention Walking Canes. Dark Mahogany Finish.
Price Per Gross, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

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All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
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120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
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PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, 95c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
Shipments Made to Your Customers Under Your Label. No check accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

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FULL 1938 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 1-4-7 and 35-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 off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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198 S. Third Street, Columbus, O.

CROWLEY'S UNITED SHOWS

OUT UNTIL CHRISTMAS,

CAN PLACE Concessions: Pop Corn, Mitt, Photos, Candy Floss, or any Concession that works for 10c. **CAN PLACE** organized Min-strel Show or any worth-while Attraction. Have outfits complete.
Wichita Falls, Tex., this week.

Midway Confab

By THE MIXER

FRED WEBSTER cards from Amarillo, Tex., that he still has his snake show on Crowley's United Shows.

MIKE PRUDENT Shows closed the season last week in Babylon, L. I. Reported fair tour for 1937.

BILL TAYLOR is requested to get in touch with Frank Joerling, of our St. Louis office, concerning the case of "Chief."

"WHEN THE HEART is kind and the intention honest it becomes impossible to have a gloomy outlook on life."—Dave Carroll.

MRS. JOHN A. BARTON, widow of John A. Barton, who has been critically ill at her home in New Myrna, Fla., is reported to be improving slowly.

WHICH'LL it be soon—oranges or snow-balls?

WILLIAM J. MOORE is now handling the front on the Elsie Von Ritter annex attraction of the Ten-in-One Show with Curl's Greater Shows. He reports that business has been satisfactory thus far.

CHARLES (BOUNDING) JOHNSON is now connected with the J. J. Page Shows as a free act. He closed with the R. H. Work Shows at Pittsboro, N. C., Septem-

ber 19. "Flying Moores are also here as a free act," he writes.

MR. AND MRS. MAX GOULD, operators of eating and drink stands on O. C. Buck Shows, left that contingent temporarily to play fairs at Northampton, Mass.; L. I., and Belchertown, Mass.

AN OBSERVER REMARKED that he was in railroad yards one night when a circus and a carnival were loading on adjacent tracks. Said that all he could hear at the circus runs was an occasionally low-spoken "hi!" But on the other track—IIIIII??*?xxx*??!

MR. AND MRS. BILLY MACon card from Bartlesville, Okla.: "We're doing a fair volume of business with our Jean'ne Show on the Miller Bros.' Shows. Have just completed a new modernistic front which is attracting much attention."

NOW THAT Art Lewis has purchased a plane for advertising and promotion purposes every press agent in the biz is telling the boss what he could do with a nice new winged job. Is the carnival business going up in the air?

CAPT. SIDNEY HINMAN cards from Jamaica, N. Y.: "Have been learning that playing church bazaars with my small show is much better than playing fair dates, because the whole parish comes out to contribute to church funds."

OF ALL sad words of tongue or quill the saddest are these, "I should have got well!"

CAPT. HARRY LEE, well-known out-

door showman, became suddenly ill while passing thru Lancaster, Mo., recently. He has since been confined in the Stickler Hospital at Kirksville, Mo. Hospital officials announce that he is anxious to hear from his friends.

GUESTS of Mr. and Mrs. Mel Vaught, when the State Fair Shows played Tulsa, Okla., recently included Mayor T. A. Penny, Police and Fire Commissioner Frank Brown, Lieutenant Governor James A. Berry and Mrs. Berry, of Oklahoma City, and Hade E. Bridges.

V. A. McNAMARA inks that the Pan-American Shows engagement at Monett, Mo., the week of September 20 was perhaps one of the most perfect blanks of the season for that organization. Cold and rainy weather prevailed thruout the week.

ART GORDON, who with Marge Gordon, is running the *Swing Time Revue* on World of Mirth Shows, is a brother of Bob Sylvester, New York orchestra leader. Revue features Mata Hara, flame dancer; Sandra Linn, acro dancer, and Frank Willard's swing band.

KAY WEISS inks from Lumberton, N. C., that she has been enjoying a pleasant and prosperous season with her three shows on the West's World Wonder Shows. Kay is the wife of Louie

WALTER LANKFORD, conductor of Lankford's Family Band, writes from Tifton, Ga.: "Closed the season at Syracuse, N. Y., with O. J. Bach Shows and will join the Southern State Shows. Season with Bach Shows was a successful one. Plan to spend part of the winter in Florida, where I'll rest up for next season."

WORLD OF MIRTH SHOWS are an enormous midway organization, so big that all the attractions could not be set up at the Great Allentown Fair, Allentown, Pa. Plenty of independent stores booked in and scattered all over the grounds. Ideal weather prevailed for the week. Big crowds, and midway shows and rides did a very good business.

HARRY E. CRANDELL writes from Laurens, S. C., that he is having trouble with his eyes, being able to see only slightly out of the left and not being given much encouragement by a spe-

CECIL STEPHENSON inks that while he was en route from Las Vegas, Nev., to Knoxville, Tenn., he stopped off at Fulton, Mo., and got his first view of the Fairly-Martone Shows, which were exhibiting at the fair there. He says the organization is a good-looking one.

WINDY VAN HOOTEN DENIES he made that crack, "I see Red Onion bought a grave—what's he waiting for?"

EDDIE KELKER, talker with the Jeanne Show on Miller Bros.' Shows, cards from Bartlesville, Okla.: "Business has been exceedingly good, Bill Macon, manager, has constructed a beautiful 40-foot front for the show and Jean Macon has been turning 'em in with her dancing."



MIDWAY SCENE, showing a portion of the State Fair Shows as they appeared at the recent Tulsa State Fair, Tulsa, Okla., when the organization played to 152,000 paid admissions. This figure topped all records since a paid gate was established and the fair wound up with a profit for the first time.

GLENN (BUDDY) MEUERDEN, after concluding the Upper Michigan Fair season with his own Kiddie Airplane ride, has returned to his home in Oconto Falls, Wis., where he will re-enter school. He has been trouping since early in August when he joined his father (Lloyd's Pony Ride) in Escanaba, Mich.

WALTER SIMON, composer-pianist, who has appeared in recent years at Lane's Irish House on the Bowery, Coney Island, N. Y., reports a successful season and is hoping to be back at the same spot next year. He is planning a series of winter dates thru New York and Eastern territory.

HARRY HISCO writes that while making the jump from Drew to Monticello, Miss., with the Buckeye State Shows he was taken suddenly ill and had to be removed to a hospital in Jackson, Miss., where he underwent a hernia operation. He infos that he is anxious to hear from his friends.

WITH W. H. (BILL) DAVIS temporarily in drydock in a hospital, who can grind as fast and as long without leaving the ticket box?

JACK JOHNSON, former heavyweight champ, who appeared at Sam Wagner's Side Show in Coney Island during the summer, returned to Schork & Schaffer's 42d Street Museum last week for an unlimited engagement. He will lecture and answer questions as he did there last winter.

MICKEY CARROL, who worked with the Gooding Shows at the Ohio State Fair, Columbus, O., visited the carnival desk last week while en route to play the Lancaster, O., County Fair. He infod that he has just taken delivery on a new car and trailer and that he plans to spend the winter in Florida.

KREKORIAN AND STONE, "the popcorn kings," letter from Philadelphia: "We are enjoying good business at the fairs in the eastern part of this State due to the fact that everyone is working and money is plentiful. Plan to add two more wagons to our fleet in the spring."

NOISE AND PROFANITY among train crews at the runs and during setting-up and tearing-down operations are swell ads for shows among townsfolk. Not!

JOHN ELLIS cards from Lansing, Mich., that since he closed with the Mighty Sheelsy Midway in Detroit, he has been playing schools thruout Michigan and Illinois with his Rip Van Winkle Company to good business. He adds that he will organize his tab show, Uncle Tom's Cabin Company, at once and play the same territory.

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GASOLINE BURNERS
Tanks, Lanterns, Stoves, We can supply all parts, including Generators, Wire, Etc. State Your Wants.
"Speedomatic Service."
HOFFMAN GAS APPLIANCES
59 East 8th Street, New York City.

HUBERT'S MUSEUM INC.
228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFER.

cialist for his right eye. After managing Laurens County Fair there for the Lions' Club he plans to go to Lady Lake, Fla., to rest and continue ocular treatment.

NOW ARE SOME carnival managers thoroughly convinced that Decoration Day, Fourth of July and other holiday celebrations are good for eppes unless they ARE CELEBRATIONS and the shows are part of them?

IN HIS ROLE as activities director, Joe S. Scholbo is stirring up real interest in the Houston Lodge of Elks, No. 151. As an aid in doing this Joe is getting out a revived monthly edition of *The Elks News* to promote the growth and prosperity of Elksdom in Houston and the entire Southwest. The September issue, first since the revival, is a creditable piece of work.

WILL GRIMSLEY, feature staff writer for a Nashville, Tenn., newspaper, recently devoted his column, "Grimsley's Glances," to F. O. (Tarzan) Banks, who is one of Harry Illion's right-hand men on the Royal American Shows. In addition to being a trouper for many years, Banks is also a long-distance runner of note. His chief claim to immortal fame being the cross-country record which he established in 1928.

THE DOLEN PENNANT STANDS continue to click on all fronts, according to reports from Roy Dolen, "Leo Foreman from Chattanooga, Tenn." "Organization is operating six machines, divided into three units, with Millard Caudill, Ivan J. Champlin and Dolen each operating two machines. All report that they have enjoyed satisfactory business thus far. In addition, Dolen operates two concessions and Champion one."

KIRBY (KID) ELLIS, popular operator of the Midway cafe on Dodson's World's Fair Shows, has a neat, sanitary emporium and a courteous, snappy staff of experienced help, according to Dave Carroll. It includes Kirby Ellis, cashier; Andrew Lloyd, manager; Curly Smith, head waiter; Louis Rosenberg, chef; K. C. Lance, pastry cook; Thomas Doyle, short-order cook; Earl Joseph, Joe Lamesky and Tex Mulligan, waiters; Theodore McDougall, vegetable man; Frank Podraza, stockman, and Joe Reis, William Rose and James Truet, dish-washers.

GUESTS AT the stork shower held September 10 at Mrs. Seeley's residence, Farmersville, Tex., in honor of Mrs. Bobby Hurst, while the Hurst Shows were playing there, included Ruth Bruce, Mrs. George Procter, Mrs. B. Steinburger, Mrs. Walter Reiding, Ruth Knight; Clara Kilgare and daughter, Pauline; Mrs. Tom Cash, Juanita Frazier, Mrs. Joe Hamilton, Mrs. Bill Grindell, Fay Williams, Mildred Singleton, Mrs. Ed Anders, Mrs. Jack Rider, Mrs. Tex Cavagers, Mrs. Jimmie Howard, Marie Crotser and Fay Silies. Mrs. Hurst received many beautiful and useful gifts, after which refreshments and luncheon was served.



KAY WEISS, wife of Louie (Pickles) Weiss, who conducts three attractions, *Blonde and Red Head Revue*, *Miss America and Hawaiian Village*, on West's World's Wonder Shows. Photo was snapped on the fairgrounds at North Wilkesboro, N. C., recently.

ALLETOWN FAIR Midway Notes: Max Linderman and Frank Bergen busy keeping things moving on their World of Mirth Shows. . . . Crowds, weather and big business brought smiles and an exceptional week's business. . . . W. L. (Bill) Wyatt called on his old friends, Ralph Smith, in the show office, and Carl Turnquist and wife, in the Pennyland. Wyatt makes his home in Pottstown near Allentown. . . . Bingo games did good business. . . . Walter Campfield visited Wednesday. . . . Some faces missing from Allentown for the first time in many years, notably Bill Tucker and his concessions. . . . Ralph Smith is a busy man in the office of the World of Mirth shows.

STILL DATES on holidays are becoming more of a pain in the neck than ever (still dates is right) to carnivals that don't connect with real celebrations. City folks go to the country and country folks go to the city and business on midways usually goes to—well, a little advance thought regarding holiday dates will work wonders with the season's gross.

V. A. McNAMARA, *The Billboard* and mail agent of the Pan-American Shows, writes from Monett, Mo., that the organization is still going strong and the boys have been getting quite a bit of "what it takes." Shows' lineup follows: R. J. Strayer, general manager; Slim Leesman, concession superintendent; V. A. McNamara, secretary; Park Moore, corn game; Mama and Papa Cantara, cookhouse; Ten-in-One, Curley Corey, manager; Jean-Engene, Professor Leroy, mentalist; Mr. and Mrs. Jersey Longcore, Mr. and Mrs. Slim Perri; Hula Show, Bud Jorgenson and girls; Athletic Show, Jimmy Sullivan; Minstrel Show, Gilda Gray and Company; Sex Walk-thru; Tom Sigourney and Company; Revue, Billy Smith and Company; Funhouse, Louis Love; Geek Show, Frenchy LeBlair; Sally Show, Bill Daly. Rides: W. G. Allen, ride superintendent; Loop-o-Plane, A. N. Towsley; Ferris Wheels, Pete Davis and F. M. Latiker; Chairplane, Shorty Davis and G. E. Allen; Tilt, Red Williams; Merry-Go-Round, L. J. Keith; Kid Ride and show painter, George E. Moon; pop corn, Carl Larsen.

Gloria Allen Injured In Fall From Balloon

FARMVILLE, Va., Oct. 2.—Gloria Allen, of the Flying Allens, is in a local hospital recovering from fractures to both legs and broken bones in her left foot sustained in a fall September 23 as the trio was presenting its parachute jump from a balloon at the recent Five-County Fair in Blackstone, Va.

The Allens had ridden the balloon to a height of 1,770 feet. As Gloria out loose from it her chute became entangled with her brother's riggings, causing the chute to rip from side to center. Although descending rapidly, she never lost courage nor presence of mind. By pumping her legs bicycle fashion and maneuvering the cords of what was left of her chute, she succeeded in getting a little air into it, thereby breaking her descent. About 20 feet from the ground the chute collapsed and Gloria plunged the remaining distance, landing on her feet. Her sister, Florence, and brother, Eddie, in the same descent landed safely.

15 Years Ago
(From The Billboard Dated October 7, 1922)

Scores of showmen, some of whom traveled hundreds of miles to pay their last respects, were in attendance September 29 when the body of C. A. Wortham, widely known and highly esteemed owner of the C. A. Wortham Enterprises, who died in Cincinnati September 24, was laid to rest in the Springhill Cemetery, Danville, Ill. A wealth of floral tributes and hundreds of messages of condolence were tendered, while many shows held special services in respect to Wortham. . . . The Walter Savidge Amusement Company ended its season's tour with a highly successful closing engagement on its own grounds in Wayne, Neb. Organization's books recorded financial results which were well above the preceding year.

S. W. Brundage Shows were being set up in Wichita, Kan., for a two weeks' run at the International Wheat Show there, after playing a bloomer stand in Kansas City, Kan. . . . Rubin & Cherry Shows got under way to excellent business at Memphis after concluding a good week at Springfield, Tenn. . . . Snapp Bros.' Shows finished their string of Canadian dates at the New Westminster (B. C.) Provincial Exhibition and entrained for the United States to fill contracts for some of the larger fairs and expositions of the West. . . . World at Home Shows opened auspiciously at the Lynchburg (Va.) Fair after concluding a successful engagement at Roanoke, Va. . . . Harry Burton, general agent of the Mimic World Shows, had just booked the colored fair at Dallas.

John F. Gillice, ahead of the Corey Greater Shows, closed with that organization and began arrangements for his bazaar season. . . . P. E. Nisley, secretary with Smith Greater Shows during 1920 and 1921, was serving in the same capacity for the K. G. Barkoot Shows, succeeding Lew Marcus. . . . W. J. Torrens United Shows closed their season at Dugger, Ind., September 23, and the partnership existing between H. S. Kirk and Torrens was dissolved. . . . H. F. (Doc) Randle and F. P. Darr, agents for S. W. Brundage Shows, were getting their share of splendid stories in the daily papers along their route. . . . Spud Baldwin, lot superintendent on the World at Home Shows, was completely recovered from a severe attack of poisoning which for a time had his many friends worried.

MR. AND MRS. B. B. TYLER visited Mr. and Mrs. Sid Crane, of Snapp Bros.' Shows, when that organization played the Ouachita Valley Fair, West Monroe, La., last week.

EVANS MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
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H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

Concession TENTS
Give Measurements as Indicated BUY from Factory SAVE Money

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Send for Concession Tent & Waterproof Treatment Catalogue.

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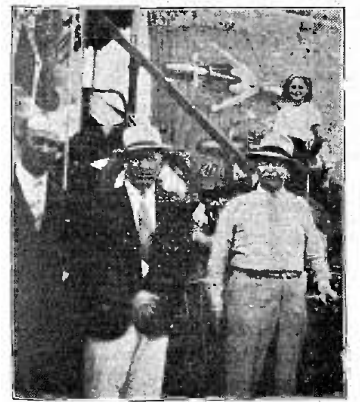
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ABNER K. KLINE, Factory Representative.

SALEM, OREGON

WESTERN STATES SHOWS
Want Merchandise Concessions of all Kinds

Can use good Minstrel People. Can place a good Athletic Show Manager. We have complete frame-up. Can also place independent Shows with own outfits.

Address: **JACK RUBACK, Manager.**
Roswell, N. Mex. (Fair) this week; Lamesa, Texas (Fair), week October 11.



SNAPPED in front of Motordrome on the midway of the Art Lewis Shows at the recent Sherbrooke, Que., Exhibition were left to right: Frank Conklin, of the Conklin Shows; O. T. Aiken, governor of Vermont, and Art Lewis, general manager of Art Lewis Shows. Lewis has just been appointed New England Division chairman of the Showmen's League of America.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Oct. 2.—All is in readiness for the meeting which will inaugurate the fall and winter season and which will be held October 7.

Membership is showing gratifying results. Fizzle Brown writes that he is still plugging and expects to reach the 100 mark ere the end of the year. Morris Lipsky is resting on his laurels. He says he is so close he can sneak in. Frank Conklin is lagging a bit but asserts he will be there with a whirlwind finish. Frank Shean, John Galligan and Sam Feinberg have also been active. Applicants during the week were Al Reese, Harry Rosen, Leo Claude, H. J. Collins, E. J. Hollinger, Gus Vallas, Alex Dayton, H. L. Anfenger, Tom Meade, Charles Docen, L. H. Hardin Jr. and J. N. Mackenzie. These are credited to Frank R. Conklin, Fred W. Sims Shows, Fizzle Brown, Sam Feinberg, Morris Lipsky, W. H. Owens and Sol's Liberty Shows.

Dues were received from Joe Miller, Chester De Rose, M. J. Nutting, Harry Levine, Nell Webb, Art Radtke, Joe C. Harris, J. J. Custock, Charles S. Taylor, Isy Brodsky, Jack Temkin, Jos Murphy, Charles H. Hall, David A. Kann, Ray Balzer, La Motte Dodson and William Claire.

Letter from Ben Voorhees advises that owner James Strates, of the Strates Shows, will hold a Cemetery Fund benefit show during his organization's York (Pa.) engagement. Ben is general chairman of the affair.

Welcome letters with inclosures from both the West World's Wonder Shows and Sol's Liberty Show. These organizations held benefits last week and sent in checks to cover results. West's was for \$206 and Sol's for \$152. Fine work and we thank them for this co-operation. In both instances applications for membership accompanied the letters. Fizzle advises Kay Weiss and husband were instrumental in affair's success.

Who will be next to hold a show? Let's hear from you.

Remittances for Cemetery Fund drive during the week were from Fulton Bag and Cotton Mills, Charles A. Doak, Jack Temkin, Sol's Liberty Shows and West's World's Wonder Shows.

Past President Patty Conklin and Secretary Streibich, accompanied by Brother J. J. Custock, spent a pleasant visit with Brother Fred W. Sims, of Sims Greater Shows, during organization's Windsor engagement. They were royally received, and as a mark of appreciation Brother Sims hustled and got two applications for them. Secretary Streibich also spent an enjoyable day's visit with the boys on the Conklin Shows at Leamington.

Brother Theo Schlimmer returned to the Johnny J. Jones Exposition after receiving treatment at the American Hospital here. Brother Robert Miller is still confined to his home, as is Brother Col. Owens. Brother Harry Coddington is up and around and manages to visit with the boys two or three times a week. Brother Pinkey Biltz is in the hospital awaiting examination reports. Brother R. W. Rocco writes that he is feeling fine and getting along nicely since his recent operation.

Brother Charles T. Goss writes for ap-

lications and advises that we may expect results at an early date.

Brother George H. Brown, of Detroit, was in for his first visit and is well pleased with the rooms. He expects to remain here for a short time.

Visitors included Zebbie Fisher, Sam Bloom, Jack Benjamin, Julius Wagner, William Young, Jack Pritchard, Harry Coddington, M. J. Doolan, Larry O'Keefe, Cash H. Hall, Theo Schlimmer, Nieman Eisman and Max B. Brantman.

Sam J. Levy, chairman of the 1937 Silver Anniversary Banquet and Ball, advises that he has some pleasant surprises in store. He is lining up his committees and will report on them soon. Remember the date is December 1 in Hotel Sherman. Better arrange to be with us for this affair.

Brother Will Wright advises that he may be with us for a short visit after the first of the year.

Ladies' Auxiliary

Regular meetings will resume October 7.

Peg Willin Humphrey, associate director of the Great Lakes Exposition, Cleveland, and Mrs. Dorothy Hennies, of Hennies Bros.' Shows, were added to the membership and cards were mailed at once.

Mrs. A. J. Weiss and Mrs. Frank D. Shean are active in the membership drive and have requested more applications.

The ladies are planning a bazaar or some other outstanding social activity to be held during the convention the

making the Pomona Fair preparatory to reopening the Copenhagen Flea Circus at Long Beach. Jack Sweetman, who is resting in Circleville, O., infers that he will go south this winter.

The Golden Gate International Exposition to be held at Yerba Buena Bay near San Francisco is rapidly taking shape. Jim Barber has closed his Pacific Coast Shows for the season. Organization will winter in Seattle. Spike Huggins, who closed his West Coast Shows in Seattle, where he played the Rainier baseball lot, sent rides to Puyallup (Wash.) Fair. French & Zeigler Shows closed at Sumas, Wash., September 26 and will winter at Redondo Beach, where Charley Zeigler has other business interests. George French took part of the equipment to Tacoma, Wash. He will join the Coast defenders at Los Angeles. Whitey Aldrich, superintendent of rides with French & Zeigler Shows, will winter here.

George Schafer, of the Puget Sound Company, reports a fine season. He says Patty Conklin was one of his best customers. Harry and Al Myers will winter in Tacoma, Wash. Bill Tucker and Dutch Parks, who have been at Juanita Beach, report a successful season. Henry Meyerhoff's Crescent Canadian Shows are operating in British Columbia. Frenchy Capell has his Eli Wheel and concessions at Trail, B. C. Carl Sonitz has returned as special agent with Polack Bros.' Shows. Carl Phare, owner Playland Park, Seattle, and Funland Park, Tacoma, Wash., reports a good season at both spots. John Alexander



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., Oct. 2.—Monument fund is coming along nicely and this fall will see the unveiling of the \$2,500 monument in club's plot in Memorial Cemetery Park. Jack Ruback, who is working hard to put this over, expects a large gathering for the unveiling.

Plans are the same as last year, with the Banquet and Ball going to the President Hotel and a week of parties in the Coates House Hotel, where club is located.

Many new members are being added this year, with the largest number coming from Western States Shows. Bennie Hyman is first in the race for the \$100 prize being offered by Ruback, with Harry Alshuler running a close second.

Clubrooms have been redecorated and refurbished and everything will be in readiness when the members close their season. Fairly-Martone Shows and Tom Mix Circus will winter near here this year. Brother Dave Stevens left the hospital and is up and around again. Toney Martone drove in from Fulton, Mo., where his show is appearing, and reports good business.

George Howk left for Shreveport, La., where his Royal American Shows will play the fair. Johnnie R. Castle mailed a donation of \$50 and reports that he will be present at the fall doings.

George Elser donated \$25 to the Monument Fund. Artie Brainerd requests that all donations to the Monument Fund be sent in as soon as possible.

Those of you who are not members, send your applications to Harry Alshuler now.

Ladies' Auxiliary

Elizabeth Yearout, secretary, visited J. L. Landes' Shows, playing Johnson County Fair near here, and returned with applications which Mrs. Landes obtained from the show.

They follow: Lillian Gitchell, Flora Mae Garden, Kathryn H. Irby, Fatima Carr, Mavis Mullen, Mrs. Earl Ingersoll, Ruth Ann Levin, Jane Godfrey and Verna Adams.

Marle Beckmann also sent more applications from Topeka. They include Doris M. Patent, Mona Preveau, Thelma M. Patent, Ethel Denis, Darlene Monegan, Mabel S. Hall and Gertrude Karns. Lettie White sent in application from the West Bros.' Shows from Columbia, Mo. Minnie B. Keith has also been added to the list of new members, while several out-of-town members have sent in their dues.

Birdie Brainerd and Hattie Howk visited the Home-Coming Celebration at Cameron, Mo.

Burns Prove Fatal To Ernest E. Roop

GREENWOOD, Miss., Oct. 2.—Ernest E. Roop, owner of the monkey circus of the Greater Exposition Shows, succumbed in a hospital here September 28 from burns sustained Sunday when a truck overturned near Greenwood. Emery Smith, Memphis attache of the show, was seriously injured and is confined to the same institution under observation. Roop's home is in Crawfordville, Ind.

En route to Greenville Roop is said to have sensed the insulation burning on a wire in the engine of his truck and while attempting to make a quick stop lost control of the wheel and crashed, the vehicle bursting into flames. Passers-by pulled Roop and Smith from the truck. All of the equipment and truck, except one monkey, was lost.

Strates SLA Show Set for October

BLOOMSBURG, Pa., Oct. 2.—The Strates Shows will stage its benefit performance for the Showmen's League of America Cemetery Fund October 8 at the York (Pa.) Fair, Ben H. Voorheis, general chairman, said this week.

Chairmen appointed to date by Voorheis are Sylvester A. Putnam and Dan G. Montgomery. Jack Page will be master of ceremonies and Voorheis himself will look after the entertainment end. He plans to present a two-hour performance.



THE SHIRLEY FRANCES GLORIFIED PRODUCTION, a feature at the recent Canadian National Exhibition, Toronto. Among the feature performers are Shirley Frances, Sally (Toby Lee), Markell and Faun, comedy; Adele and Roland, song and dance, and Maureen Lawrence, toe tap. On the front are Larry Kohler, Walter Paula and Thomas Mizer.

last of November. Full report will be given at an early date.

Relief committee reports that Mrs. Alice Hill is showing great improvement, while Mrs. Charles G. Driver is feeling well enough to accompany her husband on a short business trip.

Mr. and Mrs. Chick Eckhart changed their home address from Milwaukee to Appleton, Wis.

Nominating committee will be selected at an early October meeting.

Los Angeles

LOS ANGELES, Oct. 2.—Beaches and parks here are still doing good week-end business. Almost all of the carnival folks are making the Los Angeles County Fair. Felix Burk came down from San Francisco to rejoin the Coast Defenders for the winter.

Joseph Anfenger is contracting attractions for the coming Shrine Auditorium event. Gene Delmar came down from San Francisco to make the Pomona Fair.

William F. Grimm is with the Martin Shows, while Eddie Stewart has joined the Frank Forrest enterprises. Hal Compton writes that he is doing okeh in the North. Fritz Landes, making Ohio spots, will return to the Coast soon. The C. F. Zeigler Shows report that they did well in Montana territory. Cal Lipes, of Foley & Burk Shows, is

Politt and Arthur Cramer are working on a promotion with Jack E. Lewis in San Francisco. Bert Winsoe is promoting a new amusement project in San Francisco's Bay District. Howard E. Parker sold his kiddie rides to Happyland Park at close of the Vancouver (B. C.) Fair. Harry Max Bernard reports having had two red ones in a row, Redwood City, Calif., and Atwater (Calif.) Fleeta.

Martin United Shows are playing Oregon spots. Schmidt Amusement Company is in winter quarters at Portland, Ore.

Mr. and Mrs. George Stiles, who had the bingo on the French & Zeigler Shows, will winter in Seattle, as will Warnie Adams. California concessioners at Puyallup (Wash.) Fair were Harry Sussman, Sammy Coomas, Frank and Jack Schafer and Billy Myers. Harry Goodman and Eddie Gamble had the free acts.

Street Fairs in France

PARIS, Sept. 27.—Big street fair at Nantes, running full month, has more than 100 rides and attractions, including Autodrome, Caterpillar, Loop-the-Loop Swings, Mont Blanc, Luna Park, Mazetti's Animals, Wall of Death, Amar's Menagerie, Crime Show, Freak, Illusion, Girl and Monkey shows.

Other important street fairs on at Elbeuf, Laval, Chartres, Thionville and Blois.

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Elite Exposition Shows

The Elite Exposition Shows, which were organized week of July 4, are now in their 11th week and still going strong. Business as a whole has been satisfactory, with one or two exceptions. The management recently contracted Ralph R. Reed as general agent, who is in the South looking after bookings. Show will remain out until third week in December, will establish winter quarters in Mississippi and will start back shortly after the new year.

Mr. and Mrs. Mace and son joined with two concessions and the Atkinsons with two kiddie rides. The show has six rides and five shows, consisting of the following: Ferris Wheel, owned by H. C. Bondurant; Lowell Vandike, operator; Claude Boren, tickets. Swing, Gale Creach, foreman; Pete Sturns, clutch; John Collins, tickets. Mixup, A. C. Buckalew, foreman; Bud Turner, tickets. Drive It Yourself Autos, U. S. Atkinsons, operator; Mrs. Atkinson, tickets. Kiddie Airplane, D. W. Atkinson, operator; Mrs. Atkinson, tickets. Kiddie Train, Adolph Hanson, operator; Mrs. Gale Creach, tickets. Athletic Show, Bob Oleary, manager; Mae Oleary, tickets; Jimmy Burns, Dummy Grover, combination men. Hawaiian Show, Don Foltz, manager; Myrton Buckalew, Darlene Wright, dancers. Geek Show, Blackie Pike, manager; Ross Canaga, inside lecturer; LaZora, the Geek. Mickey Mouse, Wamsley, manager. Working World, Larry Reed, manager; Mrs. Reed, tickets.

Concessions: Blower, Bud Lime, manager, and Jack Shannon, agent; punk rack, Speedy Sparks; cigaret gallery, Wanda Day; lead gallery, Sam Day; photo gallery, Mr. and Mrs. Kitchen Wallace; cane rack, Bess Foltz; bottles, Maxine Lime; pop corn and peanuts, Dave Reese; snow cones, Sam Jackson; penny pitch, Frankie Cooper; string game, Marion Keener; over and under, Pat Maginnis; log, Sam Catherwood; grab, Mr. and Mrs. Bondurant; scales, Jim Mace; blower (prize every time), Mrs. Jim Mace and son; corn game, Dwight (Arky) Cooper, manager, and Earl Mark, assistant.

Staff: Charles Rotolo, manager; Ralph Reed, general agent; Don Foltz, lot superintendent; Willis Clark, electrician; Bud Turner, mechanic; Dave Reese, master of transportation; Willis Clark, nightwatch; mail and *The Billboard* agent, Bess Foltz; Mrs. Reese, relief ticket seller; Punkins Reese. Show travels on 15 trucks and trailers. Mr. and Mrs. Orville Cox, Orin Jones, Roy Coots, Mr. and Mrs. J. L. Landes, Mr. and Mrs. Carter Buton, Mr. and Mrs. Joe Mullen, Mr. and Mrs. Bud Decker, Scuffling Jimmy were visitors. DON FOLTZ.

Dixie Exposition Shows

Baldwyn, Miss., Fair, September 5 to 10. In center of town. Fair weather. This, our opening spot in Mississippi, was very good. The show personnel gave the writer a surprise birthday party. It was Squeaker club night meeting and there was no hint of anything out of the ordinary happening. To the strains of *Happy Birthday* the surprise was sprung. Many beautiful presents were received and a late supper was served by Mrs. Virginia McCampbell.

A packed midway every night. The Caterpillar, the first to be in Booneville. All riding devices had a wonderful week and all cohesions seemed well pleased. Mrs. Mabel Wyatt left here with her Kiddie Autos. Mrs. Bobbie Ray, of photo gallery fame, left for her home in Louisiana for a two-week visit. Kelley Grady took his Mixup and Kiddie ride and some of his concessions and worked a horse show in Petersburg, Tenn., returning to the show with a big smile on his face. Mrs. Grady remained on the show with their rides and concessions. Taken all in all it was a good spot.

Iuka, Miss. Week of September 13. Fair date. Regular fairgrounds, close in. Cool weather most all week.

Good opening and good crowds. Wednesday, Thursday and Friday very cool. People in overcoats. Business exceptionally good for such cool weather. Mother Marvin closed and went to spend the winter with her son in Red Bay, Ala. Mr. and Mrs. F. H. Bee Jr. visited with Mr. and Mrs. C. D. Scott for a few days. Mr. and Mrs. Bee and Mr. and Mrs. Scott visited Pickwick Dam and had luncheon there. Next day visited Mr. and Mrs. Arthur Gist in Sheffield, Ala. Mr. and Mrs. Scott, accompanied by Mr. and Mrs. Kellie Grady, visited the Rubin & Cherry Exposition in Memphis. It was a regular reunion for the Scotts

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

and Grubergs, as Mr. and Mrs. Scott were married on the Sol & Rubin Shows 22 years ago. Mr. Scott is slowly recovering from injuries required in auto accident, which occurred five weeks ago. Joe Hampton is still on the sick list from the same cause. Saturday night the midway was packed, due to the sudden change of weather, which was warm. Mr. and Mrs. Jack Kennedy left with their cookhouse and Charles Phillion is joining in Pontotoc, Miss.

B. M. SCOTT.

Cetlin & Wilson Shows

Plainfield, N. J. Four days ended September 24. Auspices, Arbor Fire Company. Location, Rock avenue showgrounds. Weather, cold. Business, none.

Owing to the fact that it remained over in Reading for Sunday, show did not get ready for Monday night, and as the New Jersey State Fair opens on Sunday it tore down Friday night.

This was without a doubt the worst date the organization played this season. No one obtained money. A number of folks spent considerable time in New York during the week. Mrs. Max Linderman visited. Ted Miller was in Trenton, N. J., all week doing advance publicity. Kitty and Jerry joined with the cookhouse for the remainder of the season, replacing George Welch, who had to leave owing to ill health. Committee was really 100 per cent and did all it

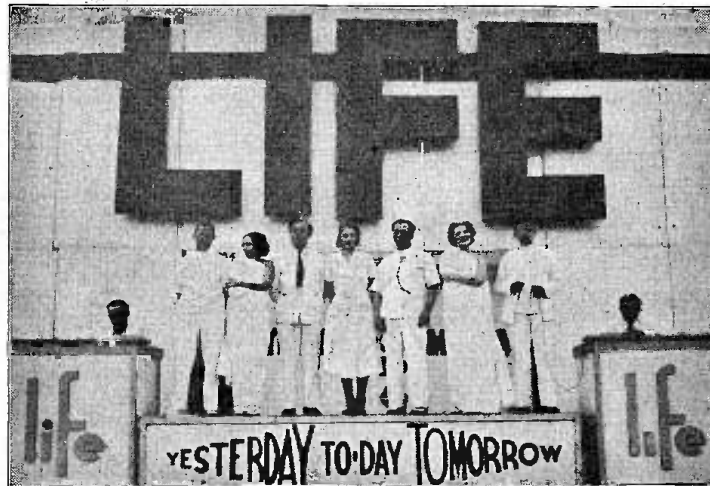
week at Roxboro, bringing the shows up to 11.

Manager Buck will leave Friday for Mineola, N. Y., where he has the fair again. This season booking in mostly independents. Phil Isser will be there with his rides, also Sam Wagner with Coney Island Side Show. Mrs. Buck will return south with Mr. Buck after a fortnight's rest at their home in Richmond Hill. Mark Watkins joined with six concessions; Billy Marco, also newcomer, with two. Among visitors: John Marks, of Marks Show, and dozens of showmen, ride men and concessioners, including Roy B. Jones, George Lucas, Bobby Kilne, Harry Biggs, Hamda Ben, Bud Turner, T. R. Walker, Weidon Fair, among visitors; also Harry Ramish, of Sam Lawrence Shows. Pete Neece, Doc Bass, both old-time troupers of Burlington, on midway nightly. Art Frazier, another oldtimer, spent few hours visiting friends. DICK TOLMAN.

Hennies Bros.' Shows

Decatur, Ill. Four days ended September 17. Auspices, Veterans of Foreign Wars. Location, E. & O. showgrounds. Weather, cool. Business, fair.

A four-day stand at this town to break the long jump from the Michigan State Fair at Detroit to the opening of the Southern fairs at Laurel, Miss. The sixth show this year and business only fair. Opening Tuesday was excellent



DR. SAMUEL FRIEDMAN, manager of the Life attraction on the Goodman Wonder Show, and his staff. Left to right: Dave Campbell, Elizabeth Hayes, Jaques Gould, Henrietta Hillins, Dr. Samuel Friedman, Veree Roberts, William E. Thompson. Ticket boxes: Harry Bernstein, left; Earl Myers, right.

could to make the event a success, but it was just one of those things. Harry Dunkel is away on business. Chet Dunn is building new concessions to replace those which were destroyed by fire in Reading. GEORGE HIRSHBERG.

O. C. Buck Exposition

Mebane (N. C.) Six Counties Fair. Week ended September 18. Weather, ideal. Business, only fair; none in daytime.

Show jumped 782 miles from Fonda, N. Y., to play first Southern fair and, incidentally, the first time for the show in the South. Long move made without accident and most trucks arrived during early Sunday, as did the train. Business started off light Monday night, but continued to increase during the week and Friday and Saturday proved satisfactory. Day business was practically nil. Durham County Fair, Durham, 20 miles away, was also in progress, and this probably had something to do with drop in gate. Purl Shields joined with his Carolina Minstrels, for which new outfit had been built. Company consists of 17 people, including band. Pete Thompson also made first appearance with Rumba Show. Both did fair business. Contracts have been entered into with Earl Chambers for his Monkey Circus and Hippodrome to join next

Rhodes, veteran builder, still with it and as hale and hearty as ever. Jack Don-dingler, superintendent of concessions, as busy as the proverbial bee attending to his manifold duties. Oscar Halverson, managing the Auto Dodgem, and wife, Frances, handling the "Funland" show. George W. Johnson, talker on *A Night in Paris*. Andy Carson has been with the show during the last several weeks. Hennies Bros.' Shows established a new record for SIA Cemetery Fund at the Detroit show of which every member is very proud. A long railroad jump out of Decatur—970 miles into Laurel, Miss., to open at the South Mississippi Fair. Show train left Decatur, Ill., at 8 a.m. Saturday and arrived in Laurel, Miss., Sunday night at 6:30. WALTER D. NEALAND.

Broadway Shows of America

Bell Haven, N. C. Week ended September 18. Auspices, Town School Board. Weather, rain. Business, fair.

The showfolks had a very nice time fishing, weather permitting. The show tore down and loaded Saturday night and arrived in Warsaw, N. C., Sunday and was ready for business Monday night on the high-school grounds, playing under the Warsaw High School Athletic Association. Show opened to a very small crowd. T. E. DANIEL.

L. J. Heth Shows

Jasper, Ala. September 20-25. Auspices, Walker County Fair. Weather, ideal. Business, very good.

The date marked shows' first engagement at the fair since the L. J. railroad show played it in 1929. Received wonderful co-operation from Mayor Burton, acting president of the fair. Secretary Pierce and Treasurer Dixon also proved themselves tireless workers in behalf of the show and fair staff.

Thursday, Kids' Day, proved to be one of the largest kid day grosses of the season for shows and rides. Daly's Cavalcade of Wonders topped the midway, with Fred Miller's Midget Show running second for the day. Octopus and Swooper also did wonderful business. Fred Miller with Midget and Girl Show, S. W. Thompson with Big Snake and James Bennett with Monster Alive Show joined.

James Grant has replaced Pop Tube as manager of Minstrel Show. General Agent H. B. Shive closed here and was replaced by Fred Meyers. Assistant Manager Joe J. Fontana spent the week-end at his home in Atlanta. L. J. Heth and Mrs. Heth played hosts to many guests from Birmingham. Flying Valentinas and the Sky-High Girl, booked thru Gus Sun office, were the free acts here. Al Fine renewed many old acquaintances, having wintered in Jasper in 1931 with Rock City Shows. Frank Lee, of the Rubin & Cherry Shows, visited. L. J. Heth closed contracts for the show to play Jackson County Fair at Scottsboro week of October 11. C. D. Scott and F. H. Bee visited the show at Tusculumbia. JOE J. FONTANA.

Santa Fe Exposition Shows

Watonga, Okla. Week ended September 18. Auspices, Blaine County Fair. Location, fairgrounds. Business, fair.

With rides freshly painted and new flags on all banner fronts, all was in readiness for the opening Tuesday night. Tex and Beverly Parker joined with corn and Willard and Mrs. Pryor with ball game. Charley and Joe Tubbs have taken over midway cafe. Ethiopian Midgets got top money, with Models of '37 second. A. E. Tiems, of Oklahoma City, visited and entertained the entire staff with his moving picture camera, showing reels of the midways of various carnivals in Oklahoma.

Dad Tubbs, father of Mrs. Harris, is still a fine ticket seller. Stormie Harrison was promoted from Ferris Wheel clutch to show utility man. Joe Richards is doing a fine job on the front of the Hula Show. Human Heart, from the Side Show Annex, has been replaced by the four-legged girl, and business there has shown an increase since the change. Foremen of the ride boys, Dixon and Adolph Weiss, of the swing, are betting heavily on their favorites in the benefit wrestling match to be held in the Athletic Show. Benefit is to keep the show's youngster in school. C. Preskitt is doing lots of training to overcome Tony Gaspar's excess poundage in their grudge match. Town people are smoking cigarets these days, as they are being won too frequently from Secretary Wood's

gallery. Mrs. Harris' housecar is nearly completed. Louis Scherz, scenic artist, left for Ohio to visit his home and a hospitalized brother.

THOMAS W. GASPAR.

Johnny J. Jones Exposition

Salsbury, N. C. Week ended September 25. Rowan County Fair. Weather, ideal. Business, good.

With five perfect fair days prevailing, Rowan County Fair outdid all previous gate and midway grosses. Date was big for rides, but only fair for shows. Carl J. Lauther reported a big week, topping the shows. Great co-operation of both The Morning Herald and The Evening Post gave the show unlimited space daily.

Advertised Children's Day for Monday was postponed until Friday, due to the Board of Health barring children under the age of 12 from attending as a precaution against further cases of dyptheria. Nevertheless a fair day's play was enjoyed.

Tuesday, Wednesday and Thursday day play was very light, but fair at night. Friday an early play starting at 10 a.m. and lasting until midnight gave the shows a good business and the rides went over big. Saturday again gave the midway both a good day and night play.

Mrs. Pearl Harvey, who was rushed to the St. John Hospital in Lexington, Ky., while the show was exhibiting in Louisville, underwent a successful operation and is now on the road to recovery.

Frances Scott, now the show's official photographer, is mourning the fact that there are no more shots to be had. She has photos of every show and ride as well as the personnel.

Miss Pat Cherrington closed after the Louisville engagement and returned to her home in Chicago. John Dillinger Sr. will continue with the Crime Exhibit. Secretary Ralph Lockett returned after visiting the home folks at Ethrick, Va.

Visitors included Ray Marsh Brydon; Mr. and Mrs. James Hodges and son, Fletcher; Roy B. Jones, John Brown, Mr. Bloom, Floyd Newell, Frank West, Louis Weiss, Mr. and Mrs. Frank B. Hilderbrand, Mr. Lawrence, Jack V. Lyles, C. A. Herlong, James Raferty and Ernest Gentry. STARR DeBELLE.

World of Fun Shows

Robersonville, N. C. Week ended September 18. Auspices, Chamber of Commerce Tobacco Festival. Location, South Main street. Weather, fair. Business, fair.

The move from Emporia, Va., was made by trucks without any mishap and the show opened on time Monday night. Due to the delay of the new and larger exhibit top, exhibits were not placed until Tuesday. Wonderful co-operation between the show officials and Chamber of Commerce, which was sponsoring the fair. Much credit due to Duke Brownwell, who was the fair director. Paper praised the clean midway and brought many outsiders to town. Program was

broadcast daily over local station. The Looping Nixons joined with their Globe of Death as the feature free attraction, also the Flying Sullivans and Captain Cushing with the Sky Lady, high fire dive and the 600-foot slide for life.

This being the first fair ever to be held here, the natives went for it in a big way. The Farleys' sound system made daily trips in the community. General Manager N. P. Roland states that the show has been awarded the contract for the 1938 fair, also that he has the contract for the Firemen's Fall Festival, to be held in Scotland Neck, N. C. W. C. Sargee doing very nicely with his bingo. Bill Gary joined with his show Paris Before Dawn. Many jackpots are being cut up in Ray Highsmith's Midway Cafe, which joined here. Show is booked solid until first week in December. Shorty Shell has recovered from recent illness and has taken up his duties as lot superintendent. Frank Dickerson, of Rocky Mount, was a nightly visitor, also other folks from near-by shows. J. J. Steblar's show has received a new coat of paint and additional lights. Whitey Davis still in the lead with the big El Wheel. Show now consists of 4 rides, 8 shows and 40 concessions. W. DAVIS.

Hilderbrand's United Shows

Corvallis, Ore. Six days ended September 18. Location, depot lot. Auspices, L. L. L. Business, good. Weather, unsettled.

After a seven-year layoff in the city limits due to prohibitive license, Corvallis gave Hilderbrand's United Shows a cordial welcome. The merchants were so astounded by the business given them by the showfolk they personally appealed to the local newspapers, announcing their appreciation, while the public officials went out of their way to make the engagement a success. Seven years ago an ordinance was passed following an engagement by a carnival in Corvallis and The Dalles raising the license to \$200 per day to prevent carnivals from showing within the city limits. Since that time carnivals were forced to pass up the city. O. H. Hilderbrand made a personal appearance before the city council and convinced it the fee was excessive and the council reduced the license to \$500.

En route one of the large trucks was turned over entering Monroe. Both driver and truck escaped serious damage. Nevertheless the Mixup could not be erected until minor repairs had been made. Two hundred and fifteen orphans from the Corvallis Orphanage were the guests of the show Saturday afternoon. Mr. and Mrs. Louis Scarcel returned from their engagement at the Oregon State Fair at Salem, where they had several rides. Robin Reed spent three days on the show directing the operation of his double Loop-o-Plane. Mr. and Mrs. Abner K. Kilne and Mrs. Viola Schafer were the guests of the writer. Word was received from Wilbur Hot Springs in California that Mrs. John E. Castle is recovering from her recent breakdown.

Bob Clifford celebrated his birthday anniversary in bed, where he was confined with illness. Mrs. E. Pickard and Fern Chaney also celebrated their birthday anniversaries. Mrs. Ann Cross, accompanied by Dell and Dot Cross, returned to her home in Silverton, Ore. Mrs. Bud Cross Sr. arrived to keep house for her son, Bud. Mr. and Mrs. Lyman Grisham were entertained by Grisham's relatives all week. Saturday night was lost by rain. This makes the third Saturday night in a row the show was rained out. Ed Smithson, special agent for the West Coast Shows, was a visitor en route to Los Angeles. David Shannon spent the week visiting relatives in Albany. Hazel Fisher and Verna Seeborg visited relatives in Portland. Fishing and deer hunting became the mecca of the showfolk. . . the fishing was successful, the hunting not so good. Following the Grants Pass Fair, the show heads south into California, playing the last seven weeks in that State. WALTON DE PELLATON.

Dee Lang Shows

Perryville, Mo., September 13-18. Auspices, Perryville on Parade Centennial Celebration Committee. Location, Public Square. Business, good. Weather, fair. All available space in streets around square utilized to set up shows and rides, with Octopus and free acts being located on Courthouse lawn. Fireworks, balloon ascensions, band concerts and organ recitals presented each afternoon in business district. Virginia Senior and Rual La Gard, free acts, also give daily performances. A pageant, commemorating the 100th anniversary of the incor-

poration of the town of Perryville, presented each evening on Seminary grounds on outskirts of town. The weather was pleasant enough in the daytime, but at night turned real chilly, so this accounted for the scarcity of the crowd on some nights. A novelty here was the "wooden nickels" which were printed and distributed as souvenirs. These were redeemable in cash or trade by merchants and acceptable on shows and rides.

P. E. (Heavy) Waughn has gone back to St. Louis for the rest of season. Barney Williams now taking his place as chief electrician. Henry King has purchased new Chevrolet sedan from Charles T. Goss. Milford Smith, of St. Louis; Mr. and Mrs. William Bennett, of Festus, Mo.; Mr. and Mrs. Irvin Blick and Kent Wilson, of Jackson, Mo., were visitors. Most all the women folks on the show had a part in the combined Juvenile Birthday and Going-Away Party, to which all children on the show were invited. Shirley Worl and Helen Forkum had birthday anniversaries. Colleen Mathies is preparing to go back to school. All the young folks were showered with presents. Mr. and Mrs. Dee Lang contributed gifts of money. John Sweeney gave each one candy and handkerchiefs. Bill Baker responded to many calls for spending money. Ivan Mann contributed the birthday cakes. E. H. Kelly gave all sweater sets. Mr. De Lassus, druggist, contributed money and candy. Numerous other gifts given each child by the women. C. R. NEWCOMB.

Endy Bros.' Shows

Doylestown, Pa. Week ended September 18. Auspices, fair. Weather, cold.

Altho good attendance marked this year's fair, business was only normal, due to the cool nights and the small grounds. Many visitors from near-by fairs, but the personnel was on its toes getting ready for its Southern fair tour and Saturday night the show moved without a hitch.

Spring Hope, N. C. Week ended September 20. Auspices, Nash County Fair. Weather, good. Business, good.

Show moved on schedule and arrived early Monday morning after a 480-mile jaunt in trucks and baggage cars. Everything was ready to open by 7 p.m. Over 1,500 people were on hand at opening.

Show made fine appearance with all newly painted fronts. Bench Bentum's Diving Sensations rejoined here after a three-week absence, having played previously booked dates for the Sun Office.

Fair secretaries from near-by fairs visited. Among them were Dr. Fleming, Mr. Gillum and Mr. Dunn. General Manager David B. Endy played host. Attendance picked up every night until Friday saw over 6,000 people on the grounds. All attractions and concessions reported good business. HARRY BENTUM.

Patrick Shows

Newport, Wash. Week ended September 18. Auspices, American Legion. Location, main street. Business, fair. Weather, cool.

Show opened Monday night to a large crowd of eager fans. Ferris Wheel got top money while all concessions had a good week. Personnel of the show gathered on the midway to celebrate Mr. Patrick's birthday September 14. Cake and ice cream were served and concessioners presented Mr. Patrick with an electric razor and various other gifts. Pictures were then taken of the staff and group of show people in front of the gate.

Immediately after that Mr. and Mrs. Patrick left for Spokane, where they were royally entertained by friends and family. Mr. Patrick claims that each birthday gets bigger and better.

Mr. and Mrs. Bull Walker and family left for Venice, Calif., Saturday. The rolldown store-is now under new management. Show is moving on bigger and better trucks. Mr. Patrick has been making preparations to come out with a better show next year in every way.

Several concessioners have spoken for space for the coming year. Harry Lyons has been making preparations for a big winter show. Groves Wright had a good week on his blanket store after he was able to throw away the cane. He is looking forward to a vacation soop. We would like to elect Bill Fielding permanent chauffeur for yours truly. He's a good driver and that is what we need. Visitors were J. C. Kitterman, E. E. Emery, Sylvester Smith, Arthur Guernsey. MONROE H. EISENMAN.

Advertisement for Tilt-A-Whirl and Kiddie Auto Rides. Includes text: 'It Pays To Own A TILT-A-WHIRL' and 'ALLAN HERSCHELL CO. 1937 DE LUXE MODEL KIDDIE AUTO RIDES'.

Advertisement for Henke Amusement Co. featuring a carousel for sale. Text: 'FOR SALE \$12,500 ALLAN HERSCHELL CARROUSEL, 40 Ft., 3 Abreast, Portable, Complete; Organ, Motors, Wired for 700 Lights, Horses Painted This Year, New Top in Perfect Shape.'

Advertisement for Keystone Shows Want. Text: 'For Walton County Fair, MONROE, GA., OCTOBER 11 to 16; GWINNETT COUNTY FAIR, Lawrenceville, Ga., October 18 to 23, followed by several more Georgia Fairs.'

Advertisement for Groves Shows Want. Text: 'FOR HOMECOMING AND FALL FESTIVAL, CLINTON, IND., OCTOBER 11-16. On the Streets, First Time in Years. Mines Working Good.'

Crystal Exposition Shows

Maryville, Tenn. Week ended September 18. Auspices, Fair Association. Weather, ideal. Business, very good. Attendance at fair nearly doubled that of 1936.

The boys are painting and the rides look as tho they just come out of shop. Ben Holmes, agent for Dan Rice Circus, was a visitor and says his show has had good season.

Zimdars Greater Shows

Thayer, Mo. Week ended September 18. Auspices, Oregon County Fair Association. Location, fairgrounds. Weather, good. Business, good.

All concessions except the eat and ice cream stands were closed. Shows and rides did well, however, Johnson joined with his frozen custard.

Memphis, Tenn. Week ended September 25. Location, Tri-State Fair Grounds. Auspices, Mid-South Tri-State Colored Fair. Weather, rain. Attendance, good. Business, good.

Fair did not open until Thursday. E. E. Schaa is back on show as lot man. Concessioners who joined were A. J. Womack, Jack Wish and A. C. Jolly.

Miller Bros.' Shows

Bartlesville, Okla. Week ended September 25. Location, Mound showgrounds. Auspices, State, city, county authorities. Pay gate. Weather, fine, except one day rain, another cold. Business, satisfactory.

Movement from Pawhuska's Osage County Fair, September 17. Grand opening Bartlesville September 18. Dug in to old field pay days. No Sunday performances.

Al R. Rogers, ex-"100-hour man" for Miller Bros., promoting program book for Miller-Hallock. Dr. L. F. Day succeeds Al Rogers on this show.

Jones, Rev. H. J. Buckingham and William (The Bishop) Patterson. Effie May Waddell and niece, Pattie Elias, airplaned Ohio to Bartlesville visiting her husband and Hon. Gerry Cathcart.

Blue Ribbon Shows

Murfreesboro, Tenn. (No. 1 Unit). Week ended September 25. Location, Carnation Mills Showgrounds. Auspices, American Legion. Weather, excellent. Business, fair.

Show opened Monday night to light business, but Tuesday and each night thereafter large crowds jammed midway. With seven more fairs to go everybody was more than glad to play a still date and rest a bit after a tiresome workout of Indiana fairs.

Eric B. Hyde Shows

Chattanooga, Tenn. Week ended September 11. Auspices, Veterans of Foreign Wars. Location, Rossville Boulevard. Weather, mostly rain. Business, fair except Monday and Saturday, which registered good.

Monday afternoon (Labor Day) lost on account of green lot made difficult by rain. Ten thousand people came out to witness the heroic efforts of mules, men and tractors trying to spot trucks in the soft ground.

Gainesville, Ga. Week ended September 18. Auspices, American Legion. Location, city park. Weather, good. Business, excellent.

Gainesville being a blood brother for this show and the organization received excellent co-operation from city and county officials. Enjoyed good business from the show-going public and a pleasant and profitable week.

Golden State Shows

Visalia, Calif. Week ended September 25. Location, edge of town, adjoining Sen City Clubhouse. Still spot. Weather, warm. Business, excellent.

Opened here Tuesday with everyone expecting a near-vacation until Saturday. Precedents were shattered, however, by a record attendance which continued at peak thruout week.

Manager Will Wright drove to Los Angeles to attend a party given in honor of Cole Bros.' Circus in the club of Pacific Coast Showmen's Association Monday.

Art Lewis Shows

Farmington, Me. Week ended September 25. Auspices, Franklin County Fair. Fifty-cent gate. Weather, fine. Business, excellent.

This date was a big winner for Art Lewis Shows and everybody got what it takes. Spot marked the fifth consecutive week that the shows have made big money.

had attended, setting a record for the fair.

Art Lewis has turned into a modern All Baba, not with a magic carpet, but thru the air just the same in a beautiful new two-cabin airplane.

The two units combined for the trip to Great Barrington, where Lewis is president. They will remain together for the fair at Danbury, Conn., which follows the Barrington date.

Strates Shows

Clearfield, Pa. Week ended September 25. Auspices, Clearfield Fair. Weather, fair. Business, fair.

Clearfield Fair opened on Children's Day, Tuesday, with one of the largest crowds ever seen at the fair and all shows and riding devices were packed to capacity almost all day.

Mary Wiggins Troupe was the grandstand attraction. The writer supervised the taking of several hundred feet of color movies of midway scenes which will be used to publicize the show.

Harold English assumed the position of secretary of the show here. Every attraction and riding device on the midway from front to back was repainted during the engagement here in preparation for the two big dates of the season.

General Manager James E. Strates has purchased a Ben-Hur ride and another kiddie ride, the Blue Goose, making a total of 17 rides and 15 shows now on the Strates midway.

Writer's orchid goes this week to Sylvester Aloysius Putnam, genial mailman and The Billboard agent, for the capable manner in which he is handling his duties.

McClellan Shows

Charleston, Miss. Week ended September 25. Auspices, the fair. Weather, fair. Business, fair.

Show was ready to open Monday night, but the power company failed to provide light for the lot. Four days of good business followed. Saturday morning a heavy rain flooded the lot and everything was consequently packed by fight fall.

Sam Lawrence Shows

Wendell, N. C. Week ended September 18. Auspices, Wendell Fair. Location, heart of town. Business, fair. Weather, fair.

Shows played five fairs in five weeks in five States as follows: Columbia, Pa.; Woodstown, N. J.; Keller, Va.; Cambridge, Md., and Enfield, N. C. Saturday at Wendell was a good one, with over 4,000 folks on the grounds.

New addition is Dr. Coley with his Hiko and Illusion. Charles Johnson, of girl show fame, has a new front. Plant show has clicked at all the fairs.

Manager Sam Lawrence has been away from the show on business, as has Sam Burgdorf, who is in Florida getting winter fair dates lined up.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: \$1.00 cards, \$5.25; 50 cards, \$6.75 cards, \$8.50; 100 cards, \$10.15; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

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.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS

More and more people are buying our Candy Floss Machines—ONLY the Original Guaranteed Machine. We also have the Double Heads. Get service plus satisfaction. Write Today.

HELP WANTED

Experienced Ring Men, Monkey Circus; all winter work. Must know how to handle Monkeys and put show on. Anybody that has worked for me, let's hear from you at once.

O. C. BUCK EXPOSITION SHOWS, Louisburg, N. C.

WANTED

Cookhouse and clean Concessions for Osceola, Ark., October 11 to 16, and balance of season. Will be out till November 13.

GREAT SUTTON SHOWS

SOUTHERN ATTRACTIONS WANTED

At once and all winter—Ferris Wheel with own transportation. Billy Morgan wire. Two small neat Grand Shows. Ten-cent Grand Shows. No GRUB. No X except Photos, Mitts and Penny Pitch. Man for Chairplane. Hank Hayes come on; Shorty Rogers wire. Want two Grand Store Agents. Man capable of handling Grab Joint.

WANTED

WAX FIGURES, NEW OR USED. Send description, lowest cash price, subjects and whereabouts.

VAUGHN RICHARDSON, 123 So. Butler Ave., Indianapolis, Ind.

WANTED

Loop-o-Plane or Loop-the-Loop for EPHRATA, PA., the biggest Street Fair in Pennsylvania. Also Shows, Grand Shows, Ten-cent Grand Shows. NEW HOE LAND, PA. Street Fair, with Ephrata, Pa., and Little, Pa., to follow. All on the main streets. Address all mail to R. H. MINER, New Holland, Pa.

FOR SALE

(Cash or Terms) Parker 2-Abrest Merry-Go-Round, Organ, Motor, New Top. Good condition. Will book same on this Show. All replies, HETH BROS.' SOUTHERN SHOWS, Oneonta, Ala., This Week.

SECOND-HAND SHOW PROPERTY FOR SALE \$50.00 Fine Gibson Guitar and Case. \$1.75 Men's White Buckskin Skate-Shoes, all sizes. \$32.00 Powers Mov. Picture Mch., on stand, 35W.M. \$14.00 Each—200 make-up kits, good sizes. \$15.00 Alamo Nickel Slot Foot Table with Balls. We buy all makes Ring Skates and Film, silent or sound, 8 or 18M.F. WEIL'S OUBISITY SHOP, 20 S. 2nd Street, Philadelphia, Pa.

Wonder paintbrushes are still in order around here. Visitors included William Glick, Larry Nathan, Jimmy Winters, T. R. Walker, A. H. Fleming and Jack Roberts. Frank Monahan and wife and Mrs. V. Lawrence and Max Pasnick were in a serious auto accident last Sunday, driving to see the Glick Shows. All are reported to be doing well. LOUIS GUETH.

Goodman Wonder Show

Council Bluffs, Ia. Week ended September 25. Auspices, American Legion. Location, Tenth street and Avenue G. Weather, fair. Business, light. After closing at the South Dakota State Fair, Huron, S. D., in which business improved every day, the Goodman Wonder Show headed for Council Bluffs, Ia., which was on the route to the South, and offered some semblance of a week's business. However, hot weather and somewhat remote site of the lot contributed to light crowds thru the week. Two circuses have played Council Bluffs this year, and naturally they took their share of the amusement quota from the family budget. City is sorely in need of a good show lot with better transportation facilities. Incidentally, business conditions were none too favorable to a big show. From Council Bluffs show took up the move to Wichita, Kan. The show is painted as brightly now as when it began its run of fairs. BEVERLY WHITE.

Dodson's World's Fair Shows

Portsmouth, O. Week ended September 25. Auspices, Veterans of Foreign Wars, Post No. 841 and Post No. 3638. Location, City Baseball Park. Ten-cent pay gate. Weather, cool. Business, fair. Long, grueling run of 518 miles from Hagerstown, Md., over C. & O. and N. & W. railroads via Pittsburgh and Parkersburg made without accident or mishap. Show opened promptly Monday night at 7 o'clock on large, beautiful grassy lot. Perfect layout set show off to every advantage. Business light first part of week due to unseasonable cool weather. Turned warm on Friday, giving show best break on week. It being semi-monthly pay day at local steel mills helped gate and all attractions considerably. Nickel matinee on Saturday windy and cloudy. Rides got biggest play from kiddies. Shows between 6 and 7:30 o'clock Saturday evening hampered attendance somewhat. Nevertheless a good crowd turned out and made merry on midway till midnight. Two VFW posts worked in close harmony for mutual benefit. Ride unit of F. E. Gooding on downtown streets five nights. F. E. guest of C. Guy Dodson Monday opening. General Agent Melvin C. Dodson returned to show following long Southern business trip. Henry Wagner, sports commentator Radio Station WPAY, interviewed Edmundo Zacc...

WANT TO BUY No. 5 Eli Ferris Wheel

Must be cheap for cash and in good condition. Give full information regarding same in first letter. Will also buy Penny Arcade if machines are late models and must be cheap for cash. Also machines must be in A-1 condition. Would like 50 to 70 machines. Give full list of machines, make and full information regarding same in first letter. Digger Machines. All address BOX 63, care Billboard, Arcade Bldg., St. Louis, Mo.

HARRIS-TRAILERS, DISTRIBUTORS TROY, OHIO NEW AND USED TRAILERS COVERED WAGON TRAILERS. FACTORY-823 S. Clay Street. SALESROOMS ALSO AT 22 S. Perry Street, Dayton, O. 2103 West Main Street, Springfield, O.

MUST SELL

Beautiful and mechanical made Traveling Bus for small family with the conveniences of a home. Permittable in all States. Write H. C. GRAYBILL, 106 East 5th Ave., Altoona, Pa.

TRAILWAY COACH Completely Fitted Streamline Coach, also Other Styles. PRICE \$450.00 AND UP. Commercial Coaches. \$360.00 up. Dealers Wanted WALLENECK MULDAN MFG., Sandwich, Ill.

chini, of cannon-ball act fame, on special 15-minute program feature. Gandy apple concessioner, Norman Jacobs, back after airplane trip to home, Miami, Fla. Had pleasant two-day visit with his wife and family. Talker Eddie Taylor, front of Southern Reviewers, selling attraction with convincing vantage. The Bohemian Girls, managed by Fred Webster, ranked first position on total ticket sale. Lucille Osbourne, Artists and Models, with new stage, scenery, drapes and lighting effects a close runner-up.

Since placing three new banners on front Devil's Daughter show bigger daily business has been recorded. Women's Bridge Playing Club resumed weekly sessions. Madame Zelma (Mrs. Margaret Sherman) played hostess at Hurst Hotel. First grand prize presented to Mrs. McGuey, wife of F. W. (Toronto Red) McGuey. Next highest score made by Mrs. Jessie Clark. Sixteen members in good standing attended. Elmer Day, with his huge bingo game, clicking at every stand. Joe Osar and Ed Matson now operating frozen custard. Kirby (Kid) Ellis, cook-house proprietor, well pleased with patronage since joining. Mr. and Mrs. Walker Osbourne, concession operators, returned after three weeks' absence, also Joe Fienberg. A new late model public-address system with giant loudspeakers placed along center of midway purchased here after demonstration of Westinghouse engineers, who came on from Pittsburgh. Harry Dameron, outdoor show fan of Huntington, W. Va., spent an evening on midway. DAVE CARROLL.

Elite Exposition Shows

Minneapolis, Kan. Week ended September 25. Auspices, Fair and Horse Show Association. Location, fairgrounds. Weather, cold, rain and dusty. Business, very bad. With a free gate prevailing, show played to fair crowds Monday and Tuesday. The 35-cent gate charge beginning Wednesday ended business for the show, however. Sam Day drove to Kearney, Neb., to get his new house trailer. Mr. and Mrs. McMillan and Mr. and Mrs. Pierce joined with diggers. They are building a new trailer to carry them. Mr. and Mrs. Bud Lime traded their old car for a new one. Arky Cooper is sporting a new Buick. Frances Cooper, who has been ill, is now feeling well enough to go back to work. Visitors included Joe and Mavis Mullen and Bud and Babe Decker. Mr. and Mrs. Kitchen closed to begin their store demonstrations and Mae and Wallace O'Leary have taken over the photo gallery. DON FOLTZ.

Byers & Beach Shows

Paragould, Ark. Week ended September 18. Location, Ball Park. Auspices, American Legion. Weather, cool. Business, light. Show made long trek from Webster City, Ia., to Paragould, Ark., thru heavy week-end traffic without incidental trouble. Played host to small crowds from Monday thru Friday. Crowds seemed to be totally unaware of the entertainment possibilities of a carnival, Cotton gins in the locality closed during the week due to late crop. All helped to make it the dulltest week of the season, without serious competition. Saturday saved the spot from being a total blank with a good crowd out. Tilt-a-Whirl and duplex Eli Wheels had a good play all evening. Visitors: Jack Lindsey, Eddie Hiller, Jack Herman and C. Rielly. DON TRUEBLOOD.

Kaus United Shows

Blackstone, Va. (Unit No. 2). Week ended September 25. Auspices, The Courier Record Five-County Fair. Weather, perfect. Business, good. Despite the many mishaps en route from Woodstock, Va., shows were up in time for an early opening Monday. Those meeting with difficulty en route were Bobby Kork, W. C. Kaus, Mrs. Moweth's bingo truck and yours truly. Kork was at first reported to be only shaken up, but was later found that he had sustained internal injuries and severe bruises to his arms and legs. A. F. Huggins, publisher of The Courier Record and fair president, is a real showman. As the result of his efforts and show's advance crew over 10,000 people on hand when the fair opened Monday. Crowds increased daily and all attendance records were broken. Shows, rides and concessions did well, with many enjoying their best week of the season. Burlesque Revue and Sex

Show led the shows. Ferris Wheel, Merry-Go-Round and Tilt-a-Whirl topping the rides. Ray Sherman opened his new Freak Animal Show. O. F. Mack purchased a new Chevrolet Sedan. Visitors were Mr. and Mrs. Ports and J. E. Kaus of the No. 1 unit of the show. JERRY THORNE.

Bantly's All-American Shows

Gaffney, S. C. Week ended September 25. Cherokee County Fair. Weather, clear. Business, fair. The opinion prevails around the lot that eight days, including two Saturdays, is too long a period for this date, tho the last Saturday was the best day of the engagement. Weather remained clear thruout and it was necessary to sprinkle the lot the last two days. The gates and rides held up to the previous high averages, shows and stands falling considerably below the marks set last year. Sam Hull's Wax Show was the one show that had a regular daily increase, due largely to the unceasing efforts of our only woman talker and lecturer, Mrs. J. A. DeArzo, who with her husband has charge of the inside and out of this exhibition. Jimmy Jamison returned to his regular duties as high fire diver after playing a fair date in Marion, S. C. John Branhan stopped over for the week with his Loop-o-Plane. Mrs. Branhan had a hoopla. The Loop had a satisfactory week. Other additions for the week were E. Zeko's Temple of Palmistry, Mr. and Mrs. C. (Whitey) Lutz, Mrs. G. Meicher, Hall & Campbell (grab), Duke Wilson and wife, Herman List and wife, Mr. and Mrs. Charles M. Engle, and Clara Bowring game. Frank Zorda was called to Atlanta by the news of the death of his daughter due to an automobile accident. Harry Crandell and members of the Laurens County Fair Association paid a visit. Impressed by the appearance of the show, advanced their date to suit an open date on the show's itinerary, signing "on the dotted line." The first time the writer has had the pleasure of a confab with Crandell since 1921. Charles A. Abbott paid a visit. CHRIS M. SMITH.

Rubin & Cherry Exposition

Chattanooga, Tenn., Tri-State Fair. Week of September 20. Weather, excellent thruout except rain on Saturday night. Business, very good. The Rubin & Cherry Exposition after an uneventful run of some 300 miles from Memphis, Tenn., arrived in Chattanooga on schedule and opened its array of attractions to the patrons of the Tri-State Fair morning of September 20. The week in Chattanooga was an excellent one. Business never dropped off from the opening and the week ended with all shows and rides ringing up strong grosses. Mike T. Benton, secretary of the Southeastern Fair at Atlanta, was a visitor on Wednesday. He was accompanied by Tommy Armour. They were entertained by Mr. and Mrs. Gruberg. Most of the shows and all the rides were consistent winners during the engagement, with Midget City, La. Bomba Rhumba, Miss America, Diamond Kitty, La. Casino De Paree, Monkey Circus and Ripley's Believe It or Not being closely bunched in the final count-up. Club Plantation Revue and Wall of Death also did very well. The press was very generous, writer receiving marvelous cooperation from all three papers. The Chattanooga News and Free Press carried heavy midway stories each day, giving show front-page stories on four occasions. Diamond Kitty went for a swim in Warner Park Natatorium on Wednesday morning. Taking keen notice of that event, The Free Press in its Wednesday's issue carried an eight-column spread of four pictures and a cleverly handled story, done by Miriam Rosenbourn of that paper. TOM F. O'CONNELL.

Western States Shows

Iowa Park, Tex. Week ended September 25. Wichita County Fair. Weather, good. Business, fair. Just another fair in our circuit with fairly good business and no unusual occurrences. A date we had played before. The fair board, consisting of Mr. Hudson, president; Messrs. Troy Hager, F. E. Hill, Birge, Murphee and Major, were on the lot most of the week and did everything possible to make the engagement pleasant and profitable. Number of visitors: A. Obadal and wife, Bee, and Mike Ruback headed a

Pacific Coast Showmen's Assn 730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 2.—Forty-one members were present at Monday night's meeting. First Vice-President Dr. Ralph E. Smith presided, with Frank Downe the acting secretary. Communications: Harry Gordon writes that he has taken a new position and will return here later. John T. Backman letters that he is successfully playing fairs in the North. Clyde Gooding sent several letters and inclosed checks and money orders for new members. He was tendered a vote of thanks, as was Walton de Pelaton, who sent two letters, inclosing checks and money orders for new members. Fritz Landes pencilled from the East that he would again be a Coast defender. Doc Zeiger sent dues from members and new members. Doc Hall infos that he is doing okeh and has some excellent prospects on the fire. New members: L. E. Dagle, credited to Clyde Gooding and James J. Dunn. Leigh Nels Madsen, credited to Clyde Gooding and M. Lee Barnes. Earl E. King, credited to Clyde Gooding and Harry Taylor. John L. Osborn, credited to W. C. Huggins, C. J. Walpert and Ed Smithson. Jack King, credited to Fred Stewart and Walton de Pelaton. Gene Delmar, credited to Felix L. Burk and Charles R. Bryant. S. A. Fordyce, Fred Stewart, Charles Sodderberg and Robert Fordyce, credited to Charles Sodderberg and Fred Stewart. Frank E. Mason, credited to O. H. Hilderbrand and Al Lindenberg. Joseph S. Adje, credited to C. F. Zeiger and William Sinclair. Harold E. Whitenack, credited to C. F. Zeiger and Harry Rogers. Morris Thurman, credited to H. F. Brazier and C. F. Zeiger. E. W. Edwards, credited to C. F. Zeiger and Joe Mana. Arthur Ray Buckminster, credited to C. F. Zeiger and Ed Schofield. Earl Graham, credited to Dr. George W. Boyd and Mark Kirkendall. Prince Elmer, credited to Clyde Gooding and M. Lee Barnes. Lawrence Buck, credited to Clyde Gooding and M. Lee (See PACIFIC COAST on page 69)

delegation from San Antonio. They arrived in time to be judges of the annual "Coon Can" contest between Jack and Albert Wright, which will not end until the closing week. Albert is now having a table and seats built in his new Hudson so the contest can continue during the Sunday runs. Bill Bass also sporting a new Hudson. Kenneth Blake and Clyde Davis have new house trailers. William H. Newell, wife and employees from the Wichita Novelty Company, were on the lot nightly. MURRELL WOOD.

J. J. Page Exposition Shows

Pennington Gap, Va. Week ended September 18. Lee County Fair. Weather, fair and cold. Business, good. Near-frigid weather prevailed at this mountain town and many overcoats were in evidence, but that didn't deter the amusement-hungry folks to turn out in droves, with many coming from Kentucky and Tennessee. A nice gross was registered, even tho there was a 35-cent gate. There was a \$100,000 mine pay day, which was an incentive for the showing going on the right side of the ledger. The twin Eli Wheels took first money, with the Tilt-a-Whirl trailing for second money, while the first went to and third money on the shows went to the Hawaiian, Minstrel and Ten-in-One, respectively. At that not a single attraction or concession had any complaint to make as everybody and everything made money. Children's Day was enjoyed by children from all schools in the county. J. J. Page was away during the week on a business trip but arrived back in town to find the children making merry and a voiced his opinion that the fair is a corner. Floyd Ball and Arthur Rohrer, of Middlesboro, Ky., were visitors. Rome, Ga. Week ended September 25. Floyd County Fair. Weather, fair and warm. Business, excellent. First fair in a decade and what a fair. The grounds were chock-full of folks from the gong. However, Monday was lost owing to the inability of the railroad placing the cars in time for an early unloading. At that the show could have opened with part of the attractions in readiness. However, Messrs. Page and (See SHOW LETTERS on page 66)

Sponsors Report Profits At Fairfield, Ia., Frolic

FAIRFIELD, Ia., Oct. 2.—Greater American Shows, exhibiting here in the main business district on September 13-18 under joint auspices of the Chamber of Commerce and Fire Department, with the last three days designated as Fairfield Fall Frolic, drew satisfactory crowds and sponsors showed a profit of \$850, despite cool weather the first three days, said Secretary J. R. Gobbie.

On the midway were eight rides, seven shows and 30 concessions. Greater American Shows also furnished two free acts, Miss Girtz, contortionist, and Miss Harvey, cloud swing and slide for life. Exhibits and contests were featured in the mornings during the Frolic. Saturday night an automobile give-away drew about 10,000. Event was advertised six weeks in advance by window cards and sound truck.

Acts, Rides, Shows Booked For Piqua, O., Fall Festival

PIQUA, O., Oct. 2.—Arnold Miller, secretary of the Fall Festival and Corn Show here, said there have been booked eight F. E. Gooding rides, under George Pence; John F. Enright, two ball games, cane rack, pop corn and penny balloon pitch; Homer Moore's shows; photo gallery; Art Converse, side show; Rita and Dunn, high wire; Brown Miller, lead gallery; Harry Gross, dart game; Gunyow's scales, and J. Stupp, high striker.

Sponsored by the Retail Merchants' Association, the event will be held on the public square, with Al Zink in charge of exhibits. Bills will be posted at surrounding celebrations prior to the festival and a booster parade and band will make a tour.

A week-end Shopper, printed by *The Piqua Daily Call*, carrying announcements will be distributed to 8,000 non-subscribers in outlying territory.

Pro Acts for Iowa Festival

BELLE PLAINE, Ia., Oct. 2.—A varied program of professional entertainment was relied upon by the Commercial Club, sponsor of the Fall Festival and Corn Show here on September 23, as a goodwill gesture to draw a crowd of about 9,000. Premiums for grain, fancy work and canning exhibits totaled over \$400, said Secretary John R. Burrows. George Peterson was general chairman.

Three rides and 25 concessions were on the midway. Free acts were staged by L. M. Sangster, and an exhibition was given by Reckless Rex Murphy, auto thrill act. Fireworks, dancing to George Cervenka's Orchestra, kid parade and a speech by Governor Kreschel completed the program.

Calif. Fiesta Nets Profits

SUTTER CREEK, Calif., Oct. 2.—Two-day Fiesta Del Ora, sponsored by American Legion Post here and ending on August 1, netted \$125, reports Chairman Raymond A. Dankins, who said the committee was unable to book a carnival and therefore incurred considerable expense in setting up its own concessions.

Earl Lay's All-Talkie Tent Show was on the midway, as were balloon darts, penny pitch, nail-driving and bingo games and country store, hot-dog and hamburger stands. Nightly dances were held and competitive contests and an amateur show were staged. Event was advertised in newspapers and over two radio stations.

Keokuk Has Bill of Acts

KEOKUK, Ia., Oct. 2.—On the bill at Keokuk Free Street Fair and Fall Celebration on September 25, sponsored by Junior Chamber of Commerce, were the O'Neills, high ladder and table act; Aerial Soits; De Kohl Troupe, balancing; Flying Willards; Harry Froboess, swaying pole, and Flying La Marrs. Mrs. James B. O'Neill, who was struck by a truck in Clay City, Ill., on September 12, is slowly improving from head and facial cuts and a broken right arm at the home of her sister in Benton, Ill.

Fifth Macon Temple Circus

MACON, Ga., Oct. 2.—Arab Patrol, of Al Sihak Temple, will again sponsor a winter indoor circus in Macon Auditorium for the fifth consecutive year, date to be two weeks later than in former years. D. C. Ferguson, captain of patrol, will again be chairman of the circus committee.

Sponsored Events
Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
 (Communications to 25-27 Opera Place, Cincinnati, O.)

Jubilesta Spurs Trade in K. C.; Third Annual Is Planned in Aud

KANSAS CITY, Mo., Oct. 2.—City's second annual Jubilesta ended Saturday night with 10,000 dancing to music of Benny Goodman, Isham Jones and their orchestras in main arena of Municipal Auditorium. Officials have not yet announced whether the nine-day festival was a financial success, but they agree that more persons attended than in 1936. Unofficial attendance figures: Friday, September 17, 24,700; Saturday, 34,900; Sunday, 31,000; Monday, 27,300; Tuesday, 20,000; Wednesday, 44,000; Thursday, 49,000; Friday, 15,000; Saturday, 19,000. Total, 264,900.

This includes attendance at main arena shows, Holy Land miniature exhibit; operetta, *The Desert Song*, in Music Hall, and the four daily performances of the *Ice Follies of 1937* downstairs in Exhibition Hall. All four attractions ran under the same roof at the same time. Last year's attendance was 165,000, but the Jubilesta ran for only seven days and nights.

Ice Rink Is Installed

Task of running the event, Kansas City's greatest amusement enterprise, fell to William H. Stein and Lew Wasserman, officials of the Chicago office of Music Corporation of America. MCA booked all entertainers and acts as in 1936. A total of 27 acts were handled, all shows ran smoothly and there were few complaints from artists. One matinee and seven night performances were given of *The Desert Song*. Bernice Claire, Guy Robertson and Eric Mattson had leading roles and music was by Sigmund Romberg. Richard H. Berger was producer and show was well received, although attendance was not up to last year's Jubilesta attraction in Music Hall when George White's *Scandals* with Helen Morgan, Willie and Eugene Howard was presented.

Bazinet on Minn. Midway

MORRISTOWN, Minn., Oct. 2.—Corn and Colt Show here on September 17 and 18 was well attended despite cold weather, which cut into receipts of William Bazinet & Sons' Shows on the midway, reports Henry Seidel. Mrs. Robinson's Bingo game did well, and a bowery dance, with Maude's Accordion Orchestra furnishing music, was successful. Free acts were Bob Mann, Normark Sisters and Thelma Coleman.

Shrine Sponsors Mix Circus

KANSAS CITY, Mo., Oct. 2.—Shriners affiliated with Ararat Temple here will bring in the Tom Mix Circus for a two-day stand on October 4 and 5. Proceeds will go to the Shrine charity fund. Ararat also is planning its golden jubilee this month, with Herb C. Ford, potentate, in charge. A parade is planned and there will be a night of entertainment in Municipal Auditorium. Shriners from all sections of the Middle West will come.

Milk Fund Circus for Chi

CHICAGO, Oct. 2.—Charles E. Hall, manager of the Coliseum, announced that a circus will be held in the building this fall. It will be known as the La Pearl Circus and will be under auspices of the local Milk Fund, said to represent some 280,000 women.

WHITESIDE TROUPE is booked for five Shrine shows next winter, reports Thomas F. Whiteside.

HELP This Department by Telling Committees About It.

The most consistent lure was the *Ice Follies*, starring Bess Ehrhardt, Ed and Roy Shipstad, Harris Legg and Oscar Johnson. Playing four shows daily, the *Follies* opened at each with 2,500 or more present. A rink 40 by 40 feet was brought from Atlantic City and installed.

Publicity Is Plentiful

Headliners in the arena show were Edgar Bergen and Charlie McCarthy, Frances Langford, Jack Haley, Rufe Davis, Pat O'Malley, Wayne King's Orchestra, Eddy Duchin's Orchestra, Buddy Rogers' Orchestra, Isham Jones' Orchestra, Benny Goodman's swing band, Georges and Jaina, Dave Rubinoff, Jack Waldron, the 32 Hollywood Dancing Girls, Gertrude Nielsen, Alec Templeton and Frank Payne. Supporting artists well received were Edna Sedgwick, the Nonchalants, Flying Ocanos, Olympic Trio, Charlie Masters, Melissa Mason, Park and Clifford, Cevene Trio, Joan Britton, Howard Nichols and Ames and Arno.

Newspapers in the Kansas City trade area gave heavy support. Publicity office, managed by C. R. Mooney and Blevins Davis, supplied stories, pictures and information to radio stations and publications. Station WCKN, Kansas City, Kan., made three daily broadcasts from the auditorium. When the Jubilesta first was staged last year by the Fall Festival Association, composed of downtown merchants, an overhead of about \$100,000 was met and profit of \$9,000 realized. The show was arranged to bring in out-of-town residents and to start the fall season of buying with a big sendoff. Hotels, restaurants, taxicab companies and department stores report increased business. Plans are being made for the third Jubilesta next September in the auditorium.

Shorts

CIRCUS AND VAUDE acts will be featured at the San Leandro (Calif.) Fair and Horse Show.

SCHAD' Circus Attractions were at Henry Field Golden Jubilee, Shenandoah, Ia., on September 22-25 and at Council Bluffs (Ia.) Merchants' Fall Festival on September 27-October 2.

MANN BROTHERS, tight wire, and Four Kirks, cyclists, were free acts at Cozad (Neb.) Hay Days on September 23 and 24. Frederick's Amusement Company was on streets with rides and shows.

THE RECENT New London (Wis.) date which Bink's Circus Attractions played was not booked by William Schultz, and Jake Disch is not show manager as reported, George Bink, who books the show, advises.

FREE ACTS at Dixon (Ill.) Fall Festival on September 28-30 were Lloyd Senter, Frank and Grace Webb's Revue, the Texans, Four Harders and Arthur's Dogs and Ponies.

HINNIE MARCUM reports his free acts are having the best season since 1927, having played Mount Pulaski, Ill., on September 7-11; Bond County Fair, Greenville, Ill., on September 14-16, and Clinton (Ill.) Elks' Celebration on September 18-25, with bookings for a few more weeks. He plans to leave for Fort Dodge, Ia., on October 18 to work his second season with the H. S. Stanburg three Christmas parade units, handling clowns and originating gags.

Chicago Coliseum Reports Heavy Bookings Scheduled

CHICAGO, Oct. 2.—Chicago Coliseum has an unusually active season ahead, according to bookings announced by Charles R. Hall, manager. At present a walkathon is in progress, to be followed shortly by Chicago Food Show, under management of Felix Mendelssohn; then a Roller Derby to run three weeks.

Later in the fall a circus under auspices of the Milk Fund will be held. It is expected that the winter six-day bicycle race will be held in the Coliseum late in January. In March the national bowling tournament will be held, running probably more than a month, and Home and Garden Show is booked for May.

SUCCESSFUL TOUR—
 (Continued from page 50)

Pay gate and fronts staked on same stand as that of Ringling-Barnum Circus.

Virgil Cory, sport editor *The Evening Eagle*, who conducts personality interviews on a quarter-hour electric company program over KFH, tagged Walter Sibley, veteran Side Show man, for interview Tuesday p.m. Sibley introduced Prof. Joe Smith and Matthew Ray of the midgets at the mike. Good plug with lots of credit to Sibley for drawing a good picture of carnivals.

Goodman used plugs in *Eagle* and *The Beacon* and some time on the air for spot announcements. Was entertained by the Levand brothers, publishers of *The Beacon*. Johnny Castle was a visitor to the lot one day.

White City Shows Complete Roster

REDDING, Calif., Oct. 2.—Complete roster of the White City Shows, Inc., follows: C. F. Corey, owner and manager. Staff: Mrs. Margie Corey, secretary and office manager; Harry Gorden, general agent; Claud Renner, special agent; Roy Green, ride foreman and lot superintendent; J. B. Baily, electrician; N. W. Knight, assistant; Harry Brice, sound truck and show painter; Edwin White, assistant, and Ted LePors, publicity.

Concessions: Cookhouse, Pop and Mom Slover, owners; Grace Green, manager; Peggy Wetherell and Ellis Hoag, waitresses. Corn game, Louie Godfrey, manager; George Burmaster, Frank Burns and Tommie Mitchell, agents. Jack Elhart, three (concessions), Bill Farnsworth, Freddie McIntire, Lloyd Shahan, agents. Dorothea Lee, one; Clyde M. Dolph, agent. Swede Olsen, three; C. C. Leasure, Dick Thornton, Pat McLendon, Jack Woods, Ed Kelly, C. Kenworth, Harry Throctmortaan, Lein McLendon, A. Moore, agents. Cigarette gallery, Francis Godfrey; Eva Leasure, agent. American palmitry, Princess Irene Martin. Mr. and Mrs. Ralph Lacey, three; Bob Maddox, Jack Conners, G. M. Brown, Bob Chaplin, Bill Hobson and Lillian Lacey, agents. Ham and bacon, Johnnie Sterling. Shooting gallery, Jack Land. Photo gallery, Mr. and Mrs. R. J. Johnson; Sallie Behlen, artist. Slum blower, Frank Burns.

Rides: Kiddie Ride, Jack Elhart, owner; Charles E. Cooke, operator. Ferris Wheel, Curtis Matthews, foreman; Pat McLendon, tickets. Merry-Go-Round, Ed Hubbard, foreman; Clarence Isakson, club; Marvin Thomas, assistant. Tilt-a-Whirl, Chris Hageman, foreman; Tom Shiota, first assistant; John Harris, helper. Octopus, Louis Seacell, owner; Charles Wilson, foreman; Bill Woodward, assistant. Dogem, Art Runosover, manager; Chester White and Robert Doran, helpers. Loop-o-Plane, E. Halverson.

Shows: Ten-in-One, Fay Ridenour, manager; Leroy Kelly, talker; Pete Child and Eddie Fuller, tickets; Art Child, inside lecturer; Ernestine Dove, armless wonder; W. H. Johnson, Tom Tom; Ellenor Hobson, half lady; Fay Wetherell, two-headed girl. Girl revue, Artists and Models, George Lebrill, manager; Princess Eva, Dainty Lee and Edna LaBrell, dancers; Tony Martin, tickets. Athletic Show, Bull Martin, manager; Lord Albert Mills and Roughhouse Nelson, wrestlers. Marquee tickets, Jean Sterling, C. Renner and J. Baily. Free act, Marlo and Lebers; Frank Burns and Earl Gold, riggers.

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BIG PROFITS—QUICK REPEAT SALES. The Original Flash Alkaline Seltzer Tablets, 25c per card of 30 cellophane packs. 25% deposit on C. O. D. Minimum 10 cards. Hurry! Order now! **E & W DRUG CO.,** Sundries, 124-6 W. Main, Oklahoma City, Okla. x

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WANTED—USED BUCKLEY DIGGERS. STATE condition, model, serial number and price. Address **BOX C-303,** care The Billboard, Cincinnati, O. oc16

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CANADIANS—1936 DUAL LOOP-O-PLANE, Neon Lights, etc. U. S. A. Price, \$2,400, full cash, no terms. **UZZELL**, 130 West 42d St., New York.

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JACK SHIELDS' ORIGINAL "LUNETTE, THE Flying Lady" Outfit. Write or wire quick. **MRS. ARTIE SHIELDS**, 1054 First St., Huntington, Ind.

LONG-RANGE SHOOTING GALLERY—Mounted on Ford Truck. Can be seen in operation at Frederick, Md. Fair October 12-15. **VERNON WILAND**, Barton, Md.

MANGELS CHAIR-O-PLANE FOR PARK—48 Seats, Wurlitzer Organ. Exchange for Portable 2-3 Abreast Merry-Ground. **KAHMEN**, 1473 2d Ave., New York.

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EXPERIENCED ROAD SHOW FILM BOOKER—Michigan-Ohio Exclusive National Releases. Theaterless towns gold mine. Write **MICHIGAN FILM**, Rosemont, Detroit.

FEMALE IMPERSONATORS—WITH OR WITHOUT wardrobe. Sophisticated or Burlesk. Steady work. **MARYTEE**, 1711 Fernwood Ave., Cincinnati, O.

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MUSICIANS WANTED TO AUGMENT TWELVE-Piece Band. Smooth First Violin and reliable First Trumpet. Tone, intonation and ability to phrase artistically are prime requisites. Please write or wire, stating minimum salary and qualifications in detail. Also age and previous experience. These will be steady jobs for conscientious musicians. **HOWARD KRAEMER ORCHESTRA**, Grace Manor, Green Bay, Wis.

MUSICIANS WANTED—MUST BE FROM Pennsylvania. **JOSEPH ENGLISH**, State Hospital, Danville, Pa.

MUSICIANS ON ALL INSTRUMENTS—FOR recognized club and hotel band. **MUSICIAN**, Lasalle Hotel, Battle Creek, Mich.

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THE GOLD STAR RANCH PARK, SAVANNAH, Ga., will book all Independent Acts or Floor Shows and Outdoor Aerial Acts. Novelty Acts preferred, that come near or through Savannah. oc23X

Show Family Album



NO ATTRACTION TITLE is probably better known to the outdoor show world than the Streets of Cairo. Here you see some of the members of the troupe as they appeared in 1906 when they were snapped at Luna Park, Pittsburgh. Astride the camels are, left to right, LaBelle Rosa, Ashida, Mrs. Andre K. DeKreko and Aganita Leafer. Standing, left to right, Aban Yousis, Andre K. DeKreko, Hamparsum, John Gohn and Joe Yousis. In front, kneeling, is Charles DeKreko.

Streets of Cairo had its inception in 1894, with Andre DeKreko as manager. It was the first big Oriental Village in America and remained intact until 1897, when it was destroyed by fire at the Coliseum, Chicago, on Christmas Eve. The show was rebuilt and in 1898, combined with Baba Delgarian's Oriental Show, played the Omaha Exposition. The following year the DeKrekos, Delgarian and Peter J. Mundy formed one of the early carnivals, the DeKreko & Mundy Oriental-American Midway Company, playing Mexico, where Mundy left the combine, following which the show joined hands with Trevino Circus of Mexico. Returning to the States, the DeKrekos opened an Oriental show in Delmar Gardens, St. Louis, and in the winter of 1902 built the Roman Carnival and another Streets of Cairo, giving them three separate shows. Following two years of this arrangement the shows were combined into one carnival. They toured thru the United States and made two trips to Cuba. After the second tour of Cuba in 1907 Andre retired, establishing a commercial business in Havana and remained there four years, after which he went to St. Louis, where he was engaged in a commercial business until his death January 12, 1931. Charles and his brother, Jean, who is not shown in the picture, are still active in the outdoor amusement business.

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.

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SINGERS**

AT LIBERTY—HUMMING- Grunting Songster. Wants position humming-grunting songs, or parts of songs. **LAURA ENCEL**, R. 9, Kalamazoo, Mich. Phone 761F5, evenings.

ESTRELLITA LUCAS—Latin American Singer. Would like club or band work. Desires location Chicago and St. Louis only. Reply 432 Surf, Chicago. oc16

VOCAALIST—Rhythm Guitar. Experience with several name bands. Smooth, rich Baritone Voice with plenty of range. Appearance, twenty-two. Interested in band that works nights and weekends all the time. Write all first letter. **BOX C-346**, Billboard, Cincinnati, O. oc16

**AT LIBERTY
VAUDEVILLE ARTISTS**

AT LIBERTY—SKETCH TEAM. MAN, A-1 Black. Lady, Straight. Both singers. Or Novelty Acts, Contortion, Trapeze, Rings, Bumps, Juggling, Magic and Musical Act. Any show in South. Salary or what have you? **KAY E EDWARDS**, General Delivery, Lumberton, N. C.

CARVIN AND YOVITA—BALLROOM DANCE Team, formerly with Harry Clark's "Monte Carlo Revue" and Jack Van's "Broadway Revelites." Do Whirling, Bolero, Tango, Waltz and LaCacaracha. Fine wardrobe. Want to join reliable vaude unit. Also would like to learn dramatics. Permanent address: 4331 Schulte Drive, Cincinnati, O.

TRICK CYCLIST—WISHES TO JOIN ESTAB- lished Act. **EDWIN ROTH**, 361 New York Ave., Jersey City, N. J. oc16

AT LIBERTY after Saturday October 2—Three versatile Performers. Two Men, one Girl, for Med., Rep. or Vaudeville. Singing, dancing, comedy, music, juggling, magic, cartooning, parts as cast in bills, bits, scenes, script or ad lib. Northern, Eastern theater or ball shows; Southern or Western tent shows. Have car and house cash. **GO ANYWHERE. BOY GREENE**, Western Union Telegraph or General Delivery, Michigan City, Ind. oc18

AT LIBERTY for Med., Carnival or Week Stand Tent Show in South. Versatile Team. Lady, age 29, good pianist, double stage in acts, bits; both neat and comedy singing and talking specialties. Small, neat appearance, nice wardrobe. Also two novelty acts. Gen. Truck Driver, Mechanic, good Electrician. Tent or ride help, double stage bits—some doubles with lady, generally useful. Work sales, sober, reliable, age 25. Have car. Low, sure salary accepted. Address **GEORGE & DOLLY**, Box C-343, Billboard, Cincinnati, O.

BLACKFACE COMEDIAN—Producer. Plenty changes. Play own songs. Fast worker. Invites offers from med shows and pitchmen. Address **BOY YOUNG**, 1824 East 81st Terrace, Kansas City, Mo.

DANCER—Adagio, Ballroom and Apache. Trio. Quartet. Comedy. 6 ft. 178 lbs. Good catcher, cannon, etc. **JOE LIEBERMANN**, 1505 S. Keszler Ave., Chicago, Ill. Phone Rockwell 1376.

MUSICAL NOVELTY ACT—Features six Specialties such as playing three Clarinets at same time, playing Saxophone and Clarinet at same time, Musical Balloon, Musical Saw, etc. Plenty experience. Prefer reliable stage unit. **Mr. Harry Robbins** of Wilbur Cushman Circuit, please note. **BOX X 818**, Billboard, 1564 Broadway, New York. oc16

PAMAHASIK'S Dog, Pony, Monkey and Famous Bird Circus. Forty beautiful performing Birds and Animals. For particulars see or write **GEORGE ROBERTS**, Mgr., Pamahasik's Studio, 515 W. Erie Ave., Philadelphia, Pa. oc9

TWO MEN—One a Rope-Spinner, the other a Guitar and Harmonica Player; also Sing. **OSCAR GILIE**, General Delivery, Corning, N. Y. oc9

UNDER THE MARQUEE

(Continued from page 40)
entrance. Ages of party ranged from 76 to 93. The old folks were at Cole show last year. Mr. and Mrs. Haas aided several of residents of home still there to obtain admittance 20 years ago.

CHESTER (BO BO) BARNETT and Roy Barrett supplied the clowns for Tennessee State Fair, Nashville. Had 10 jseys. Were there for Ernie Young, who had grand-stand acts. Week of September 27 Barnett and Barrett played the Cattleman's Circus, Waterloo, Ia., for Barnes & Carruthers. Following this, Barnett has a nine-day date in Chicago for the Dave O'Malley office. Barrett headed east and has six weeks, opening at White Plains, N. Y., for Frank Wirth. When he closes at Elizabeth, N. J., he will go to the Midwest, playing Shrine indoor dates. Roy left Hagenbeck-Wallace in July, having trouble with his legs, which have not yet healed. He is coming along nicely. Barnett, who was with Cole Bros., also has has a line of Midwest dates.

HIGHLY SUCCESSFUL

(Continued from page 38)
bles than have ever been given clowns in this city. Jess Murden and staff, handling banners, did big business. Mark Lynch, director of radio publicity, came in for credit for a standout job done with tieups with major radio stations. Lew Delmore stated that business for the Side Show had been much better on the Coast trip, and Los Angeles and Hollywood business was exceptionally good. Judge A. B. Palmer, of Side Show, had many visitors. The announcing done by Jack Ryan elicited comments from the patrons, and several dailies complimented him. Ken Maynard drew fine crowds for the Wild West concert.

Screen Notables Present

Screen notables were much in evidence. Among those who came as guests of the show were Mr. and Mrs. Frank Mattison and daughter and son, unit production manager of Warner Bros.; Frank Whitbeck, manager of advertising for Metro-Goldwyn-Mayer, made nearly every performance; Lilly Pons made the show twice and was frequent visitor in backyard; Raoul Walsh, MGM director; Mr. and Mrs. Joe Penner, Charles Winingner, Bert Wheeler, Ann Shirley, Margot Graham, Charles Lang, Mr. and Mrs. Spencer Tracy and children, Allan Mowbray, Pete Smith, Arthur Emper, June Clayworth, Ruth Allen, George Borzage, Henry Hathaway, Mickey Rooney, M. R. Wheelright, Billie Grady, Cliff Edwards, Glenn Morris, Mr. and Mrs. Paul Snell, Mr. and Mrs. Joe Shean, Harry Benedict, Hugh Daniels, Luella Parsons, Boris Karloff, Mozele Britton, W. Thornburn, Vivian Newcombe, Edgar Allen Wolf, Leo Morrison, Jerry Wald, George McCaull, George Brent, George Furlong, Mr. and Mrs. Wally Ford and Patsy Ford, Edna Mae Oliver, Franklin Pangborn, Jack Holt, Mr. and Mrs. Ben Piazza, Eddie Selzer, Bernie Williams, Beverly Roberts, Frank Lloyd, Adrienne Ames, Bill Newberry, Nelson Eddy, Frances Dee, Chick Johnson and Ole Olson, Edgar Rice Burroughs, Vir-

ginia Bruce, Glenda Farrell, Harry Harold.

Archie Mayo, Louise Henry, Del Henderson, Sidney Franklin, Bill McGuire, John and Elaine Barrymore and Mrs. Jacobs, Lyle Talbot, Rhea Johnson, Mary Carlyle, Wayne Morris, Ben Singer, Eric Von Stroheim, Ernest Scholdsee, Tom Gallery, Mr. and Mrs. Eddie Mead, Smith Ballew, Bennie Rubin, Ann Southern, Robert Montgomery, Maxine Doyle, Olivia de Havilland, Chester Morris, Stan Laurel, Charley Murray, Peter Lorre, Cary Grant, Phyllis Brooks, June Carlson, Harry Carey, Mike Curtiz, Bess Meredith, Mr. and Mrs. Pat O'Brien and children, Bettie York, Mr. and Mrs. Mervyn Le Roy, George Roesch, Virginia Graves; Mr. and Mrs. Wallace Berry and daughter, Carol Ann; Mrs. Joe E. Brown and daughters; Barbara Stanwyck and son, Dion; Dick Powell, Bobby Breen, Sol Lesser, Don Blanding, Mr. and Mrs. Harry Brand; Clara Bow and Rex Bell and son, Tony Rex Bell; Bob Cooper, Mr. and Mrs. Guy Kibbey and daughter, Joan Crawford and Franchot Tone, Chico Marx, Hal Roach, Katharine Hepburn, E. G. Robinson, Simone Simon, Fred Astaire, Fredric March, Joel McCrea, Jane Withers, Bing Crosby, Irvin S. and Elizabeth Cobb, Fred Stone, Leo Carrillo, Allan Dwan, Bill Keeley, Mr. and Mrs. Allan Jones, Buck Jones, Thomasina Mix and Ruth Mix.

Special Dinner Parties

Al Dean had many special dinners, there being several parties from the studios. Steve Henry had Virginia Graves and sister and George Roesch; Skinny Dawson had Clara Bow, Rex Bell and son; Ora Parks had Frank Whitbeck and party, Frank Mattison and party. Mr. and Mrs. Hugh Barnhart, Mr. and Mrs. Jess Adkins, Mr. and Mrs. Zack Terrell and Mr. and Mrs. Jess Murden entertained visitors at the cookhouse.

The movie notables were generous in inviting many of the circus folks to the studios. Frank Whitbeck, at MGM, had Mr. and Mrs. Jess Adkins, Mr. and Mrs. Zack Terrell, Mr. and Mrs. Noyells Burkhardt, Mr. and Mrs. Hugh Barnhart and Maurice Lowe as lot visitors and made round of the movie sets. Frank Mattison, at Warner Bros., had luncheon parties for Mr. and Mrs. Hugh Barnhart, Mrs. Noyells Burkhardt, Mr. and Mrs. Steve Henry and Maurice Lowe; Mrs. Zack Terrell, J. F. McElwee, Mr. and Mrs. Ora Parks, Steve Henry. Sol Lesser, Principal Productions Studios, had as guests at the Aloha Hut Mr. and Mrs. Steve Henry, Mr. and Mrs. Ora Parks, Maurice Lowe. This was an affair honoring Don Blanding, author, and the cast of the forthcoming production, *Stoneways in Paradise*. Ken Maynard had several parties for circus executives and gave a big affair for the dressing room and others of the show, attended by more than 100.

Notes

Wallace Beery, with Carol Ann, held a levee in the marquee Saturday matinee in Hollywood. Camera men took shots of Wally, Jess Adkins and Carol Ann. This was Wally's first time out since recent accident.

Mark Lynch had Otto Greta carry Bill Kelso, announcer of Station KMTR,

on his shoulders across the high wire at the Sunday night show in Hollywood. Kelso carried mike attachment and broadcast. Lynch gets credit for being the first to put over anything like this.

Hal Roach had as guest at Sunday matinee in Hollywood Vittoria Mussolini, son of Il Duce, who stated he was witnessing his first big circus. Was photographed with Emmett Kelly and Otto Griehling.

Visitors of the show fraternity noted were John M. and Nellie Miller, Mr. and Mrs. John Talbot, George Hines, Mr. and Mrs. George Harrison, Murray Pennock, Bill Roddy, Charley Farmer, Stan Brunner, Larry Le Barr, Elmer Lingie. The utmost courtesy was shown patrons at front door by Noyells Burkhardt, auditor; Harlan Burkhardt, his assistant; L. O. Gillette, Jess Murden, Dr. Roberts, George Valentino.

Zack Terrell, who was in the Methodist Hospital here account of a foot ailment, left for Chicago Sunday morning with Mrs. Terrell and nurse. Mr. Terrell's general health is greatly improved.

Mr. and Mrs. Hugh Barnhart, president of the Indiana Circus Corporation, are guests of the show; J. F. McElwee, of Peoria, Ill., guest of Noyells Burkhardt. Maurice Lowe, of Erie, Pa., who made the Coast trip with the show, left for home September 27.

ATTENDANCE BIG

(Continued from page 38)
TEX. At Corsicana lot three blocks from town. Weather changed—a cool western wind. Greenville ended a week of remarkable attendance.

Around the lot: Saw Crowley, who says the man that bids the most always gets the best; Frank Mayer hooks in his bid and they both pile into a taxi. What happened en route to showgrounds will probably never be known. Wonder who won the decision—leave that to Sammy. Paul Miller cuts the cake. It was a de luxe. Many folks shipped cartons of fruit cake home for holidays. Wife and daughter of Charles Bell visited at Greenville and motored back to home in Dallas. Hugh Hart, fimekeeper, is looking forward to New Orleans when his mother will drive from Natchez, Miss., for a visit. Holt Massey and H. B. Waite visited at Paris and Corsicana. Joe Webb, of Russell Bros.' Circus, was recent visitor and met many friends in backyard.

Arriving at Dallas met Nat D. Rodgers, of Pan-American Exposition, and party of friends. See Junior Magyar going Western with 10-gallon hat and Indian bead tie. Felix passing out Gainesville Community Circus season passes to many. Apology to Marco—may you never wear another eye plaster. It won't be long now—Salute, save your money. Jerome just received flashy clown wigs. Gordy Orton getting pink cheeks eating pears. Ann Hamilton going over to the sip and bite corner. If all had rations like Duke Anderson would only have soup in cookhouse. With cool weather now have rummy games. Grace Genders, on sick list, is feeling better. Cast has been removed from Mildred Millette's arm. Gloria Hunt has been out of program, but will be back soon. Daisy Polidor rehearsing *When My Dream Boat Comes Home*. Erna

Rudynoff is in sewing circle; Betty Stuart is getting out the needles; Eddie Rooney's ballet sewing new webbing on the five-girl trap rigging. **JOE LEWIS.**

NEW TOP

(Continued from page 38)
fall from her rigging. She is doing single traps and also working with the Poll troupe in the Eiffel Tower display. Hazel Moss is now working in the trapeze display with Misses Thomasson and Schroeder, single traps in each ring.

Mrs. Buck Reger was given a new fall outfit on her birthday anniversary and many presents from friends on show. A party, with ice cream and cake, was given in the women's dressing room. Milt Taylor completed his composite photograph of show personnel and it is a beautiful piece of workmanship. Cutouts of members are characterized thruout the layout, with tents, wagons, etc., in the backgrounds in pen work. Milt also conceived a new idea of a personal letterhead with a cartoon sketch of himself outlining his clown numbers.

William Meekes joined side-show department as ticket seller. The Hardin-Simmons Cowboy Band from Abilene, Tex., which played at the Amarillo Fair, visited the show and balled in front of main entrance. G. B. Sandefer, manager of the musical organization which hails from the Hardin-Simmons University, announced that it will visit California this winter with football team and play in the Gilmore Stadium.

London Circus Briefs

LONDON, Sept. 23.—Hippodrome Circus, Great Yarmouth, booked for the last 14 years by Stanley W. Wathon, closed a record 12 weeks' summer season last Saturday. House was sold out at every performance.

Tower Circus, Blackpool, also booked by Wathon, is enjoying its best season. Show is an international one and highly popular. Season has been extended until October 23, two weeks later than usual.

Bertram Mills and his two sons are still touring America and the Continent on the lookout for novelties for the next Christmas season at the Olympia, London. Season commences December 22 and runs for five weeks.

Chapman's circus revue *Hip, Hip, Zooey*, started another tour of the Most Empires this week with fresh novelties. Show is a winner in vaude.

John Regan, England's cowboy comedian and an old circus star, is doing okeh in vaude with a new act.

Pelovis, world-famous juggler; Olsen's sea lions and Chevalier Brothers, acrobats, are circus entries making good this week at the Kingston Empire.

A circus scene in *London Rhapsody* George Black's great production at the Palladium, London, has Levanda, girl foot juggler; Avon Vale Four, girl aerialists; De Kar and Kortz, jugglers, and Omega Trio, acrobats, featured.

Two Valors, international acrobatic stars, stop the show at the Hippodrome Wolverhampton, a G. T. C. theater.

Stanley, Eddie and Mae, aerial revuette are a sensation at the Empire, Edinburgh. Act is headlining over the Most Tour.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

119 Exhibitors Show Latest In Premiums at New York Expo

Attendance is up 25 per cent for first three days—variety of electrical items shown—Dunk estimates premium business for 1937 will total half billion

NEW YORK, Oct. 2.—Third annual Atlantic Coast Premium Buyers' Exposition opened at the Hotel Astor here Monday with 119 exhibitors showing their wares, 15 more than last year. Attendance figures for the first three days showed an increase of 25 per cent, an advance which Howard W. Dunk, secretary of the Premium Advertising Association, expected to carry thru for the duration of the exposition. Outstanding feature of the show was a wide variety of electrical appliances included in the items offered. Many appliance producers were represented in the list of exhibitors and they displayed products ranging from curling irons to elaborate cooking sets for the serving of buffet suppers.

"Companies which formerly gave advertising allowances to chains and other distributors have curbed such grants as a result of the patent act," Dunk pointed out. "Instead, they are using the money in making direct appeals to the consumer thru increased advertising and by giving premiums which they feel consumers will appreciate. This is particularly true in the grocery and tobacco industries where premiums are a more important part of merchandising than they have been for years."

Buyers, here to purchase goods for distribution and sales campaigns which will be launched in January and February, looked over displays of goods ranging from small tinware items, available at less than 1 cent each, to electric clocks and combination motion picture and candid cameras costing \$10 and up. "One buyer," said Dunk, "on the first day placed an order for over \$500,000 with exhibitors featuring glassware, chromium ware, aluminum and enamel ware." Dunk expects more than \$3,000,000 in orders to be placed during the week. He also estimated that by the end of the year more than \$500,000,000 in business will be consummated in the premium field, an increase of about 10 per cent over last year. This increase he traced directly to the Robinson Patent Act and its restrictions on advertising allowances.

Electric Heaters Getting Good Play

CHICAGO, Oct. 2.—The chilly breezes which have been blowing in off Lake Michigan have boosted sales of electric room heaters the last few weeks, wholesalers report. Due to the success which many firms enjoyed on this item last fall when it was actively promoted, the number of concerns featuring the item at the present time is greater than ever. Lower-priced units seem to be the most popular, with the \$2 unit being the current favorite. Ten-inch, 12-inch and even larger heating units are being handled by wholesalers. Lower operating costs on the smaller units has been the principal reason for their being preferred.

Local houses predict that the demand will continue until cold weather comes to stay. Many salesboard ops are said to be cashing in on the seasonal popularity of the item, and in the East heaters are reported going over big with bingo fans.

Leipzig Fair Reflects Healthy World Trade

LEIPZIG, Germany, Oct. 2.—Reflecting activity in world trade, the Leipzig Fair just concluded its 1,978th session with increased exhibits and attendance.

Sometimes called the barometer of world business, the fair attracted 150,000 buyers from 74 countries, as compared with 137,000 last year. A score of countries sent 5,505 exhibits of their newest art and industrial products, including 361 from abroad, an increase of 35 per

cent. American participation was more than doubled. Increased activity was attributed to the world-wide demand for both raw materials and finished products.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

WELL, it's all over. The Legion is gone but not forgotten. As expected, the Legionnaires did most of their shopping during the last days of the convention, but a fair amount of the usual convention stuff was sold at the start. Midtown section was too crowded for comfort, with the result that the best business was done on the fringes of the excitement and, as predicted, along the roads entering the city. Indoor pitches along Broadway appear to have done a slightly better than normal business, but they assembled no more than the usual crowds, at least after Tuesday. If you want to know what sold best, here is a list: Walking sticks, flags, insignia, trinkets, noisemakers, trick merchandise and balloons. By Wednesday, when the steam had blown off, the Legionnaires began to remember the wives and kiddies they had left behind and they started to buy souvenirs and gifts. Pitch locations were not the best spots, unfortunately, to get a line on the buying trend, because most of them did not have the right merchandise. My own check on the situation seems to show that the Legionnaires were buying in rather good taste. Even when cheap articles were bought they were selected with care and with an eye for appearance. Quite obviously, these men were not customers for junk, which is to be remembered for coming conventions. The cheaper jewelry counters were well attended, however. Medium-priced leather goods also went well.

Things to remember: The pitchman who sold folding chairs along the parade route to optimists who thought they could sit it out; the Legionnaire with the trailer who welcomed sightseeing New Yorkers at the trailer park and made the thing pay by selling them souvenirs; the cheerful ex-warrior who made his way into my office and sold me a rabbit's foot for good luck; the three Legionnaires who took over a stock of balloons and sold them with great noise, while the pitchman looked on; the 40-and-8 lady who bought four squirt guns; the pitchman who sold all of his walking sticks but one, this he used himself when leaving the scene of his activities.

Well, here we are three months before Christmas and it's about time we looked over the auto winter accessories. Skid chains, whole and sections, invariably are good sellers at first snow. Last year repair links were selling freely at parking places and in curb promotions. This is an all-winter seller. Windshield defrosters go on icy days. If you are interested in this line see that you have a good and well-supplied connection. A cover for headlights to facilitate driving during foggy days sells well in smaller towns and can also be pitched successfully in bigger cities. Anything that keeps the car warm and makes driving easier will be bought by motorists just now.

My impression is that men's dress jewelry will go well this winter in Southern resorts. The stores are buying plenty of it, but cannot fill all the demand. Displays include cuff links, tie chains, collar pins, collar clips, key and watch chains. The old-fashioned watch chain worn from vest pocket to vest pocket is being seen again in larger numbers, wrist watch straps in metal and leather, small pocketknives, chain pencils and many other articles deserve your attention. The watch fob is apparently on its way out, but lapel watch holders are keeping up. For premium displays, do not concentrate upon the cheaper stuff, but have a good selection of quality items.

Retail Buying Spurts Forward

NEW YORK, Oct. 2.—Autumn impetus to retail trade helped sustain the nation's business against repercussions from Wall Street's downward spiral last week, according to an Associated Press observation. As summer formally passed off the calendar consumers bought more freely over the retail counters, cheering merchants who had stocked shelves in anticipation of brisk business after the vacation season.

Department of Commerce, summing up reports in its weekly survey of 36 cities, noted "retail trade stepped at a livelier tempo" and said most of its reports were "couched in optimistic terms." A breathing spell in retail price advances is expected to further speed the pickup in buying thru its soothing effect on consumers who have protested recent increases.

Jersey Bingo Ops Off to Big Start

NEWARK, N. J., Oct. 2.—Bingo got off to a flying start here a few weeks ago and has been increasing in popularity every week, according to reports. Some of the larger charitable and political organizations have been sponsoring bingo nights, which are said to be attracting large crowds. Theaters, too, are billing weekly bingo nights. Night spots on the outskirts of town are featuring the game as a crowd stimulator.

Merchandise awards are being used almost exclusively, only exception being charitable affairs where an admission charge is made. Even at these spots, however, much merchandise is used.

Most of the games are featuring prizes of good quality. Many salesmen of large wholesalers have done much to stir up interest for the game in this area. Some large and elaborate bingo palaces are expected to open here soon. They were promised last fall but failed to materialize.

New Midget Sets Attract Buyers

NEW YORK, Oct. 2.—Judging from the trim appearances of the new lines of midget radios, radio manufacturers are aiming at having an extra set in every home by the end of 1938. Masterpieces of compactness, the sets with their modernistic designs and mechanical excellence are attracting considerable attention from buyers.

Several sets have drifted away from the walnut and other wood cabinets and are all dressed up in the newest bakelite. Wood, however, still leads in sales and units produced.

To date sales have not reached record peaks, but with several salesboard firms featuring the new models on their deals, together with the popularity of these midgets as bingo and bazaar awards, wholesalers are optimistic in their predictions that the amusement industry will account for a good portion of the 1938 sales of midget radios.

Retail Sales Hurt By Warm Weather

CINCINNATI, Oct. 2.—Return of warm weather and rain last week caused retail sales to recede slightly, but nevertheless the volume for the entire week compared favorably both with preceding weeks and the corresponding week last year, according to Dun & Bradstreet's weekly review of trade conditions.

Percentages of 15 per cent to 35 per cent over 1936 are reported, with an average possibly of 20 per cent. Sales in all departments were good, but wash goods, silks and linens were somewhat below the average, with draperies, home furnishings in general, plumbing and heating supplies above the average. There was also improvement in radio sales.

Wholesale dry goods, notions and furnishings continued the advance noted in the preceding week, and according to present prospects September will show a substantial gain over 1936. Sweaters and underwear are leading the market. Except for sheetings and few other cotton goods, prices are stable. The demands from city and rural communities show little variation, and collections are fair.

After something of a slump in the summer months a considerable improvement in the printing industry set in four or five weeks ago. First-grade men have little difficulty in obtaining employment and conditions are markedly better than in 1936.

The machine tool industry is continuing at an active rate, due largely to foreign demand. Incoming orders about equal shipments, and shops have sufficient stock on hand.

(See RETAIL SALES on page 68)

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.

Dento-Electro Toothbrush

Advance Distributors, Inc., has introduced a new salescard deal featuring a new electric utility item which is said to have the earmarks of a winner. Item is known as the Dento-Electro Toothbrush and is said to do a remarkable job for both teeth and gums. "Dentists everywhere agree that the foods and habits of present-day life do not give the teeth and gums sufficient exercise," says the manager of Advance Distributors. "This causes sluggish blood circulation, resulting in disease and decay. To correct this deficiency of circulation the Dento-Electro Toothbrush has been developed. Brush is given a vibrating motion by connecting it to any live socket. The bristles, due to this vibrating motion, easily penetrate the spaces between the teeth, gently rub the gums in a definite and uniform manner and bring about blood circulation in the delicate tissues." The brush operates on AC current and all vibrating parts are protected inside a Monel Metal head. Only moving parts which come in contact with the teeth and gums are bristles and rubber. Heads are easily and quickly exchangeable and for that reason two or more persons can use the same brush. The Dento-Electro Toothbrush salescard deal includes two brushes and four Wahl Eversharp pencils.

Bath Mats, Seat Covers

H. M. J. Fur Company, which has been supplying the trade with fox fur tails, announces a new bath set combination, consisting of mat and toilet seat cover. Set is made of genuine fur, which is lustrous, glossy, deep and silky to the touch. It comes in 14 beautiful colors, including white, flesh, pink, blue, orchid, green and black. Mat is 20 inches wide and 30 inches long, lined with a durable slip-proof material and heavily padded to give it a cushiony substance. Seat covers fit all standard-size toilets and, of course, are made with a draw string for ready attachment. In addition to bingo and salesboard operators, hustlers, agents and canvassers item has a tremendous attraction as a premium and gift number. Early inquiries and orders indicate that the number will reach quick popularity.

Shu-Valet

A complete shoe-polishing kit that can be carried in the pocket is being marketed by R. C. Whittinghill & Company. Item consists of 22 little cakes of shoe polish mounted on a felt pad, beside which is a clipped lamb's wool buffer three by four inches in size. Both are mounted on a leatherized fabric case which folds together like a handkerchief to make a 3 1/4-inch package that will fit the pocket or purse. All one need do to get a perfect shine is to rub the little cakes of polish over the shoe then buff it with the wool. The gadget slips over the hand. Available for both brown and black shoes and should be a natural for pitchmen and street workers. Low prices are said to allow wide profit margin.

Pat Pencil

A new number from Ketcham & McDougall, Inc., is a mechanical pencil attached to an adjustable chain which works on the revolving ratchet principle. Chain can be drawn from its holder to any length desired. A simple pull and release winds it back into the holder automatically. Both pencil and holder

are attractively designed. Pencils come in red, blue, green or black. Holders are offered in wide variety of colors and designs, including initial designs.

Unique Sewing Case

A unique, compact metal sewing case which comes in six colors is the latest item to be offered to concession and bingo operators by Excel Manufacturing Corporation. Case comes complete in three parts which form two separate compartments. Upper compartment is for thread and the lower for scissors, pins, etc. Access to the lower compartment may be had thru the large opening in the spool tray, or the spool tray may be removed, exposing a large interior. A radial pin cushion makes it easy to select the exact pin or needle desired, and because it is lubricated and emery-filled it keeps needles and pins smooth and sharp. The novel thimble rest fits any size thimble.

Mirror Candy Box

"The flashiest confection container of the century," is the claim which Maryland Sales Company is making for its all-mirror vanity box. Box is attractively finished, glistens with mirrorlike brightness and has a drawer which holds a

goodly quantity of chocolates. In line with the latest note in packaging, the container can be put to many other uses after the candy is gone. Company maintains that a display of these packages will make the midway or bazaar stand sparkle and result in increased patronage. Here's one number which concessioners should investigate.


New Ironing Cord

A wrist-action ironing cord, equipped with a universal joint which allows the cord to spin around and swing from side to side, is the latest convenience for the housewife just introduced to the direct-selling trade by No-Tro Electric Appliance Corporation. New cord is said to eliminate twisting, tangling and breaking of wiring and goes away with blown-out fuses. Known as the No-Tro Cord, it may be attached to any standard iron, and because it is so simple to demonstrate and so effective in operation it should make a hit with agents and demonstrators cultivating the household trade.

Magic Word Finder

A magic word finder and multiplier is a new educational game being placed on the market by its inventor, Harry McConachie, head of the Magic Sales Company. Consists of a board containing letters of the alphabet so arranged that they can be formed into many different words. Cross-word puzzle fans should find great delight in its use. Prizes totaling \$500 are being offered in a contest now on to those furnishing the greatest number of words according to the terms of a circular given with the boards. National distribution is planned.

PEACOCK BLADES
NOW IN STOCK



100 BLADES **45c**
1,000 BLADES **\$4.00**

Over 7,000,000 Sold in 3 Months. Will Fit All Double Edge Razors. Packed 5 Blades to Package, 100 to Display Carton. 25% Deposit with Order, Bal. C. O. D.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

BLUE STEEL Double Edge BLADES Finest Quality Gello., 5 in Pack. **25c** Per 100

GILBERT BLADES WILL BRING REPEAT BUSINESS. Double Edge **50c** Single Edge **65c** Per 100 Per 100...80c
GILBERT AUTO STROP, Per 100...80c

SINGLE EDGE BLADES, Per 100, **44c**

AUTO STROP Type, Per 100, **45c**

SHAVING DEAL 15 Blades — Giant Shaving Cream — Styptic Penicil. All Gello. Wrapped **10c** Per Deal

"FIRST AID" DEALS, **160** Per Deal
Large Box Absorbent Cotton, 6 Pieces Ready-Made Bandages, 40 Yards Gauze, 5 Yards Adhesive Tape, 150 Bottle Mercuriochrome, All Gello. Wrapped ..

Send for Free Samples and Price List.
YOUNG NOVELTY CO., Inc.
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25% Deposit. Smallest Order, \$1.00.

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PEE WEE POCKET RADIO

USES NO ELECTRICITY. NO BATTERIES. NO TUBES. NO UPKEEP COSTS.

Beautiful clear tone DIRECT FROM POCKET RADIO. All one unit—just like the big sets. No electric socket connections required. COSTS NOTHING TO OPERATE. Brings in stations with fine tone quality. Tuned broadcast band. Should last for years. Music comes direct from built-in speaker phone. Easy instructions for using anywhere. Rigidly made, accurately tested. The Pee Wee is guaranteed. (Worth many times its low price.) For use in HOME, OFFICE, GOLF, wait, order now. Concessionaires, Pitch and Salesboard Men—Your price \$21.90 per Dozen, plus postage, or send \$24.60 cash or money order and we pay postage 25% deposit on C. O. D. Orders. Above includes beautiful 3-Color Show Card. Samples, \$2.99 Each.

PEE WEE RADIO MFG. CO., 206 W. 3rd St., Los Angeles, Calif.

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. **65c**

Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALESBOARDS, PREMIUMS, BALLPOONS. No Substitution. Write for Free Catalog and Free Sample Case Offer. 25% Deposit on C. O. D.'s.

CHAMPION SPECIALTY CO., 814-K Central St., KANSAS CITY, MO.

COMPLETE PORTABLE PUBLIC ADDRESS SYSTEM \$33.95



Buy Direct - SAVE 50%

Compact-Powerful Public Address System, Ideal for Barkers, Pitchmen, Demonstrators, Lecturers, Entertainers, Etc. Consists of a 8-Watt Amplifier and 10" Dynamic Speaker built into a sturdy black fabricoid covered Carrying Case. All Tubes and a high grade sensitive CRYSTAL Microphone furnished. Simple to operate—foolproof. Ample coverage for 500 people. Money back guarantee. Send \$5 deposit, balance on delivery. Other systems up to 50,000 people coverage. Send for Catalog Bulletin.

PLAYLAND SUPPLY CO., Inc.
14 W. 17th St., NEW YORK CITY.

69c EACH

No. B104—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x 1 1/2 in.

TEN FOR \$6.50

Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale House Chicago, 223-225 W. Madison St.,

GENUINE FUR TAILS \$5.00 Per FOX TAILS \$45.00 Per 1000.

Sample, 10c. 25% Dep., Bal. C. O. D. Genuine giant size Fox Tails with two strong cords for tying to bicycle cap, motor hood, motorcycle, etc., and heavy, first grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. **SAME DAY SHIPMENT!**

H. M. J. FUR CO., 150 W. 28th St., New York, N. Y.

60 NEW Games of SOLITAIRE

A Lifetime of Entertainment Enjoy the thrill of knowing 60 different games of Solitaire—played with an ordinary deck of cards! New—fascinating—endless source of interest and pleasure! Keeps you alert. Anyone can play; young or old. Also makes valued gift or ideal prize. Book dealers write. Reprint today for yours direct.

Set of 60 GAMES **\$1.00** POSTPAID

The Challenge Ass'n Dept. 1030, St. Petersburg, Fla. 30 Games 80c.

LATEST STYLE FUR COATS \$10

Latest-style pieced Seal Fur Coats, semi-fitted, with fur sleeves, Johnnie collar, etc. Sizes 16 to 42.

We also carry a complete line of all styles and sizes of Fur Coats and Scarfs. Write for latest price list.

1/3 Deplete Balance and Scarfs. Write for C. O. D.

M. SEIDEL & SON, 243 W. 30 St., New York, N. Y.

BINGO and SALESBOARD OPS * HUSTLERS

NEW FUR BATH SETS
MAT and SEAT COVER • 14 Gorgeous Colors



A luxury item that every home in America wants! Beautiful, deep, soft, glossy, lustrous genuine fur mat and seat cover. Mat measures 20" x 30". Features heavy cushion-like padding and slip-proof lining. Cover standard size. 14 colors, including white, flesh, pink, orchid, blue, black, green, etc. Order your set today. Convince yourself that this is the most in-demand, fastest moving item on the market today. Free with your first order: Complete color swatch line of actual fur. \$2.00 Deposit, Balance C. O. D.

H. M. J. FUR CO., 150 West 28th Street, New York, N. Y.

MAGIC WINDOW CLEANER

Immediate Delivery. Unlimited Stock.

5" Long. **\$7.50 Gr.**
25c Retailer.

SPECIAL PRICES

IN QUANTITIES

25% with Order. Balance C. O. D.

S. S. JOBBING HOUSE, 653 Broadway, N. Y. C.

SALESMEN! DISTRIBUTORS! GARDMEN!

1054 LOTS OF 6
Sample 1094 Walnut Finish

RCA LICENSED RADIO
New! Smart! Different!



ANTIQUE IVORY \$1.00 EXTRA

ORDER NOW! MONEY-BACK GUARANTEE RUSH \$2

DEPOSIT. Pay balance C. O. D. Money back, no questions asked, if not satisfied. 24-hour service.

STILL THE BIGGEST SELLER OF THE YEAR!

Meet the demand for IVORY with this beautiful radio (Also available in hand-rubbed two-tone walnut.) 5 Tubes, including one Metal Tube. Both Set and Tubes RCA licensed. AC-DC, 60 cycle, 110 volts—ONE YEAR GUARANTEE. Oversize SUPER-DYNAMIC speaker. Long and short wave—gets police calls, amateurs, etc. Size 15" x 8 3/4" x 6 3/4". Complete with aerial.

FREE AUTOMATIC TUNING.
50 Beautiful Models, 5 to 16 tubes, table models and consoles, for farms, homes and autos, as low as \$6.70.

GIVE-AWAY RADIOS FREE!
Make \$18.82 on every deal. Send 10c for push card, photo and plan.

Sold exclusively by
SILVER MFG. CO.
2888 ELSTON AVE. Dept. 88.
CHICAGO, ILL.

FAIR SPECIALS New Stock—Just Arrived



BB1 Men's Toy Wrist Watches, 1 in box. \$3.75
BB3 Flying Birds, Outside Whistle. \$1.85
BB4 Flying Birds, Inside Whistle. \$2.35
BB5 High Hat Fur Monks, 6 1/2 in. \$3.75
BB6 High Hat Fur Monks, 8 in. \$6.75
BB2 Gillette Style Blue Blades Per 1,000 \$3.00

Parade Cans, Balloon Tom-Toms, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Game Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats; Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

1937 CATALOG NOW READY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. Terre Haute, Ind.

OFFERING BARGAIN BUYS

to Billboard readers has become a habit with us. Twenty-one years of price leadership determined our policy. We Are Never Underpaid or Will Sell for Less. Get our 196-page catalog free. Exceptional values in... Razor Blades, Toiletries, Notions, Novelties, Gifts, Salesboards and Deals.

MILLS SALES CO.
Our Only Mailing Address
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

NOTES from SUPPLY HOUSES

Bennett Brothers, Inc., wholesale jeweler and distributors of giftware, announce their removal October 1 from 417 Fifth avenue, New York, to their new showroom at 485 Fifth avenue, that city. They have taken the eighth floor with an area of 15,000 square feet, where they will carry for immediate delivery thousands of standard items of giftware and leather goods besides their usual line of fine diamonds and jewelry.

Features of the new quarters will be an accommodation showroom for local trade and a mail-order department. Company has been in business for over 50 years.

Reskrem Silver Manufacturing Company has moved to 872 Broadway, New York, where it occupies larger salesrooms and offices. A. H. Resler, manager of the Reskrem firm, is regarded as an authority on the subject of emblems, medals and badges, having for a long period studied numismatics. Firm has enjoyed a prosperous year's business and its present move is in line with an expansion program.

SENSATIONAL OFFER!



Bought from U. S. Govt. at public Auction. These Watches confiscated smuggled goods. Price ordinarily would not cover cost of duty. Here's a chance to get the Bargain of All Times. Only 1500 on hand. Write-Wire-Phone Immediately!

MEN'S WRIST WATCH
6-Jewel. Boxed. Complete with \$17.50 Price Tag. Fine Chromium Case. All Watches Guaranteed Perfect in Lots of 50. Each \$1.65

Samples, \$1.00 Extra.
25% Deposit with Order, Bal. C. O. D.

FRANK POLLAK
86 Bowery (Phone OR. 4-5947) New York, N. Y.

MEN WANTED TO HANDLE STORE ROUTES

SUPPLY NATIONALLY ADV. GOODS TO STORES

Immediate profits. No investment to start. Earn big Profits Weekly. Chance to establish big-pay Wholesale Business of your own. Handle Nationally Advertised Brand Sun-glasses, Toilet Goods, Cosmetics, Notions, Novelties—including Layman's Aspirin—awarded Good Housekeeping Seal of Approval—Advertised in Saturday Evening Post. Put up on attractive Self-Help Counter Displays. Merchants make double profits. You make up to 112%. Get Free Facts. World's Products Co., Dept. 1088, Spencer, Ind.

tive, sales agents and distributors interested.

According to William S. Paley, president of Columbia Broadcasting System, Inc., in his article in the September issue of *Executives*, the national radio bill is about \$7,000,000,000. This figure includes purchases of new sets, replacement sets and repairs, as well as electricity consumed in the use of sets. Paley also revealed that the cost of the average radio installation in 1927 was somewhere between \$100 and \$325, and the performance of that installation was probably equivalent to a \$20 to \$30 receiver today. At that time there were 6,500,000 radio homes, compared with the 25,000,000 in the United States today.

brought an expenditure of about \$200,000 on the strip skirting the crescent beach. Mrs. Catherine Bopp and Henry Chester Trask opened their purses to the tune of \$70,000 to rebuild a new double-track Coaster on site of the old Derby Racer. Harry C. Baker landed the contract, with Howard A. Bauscher, Lancaster, Pa., as riding device engineer. Bauscher built the old Derby Racer 27 years ago last spring. Same building opened the season with Bill O'Brien's new No. 2 show, with the Glenn Porter troupe juggle show, managed by Porter. Ridgeway interests released \$30,000 to transform former Nautical Garden roller rink into a Nautical Plaza layout, with name bands, acts and radio wires. Idea will catch on better next year.

POOL WHIRL
(Continued from page 43)

vertising and how it affects swimming pools. Especially was I interested in the following statements of the learned doctor: "We are all familiar with the 'Watch your step' advertising series which flooded the press last season with pictures of such loathsome creatures as rattlesnakes, gila monsters, tarantulas and centipedes to force home the fear complex. This was cleverly followed by the 'Don't be a carrier' series, in which a beautiful diving girl was shown leaving her foot tracks of contagion on the springboard. What new tack will be taken by these advertising racketeers in the future remains to be seen. One thing is certain: The proprietors of swimming pools generally have been made the innocent victims of this slanderous advertising, and it is high time that some organized effort should be made to counteract this commercial defamation." All of which, Paul, is like taking the words right out of my mouth, for, if you recall, I had mention of this thought in this column fully two, and a half years ago. But the doctor said it so much better, and if it will help to get the point across by reprinting statements from your bulletin, which in turn was a reprint of Dr. McCormick's original article, the space allotted will certainly not have been used in vain.

Idora Pavilion Is Operating

YOUNGSTOWN, O., Oct. 2.—Spacious dance pavilion in Idora Park here will continue operation thruout winter, said Park Manager Charles Deibel, it having been inclosed and heating system made ready. Week-end operation is current policy with middle bracket bands on Saturdays and Sundays and occasional names on week days. Several sponsored dances have been arranged.

BRIDGEFORD, Conn.—City Comptroller Perry W. Rodman reported that municipally-operated concessions in Seaside Park closed for the season last week, had gross income of \$30,000 in 1937. Net profits are undetermined as yet. The comptroller is confident the city will meet all guarantees and have a sizable profit. Concessions opened on Decoration Day. In 1936 gross was \$27,000 and profit to the city figured in thousands. Two years ago, when the city first launched its concession operation, it went into the red nearly \$2,000.

RECREATIONAL
(Continued from page 43)

it was the coldest summer in 40 years. Imagine 45 degrees in summer in Portland! Los Angeles was most unfavorable, too. There was a lot of rain out there, where it was not needed.

East of the Rockies the rain came at the wrong time and then it got too hot. Nebraska had drought again and capped it with infantile paralysis. Yet the State fair in Lincoln got by. Capitol Beach Park had hard going but did come thru. Chicago had rain, but worst of all paralysis. Cleveland had too much rain, while along the Atlantic seaboard we had a poor opening, a good summer, ending with an unfavorable August and Labor Day.

The Legion convention in New York City helped only the eating places at Coney Island. The season was extended one week beyond the Mardi Gras to cater to the Legion, but with only loss to all but food and refreshment caterers. Add the flood in the Ohio Valley and strikes generally and you have the composite picture.

SHOW LETTERS
(Continued from page 58)

Storey decided to defer the opening until noon on Tuesday.

J. L. Storey, chairman of the fair, worked tirelessly for last six months in getting the fair over. Jake, as he is familiarly known, had the assistance of many Legionnaires during the fair. Roy Fann, lot superintendent, did a fine job in laying out the grounds, as there wasn't a spot on the midway that wasn't in the money. Jim Phillion joined here with a grab concession. Jack Smith, of the slide show, appeared on the radio two nights with the assistance of four of the Hillbillies, who are an added attraction on the slide show. Jack bills himself as a piano marathon player and strong man. Bounding Johnson augmented the free-act program and will be on remainder of season. Mrs. J. J. Page, who took her daughter, Dorothy Lee, back to Johnson City to school, was to return this week, but, owing to slight cold of her daughter, she will be unable to return until the following week. Mrs. Rose Jackson had a surprise visit from her sister, of Marietta, Ga., during the week. Incidentally, Rose and Carl had many visitors, as they have made Rome their home. Many friends of show visited, among them Mr. and Mrs. Albert Littlejohn, Wilson Ebling, Tom Caldwell; Howard Gordon, ex-chief of police; Mr. Bradford, former fire chief; Mr. and Mrs. Johnson; E. B. Braden, of the Model Shows; Messrs. Torti and Kohn, of the Wisconsin De Luxe and Fulton Bag and Tent Company, respectively.

R. E. SAVAGE.

REVERE BEACH
(Continued from page 43)

is looking for a new location for his Dodge cars. John Hurley going to Seaside, N. J., to o-o. a location for one of the four massive Merry-Go-Rounds he has in storage. Abe Shore's bumper game is still going, working off stock on hand, as is Prince Sportland, scheduled to close in mid-October. Penny Arcade (Rohmann's) still open. Rotherham's pop-corn stand stays open all winter, having a wholesale trade in the greater Boston area. George LaFollette stage unit is ready to leave for theaters, night clubs and fraternal promotions. Bill O'Brien piloting. Howard Johnson's roof garden, Nautical Plaza, a credit to any beach, fared not so well and better luck is hoped for next year.

With only legit games promised next year, concession space galore should be available. Business Men's Association is planning an early start in collection of funds with which to do things. Glenn Porter and Don Getty are south with Max Linderman's World of Mirth Shows, having joined T. W. Kelly at Brockton Fair. Howard Johnson's 70-foot stand under Nautical Plaza is slated to stay open all winter. Barney Scheff's Ten-in-One eatery also.

Boom at beginning of the season

Burdick's All-Texas Shows

Lagrange, Tex. September 22-25. Weather, excellent. Business, good.

From opening night on midway was crowded thru entire engagement. All rides, shows and concessions reported excellent biz. New Tilt-a-Whirl was unloaded and put into service for first time here. New shows, rides and concessions added here included Athletic, Illusion, Mermaid and Preak shows, and Baby Ride and Motor Skooters.

Concessions were mug layout, ball racks, penny pitch, slum wheel, jingle board, mitt camp and cigaret shooting gallery. The Eaton Sisters, new free act, was also added.

Committee here was congenial, praising the midway. Roster is same as before except that Mr. Burdick is now personally supervising all legal matters. The personnel follows: Mr. Burdick, owner and manager; Sam Lerner, secretary; Mrs. Sam Lerner, assistant secretary; Mrs. Burdick, treasurer; Ollie Wade, electrician, and B. A. Wade, lot manager. Show has established a regular weekly bridge club.

REMINGTON
PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

RINGS
Cameo and Whitestone, Highest Grade



Rhodium and Gold Finish. Send \$2 for 10 Samples of popular styles. **OLYMPIC BEAD CO.** 307 5th Ave., New York

Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.

UNDERWOOD



PLUNGERS
SPECIAL \$21.00 PER GROSS.

FREE: One Gross Boxes With Every Gross Order. 25% With Order. Bal. C.O.D. Send 25c for Sample. 396 Broadway, New York City.

GRODIN PEN CO., New York City.

Christmas Card Agents

Large profits easily earned selling new 21 Folder Assortment. Sells on sight for \$1.00. Other Holiday Assortments. Write for particulars.

DOROTHEA ANTEL,
226 W. 72nd St., New York, N. Y.

PLUNGER \$21.00 PENS PER GROSS



Entirely new line of plunger pens and pencils. Quality merchandise. Quick sellers. Lifetime guarantee.

Immediate delivery of New Fall Models. Real low prices. 3 different samples: 50c Postpaid. Write for lowest jobber prices.

NATIONAL PEN CO., 210 W. 8th St., Kansas City, Mo.

ELGIN & WALTHAM
WRIST WATCHES \$3.95

In New Cases, Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.,
108 North 7th Street, St. Louis, Mo.

ROYAL PENS
SELL FAST



WHY?
BEST QUALITY—LOWEST PRICES
"Lifetime Guarantee." Complete Line—Write
ADLER PEN and PENCIL CO.
395 Broadway, New York

EVERYTHING IN THE
FOUNTAIN PEN AND PENCIL LINE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.


SHOE LACES and SHOE FINDINGS

We manufacture shoe laces and shoe findings, guaranteed lowest prices, perfect merchandise and prompt delivery.

Send 25c for sample assortment and prices.

CAPITOL SHOE LACE & FINDINGS CORP.
317 BOWERY, NEW YORK, N. Y.

PEN WORKERS!
CREAM OF THEM ALL!
Why Buy Milk When Cream Costs No More?



Sensational New Pens Draw the Crowds. Sample Illustrated, 25c. Write for Price List.

BENSON PEN CO. 348-2 Plymouth Bldg., Minneapolis, Minn.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

EARLE B. WILSON . . . tells from Hamilton, O., under date of September 26: "The fair at Lebanon, O., was one of the worst bloomers in history and I believe almost all the concessioners making the event will agree with me. About the only one who made money was the fair board."

THINGS WE NEVER HEAR: "Now, fellows, 33-1-3 per cent is too much. You may work my store for 10 per cent. That's plenty."

NEW YORK NOTES . . . by Ike: "Al Seigle's store on Broadway between 42d and 43d streets is clicking. . . Eddie Ross still has his store at Broadway and 48th streets going over in good style. . . Prof. Victor Edison Perry is operating a store on Sixth avenue near 43d street to good business. . . Ike and Mike have reopened a store on West 125th street."

TOM SIGOURNEY . . . chimes in from Ft. Scott, Kan., under date of September 18: "Will soon be where the cotton grows. Counted 93 Model T Fords passing the lot this a.m. Weather is cool and business rotten here. Not a pitchman in sight, but the crop look good so there should be some money later on." Here's another of Tom's weekly epigrams: "Close each sale with a smiling 'thank you.' A hearty 'thank you' and a cheery smile is real psychology."

FAMOUS LAST WORDS: I'm going to work hard instead of laying around next season.

DOC GEORGE M. REED . . . letters from Jackson, Mich., under date of September 27: "Zip Hibler's pipe in last week's issue is worth a thought, boys. Like Zip, I say that as long as the boys themselves cut one another it will be difficult to get the powers that be to help us. A fellow piped in recently that several pitchmen were working High street, Columbus, O. The only way one can work the street is to keep moving and with an apparatus strapped on his back and then pay \$5 per year for a basket license. Now, fellows, when you report a town open be sure to state how it is open. If you do not some brother pitchman may spend his last cent to get there only to find that he cannot work. Was sorry to learn that Frank Libby is ill. He is a square-shooter and a money-getter if there ever was one. Business has been fair for me in this spot. After finishing here I'll go to Anderson, Ind., and then St. Louis."

ART NELSON . . . of rad fame, visited the pipes desk last week while in Cincinnati looking over his interests in a Queen City chain store. The affable Art infoed that he now has 21 stores operating in the Midwest.

PITCHMEN'S SAYINGS: "Not weeks but years and still going strong."—Ricton, "Barnum of the Sticks."

"LEGION PARADE . . . here, according to a report given out by Commissioner Valentine, was witnessed by 2,500,000 persons," pens Carl Herron from New York under date of September 24. "Legionnaires not only claimed the town, but also opened it up for the pitch lads, the first time in the history of New York. Novelty peddlers in Times Square, however, were in the thick of festivities. They were forced to endure the abuse of firecrackers, cowbells, horns, confetti and loud shrill cries from the Legionnaires to say nothing of the beer bottles, dresser drawers, mattresses and bed springs which were being tossed out of hotel windows by the playful ex-doughboys. Hundreds of peddlers obtained the \$10 Legion readers which entitled the boys to work anywhere in the city with no restriction. They were not necessary, however, as the town had been wide open for one week as the local constabulary was too busy with the Legionnaires and their pranks to be bothered with pitchmen. Cans, toys and badges were the items in demand and many of the boys made their

winter bank rolls during the event. There were few pitchmen in town as most of them are out making the fairs. One fellow had a bunch of loud firecrackers thrown in his case just as he was about to turn his tip. Another, selling ties, had a bucket of water dumped into his case from a rooming house window above. Yes, sires, these boys certainly showed respect for the pitchman and his wares. So you see, fellows, even tho a fellow could choose spots at random, he was handicapped during the jamboree. Pitchmen who chose spots on side streets away from the noise all were reported to have done very well."

HUSTLER'S TIP: Those who are working aspirin cards would find it profitable to add the new cards containing pads of safety pins, a combination of razor blades, steeple pencil and shaving soap, dishpan cleaners, tooth brushes, tooth powders and other sundries too numerous to mention which are in everyday demand and proven sure-fire sellers. They go especially well at filling stations and other places along the line that do not do a general merchandising business.

R. L. MURRAY . . . pencils from Beloit, Kan., that he has been working coils in that territory for the last three weeks to fair business. He adds that he is anxious to read pipes from L. Chapman, Eddie St. Matthews, Mr. and Mrs. Jack Flowers and Mr. and Mrs. Bill Goforth.

NEEDLES LORING . . . inks that he is now in Mexico after having worked run menders in Eastern Oklahoma, North and South Texas and the Rio Grande Valley to a not-too-hot business. He says he plans to run up to Texas now and then, however.

"AM WORKING . . . out here in the Sunshine State to an okeh business," wigwags Bob Campbell from San Francisco. "Have been working a new-type bandage and don't have to look for spots, because with this item one can work anybody anywhere. Would like to read pipes from Carl Brown, Carl Gabe and the boys with whom I worked in San Diego, Chicago and Dallas."

TRIP OD OPININGS: Raps against pitchmen by some magazines prove that the pitchman is effective or he would not attract the attention of the squawkers. The successful worker attracts attention thru tireless efforts, while the squawker attracts attention only by squealing.

BILL TAYLOR, sheetwriter, please get in touch with Frank Joerling of our St. Louis office. Your whereabouts will be kept confidential. Mr. Joerling wishes to communicate with you about "Chief's" case.

YOU SPECIALTY WORKERS . . . What have you in mind for the winter? Christmas trade will help some, but what about the other months?

WHICH OF YOU . . . is going to claim the mulligan stew championship this winter?

IF SOMEONE SPRINGS . . . a funny one spring it on Bill and give all of us an opportunity of getting in on the laugh.

DON'T ATTEMPT to influence a tip by antagonizing it. It can't be done.

COME ON, FELLOWS . . . help yourself by helping others. For the protection of the fraternity at large, help yourself and help the other fellow by mentioning in your pipes the cost of the reader and any change in regulations or restrictions that have been made recently in the territory you are working. For example, if you happen to be working in Arkansas send in the dope on that State. If the other fellow sees you doing this for the good of the business he'll reciprocate. This is the one sure

OAK-HYTEX BALLOONS



PRINTS and Novelties for Hallowe'en

Old Witch and other timely prints, and Kat Heads are popular money getters at Hallowe'en time. In Black and Orange balloons, or in assorted colors.

Sold by the Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.

GOGGLES
New all-round safety and Sport Goggles. Constructed of special compound celluloid with chenille trimming, a 1 1/2" headband. Supplied in clear white, smoke and amber. Popular eye seller. Price \$2.00 doz. \$22.50 gross.



MICROSCOPE
To read the Lord's Prayer on the head of a pin. To see the germs found in water. This sensational Pitch Item is a world-wide seller at \$1.00. Individually boxed, with complete instructions. Dozen, \$3.00. Gross, \$33.00. One-third Deposit, Balance C. O. D. Send for Free Catalog.

New Era Optical Co., Optical Specialties
17 N. Wabash Ave. (Dept. BB), CHICAGO.

FLASH!
IT'S GORGEOUS—GREATEST VALUE EVER. NOW YOU'VE GOT SOMETHING EXCLUSIVE THAT'S WHAT THE BOYS ARE SAYING WHO ARE FEATURING THIS SUPER NEW PLUNGER. STRIKING NEW COLORS \$24 PER GROSS. 3 Different Samples, 50c per.



JACKWIN PEN, 50 West 28th St., New York, N. Y.

EXPERIENCED PAPER MEN

Texas is open to square shooters on the old reliable. Crops are best in years. You all know the protection. Write

E. HUFF
P. O. Box 221, Temple, Tex., for Orders.

The only Pen Just like a Banker, is another Banker. The Pen with the "SILVERLIKE" NIBS. PLUNGERS — COMBINATIONS — SETS



JAS. KELLEY, The Fountain Pen King,
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
784 Mission St., San Francisco, Calif.

Hit the BULL'S EYE for PROFITS with THE NEW **BULLET TOP NUPONT COMBO PLUNGER LEVER PEN**

ONE PULL—IT'S FULL!

\$24.00 per gross

PEARL COLORS \$25.00 per gross

Quality at No Extra Cost Buy Direct from Manufacturer

Most Complete Line in Nation

NUPONT PEN & PENCIL
11 East 19th St., New York

DEMONSTRATORS PEELER WORKERS

We also manufacture Rotary Mincers—Gar-
nishing Sets—Safety Graters—Orange Juicers—
Rosette Cutters—Kitchen Tongs—Can
Openers—Sharpening Stones—Gas Stove
Lighters, etc. Attractively Packed. Prices
Right. Reliable Service.

ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.



SPIRAL SLICER

Every One a
Worker. A Long
Profit Item
with a Fast
and Easy Dem-
onstration. Ap-
proved by Good
House Keeping
Institute.

Pitchdom Five Years Ago

Sam Kramer was still a big attrac-
tion at the NHA store in Atlantic City.
... Pleasant Edith Waller was in charge
of the counter in Jack David's store on
Sixth avenue, New York. ... Al Seigle
was sporting new and flashy signs in
front of his store on 14th street, New
York. ... Doc J. La Mell had just re-
turned to New York after a successful
tour of Connecticut. ... Wild Bill Vreed-
land was credited with the best passout
of the season in the cigar store at Coney
Island, N. Y. ... Smith and Reed, the
boys who hung up what was probably a
new high record in Cincinnati on razor
hones at 89 cents, closed their sales in
the Queen City and moved on to Ham-
ilton, O. ... Harry Pakula advised from
Chicago that he was in business on his
own under the firm name of Pakula &
Company. ... Columbus, O., was pan-
ning out rotten for Lee Hinson. ...
Some of the exponents of the pitch fra-
ternity were getting in some hot ticks
with the Presidential campaign novel-
ties. ... Earle B. Wilson and family were
working to some good takes with the
polish in Atlanta. ... Phillipson Comedy
Company, under the guidance of Harry
Durand, concluded another successful
season in Indiana. ... Mary Ragan, of
the famous pitch twins, was talking to
some big tips and coralling the long
green in the Southwest. ... J. R. Gould-
ing advised from Bloomington, Ill., that
business in that territory wasn't so bad
for him. ... And now, some New York
City notes: Business in pitch stores was
being hard hit by warm weather. ...
Dapper Larry Velour, four-star soap
worker, and his long-haired model, Miss
Diana, had just been added to Sergeant
Poulos' roster on Broadway. ... Calcu-
lator Hubbard was gathering in plenty
of dough in the NHA store on Sixth
avenue. ... Jarvis Sisters, from Atlantic
City, had just made their bow in the
Big City. ... Prof. Victor Edison Perry
announced that he would not open any
pitch stores until after the first of Janu-
ary. ... Doc Wahl, of gensen fame,
was packing 'em in in Harlem. ...
That's all.

F&M FOOTBALL SPECIALS

GILT FOOTBALLS—Min-
iature, Per 100. \$1.50
No. 50—Badge made up
complete with Celluloid But-
ton (name of College or
School). Two-Piece Satin
Ribbon and Metal Litho-
graphed Football. All
complete. Per 100. \$4.50
No. 60—Same as Above
with Miniature Gilt
Football, Per 100. \$5.50
Special Orders Shipped 5
Days After Receipt of Order.

Send for Special Football Catalog
for Low Prices and New Novelties.

Remit 25% Deposit With Order.

GOLDFARB NOV. CO.
"The House of Service,"
90 W. 23rd St. New York, N. Y.

NEW BEST SELLERS—Write for Catalog No. 21

Featuring big values in
● Whitstone Rings
● Cameo Rings
● Engraving Merchandise
● Photo Jewelry

HARRY PAKULA & CO.
5 No. Wabash Ave.,
CHICAGO, ILL.

963% PROFIT

Install Vending Machines in Taverns. Nite
Spots, Dance Halls, etc. Now machines cost
you \$3.00. MONEY-BACK GUARANTEE.

KAPLAN
B-1619 S. Kostner, Chicago, Ill.

Will pay you \$1,000 CASH!

If you do not find merchandise shown in this catalog that has never before been offered by any house serving the direct selling field I'll pay you \$1,000 cash. Signed: "Doc" Goodier. Just off the press, our big new wholesale catalog showing hundreds of proved, fast-selling, money-making deals for agents, pitchmen, coupon workers. A complete line of carded merchandise for wagon jobbers. Write for your copy now. It's free.

UNIVERSAL LABORATORIES
Dept. B, Dallas, Tex.

way of getting the most valuable and correct information. You have no doubt tried to get information by writing to the local tax license bureau, the attorney-general's office or the State medical board and failed. Usually your inquiries were ignored. By exchanging this information thru this corner you can overcome all the obstacles with which you must contend. Let's try exchanging the real dope on conditions just as you get it from the feed box.

MEMORIES: Remember when George Earle, of needle-threader fame, made an appointment with several other pitchmen in Akron to make Lorain, O., on a Saturday afternoon? George failed to show and the boys waited for some time before giving up the idea and decided to remain and work the Rubber City. About 2 o'clock that afternoon a heavy downpour of rain accompanied by a strong wind made the pitchmen more bitter—until newspaper extras appeared informing the world that Lorain, O., had been hit by a cyclone and that half the town was wiped out with a heavy loss of life. George was not seen for about six months and given up for dead, but he is still up and at 'em with the threaders.

"HERE'S A TIP . . ." blasts Toby Johnson from Augusta, Ark.: "Went into Tennessee recently and found a high license there. In addition, no town can issue a license or reader unless the applicant has a State license."

SURE WE WANT pipes, boys, but make 'em brief, snappy and to the point.

DONALD HANEY . . . brother of George Haney, rad worker, is all smiles these days, as who wouldn't be. The Haneyes have just had a blessed event at their home. Careful of those vest buttons, Uncle George.

ASK YOURSELF this one: Have I acquired a pleasing voice and appearance and have I been patient with the tips, or have I bored them?

JOE BERNARD . . . inquires from Los Angeles: "What's become of Chicken George Lepper, Charlie Casey and New England Jack Murray?"

MISREPRESENTATION . . . of the pitchman and his business in articles appearing in newspapers and some of the lesser magazines is so frequent and such an old story that the yarns are no longer taken seriously by the reading public. In most instances they are jumbles of hokey and blah and draw only a laugh from the boys of the sales craft whom the articles so grossly misrepresent.

REPORTS DRIFTING . . . in to the pipes desk are to the effect that Charley Gow, ace gummy worker and one of the most popular exponents of the pitch business, passed away recently from a heart attack. Are these rumors true? Will you let us have the info, please?

OLD BILL . . . enjoyed a visit from George Hess and Tommy Burns Jr. last week. During a short confab at the pipes desk Burns made it known that in his humble opinion Hess' sons, George and Edwin, are two of the best rug cleaner workers in the business. Burns and Hess dropped off in Cincinnati after working the Butler County Fair, Hamilton, O.

IMMOVABLE, MOVABLE— or do you move?

REMEMBER THIS: Wisecracks and pig latin never made sales. Everybody you contact doesn't happen to be a dummy.

GLENN REEVES . . . of peeler fame, is reported to have worked to some fair business at the recent Warren County Fair, Lebanon, O., despite the fact that the midway had one of the smallest spending crowds in its history. After a brief sojourn in Cincinnati, where he and George Haney worked the item to some good takes on a Saturday spot, Reeves left for Boston to fulfill a contract in a chain store there.

ALL PITCHMEN who are making the grade read the Pipe's column.

RETAIL SALES— (Continued from page 64)
ficient work on hand to keep them busy for a long time. Prices are being well maintained, and employment is at a high rate.
Coal stocks accumulated early in the year in anticipation of labor difficulty have been worked off and there is increased activity in this field.

Many Show Trucks On Highway No. 29

REIDSVILLE, N. C., Oct. 2.—For several days Highway No. 29, which runs by Ingham's Service Station here, might have been termed Snowway 29. By actual count 126 motor vehicles carrying show property have gone by. First it was the fleet of Walter L. Main Circus, en route from Leaksville, N. C., to Burlington. After the fleet came Bill Newton with a trailer that looked like a Pullman, the Avalons, St. Leons, Harry La Pearl and other members of Main show. Then came M. L. Baker with his Dakota Bill Baker's Wild West Show, en route to quarters at Crouse, N. C. On Sunday concessioners came in to play the Reidsville Fair, which opened Monday. Others were Lincoln's Minstrels, going south; Sunny South Show, also going south; Wilno's cannon act, headed toward Greensboro; trucks from Heller Ace Shows, going to Hemp, N. C. for the fair; trucks from the Buck show, going north.

PITCHMEN—CREW MGRS. MED. SHOWS—CANVASSERS

HERE'S Your Winter Bank Roll

LA-GIT GAUZOID NO LARRY'S

COST \$12.00 GROSS—RETURNS \$60.40.
Frank Barry, Harry Newman, Sam Coe, Art Novatny, Jack Madigan, Herb Casper. THIS GETS IT! Write for particulars NOW! GEMS SOUTH—Get This!
GAUZOID, McCormick Bldg., Chicago.

REX HONES Now Less Than 3c Each
\$4.25 a Gross
Send \$1.00, Bal. C. O. D., Plus Postage.
Each Hone in baby silver box, priced 50c. It is a fast cutting abrasive stone of good quality. Wonderful demonstrator for pitchmen. Home men are cleaning up. ACT QUICK. Rex-Hone MFRS., 1500 West Madison, BR-10, Chicago, Ill.

Big Profits!
Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.
HART MFG. CO.
811 Degraw Street, Brooklyn, New York.

SUBSCRIPTION MEN
SELL POULTRY TRIBUNE, America's leading poultry magazine. Every farmer a prospect. Also other magazines in a club, an A-1 deal for rural salesmen. Full time, or side line. State previous experience.
POULTRY TRIBUNE
Desk BB, Mount Morris, Illinois.

INCREASE YOUR SALES.
Give Away a Silk **FREE** With Each Neck-Hankie
We are Manufacturers and Retailers of Many Neck-weave and for some time we have manufactured this idea strictly for our own use. It has increased our volume of business like MAGIC, so we are offering you these Magic Pocket Hankies for the first time. Pure Silk—All Colors—All Patterns.
25c per Dozen (Postage Paid), \$2.89 per Gross. Send Cash or Stamps with Order. No Free offers.
MAGIC KNOT TIE CO.
1462 West 8th Street, Cleveland, O.

Helps You, the Paper and Advertiser to Mention The Billboard.

LEATHER TIES

Everybody Wants One.
WE UNDERSELL ALL OTHERS.

OUR PRICES

1 Dozen Lots \$2.00 per Dozen
6 Dozen Lots 1.75 per Dozen
12 Dozen Lots 1.60 per Dozen

BOW TIES ARE \$1.00 per Dozen.

All Prices are F. O. B. Salem, Mass. Money-Back Guarantee.

Sample Tie and Bow Tie, 35c.

ACME LEATHER NOVELTY CO.,
152 Washington Street, Salem, Mass.

COST 5c (In 100 Lots) SELL 25c
Up to 400% Profit—Silverite Signs—Sparkling, Brilliant—Size 3 1/4" x 1 1/4" Order today at the amazingly low prices. 100 signs cost \$5.00. 50 signs \$3.00. 16 signs, \$1.00, none free. Postpaid in U. S. A. Send money order only, none C.O.D. 100 Articles, \$1.00. Prepaid. **ARTFORM CO.** Write for Free Slogan List Today. Silverite Signs, 417-M, So. Dearborn St., Chicago, Ill.

ELGIN & WALTHAM WATCHES \$1.75

Jewel, 15 Size in Engraved Cases \$1.75

Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.
113 N. Broadway, St. Louis, Mo.

COMIC CARDS-NOVELTIES

Christmas, New Year, Lovers, Flappers, Petting, Boozers, 200 for \$1.00. Fan Cards, Fan Dancers, Comic Mirrors, Joke Novelties, Booklets, Photos—20 Samples, 25c. Complete Sample assortment, over 100 Articles, \$1.00. Prepaid. **ARTFORM CO.** 1710 Undercliff Avenue, New York City.

BUY DIRECT

Order your specialties, Blades, Motions, etc., thru our Mail Order Department and save 75%. We have anything and all favorite items at goods marked postpaid by us. For FREE illustrated Price List write to
M-O DRUG CO. 1229 Park Row Bldg., New York City.

ATTENTION

The Winter Rates are Now On.
Bracelet with Lord's Prayer, 3 1/2 c Each. Also Lord's Prayer on a Copper at 90c a 100. We buy and sell Penny Crushing Machines. They set on a Paper Easel, 25c with order, balance C. O. D.
CHICAGO BRACELET CO.
1167 South State Street, Chicago, Ill.

ACE BLADES

FACTORY PRICES. FREE DELIVERY.

Details FREE. (Samples 10c).
NATIONAL BLADE CO.
37 South Avenue, Dept. 1-N, Rochester, N. Y.

NORTH POLE ANTI-FREEZE

Prevents Frozen Radiators; absolutely harmless. Won't boil away; prevents rust; no alcohol. Make this product. Complies with requirements United States Bureau of Standards. Cost 15c a gallon. Retail \$1.50 and up. Now on the market under other trade names. Formula \$1.00; Trial Sample, 25c. One application sufficient for a whole season.

NU-WAY SALES CO.
BOX 249, HORNELL, N. Y.

Slip-Not-Ties

New fall line silk-lined fast 50c sellers. Send for Sample 10c. 50c postpaid. Money refunded if not satisfied.
Free Catalogue
GILT-EDGE MFG. CO.
Original. Patented. 13-N. 18th St., Phila., Pa.

Hartmann's Broadcast

THE no-pass policy at fairs is gaining considerable ground this year and it would not be surprising to see it adopted by many more fairs in 1938. At some the ruling is more rigidly enforced than at others, there even being instances where those appearing at fairs have had to dig down in their jeans for the admission fee. There was some squawking by these folks at first, but in most if not all cases it soon died down. Some visiting showmen and performers are now beginning to squawk, but where they have a license to do this when "everybody

A. C. HARTMANN

pays," we don't know. If they haven't the wherewithal to gain admission, then it would seem their only out is to appeal to friends connected with or appearing at the fairs. Where they have the wherewithal, however, they will either have to dig down in their jeans for it or undergo the embarrassment of asking friends at the fairs to pay the admission charge.

ART LEWIS tells why some carnival managers say they are going to play Florida fairs but really have no intention of doing it. We believe there are many, like ourselves, who already know the reason, but we'll let Art have his say.

"In reading The Billboard dated September 25," he writes: "I noticed a squib in The Mixer's column, on page 54, where he stated it has been reported the Art Lewis Shows will play Florida this winter and that I have had a representative in that State all summer. Then on page 55 he stated that there are but 10 bona fide fairs in Florida, that the Royal American Shows have five and that the remaining five must be given to some other show. But he wants to know how can five carnivals have 10 bona fide fairs each when there are only 10 all told. The answer is very simple, and just as The Mixer says, 'it can't be done.' However, for the past several issues of The Billboard there have been notices to the effect that several shows were going to play Florida fairs. Now these notices were sent in to The Billboard simply to get showfolks and concessioners to stick with the shows in anticipation of a long season, when in reality these same shows will end their seasons long before the Florida fairs ever get under way.

"Up to the present writing I have never announced in The Billboard that the Art Lewis Shows had a circuit of fairs in Florida. However, when the proper time comes I will make the announcement in due form with a complete route of bona fide fairs in Florida—fairs which have been granted charters from the State.

"This letter is for publication if you so desire."

OF THE unusual things in circus business this year, none probably stands out more than the experience Clint Finney had at Natchez, Miss., a short time ago while still with Hagenbeck-Wallace Circus.

Natchez has five large drug stores and four of these turned down Clint when he was arranging for the circus day ticket sale. The reason given was that the sale drew too many people to the stores.

Clint has been engaged in circus ad-

vance work for many years, but never has he had such an experience before. We don't know that anybody else ever did either.

IT WOULD be interesting to know what became of the Carry-Us-All, built by the late C. W. Parker, which the sultan of Java in 1916 bought for \$16,000 from a carnival company in Kansas. What prompted the purchase was that the machine contained the same number of wooden horses—48—as wives in the sultan's harem, and it was his thought that such a machine would be nice to have not only for entertaining these women but preventing quarreling among them.

PICTURE postcard received from William McK. Bausman, who is with the Nellie Dutton Attractions with the Pagel Circus in Africa, shows a jail, which is one place, writes "Baus," he has avoided so far for the sole reason that jails don't look inviting to him. At the time the card was mailed the Dutton folks were winding up a solid year abroad. They are contracted with Pagel until May, 1938. Speaking of long engagements, Ricton completed four and one half years of continuous operation under canvas on October 3, making one, two and three-nights. Show is now in Georgia. "We have what it takes and it requires an awful lot of everything," is the way Ricton puts it. He also says he will continue to keep the show out indefinitely.

PACIFIC COAST

(Continued from page 58)

Barnes. Clarence Coyle, credited to M. Lee Barnes and Clyde Gooding. Fred H. Solomon, credited to Pat Shanley and Steve Henry. Joe Horwitz, credited to Pat Armstrong and Charles R. Bryant. Joseph Freed, credited to A. Kirshman. Frank Murphy and Clyde Gooding. No reports from standing committees were forthcoming. Skinny Dawson, making first appearance in several years, as spokesman for the Cole Bros.' Circus thanked the club for the fine party tendered members of the organization September 20. Brother John Klein thanked the members of his committee for the help given in the Cole Bros.' Circus party. The matter of adding a public-address system was discussed at length and then turned over to Joe Krug, house committee chairman, and his associates for a decision. Milt Runke announced that this date marked the entrance of Archie Clark in the carnival business. Club sent him a congratulatory wire.

Brother Ed Smithson reported he was getting good response to the program for the 16th annual Charity Banquet and Ball.

From Will Wright came a suggestion that holders of the cemetery fund drive books double their efforts to make the prize money much larger and likewise help the emergency sick and relief fund. Weekly award went to W. S. Parker. Lunch and refreshments after adjournment.

Lewis Shows for Tallahassee Expo

TALLAHASSEE, Fla., Oct. 2.—The Art Lewis Shows have been awarded the contracts to play the West Florida Exposition, which will be held here November 1-6, according to Joe Frank, president. Shows will also have the exclusive midway privileges.

Tulsa Is One of Best For State Fair Shows

TULSA, Okla., Oct. 2.—State Fair Shows marked up a big one during their week at Tulsa State Fair. According to Mel Vaught, it was one of the best weeks of the season. Business was good from the opening, with cold weather and rain spoiling only one day. Coming in three days early, the shows and rides were up and ready to go when the gates opened, the first time that has happened in the fair's history. According to L. C. Kelley, general agent, it was a paying jump. "We wanted to be ready and it's a good thing we were. We expected a better year than last but hadn't looked for what we got." The midway was always crowded and money was being spent. On kids' day,

For SPEED and ACCURACY

Lower Instate Rate in All But a Few States
TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS
USE

Postal Telegraph

Phone your telegrams. They will be charged on your bill.

LETTER LIST

(Continued from page 31)
Goodwin, Jeannette
Harrington, Ann
Hudson, Irene
King, Revine
Lamar, Helen
Leonard, Ada
Lloyd, Shirley
Lot, Margaret
Martin, June Rose
Novak, Yvonne
Pauline, Madame
Pennington,
Puckey, Eula
Ray, Madame
Reeve, Jean
Lola Rhouma, Gypsy
Rosa, Princess
Searles, Flora
Slaughter, Mrs.
Todd, June
Waring, Mary Lee
Wilson, Agnes
Wilson, Evelyn
Wright, Frank
Windsor, Betty
Wordell, Ruth
Zala, Lilla
Zara, Madame

Gentlemen's List

Allen, Bud
Ames, Alfred B.
Anderson, Chas. F.
Arenz, Thomas L.
Carter, Edward
Avles, Sidney B.
Balsano, Leonardo
Bardin, Chas.
Barwans, Maurice
BeGar, Harry
Benson, Bob
Blue, Nighth John
Broderick, Mr. &
Mrs. Paul
Buekanan, Buck
Byron, John
Carson, Eddie
Cavella, Don (The
Chambers, I. E.
Cissell, John
Claire, Hans
Cockrell, Geo.
Coller, Chief
Conde, Edwin
Cooper, Mickey
Cortez, Frank
Cunningham,
George (Scale
Morris, Mr. &
W. R.
Nichols, David
Northford, Charlie T.
O'Brien, Ed
Ogle, Douglas
O'Neil, Tip
Page, Sidney and
Peggy
Palen, Bud
Perry, Joe P.
Pike, Buster
Quinn-Smith
Rhodes, Joseph S.
Riddle, Billy
Rio, John
Roby, Dan
Rogers, Duke
Rosen, Mike
Sales, George
Schulz, Jack
Sherzer, William R.
Sistrig, Billy
Silvers, A. D.
Simmons, W. F.
Skenadore, Mr. and
Mrs. W. T.
Smith, L.
Stanley, Lew
Stackley, Frank
Swit, Frank
Thomas, R. D.
Tipton, Clarence
Valentine, Ted
Vasco, Rudy
Wallace, Russell
Walton, William
White Brothers
Wimberly, Bob
Winslow, Harry W.
Wong, Nestor (Gupana)
Workman, Paul
Zier, Wm.

Gentlemen's List

Abbott & Marcia
Abrahams Hyman
Alaimo, Gina
Alcidos, Sid
Bryden, Roy Marsh
Andre, Jack
Bell Trio (Chas.
Chase)
Bernstein, Harry
Berr, Mr. & Mrs.
C. O.
Biettli Wire Act
Bowen, Tom
Bryan, J. G.
Bryden, Ray
Bulger, Harry
Carmen, J.
Caul, Bert
Clark, Bob
Collier, Doc
Collins, Chas. &
(Stone)
Dault, Alfred
Davis, Carlion
Davis, C. W. (Red)
De Cobb, Jimmie
De Phil, Chas.
Delmar, Jerry
Delmar, Joseph
Dobert, A. J.
Don, Kay
Donaldson, Robert
Dowd, Jimmy
Draz, John H.
Drake, E. W.
Elliott, John
Fallon, J. (Baritone)
Farrell, Wm.
Fournier, Louis
Franklin, Wilbur
Gaugler, Joe (Circus)
Garin, Louis
Gillis, Sam Fisher
Gliek, Wm. Shows
Green, Silas Shows
Hanagan, John J.
Haves, Jack (Circus)
(H. H. & H.)
Healey, Maurice
Hesner, Arthur W.
Hout, Chas. T. (Circus)
Hornfeld, Jack
Hous, James
James, Carmar
Kave, George
Kennedy, Stuart
King, Richard
King, L. G.
Kirklund, Harry
Kroll, Herman
Lazzanti, J.

PACIFIC COAST

(Continued from page 58)

Lipps, George
Loring, Chas. E.
Manson, Mickey
Marshall, Danny
McDermott, Hugh
McKerrell, Buddy
McNamara, Dave
McNino, Tony
Merwin, Capt. Jack
Mohamed, Abdslam
Mohamid, Amzad
Montgomery Jack
Morriss, Chip
Nautel, Harry H.
Nicholas, Steve
Olson, Roy E.
Palmer, Mr. & Mrs.
Paul, Frank
Paul, Hallie (Orch.)
Peacher, Pete
Pearo, Melvin D.
Perrine, K.
Perry, Albert
Perry, Geo. Herbert
Petters, Lewis
Pignatelli, Vincent
Poling, James H.
Ramon, Mickey
Ramesed, Lon B.
Ray, Harry
Red Cloud, Chief
Ramsay, B. J. or
Ricardo
Richard, Harry
Richard, Edw. G.
Richie, Wm. J.
Robbins, Peter
Robertas, Harry
Rostell, Jack
Rogers, Duke
Rudolph, Lou
Ryan, John A.
Salaber, Saul
Savage, Ted E.
Sennell, C. E.
Scott, Thomas H.
Sharp, Billy
Sheldon, Stodie (Prod.)
Sherman, Jack
Silver, Joe
Spiegel, Samuel
Stevens, George
Turner, Terry
Van, Jack G.
Viado, Richard
Werry, Charles H.
Williams, A.
Wife, Thomas A.
Wood, Lester

Gentlemen's List

Compton, Robert
Cramer, Omar
Crandall, H. W.
Crownell, H. W.
Daniels, Oss
Decker, Whitey
DeGra, Kenneth
Del Mar, Jack
Doran, Jas. (Red.)
Duffy, Roy T.
Edwards, Bill
Ford, Pat M.
Francis, Tom
Fuller, Everett
Gabel, John N.
Gasper, T.
Gillpin, Art
Good, Dade
Griesbaum, Lester
Grover, Harry G.
Guver, Ray "Whitey"
Hale, George
Halaj, H. D.
Hall, Edward L.
Hall, Howard
Harris, Herbert J.
Harison, Jimmie
Hatcher, Phil
Hatten, Samuel J.
Henderson, T. J.
Henricks, Joe
Hennessey, Emmett
(Red)
Hennesey, Red
Hoy, Henry L.
Hodgini, Joe & Ed
Hogan, Jimmie
Holston, Jack Rose
Howe, Rex
Hows, Robert
Hrubec, (Oblick)
Husted, Sherman
Hutchinson, Mickey
Irwin, Ray
Jimmie, "Swing
Ball"
Kave, George
Kemper, Geo.
Kerwin, Bob
Knight, C. C.
Knox, Harry
Kross, F. J.
Krug, Clarence H.
Kohler, N. A.
Laird, Moon
Lake, S. W.
Laughlan, Harold L.
Lawrence, Henry L.
Lawson, William
Linker, Tommy
Little, Mr. & T.
Loar, G. C. (Bink)
Lorraine, Bud
Marie Hippocord
Martin, Pete
McLaughlin, Bill
Miller, Bill
Miller, Fred E.
Miller, Luther
Mitton, Leon
Murphy, Jimmie
Musgrave, Jack
Nickoles, Francis
O'Brien, Robert L.
O'Day, Black
Ogle, Douglas
Ottman, Harold
Pearce, John
Penz, Frank
Pink, Wm.
Poole, Bob
Ramsay, B.
Randall, Thomas
Randalph, Thomas
Reid, Jimmy
Red, George W.
Rendles, Harry
Rice, Joe
Robb, Charles
Rogers, W. B.
Romney, Billy
Roms, Prof.
Rye, C. Mountain
Seville, Earl
Sewers, George H.
Shannon, Jack
Shindore, A. L.
Sionim, Joe
Smith, Wayne
Spring, Tony
Stanley, Paul J.
Stephens, Wm. J.
Stevens, Geo.
Taylor, Charles
(Wop)
Thomas, Richard
Thompson, E. Lee
Thompson, F.
Thorp, Fred
Tigers, Cecil H.
Timmons, A. E.
Vahl, Ted
Wall, George F.
Wallace, Beverly
Wells, Tex
Williams, O. H.
Willis, Mason E.
Williams, S. J.
Yeager, Jack
Yelson, Bob

MAIL ON HAND AT ST. LOUIS OFFICE

890 Arcade Bldg.,
Hutton, Samuel, So
Ladies' List
Barbee, Miss
Boill, Mrs. August
Boswell, Mrs. Killing
Bowen, Mrs. Mary
Cordell, Mrs.
Cornell, Katharine
Crouch, Rozella F.
Crowe, Mrs. Edine
Davidson, Mrs.
Evans, Mrs. Pat
Ferrington, Mrs.
Forrest, Mrs. Bettie
Freeman, Rose
Greene, Esther
Griffith, Miss
Hawwood, Josephine
Lew, Mrs. Bob
McLaughlin, Mrs.
Hill, Will H.
Hinton, Ray E.
Holcombe, Roy
Howard, Bert
Hughes, Mrs. Bud
Jones, Elec (Doc)
Mason, Mrs. Ray
McNamor, Minnie
O'Brien, Mrs. Lov
Pierce, Ruth
Price, Mrs. D. M.
Raymond, Mrs.
Rodgers, Miss
Ruckman, Mrs.
Stanley, Miss
Stein, Mrs. A. E.
Stewart, Mrs.
Street, Alice & Ed
Vaughan, Mrs.
Marietta
Walker, Mrs. Odell
White Swan
Whitmore, Mrs.
Wilbite, Mrs.
Yelton, Mrs. Robert
Zimmer, Florence

MAIL ON HAND AT ST. LOUIS OFFICE

Ladies' List
Among, Mrs. Helen
Barton, Mildred
Sougeous, Mrs. Harry
Butler, Anna
Cave, Marie
Ockler, Mrs. G. A.
Dutton, Nellie
Edwards, Mary
Frazza, Madame
Fioresque, Mrs. Naomi
Forrest, Gladys
Francis, Chickie
Guerin, Frank M.
Harris, Mrs.
Gates, Mrs. A. L.
Hillis, Mrs. L. R.
Howell, Mrs. Nell
Jacobs, Mrs.
James, Mrs.
Johnson, Mrs.
Myrtle
Karson, Marie
Lavania, Betty
Lewiston, Mrs. Rose
Lorenzo, Victoria
Maling, Mrs.
McGuire, Mrs. M.
McCampbell, Mrs.
Middleton, Mary
Mills, Mrs. Alice
Naida & Lester
Owen, Mrs. Jack
Perry, Mrs. Lester
Rounds, Mrs.
Stecke, Mrs. Edna
Miller, Frances
Teeter, Jackie
Townsend, Lady
Trotter, Dorothy
Tuttle, Florence L.
Wallace, Lorain

CHICAGO OFFICE

600 Woods Bldg.,
52 West Randolph St.

Ladies' List

Among, Mrs. Helen
Barton, Mildred
Sougeous, Mrs. Harry
Butler, Anna
Cave, Marie
Ockler, Mrs. G. A.
Dutton, Nellie
Edwards, Mary
Frazza, Madame
Fioresque, Mrs. Naomi
Forrest, Gladys
Francis, Chickie
Guerin, Frank M.
Harris, Mrs.
Gates, Mrs. A. L.
Hillis, Mrs. L. R.
Howell, Mrs. Nell
Jacobs, Mrs.
James, Mrs.
Johnson, Mrs.
Myrtle
Karson, Marie
Lavania, Betty
Lewiston, Mrs. Rose
Lorenzo, Victoria
Maling, Mrs.
McGuire, Mrs. M.
McCampbell, Mrs.
Middleton, Mary
Mills, Mrs. Alice
Naida & Lester
Owen, Mrs. Jack
Perry, Mrs. Lester
Rounds, Mrs.
Stecke, Mrs. Edna
Miller, Frances
Teeter, Jackie
Townsend, Lady
Trotter, Dorothy
Tuttle, Florence L.
Wallace, Lorain

Parcel Post

Boger, Raymond
Brown, Jimmie
Wahl, Ted
Casteeel, H. W.
Chasney, White
Chasney, Charles
Clayton, Skinny
Cline, Emie D.
Clopen, R. E.
Coffelt, W. R.
Colling, Tex
Baker, T. Elkhon
Leg
Balwin, W. B.
Barbee, Ray
Belmont, Frank
Boers, Henry
Brewer, Ray C.
Bogor, Raymond
Brown, Jimmie
Wahl, Ted
Casteeel, H. W.
Chasney, White
Chasney, Charles
Clayton, Skinny
Cline, Emie D.
Clopen, R. E.
Coffelt, W. R.
Colling, Tex

with many of the rides reduced to a nickel, lines were formed before the ticket stands. Octopus topped the rides despite a breakdown or two. The twin Ferris Wheels ran it a close race and the Loop-o-Plane was kept busy. The Slide Show topped the shows in business. Concessions had a good week, too, with the weight guessers getting a consistent play.

Out in the Open



by Roger Littleford Jr.

Showmen and New York's World's Fair

TO THE majority of outdoor showmen the forthcoming World's Fair in little old New York still remains an unsolved problem. Week upon week passes by, showman after showman contacts fair offices, but still the situation remains the same—just what is in store for the operator who has been showing of late at Chicago, San Diego, Fort Worth, Cleveland and even across the seas in Brussels, Belgium. As matters stand, by far the majority of recognized outdoor showmen come away from the New York offices discouraged, to say the least, and oftentimes a bit bewildered.



E. S. Littleford Jr.

Footage prices, architectural regulations and any number of other prerequisites make it fairly apparent that the Flushing Meadows sector is going to be a tough nut to crack before the World of Tomorrow opens its doors in April, 1939.

In the opinion of this corner very few acknowledged exponents of midway amusements will be inside those gates when the big fete rolls around, not because they are not wanted by fair moguls, but simply because it's beginning to dawn on the industry that it's virtually impossible to make a sizable profit at any big exposition. It's becoming obvious that the larger and more pretentious the fair, greater is the risk for the individual concession. Naturally, your correspondent is not in a position to know exactly how well attractions have fared at numerous expos in the past few years, but there is a pretty strong rumor circulating that the money-making boys, big money-making boys, can be counted on the fingers of two hands.

The general character of Cleveland, San Diego, Dallas and so on has not been conducive to financial success for the great majority of comparative small-timers. It's not the fault of exposition managements in most cases, but rather a case of economic disorder on a small-time scale. Because of its tremendous drawing power attractions should make money at the New York Fair, and you can wager your bottom dollar that plenty will, but most of the successes will be financially backed, controlled and operated by powerful syndicates in a position to make original investments of many, many thousands of dollars. Then, too, there will be a certain percentage of "outdoor" showmen who will throw risk to the winds, shoot the works at New York and come out on top. Many more will take the gamble and as sure as shootin' end up behind the proverbial eight ball.

Ride concessions will in all probability constitute the only exception, having already offered an organized front to fair officials thru the American Recreational Equipment Association. That organization appointed a committee nearly a year ago to present problems and suggestions to the fair and at the same time attempt to protect the legitimate ride operator. We understand workable agreements are being ironed out, contracts are actually being signed and before long all ride space will have been occupied by men or firms that today are manufacturing, distributing or jobbing amusement devices to carnivals, parks and what have you. And rides will make money at New York provided, of course, they are mostly of new and novel character and not in keeping with machines currently operating at near-by Coney Island and metropolitan amusement parks.

But this corner, as we have personally told numerous showmen, is not particularly bothered by the poor prospects of Flushing Meadows. After all, it will be the years following the fair that will harbor gold for carnivals, parks and in-

dependent attraction operators. A new trend in attractions is bound to crop up in New York during 1939, just as it did on previous occasions in St. Louis, Chicago and at other actual "world's" fairs. And then the "copy-cat" show boys will be on top of the world. Even this early it is easy to visualize what "Direct From a World of Tomorrow" will mean in Podunk about 1940. The wise boys will be busy then, my friends, operating World's Fair attraction facsimiles, good or bad, but in either case recipients of world-wide publicity in 1939. Many wise boys are not planning to show in New York; they're leaving that to the bank-rolled few who can afford to gamble thousands on untried attractions. This corner thinks it's a pretty fair setup all the way around.

We sincerely hope that the above reference to "copy-cat" showmen does not rub our friends the wrong way. We don't wish to be unfair but, frankly, what is the typical showman but just that? We are all slaves to eras, dear readers, and as long as the industry exists those eras will be determined by "world's" fairs. Possibly we are wrong, but look at the record.

COUNTY SUCCESS

(Continued from page 48)

Connecticut State College. Governor Wilbur Cross is one of the outstanding patrons at all Connecticut fairs. Olcott King, commissioner of agriculture, is always on hand to give assistance.

The State appropriated \$35,000 for a Connecticut Building at Eastern States Exposition, Springfield, at last session of the Legislature.

SLUMP ON FINAL

(Continued from page 48)

ing. Auto races, postponed because of rain from Saturday, closing day, to September 27, brought instant death to one

driver and serious injuries to another in a five-car crash on the "flat dirt track." Howard (Howdy) Cox, Dallas, was killed and Ted Horn, Los Angeles, suffered serious head injuries but will recover, attendants at General Hospital said. Duke Nalon, Chicago, and Ray Gardner, Long Beach, Calif., were out and bruised, and Vernon Orenduff, Tallahassee, Fla., suffered shock. Cox's death was ninth in the history of auto racing at the fair. Harness racing was held on Monday thru Friday.

Phil Travis Active

Because of the severe illness of J. W. Russwurm, secretary of the fair association since its organization, much of the direction fell on Phil C. Travis, superintendent of concessions. Among visiting showmen were J. C. McCaffery, president of the Showmen's League and general manager of Rubin & Cherry Exposition; Robert L. Lohmar, general agent of Hennies Bros.' Shows, and J. C. Simpson, general agent of Johnny J. Jones Exposition.

Among concessioners were Tom Beal, grab; Sterling Carroll, shooting gallery; Avery Christy, grab; Yates Daugherty, orange crush; Desplanter Brothers, novelties; Raymond Ellis, hand-made bedspreads; Walter Law, cookhouse; Mrs. Sarah McCaffery, frozen custard; J. Gilbert Noon, shooting gallery; Nan Rankine, palmistry; George Reinhardt, with Pop Dailey, Shorty Corbett and Cash Wilson, cookhouse, grab and juice; O. P. Shartell, candy floss and snow; B. O. Tucker, cookhouse; W. J. Winslow, scales. City fire department, which maintained a first-aid hospital, reported treatment of nearly 500 cases of minor injuries and illness.

AUSTIN, Tex.—Young County Fair Association filed a charter amendment changing the corporate name to North Central District Fair of Texas, Graham.

Another Fort Worth Show in 1938 Talked; Board Has a 5-Year Lease

FORT WORTH, Tex., Oct. 2.—With the artistically but not financially successful Frontier Fiesta closed after a 93-day run main topic now is whether a 1938 show will be given here. It is believed the show idea will be carried on, altho it probably will be hard to accumulate the money to put it on, just as the money for this year's show, the less than was needed last year, was increasingly difficult to get. Buildings constructed last year at great expense will presumably still be here next year and the board took a five-year lease on the layout from the city before the fiesta was well under way.

It is said Billy Rose has offered to take a week off from his movie job in Hollywood next year to come back and help the city launch a new show at no cost for his services. New show would have Casa Manana Revue as a lead and Pioneer Palace on the order of the show in that place last year, plus a free show in Firefly Garden. The 1938 event, if presented, would aim more at financial success than at gigantic sets and huge choruses.

Would Keep Standard

However, Billy Rose does not believe the standard can be lowered here by putting on a cheaper show, as showgoers are used to the upper-Broadway shows. The smaller and peppier 1936 revue was preferred to the spectacular scenic show of this year by about 300,000 more paid admissions. It is believed that if the show is really good, the cheaper, the people in this section will patronize it. Without Pan-American Casino Revue in Dallas Casa Manana Revue here would have had a much better chance. The show this year just about broke even, but it did not lose any money.

At the closing Sunday night Amon Carter flew in from Columbus, O., to speak at the closing Jamboree, introducing Billy Rose and members of Fiesta Board. Most of the show people celebrated the closing with parties. Final crowds packed every show, mostly to get rid of outstanding tickets. It is believed practically all bargain-book tickets got in. At Firefly Garden for one performance, in attendance of 2,900, only 500 were cash admissions, the others being bargain tickets. At Casa Manana

an even larger percentage of book tickets came in.

Court Impounds Moneys

Federal Judge Wilson here ordered all money due Billy Rose and Territorial Producing Company, of which Rose is head, from the fiesta deposited in the District Court Registry pending trial of the plagiarism suit brought by Margaret Mitchell, author of *Gone With the Wind*, against Rose and the fiesta. Court also ordered that any money due Rose by the Territorial Producing Company remain impounded in accordance with the original court order issued on September 14 by Judge Davidson here. Case has been postponed again.

Paul Whiteman concluded his series of semi-weekly broadcasts over NBC from the grounds Saturday night, 354 programs having been broadcast from the Gulf studios during 11 weeks the studios operated. Merle Tucker, festa radio director, has gone to KGNC, Amarillo, Tex. Jack Henry, staff engineer for Gulf studio, goes to install equipment in a new Los Angeles station.

Harriet Hoctor went to New York for a rest before returning to picture work at RKO in Hollywood. Fritz and Jean Hubert, in Pioneer Palace Revue, go to Hollywood to work in a new Mae West picture, while the Cabin Kids go to New York to make two movie shorts and then to Hollywood. Art Frank, in Pioneer Palace Revue, goes to Hollywood to appear in a Warner Bros.' picture. Grey Downs, Texas Sweetheart No. 1, left this week for Hollywood for a try at movies. Marie Kelly Gordon, Casa Manana dancer, will also try out the movies. Everett West, tenor, and manager of California Varsity Eight, has signed a three-year contract with Billy Rose as an individual performer. He will go with Rose's *Show of Shows* as a featured singer.

Whiteman Goes on Tour

Everett Marshall, who recovered from a cold in time to finish out last week of the show, is to remain here another month. Stuart Morgan Dancers, adagio team in Casa Manana, have bookings in Detroit and New York before returning here for rehearsals of the *Show of Shows* in which they will have a featured part, with Walter Dare Wahl,

Frazer Sisters and Everett West. Paul Whiteman and orchestra began a one-night stand tour this week. Larry Lee and his band go on one-nighters in Texas, heading for California later.

Hinda Wassau, in Pioneer Palace, goes to Connecticut to visit her family. Dixie-land Jazzband, in Pioneer Palace all season, goes to New York for night club work. J. Russel Robinson, pianist with band, and Harry Barth, bass fiddle player, did not return with the orchestra. Robinson plans to go to the West Coast to continue work as a composer. Chester Frederick, also in Pioneer Palace Revue, returns to New York. Gomez and Winona, dance team, opened at the Versailles Club in New York on September 30. Three Swifits, Cecil, Charlie and Bartholomew, opened on October 1 at the Stanley Theater, Pittsburgh. Charlie King, emcee and singer in Pioneer Palace Revue, signed with National Hotel Management Corporation to sing with bands in hotels the company operates in the East.

Victor Leighton, Billy Rose's representative here, will be general manager of the *Show of Shows*. Boyce House, publicity director for the festa, who takes a month's vacation, has filed 65 scrap-books containing 14,000 stories and pictures from Texas newspapers on the show. Sallci Family, who had their puppet show here, are undecided as to where they will go because of the sudden closing of the show. They probably will play theater dates in the East before returning to Italy. It is said the festa paid the Sallcis \$3,000 owing on their contract, which ran until October 9. Billy Valentine, business manager for the Sallcis, and Victor Rodriguez, musical director and pianist for the puppets, return to New York but will not go to Italy. Raymond Le Pere, organist for the puppet show, returns to WFAA, Dallas, where he is staff organist and librarian. Edward Babcock, in charge of the National Hotel Management Corporation stand in Firefly Garden, goes to Chicago.

Show People Scatter

Harvey McKinley and Tom Moore, manager and assistant manager of National Hotel Management Company's catering interests at Pioneer Palace, go to Minneapolis, where they will be connected with one of the company's hotels. Chuck Rodman, pianist in Silver Dollar Bar, goes to San Antonio, while Clyde Hodges, singer there, joins Jack Maggard's Pan-American Revue, which goes on the road on October 30. Jack and Jimmie Gavett, who had photo machines, will make fairs in Abilene and Waco, Tex., before going to Corpus Christi and Galveston for the winter. Esther King, assistant at photo machines all summer, will remain here. Mr. and Mrs. James Ambrose go to New York, where they will handle Western novelties at New York rodeo and other shows. Ambrose had charge of H. A. Humke's novelty stand here. Humke goes to Anderson, Ind., to visit his family before going to Mexico City on a vacation.

Ed Hanifan, secretary to Billy Rose, goes back to his other job as secretary to a local county judge. Jack Wilson, house manager of Pioneer Palace until he went to the Astor House, goes to Midland, Tex., where he will be manager of an oil company office. Pat Patterson, in charge backstage for Pioneer Palace Revue, returns to New York, where he will be connected with theaters. Randall Williams, who had charge of constructing as well as handling the huge sets used in Casa Manana Revue, will go back to his duties at the Hollywood Theater here, from which he had leave of absence. Ed Lally, pianist at Pioneer Palace between shows, has reopened his studio here.

Paul Schwartz, who cut out silhouettes, and Jana, portrait painter, who were on the midway here, will make the fair in Oklahoma City and Oil Show in Houston before going to Chicago. Paul Whiteman, not the maestro, but keeper of Sunset Trail and grinder at the Astor House, plans to go in the cattle business. He had charge of assembling all antiques and relics used in Sunset Trail buildings.

James Pollock, general manager; Joe Adie, his secretary; Bobby Stowe, ticket manager; T. C. Urban, auditor, and Roy Meehan, fiesta banker, will remain at the showgrounds several weeks to wind up all matters concerning the show. Turf Catering Company, which operated the Astor, wanted to keep the Astor House open all winter. Company made the festa board an offer, but it is doubtful whether the place will remain open.

Notes From the Crossroads

By NAT GREEN

THE rumor factory is working overtime—carnivals changing hands, circuses changing personnel, new shows organizing, this one and that one getting a kick in the pants. Only trouble is 99 per cent of the rumors are just rumors, nothing more. The gossip season never closes, but it's more active at this time of the year than any other. Gives the boys something to talk about and speculate on, and once in a blue moon something comes to pass just as it's been predicted, giving the prognosticator a chance to say "I told you so."



NAT GREEN

We're sure there are going to be many changes within the next few months, but when a rumor comes to our desk with the information that it is from "headquarters" we nevertheless look at it askance unless we can get some verification from the powers that be. For, from experience, we know that many reports that bob up are "inspired" in the hope that they will be given wide circulation for the benefit of some particular man or organization.

makes such a picture every year. . . . Ralph Lockett, Social Security secretary of the Johnny J. Jones Exposition, took time off to pay a visit to the home folks at Petersburg, Va., from where he postcards greetings. . . . Bert Doss, former aerialist and now proprietor of the Circus Night Club at Bloomington, Ill., in town attending a convention and says all the trouping virus is out of his system. . . . Friends of Billy Blencoe, of Central Printing Company, will be grieved to learn of the passing of his mother. . . . Presentation of the beautiful platinum watch and chain to S. L. Cronin by 33 "oldtimers" on the Barnes show who had trouped with him since '29 was a fitting tribute to the esteem in which he is held. . . . When the presentation was made by Frank Chicarella at Amarillo, Tex., on September 24 there was a suspicious moisture in the eyes of the usually stern "boss." When Burt L. Wilson, CFA ambassador of good will, started on his southwestern trek Monday he issued a regular route card, but his matter-of-fact boss wouldn't allow him to put the printing bill on the swindle sheet. . . . Gardner Wilson writes that when he finishes the season with the Barnes show in a few weeks he will become affiliated with the Forest Freeland Advertising Agency, Miami, to handle publicity for hotels and clubs during the tourist season. . . . With him goes Harry Bert, who should make an ideal hotel public relations man. . . . From Detroit Carl Hellenstell advises: "Weather, business good. Harry Lewiston's Side Show (with Conklin Shows) going strong at Leamington (Ont.) with Kiko pinheads and others big draw. Paty and Frank Conklin, Mrs. Lewiston, Rittly fine and well pleased."

Gainesville Has Good Engagement at Tyler

GAINESVILLE, Tex., Oct. 2. — The Gainesville Community Circus had an ideal engagement at the East Texas Fair in Tyler September 24 and 25, giving four performances under its big top on the fairgrounds. It was a 190-mile jump for the local aggregation.

Attendance was small the first afternoon because of 100-degree weather, but at night there was a straw house. Saturday a cold wave struck with drizzling rain and there was a small matinee and a large night crowd.

Members of the circus were entertained at the Blackstone Hotel during their stay in Tyler. They returned to Gainesville in the wee hours of Sunday morning, just in time to greet the first section of Ringling-Barnum Circus.

Visitors in Tyler included CPA and Mrs. Frank J. Walter, A. W. Kennard and Joe M. Heiser, of Houston. At the closing performance Walter was presented a gold whistle, emblematic of honorary ringmastership of the Gainesville circus, and a blast from his whistle started the performance. Heiser spent the afternoon making dozens of backyard snapshots.

Jerry Fairbanks, camera man for Scientific Films, Inc., Hollywood, and an assistant flew from Hollywood, Calif., to Tyler Friday and shot 1,100 feet of colored film of the circus backyard. He will bring a full crew to Gainesville the middle of October to complete the pic-

FAIRS - FAIRS - FAIRS

WEST BROTHERS AMUSEMENT COMPANY

WANTS FOR ARKANSAS FAIRS — Cookhouse, Concessions of all kinds come on; Shows with own outfits. Bentonville, this week; Hot Springs, week October 11; Paris, week October 18; Danville, week October 25; North Little Rock, week November 1.

KAUS UNITED SHOWS --- 2 ---

WANT — For Winston-Salem, N. C., Colored Fair, and Balance of Season — ALL FAIRS. Novelities, Photo Gallery, Lead Gallery and Arcade. Only American Palmists write. Legitimate Concessions of all kinds. Pony Ride, U-Drive-It Cars, Octopus, Loop-o-Plane and Caterpillar. Shows with own outfits only. Would like Fun-house, Working World, Monkey Circus, Drome or any paying attraction. Good proposition to a good Colored Female Impersonator for Jerry Thorne's Show. Can Use Anything New or Novel. Address all communications to W. O. KAUS, General Manager, at Farmville, Va.

LAST CALL FOR SOUTH LOUISIANA STATE FAIR

DONALDSONVILLE, LA. STARTS SUNDAY, OCTOBER 10, TO SUNDAY, 17. PLACE Shows of all kinds, 35%. All Concessions open except Bingo, Novelities. No money Buy-Backs. Need Cook House, Ride Foreman for Wheels, Swing and Leaping Lena, \$25 week. Eunice, Lafayette, Jennings, La., Fairs to follow. All wires. HARRY L. SMALL, Donaldsonville, La.

SOUTHSIDE VIRGINIA FAIR

PETERSBURG, VIRGINIA

9—BIG DAYS AND NIGHTS—6. OCTOBER 11-12-13-14-15-16, INCLUSIVE. CAN PLACE Merchandise Concessions of all kinds. No exclusive excepting Corn Game. Exhibitors and general crop conditions greatest in Fair's History with an excellent Grand Stand Show and Strates Shows Corp. furnishing all Midway Attractions. All the above address. W. M. BREESE, Fair Office, Hotel Petersburg Bldg., Petersburg, Va.

MILLER AMUSEMENTS WANTS

FOR FRANKLINTON, LA., FREE FAIR, STARTING WEDNESDAY, OCTOBER 13. Concessions of all kinds that operate for stock. Shows with their own outfit, come on. Ride Help on all Rides. All winter's work. Don't wire, come on to McComb, Miss., or Covington, La., this week. All wires RALPH R. MILLER, McComb, Miss., this week.

CIRCUS ACTS WANTED

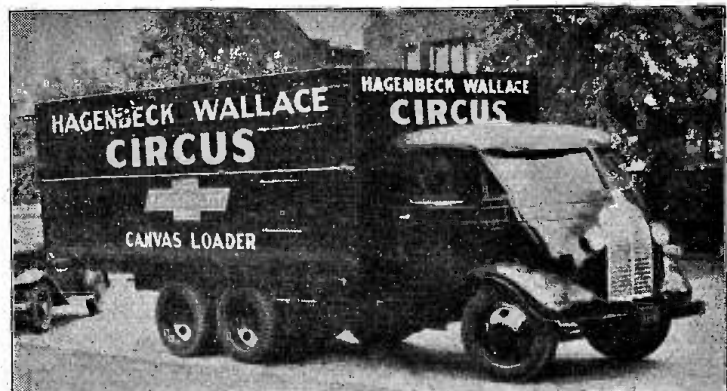
ACTS OF ALL KINDS THAT DOUBLE AND TRIPLE. PLATFORM ACTS. Must have own transportation. All winter's work. Consecutive dates. One-nighter. Opening October 25 in Southeast Missouri. State positive lowest winter salary. Feed and sleep yourself. Pay every day if you want it. WANT Single Elephant Act that can be used to ride kids in Publicity Stunt. Following Acts write: Lathams Circus, Kanerva & Lee, Harrison Duo, Geddis Duo, Taylor Bros., Fullers, WANT Banner Man and Promoters, Bob Hallock, Terry Martin, Pat Hanlan, Ray Zimmerman, Al Rogers, Pat Ford and Clark Bobbit write. AGENT, capable handling Newspaper and Business Organizations. Pay your own wires. Address CIRCUS, care-Billboard, Arcade Bldg., St. Louis, Mo.

Dan DeBaugh, of the Chicago office of the Ringlings, probably has set a record for continuous service with one circus organization. He is rounding out his 80th year with the Ringling offices and prior to his office debut he was with the Ringling Bros.' Circus for a number of years. DeBaugh probably has as thoro a general knowledge of the circus business as anyone in the game and he is well known and liked thruout the circus world. His career has been an enviable one and when some time in the future he elects to retire he can rest in his comfortable Wisconsin home or under the moss-hung trees of Florida and look back with pleasure on a well-spent life. Dan has a wonderful collection of circus motion picture films which, if he desired, he could turn to financial advantage, but he prefers to keep them to show for the edification of his many friends.

Double congratulations this week to Harry A. Atwell, the old photog. On October 4 he celebrates his wedding anniversary (yep, the same Mrs. Atwell today as 30-odd years ago—and what a lovable disposition she must have to have put up with him so long!) and a birthday October 8. Harry has had a colorful career. First, in his salad days, as a musician; then as a newspaper man on the historic *Inter-Ocean*; followed by trouping with the Ringlings in the days of Uncle Al; official photographer for "Teddy" Roosevelt during his first Presidential campaign, and since that time as photographer to the show world, with some notable pictures to his credit. And he's still just a young feller taking the world "All in Fun!"

Beverly White, p. a. for Goodman Wonder Show, expected back in Chi any day. . . . Another week and the Showmen's League boys will be meeting again. . . . None of 'em in town yet, but by Thursday of next week it is expected a number will be in from the road and there will be much renewing of acquaintances. . . . Al Martin, thru trouping for the season, came into Chi for a few days and that disarming smile of his was in evidence in the Sherman "connection" until he departed for Louisiana. . . . We are in receipt of a bale of Los Angeles dailies, all well loaded with Cole Bros.' pictures and stories, indicating that the show has a live publicity department. . . . Also received a composite photo of all the Al G. Barnes personnel, the work of Milt Taylor, who

ture. He returned to Hollywood by plane Saturday. Working in clown alley for the Tyler engagement were Art Lanford, stilt-walker, formerly with the local show, now living in Dallas, and Ned Rowland, veteran showman, who is spending several months in Gainesville. Sam H. Stratton, of Ringling-Barnum press department, was a visitor. Following the Tyler engagement equipment was moved to Decatur, Tex., where the circus will close its season at the Wise County Fair September 30-October 2. HARTINGTON, Neb.—Cedar County Fair here grossed about \$800, said Secretary Ed Hoar. It was estimated that about 5,000 attended the third day when Winnebago Indians presented a pageant, *Hiawatha*.



CHEVROLET-THORNTON tractor-truck, a canvas loader, was received on the Hagenbeck-Wallace Circus at Norfolk, Va. Show has another truck of this kind, which "joined" at Logansport, Ind., earlier in the season.

LEGION FALL FESTIVAL

AKRON, OHIO

WEEK OCT 11-16

Rides booked—Shows booked. To be held heart of business district, 14th and Kenmore Blvd. Have open Legitimate Stock Wheels, Grind Stores. Will sell exclusive on Photo Gallery, Scales, Barberton, O., to follow. Address all mail and wires FIRESTONE MEMORIAL POST 449, Festival Headquarters, 1004 Kenmore Blvd., Akron, O.

HAZEL ROCCO FORD

Wants Reader who wired Allentown to join at Winston-Salem, N. C., week of October 4. Wire if joining, Raleigh, N. C.; Columbia, S. C., follow. Other capable Readers wire me care WORLD OF WIRTH SHOWS, week of October 4-8, Winston-Salem, N. C.

CELEBRATION

Greenville, O. Halderman Dance Hall Gardens, October 8 to 10, inclusive. Want Athletic, Pit, Fire-in-One, any kind. Girl Show booked. Concessions that do not conflict. Grind Stores come on. Wire WM. B. JACOBS SHOWS, Greenville, O.; Kenton, O., to follow.

BARLOW SHOWS

Lake City, Ark., this week; Harrisburg, Ark. (Street Celebration) next week. Booked until Christmas. WANT Legitimate Concessions only. No Grift. Will furnish outfits for Minstrel and Geek Shows. Want Merry-Go-Round, Foreman, Carpenter, Canvasman and Scenic Artist. Want Talking Picture Machine and Films.

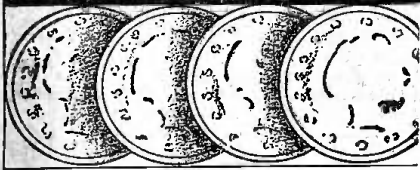
CIRCUS MUSICIANS WANTED

Trombone, Alto Sax doubling Clarinet. Singer doubling Band, Calliope Player. L. CLAUDE MYER, Russell Bros. Circus, Olney, October 7; Eastland, S. Omanche, 8; Brady, 11; Lampasas, 12; Gatesville, 13; Mexia, 14; all Texas.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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.

Machines and the Public

(A Guest Editorial)

By WILLIAM RABKIN, New York

In every possible way the coin machine industry is urged to strive for better public relations. Leaders in the industry have been saying for a long time that this is the one thing necessary to give the business a more stable footing. Everybody in the industry accepts the fact that once public sentiment is favorable toward coin-operated machines in general, then a great deal of the political and legal difficulties will be eliminated.

The big question has always been to find the best method for promoting better public relations. All sorts of ideas have been suggested and trade organizations have made plans which in the long run were sure to be too expensive for the industry to carry. All agree that everything possible should be done to make a more favorable public impression of the industry, so that the subject of public relations is one of the most important before the trade.

The usual method in actual practice is to effect a friendly agreement if possible with local or State authorities so that rules for the operation of machines will be set up. The purpose of these agreements is to establish such rules that will prevent greedy operators from offending the public or overstepping reasonable bounds, while at the same time permitting ethical operators to earn a livelihood as best they can within the limitations designated by public officials. This method of promoting public understanding has in many cities been the means of keeping the business going, but it is often subject to misinterpretation and besides it is like going to Europe by way of China,

It is questionable whether it has anything to do at all with public understanding of the coin machine industry. It is more often a process of catering to the dominant political group or to the most powerful politician, while the general public looks upon the whole affair with suspicion. The public does not have an opportunity to really say whether it approves or does not approve of coin-operated machines of the various types.

My suggestion is that the starting point of all public relations programs and the only way to secure a favorable and lasting reputation of the industry is to start at the bottom—with the machines themselves. Every type of machine on location with a coin chute on it is day in and day out a public relations agent for the coin-operated machine industry. Every machine is either making a good reputation or a bad reputation for the industry. This may sound like old stuff to many, but it is always the basic step in gaining the good will of the public.

The problem then rests first of all with the manufacturers. Operators have frequently spoken out in criticism of faulty machines turned out by the manufacturers, and many efforts have been made to stifle this criticism, but the fact still remains that the manufacturer starts each machine on the road to either build a good or a bad reputation for the business. The manufacturer guides himself by operator demand, of course, as to the type of machines he will build. If operators demand slot machines a manufacturer would be foolish to try to sell them peanut venders. But every operator wants machines that work, for machines that work are the only kind that pleases the public.

The manufacturer today also faces an opportunity to develop new ideas that may help the operator to offer the public what it wants. There is apparently an increasing market for machines that are definitely legal and at the same time will impress the public as a work of scientific and mechanical advancement. The public is vitally interested in progress and invention, and every use that the industry can make of modern scientific developments will help to make coin-operated machines all the more impressive. That is the manufacturer's opportunity to create new ideas which will impress the public favorably.



Bill Rabkin

"Each machine is a public contact man on duty every hour of the day."

When good machines are made then attention must be given to the machines on location and to the operator who cares for them. The machine itself is a contact man for the industry. It is on duty 24 hours a day and every operator should learn to think of his machines in that light. Each machine is not only making a good or bad reputation for the operator, but it is also helping or injuring the general reputation of the trade. It is not enough for the operator to simply get what money he can out of it, but he should also feel a responsibility to the industry to help maintain public good will.

When the trade realizes that all public relations start with the machines we build and operate then public relations may take on a new and more practical meaning. It would save some members of the trade from building or operating machines which are known to be distasteful to the public standards in many places. There are too many cases of this kind that are hard for the industry to live down. It would be easier in the long run to respect local conditions and use those types of machines which are generally acceptable in a particular field. The industry has a variety to meet all needs. There is a field for all of these machines to win favor for the industry.

The only 7-Coin Console on the market embodying ALL of the following features:

TRACK TIME

Ask Any TRACK TIME Operator

how much additional profit these exclusive and combined features have made for him as compared with other makes of console games which do not contain these various features.

J. H. KEENEY & COMPANY
BETTER BUILDERS OF BETTER GAMES
CHICAGO

Three Spinning Dials

Three-Division Odds Changer

Only Two Relays

Rotary, Motor-Driven Payout Unit

Motor-Driven, Dial Spinner Units

Transformer (no powerpacks) operating on Low A. C. Voltage

No Stepup Switches, Toggle Switch Odds Changer or Anti-Tilts

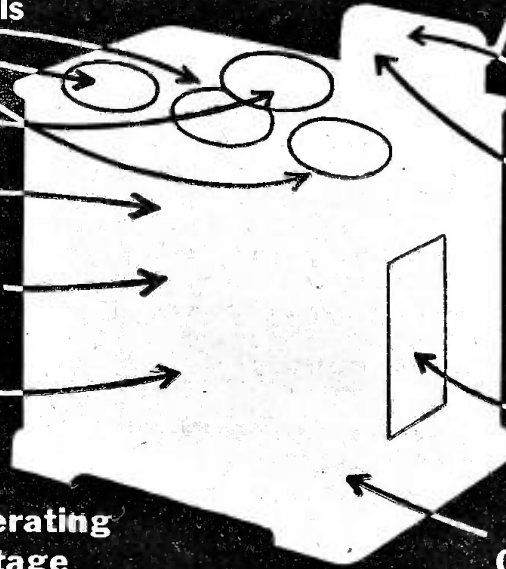
Safety Clutch Handle

Entirely Illuminated Coin Head

Coin Lock So Player Cannot Lose Nickel Because of Too Fast Play

Side Door Cash Box with Two Money Bags

Over-All Cloth Covering for Moving



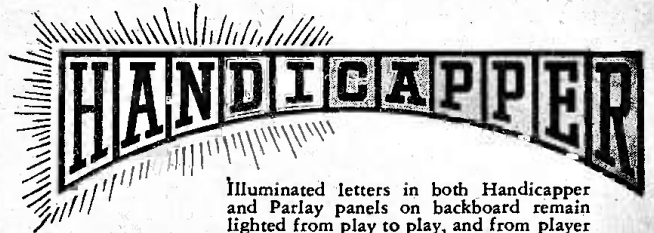
Here's why

HANDICAPPER

is taking the play and the players away from all other payout tables

The "Handicapper" Feature:

Shots through either of the two Handicapper runways on playing field successively light up letters in Handicapper panel on backboard. And player receives an added purse of \$2 to \$5 when word becomes entirely illuminated.



Illuminated letters in both Handicapper and Parlay panels on backboard remain lighted from play to play, and from player to player, until a Handicapper or Parlay award is issued.

The "Parlay" Feature:

Shots through Parlay runway at top of playing field successively light up letters in Parlay panel on backboard. When complete word becomes illuminated then every horse also becomes a potential winner.



HOLE TYPE PLAY BOARD with Purse, Show, Place and Win selections. ONE-BALL. Mystery Coin Chute setting up 1 to 7 horses on Selection panel with each play. Variable Odds from 2-1 up to 40-1. Check Separator standard. Also in Ticket Models. Production 200 a day.

Write for Handicapper Circular and Prices

Shipments Within an Hour of Order Receipt Either Direct or Through Keeney Distributors

J. H. KEENEY & CO. "The House that Jack Built"

Factory and Sales Offices: 2001 Calumet Avenue
CHICAGO — Coin Game Center of the World

A PROVEN WINNER

BARREL-O-LUCK

SWEEPSTAKES

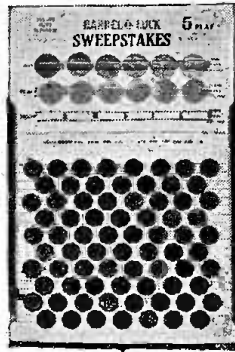
WE APOLOGIZE!

We wish to take this mean of apologizing to all distributors and operators for the delay in filling orders due to the unprecedented demand for this sensational Jar Deal. However, we have just completed installation of new devices to speed up production and can now fill all orders same day received.

YOU CAN'T LOSE

When you're on a winner. Prove it to yourself. Wire or write for your sample today—now.

Sample Deal Complete **\$5.00**



EXPRESS PREPAID

Anywhere in U. S. or Canada

Made in 5c or 10c Plays. Takes in 2,280 Tickets @ 5c	\$114.00
Average Payout	71.40
Average Profit	\$ 42.60
Winners from 25c to \$15.00.	
Takes in 2,280 Tickets @ 10c	\$228.00
Average Payout	168.05
Average Profit	\$ 59.95
Winners from \$1.00 to \$25.00.	
Write for Special Quantity Discounts.	
TERMS: 25% with Order, Balance C. O. D.	

SWEEP IN THE CASH WITH SWEEPSTAKES

GLOBE NOVELTY COMPANY

715 East Adams Street,

Springfield, Illinois

AMERICAN SALES CORPORATION

CHICAGO, ILL.

950 WRIGHTWOOD AVE.,

OPERATORS!

CHANGE makes progress! ... Are you getting your fair share of change from your locations? Buy the newer games on our Extended Credit Plan and watch the change flow into your coffers!

YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

Lee D. Jones

P. S.—Change your tempo, change your pace; step ahead and lead the race.

Elks Petition for Right To Use Slots

DETROIT, Oct. 2.—Michigan's slot machine situation came out in the open this week with announcement of an effort to secure legal authorization for Elks' lodges in the State to have such machines in their temples. The attempt is being made by Benjamin Watson, attorney for the Bay City Lodge, BPOE. Liquor Control Commission sought to revoke the license of the lodge to serve beer or other liquor when it was admitted that five slots were operating in the spot in contradiction of the commission rule which does not allow any licensee to have such machines.

It was claimed that because only members and guests of the lodges are admitted the organization should be in a different classification than public beer gardens and other places serving the general public and where anyone might play the machines. If successful the move probably will result in a general permission to have slots in all types of private clubs and organizations throughout the State while keeping them out of the taverns.

B4 "B" SPECIALS

CARNIVAL	\$40.00
DAVAL BASEBALL	18.50
HOME RUN	18.50
NECK 'N' NECK	7.50
PADDOCK (1 Ball/Ticket)	65.00
SKIPPER	19.50
SCOREBOARD	18.50
EAST & WEST	48.00
CENT-A-PACK	5.00
REEL SPOT (New)	25.75

Terms 1/3 Deposit, Balance C.O.D. SEND FOR PRICE LIST No. 248.

BESSER NOVELTY CO.

3020 OLIVE ST., ST. LOUIS, MO.

truly amazing

VANAK

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write

A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

Big Response Given New Keeney Payout

CHICAGO, Oct. 2.—J. H. Keeney & Company now have two games in full-time production, Track Time and the new payout table, Handicapper, it was reported today by Jack Keeney, head of the firm. "The immense popularity of the two games," he stated, "has made it necessary to keep our production department on an overtime schedule.

"The unusually desirable features of Handicapper are evidently the prime factors in the immediate popularity of this game," he went on. "Reports are reaching us from operators all over the country who state that the people who watch the game receive as many thrills as the ones playing it. Handicapper has an unusual fascination about it that holds the player's interest.

"The players just can't get away from the new handicapper and parlay features," Keeney continued. "If the player gets enough shots thru either of the two

handicapper runways on the playing field to completely illuminate the word handicapper on the backboard he collects from \$2 to \$4 in the way of an added purse. If he gets enough shots thru the parlay runway to completely illuminate the word parlay, then every horse automatically becomes a potential winner. The letters in handicapper and parlay light up successively and stay illuminated from play to play until an added purse or all-winners award is issued. That's why players just can't leave the game while a few of those letters are already lighted.

"The amount of orders flowing into our offices daily indicates to us the widespread demand for a payout table like Handicapper," Keeney concluded. "It is an amusement game that is so novel and unique that it has become the sensation of the operating fraternity."

GREEN BACKS

The Greatest Board in History

"GREEN BACKS" IS ACCLAIMED THE MOST SENSATIONAL BOARD IN THE HISTORY OF THE INDUSTRY!

Money-Like Certificates in the payoff card make this board a brilliant contribution by Superior! 80% payout, tip-style tickets, an opportunity to receive \$35.00 for 5c by hitting jackpot. Made in both 5c and 10c play.

Board takes in:
2470 Holes @ 5c \$123.50
Pays out (Average) 32.01

Profit (Average) \$ 41.49

Thick board, essels, celluloid protectors over certificates, individually protected.

SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Salesboard Factory."
14 North Peoria Street, Dept. C, CHICAGO.

GREEN BACKS

5c DOUGH

REAL BARGAINS

GUARANTEED RECONDITIONED LATE MODELS

GOLDEN WHEELS... \$69.50	BALLY CLASSICS... \$69.50	BALLY PRAEKNESS... \$59.50
BALLY GAROMS... 39.50	ROYAL RACES... 37.50	WESTERN PREVIEW... 29.50
BALLY SKIPPERS... 19.50	BALLY MULTIPLE... 16.50	FENCE BUSTER... 16.50
JENNINGS FLICKER... 16.50	BALLY CHALLENGER... 16.50	KEENEY TEN STRIKE... 16.50
PAMCO BALLOT... 9.50	SUNSHINE BASEBALL... 8.50	MULTI-PLAY... 9.50
BALLY ALL STARS... 9.50	BALLY SKY HIGH... 7.50	PAMCO LEATHERN'K... 7.50
PAMCO PARLAY... 7.50	BAFFLE BALLS... 5.00	VANAK COIN BOXES... 4.95
SEEBURG SYM., Model "A"..... 124.50	ROCK-OLA MULTI-SELECTOR, 1936... 124.50	MILLS DANCE MASTER... 69.50

CERTIFIED DEPOSIT WITH ORDER IMMEDIATE DELIVERY.

BADGER NOVELTY COMPANY

8546 N. 80TH STREET, MILWAUKEE, WIS.

TAKE A TIP

WAIT FOR

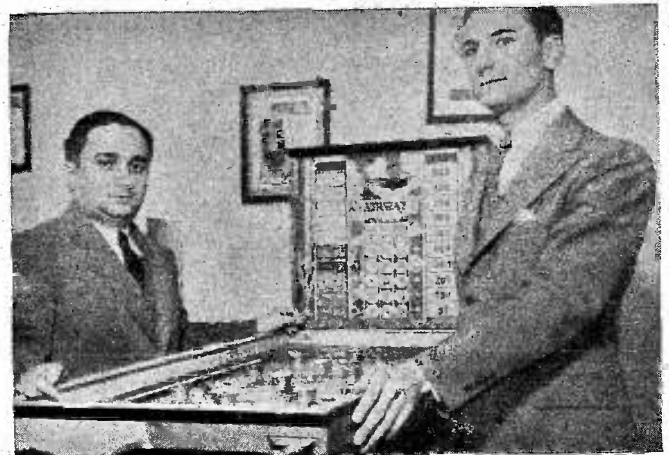
"TOPS"

Trudell Dies Suddenly

BURLINGTON, Vt., Oct. 2.—Norman Trudell, 36, well-known Vermont coin machine operator, died suddenly at his home here this week. Trudell was one of the leaders of the fight to force the State to license machines as authorized by the Legislature.

K. C. Jar Game Specialists

KANSAS CITY, Oct. 2.—Joseph Berkowitz and Richard Chandler, who recently formed the Universal Manufacturing Company here, will make a new line of jar games exclusively. The firm is not a new coin machine factory, as was recently reported.



JERRY KERTMAN AND SCOTTY CAPLAN (right), of American Coin Machine Company, Rochester, N. Y., visit the Bally Manufacturing Company plant to place a large order for the new 1937 Airway novelty game.

Strong Plea for Slots in Clubs

SYRACUSE, N. Y., Oct. 2.—Strong reasons for permitting the operation of slot machines in membership clubs was contained in a letter by a member of the State Liquor Authority recently made public. The letter stated that it was the personal opinion of the writer, however, and not an official announcement by the board. The statement came as a result of recent placing of more stringent regulations on places having liquor license.

"With reference to these machines in clubs, candor compels us to say that, speaking for myself and not for any other member of the State Liquor Authority, I have always felt that clubs have by mutual consent and public approbation enjoyed a leeway in connection with all games of chance, such as golf, bridge, billiards, poker and the like, and that where machines have been introduced they have been clothed with the background of comparative inoffensiveness," the letter stated significantly. "Moreover clubs that qualify for licenses are bona fide membership organizations allowed to sell beverages only to members and bona fide guests of members. You probably realize that many of these clubs serve as a secondary home, so to speak, for many men and their guests. . . ."



JACK MITNICK, of George Ponser Company, New York.

Mitnick on Buying Tour for Ponser

NEW YORK, Oct. 2.—With a shake of the hand and a hearty "good luck, Jack," George Ponser, head of the distributing firm which bears his name, dispatched the firm's new purchasing agent, Jack Mitnick, on a buying tour of the country. Mitnick is a veteran of the coin machine wars who has been in the game for some 20 years.

"We're sending Mitnick on the road with a big bank roll," stated Bert Lane, Ponser's fast-stepping general sales manager, "to back any used machine purchases he sees fit to make. We're going into the used game market in a big way, so if operators or jobbers are looking for the chance to dispose of some equipment Mitnick will be around shortly to do business with them."

New Billiard Table Makes Hit With Ops

BIRMINGHAM, Ala., Oct. 2.—According to Max and Harry Hurvich, the "Goldust Twins" of the Birmingham Vending Company, operators have been loud in their praise of the new Imperial streamlined custom-built billiard table which the boys are marketing at this time.

"Many tales have come to our ears about the praise which location owners and ops have bestowed on the Imperial," stated Harry Hurvich. "The simplified mechanism and attractive appearance seem to have made a hit with everyone. Many have praised the manner in which mahogany and tan colors have been worked together. Leather side and corner pockets combined with the green felt cloth have made the table as attractive as possible. The beauty of the table combined with its long-range earning power has resulted in some mighty fine sales," Hurvich concluded, "and more orders are pouring in all the time."

Postal Inspector Asks Fraud Data

Editor's Note: The following letter from Joe Huber, Huber Coin Machine Sales Company, Chicago, quotes a letter from a postal official which contains important information for any operator who may have been defrauded by mail: "To the Editor: On April 29 a form letter was sent out by a Mr. Martin Harris, of 1472 Broadway, Longacre Building, New York City, in which he offered machines at ridiculously low prices.

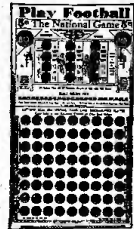
"We received this list and at the time we received it we thought it was 'phony' and we ordered a quantity of machines from Mr. Harris. We did not send him any deposit but asked him to ship us via Acme Fast Freight, sight draft bill of lading thru our bank. Needless to say, the shipment was not made.

"Today we received the following letter from Mr. F. D. Boyle, Post Office Inspector of New York:

"Will you please advise me immediately what your experience has been with Martin Harris, 1472 Broadway, New York, N. Y.? Kindly make your reply as

OPERATORS — JOBBERS — DISTRIBUTORS

Act now — "PLAY FOOTBALL"



The pay out card of Play Football contains 72 seals on lower section of Jack Pot Card ranging in awards from \$1.00 to \$12.00. Included are 4 seals (1 each) printed as touch-down, 50-yard run, 50-yard run, and 20-yard run, awarding from \$3.00 to \$25.00.
Deal takes in—2520 @ 5c. \$126.00
Pays out (average) \$2.00

Profit (average) \$ 44.00
It's the sensation of the season. Fast turnover makes profits go sky high with this new Universal Jar Game. Don't delay—Put Play Football on every location right now!

NEW BIG PROFITS—NEW LOW COST.
Sample Deal Complete \$6.45
Write today for big operators' quantity Discounts—Order Now—the season is on.
Deposit with Order.
Guaranteed tamper-proof protected tickets with a sensation new Jack Pot feature.
New Feature—New Ideas—New Appeal.
UNIVERSAL MANUFACTURING CO.
(Manufacturers Only)
104 East 8th Street, Kansas City, Mo.

YOU PAY NO MORE!

Why Waste Money on Imitations? E-Z Pickins' Jar Deals Always First in the Field—Years Ahead With New Ideas in Games.

Sensational Profit Makers
Operators—Write for Particulars
GAY GAMES, Incorporated
Guy E. Noel, President, Muncie, Ind.

WANTED TO BUY FOR CASH
PREAKNESS, FAIR GROUNDS, TURF CHAMPS.
Tell us how many you have and quote lowest prices.
McCALL NOVELTY CO.
3157 Locust St., St. Louis, Mo.

Send your correspondence to advertisers by mentioning The Billboard.

100,000,000 PROSPECTS

FOR THE NEW ELECTRIC SENSATION

THE ELECTRO-DENTO TOOTHBRUSH

A. C. CURRENT

SALESCARD OPERATORS
AGENTS - DISTRIBUTORS

Here Is An Item which is
REALLY NEW

Tested and Approved
by Board of
Underwriters

Endorsed by
Dentists

THE GREATEST
NECESSITY

DEVELOPMENT
IN YEARS

LIST
PRICE

\$12.50

ADVANCE DISTRIBUTORS, INC. (Dept. B-5) 395 BROADWAY
NEW YORK CITY
"An Advance Operator Is A Satisfied Operator"



In a test made by us in the New York area **THOUSANDS** of CONSUMERS ACCLAIMED DENTO

The greatest utility item they ever saw. We have been swamped with requests for SALES CARDS and ORDERS for this remarkable toothbrush. The New Electric Dento Toothbrush has 3 Attachments which do a great job for teeth and gums. Just attach to light socket and it is ready to work and Clean Teeth WHITE just like the dentist does. Two or more members of family can use Dento by interchanging individual heads.
OUR DENTO SALESCARD DEAL HAS EVERYTHING.
Flash—Appeal and a Great Item.
75 Hole Salecard Deal
Includes 2 Electric Dento Toothbrushes and 4 Wahl-Eversharp Pencils.
Get In On The Ground Floor—Write For Complete Information Today.

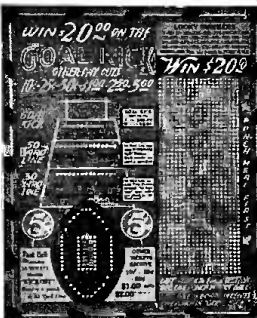
The Smash Hit Jar Deals of 1937

- The WINNER
- ONE-TWO-THREE
- STOP and GO
- AMERICAN EAGLE
- MINT of GOLD

GENEROUS PAY-OUTS — KNOCKOUT PROFITS

Enjoy the quick "sell-outs" and big profits that these leading Jack Pot Jar Deals are making possible for operators everywhere. Offered in "SIZES" and "TAKES" to meet any operator's needs. Get "In the Money"! Now is the time!
WRITE FOR LITERATURE AND ROCK BOTTOM OPERATORS' PRICES TODAY

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



GOAL KICK

A Money-Maker for the approaching Football Season. A 1,000-Hole Step-Up Board. Colorful—Attractive—Inviting.

FOOTBALL contains Tickets from 10c to \$2.00.
30 YARD LINE contains Tickets from 50c to \$2.50.
50 YARD LINE contains Tickets from \$1.00 to \$5.00.
GOAL KICK contains Tickets from \$5.00 to \$20.00.

TAKES IN \$50.00
AVERAGE PAY OUT 24.34

Price \$2.54 each Plus 10% Tax
GLOBE PRINTING CO. 1023 Race Street, Philadelphia, Pa.

complete as possible and inclose any matter you may have received from this person by mail or otherwise, including the envelope, if possible. Also please send canceled check or other evidence of payment of money to this person.

"At the present time we have under arrest two individuals connected with this affair and evidence you may possess is urgently needed in this respect."

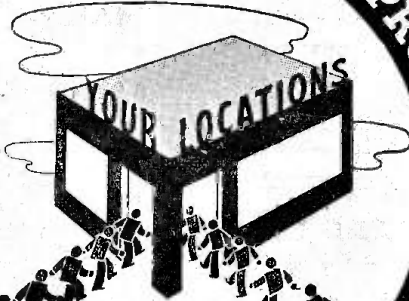
"If you have any information concerning this party Harris we would advise you to send all information direct to Mr. F. D. Boyle, Post Office Inspector, New York, N. Y."



It's Pacific's "LADY LUCK" ALL THE WAY

LOWEST IN PRICE!

300% MORE OPERATING PROFIT!



PERFORMANCE

Not

PROMISES...

● Profit Performance . . . Mechanical Performance . . . Reliability . . . you expect all of this in your automatic phonographs. Seeburg 20 Record Illuminated Multi-Selector Symphonolas, Royale and Rex, go beyond your expectations . . . they produce, by ACTUAL PERFORMANCE (NOT PROMISES), 300% MORE PROFITS DAILY . . . yet they cost you no more!

J. P. SEEBURG CORPORATION
1500 DAYTON STREET, CHICAGO, ILL.

MAKERS OF FINE MUSICAL INSTRUMENTS SINCE 1902



20 Record
Multi-Selector

SEEBURG SYMPHONOLAS



Modern Vending Ready To Serve South Florida Music Operators

MIAMI BEACH, Fla., Oct. 2.—Modern Vending Company, New York, among the foremost distributors in the coin machine field, has opened an office at 822 Fifth street, Miami Beach, designed to make available to Southern Florida operators a fully equipped branch of Wurlitzer phonographs, parts, accessories and records.

Nat Cohn, Irving Sommer and Harry Rosen, who control the activities of Modern Vending Company, New York, among the foremost distributors in the coin machine field, has opened an office at 822 Fifth street, Miami Beach, designed to make available to Southern Florida operators a fully equipped branch of Wurlitzer phonographs, parts, accessories and records.

"The reason we were able to do such a fine job with music machines was that we had the Wurlitzer machine and factory behind us," Nat Cohn stated. "In addition we have made it a practice to give the operator the best for his money and the finest service at all times. We intend to continue this practice down south."

Local offices are in charge of Gary Carp, who was trained in the Modern methods of business at the New York office. Carp has made many friends in New York and will use his fine personality, ability and understanding of the music machine operators' needs in working with Southern Florida operators.

Irving Sommer is now here getting the offices organized. "The reason Modern Vending is able to retain its leadership in the coin machine business over a period of years and continue even stronger today is because our company's leadership is based on friendship," Sommer stated. "Our Southern friends will soon find this out."

Harry Rosen, a well-liked personality in the East, will make a tour of Modern's Southern Florida territory in the near future to acquaint the music operators with the technique of profitable operations. "Modern Vending will show Southern operators how to make money, just as they did in the East," Rosen said this week.

Large shipments of the latest Wurlitzer equipment are being made to Miami Beach and immediate delivery is promised.

Finds 25 Phonos Make 1-Man Route

DETROIT, Oct. 2.—John W. Breckenridge, who operated a route of phonographs, has withdrawn from the field to devote his time to other interests. The reaction of a man who is leaving the business may prove of interest to operators. Breckenridge has a responsible position in an industrial concern and he started in the music business as a spare-time proposition.

From the experience he has had and based on his experience in other fields as well, he stated: "There's nothing wrong with the music business. I'm leaving it solely because I haven't got time to carry on. I realize that the business requires time and sound operating tactics and I just haven't the free time to devote to them."

"I have a friend who is operating on a fairly large scale and successfully. When he had about 25 machines he was busy all day long handling the route. Today he has about double that number and he has to work day and night, but he does a good job."

Breckenridge's comments bring up the interesting suggestion that about 25 machines should be the maximum for a one-man route in the music field. Beyond that it may be desirable for the operator to plan on having help to operate, whether he uses a special service man, collector or general manager.

American Coin Gets Franchise

ROCHESTER, N. Y., Oct. 2.—American Coin Machine Company here has secured exclusive distribution rights with the J. P. Seeburg Corporation for Western New York, according to Jerry Kertman, of American Coin.

Sheet-Music Leaders

(Week Ending October 2)

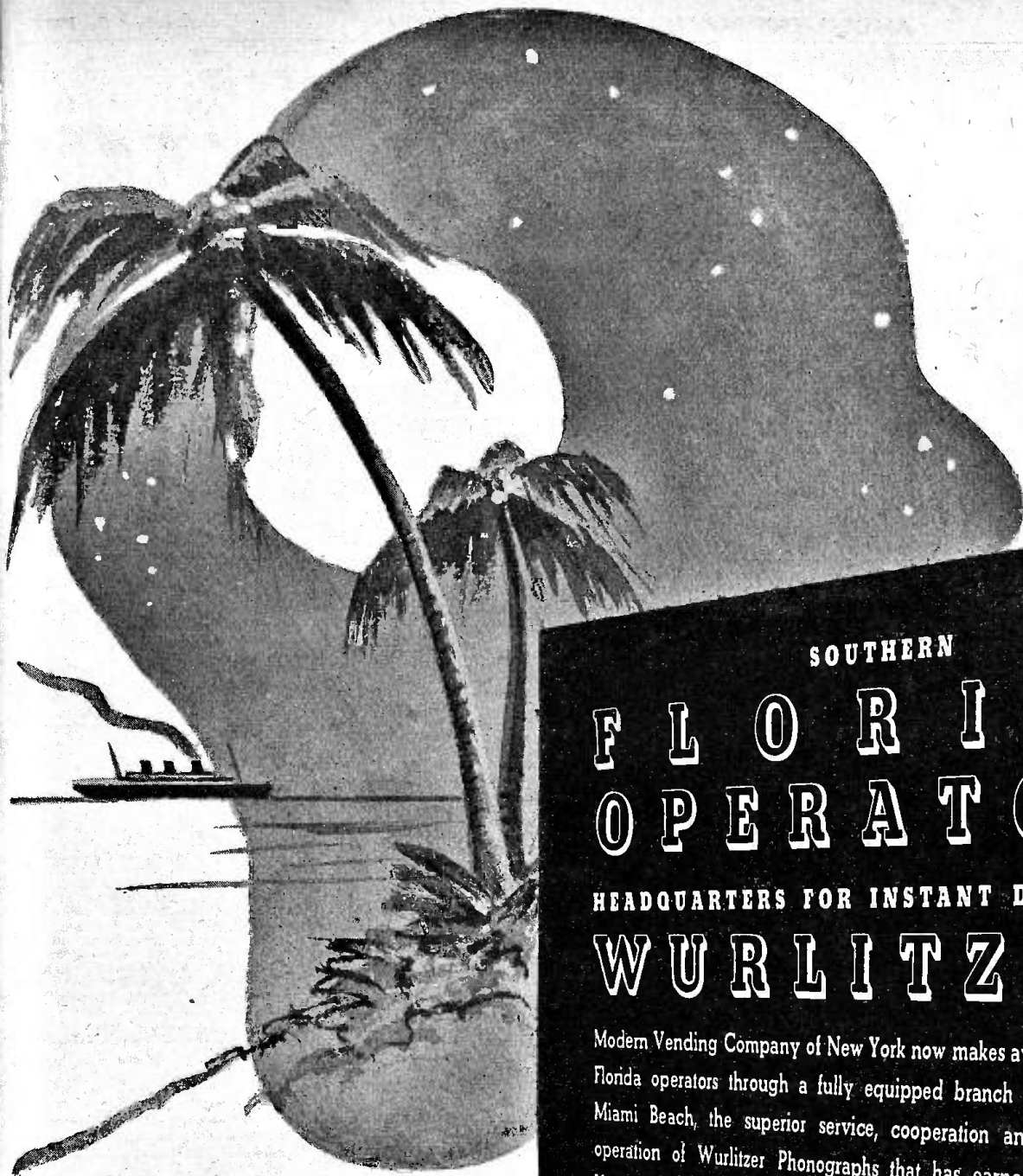
Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position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

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

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



CUPID IS ON THE JOB at the Wurlitzer plant these days. Viola Hokanson, stenographer, recently announced her engagement to Carroll A. Brenkert, of the engineering staff.



SOUTHERN

FLORIDA OPERATORS

WURLITZERS

HEADQUARTERS FOR INSTANT DELIVERY OF

WURLITZERS

Modern Vending Company of New York now makes available to Southern Florida operators through a fully equipped branch at 822 Fifth Street, Miami Beach, the superior service, cooperation and counsel in the operation of Wurlitzer Phonographs that has earned for the Modern Vending organization its enviable reputation.

Complete stocks of the latest Wurlitzer models on hand at all times for IMMEDIATE DELIVERY!... also a full supply of parts, records and accessories.

Southern FLORIDA OPERATORS: Prepare to make BIG MONEY! - Call - Phone - Write - Wire TODAY - Get acquainted with MODERN VENDING COMPANY.



A MODERN PRODUCT
IS ALWAYS A
WINNER

MODERN VENDING COMPANY

822 FIFTH STREET • MIAMI BEACH • FLA.
656 BROADWAY • NEW YORK CITY • N.Y.

Old-Time Music Op Loyal to Wurlitzer



1 This is the House that Jack built.



2 These are the Pictures that earned the Bankroll that paid for the House that Jack built.



3 These are the People (and that includes EVERYBODY, rich and poor, young and old) that took the Pictures that earned the Bankroll that paid for the House that Jack built.



4 This is the Machine that makes the Pictures that earned the Bankroll that paid for the House that Jack built.
IT'S MUTOSCOPE'S PHOTOMATIC
IT'S COIN OPERATED
IT'S FULLY AUTOMATIC
PUT IT ON LOCATION—
IT DOES THE REST

Write TODAY for Complete Information.
**INTERNATIONAL
MUTOSCOPE-REEL COMPANY, Inc.**
518 West 34th Street, New York, N. Y.

BANGOR, Me., Oct. 2.—There's a firm up here called Melvin's, which was founded in 1879, 58 years ago. Today M. A. Melvin, the founder of the business, has the distinction of being the oldest music operator in America both in age and in activity. Melvin has been an exclusive operator of Wurlitzer machines since the days of the P-10, he reports, and he and his daughter, Maud, were honored by Homer Capehart, Wurlitzer vice-president, at the Century Club convention held a few weeks back.

Automatic music was at first a sideline with Melvin. He earned his first money as a sewing machine salesman when he was 18 years old. He took up the music biz at 21. He then entered the clothing business as a manufacturer and for 20 years clothing was his business and automatic music his hobby. Altho he never learned a trade, he built his clothing business up to a point where he was turning out 75,000 garments a year.

Melvin's hobby started with nickel pianos and the old mechanical violin and piano combinations. Soon this hobby became so absorbing that it took him right out of the clothing business. Today he has a successful music business. With him are associated his two children, Maud, who accompanied him to the Wurlitzer convention, and Clarence, who stayed at home to look after the business.



M. A. MELVIN, "America's oldest music operator," in business in Bangor, Me., for the last 58 years.



ALONGSIDE HIS SPECIAL music truck is T. R. Hill, Rock-Ola phonograph operator at Orillia, Ont. Hill is enthused over the picture of coin-operated music in Canada.

Detroit

DETROIT, Oct. 2.—"I am able to make music machines really pay now," states Guy Wolcott, who owns a small chain of beer gardens and similar night spots in Detroit and near-by towns. "The secret is to go over to the machine when it is idle and put in either a slug or a nickel. I use my own special coins so that I know I'm not cheating myself. The minute the phonograph stops someone usually walks over and puts in another nickel just to keep the music going. It is almost constant music, day and night. I can spend a dollar or more an evening just for this purpose and feel it is really good business."

Ray Music Company, probably the city's largest colored operating company, has placed a new order for Seeburg phonographs thru See-Con, Inc.

B. J. Marshall, head of B. J. Marshall, Inc., reports that sales of Rock-Ola phonographs have been moving at a fast pace. "We have made a survey of the city and found that there are about 700 old machines, mostly 10 years old or more, still operating in town," Marshall said. "This makes a big market for phonograph replacement." Among customers for the new models were Oscar McLaughlin, Port Huron, Mich.; William Redume, Detroit; Joseph Brilliant; Sam Rosenthal, of General Novelty & Amusement Company; Eddie Sarvis and Victor McEacern.

Hubert D. Wisdom is planning to expand his route with the purchase of a number of new phonographs, he stated this week. He also operates a route of pin games. The list of repeat customers for Mills machines grew this week again with John Iferd and Victor P. Rosasco, of Detroit, and Victor Stempfen, of Dearborn, on the list. All three have been operating for a considerable period of time and are justifying their confidence in the future of their business with cash outlay for more machines.



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.
Chicago, Ill.
6415 Ravenswood Ave.

PHONOGRAPHS

RECONDITIONED — GUARANTEED
WURLITZER P-10 \$65.00
SELECTOPHONE 70.00
TELE-TOUR 40.00
SEEBURG MODEL E 50.00
Immediate Delivery. 1/3 Deposit with Order.

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

FOR SALE

24-RECORD GABEL ENTERTAINER. Size: 48" High, 37" Wide and 19" Deep. Selective, Amplified, Reconditioned and Guaranteed. \$25.00 Each. Add \$3.00 Each if crating is necessary. A good way to use up old records. Limited quantity. Slot Machines wanted.

National Coin Machine Exchange,
2137 Tryon Lane, Toledo, O.

Joseph Brilliant, one of the city's larger music-machine operators, is so satisfied with prospects for the increase of business that he is planning to buy a number of new machines for his route, he said this week. Brilliant, who was formerly in partnership with Jack Glick, is now operating independently.

Walter Hodges, veteran music-machine operator, celebrated his golden wedding anniversary last week. He and his wife spent the evening at one of the leading downtown Detroit night spots.

Five Best Record Sellers for Week Ended Oct. 4

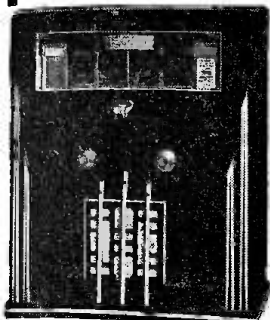
	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	87139—"L Still Love To Kiss You Goodnight" and "I'd Like To See Samoa of Samoa." Shep Fields Rippling Rhythm Orchestra.	7954—"You Can't Stop Me From Dreamin'" and "The Big Apple." Teddy Wilson Orchestra.	1400—"Wabash Blues" and "I'm a Ding Dong Daddy." Freddie Fisher Orchestra.	136—"Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	631—"The Big Apple" and "Song of the Samovar." Clyde Lucas California Dons.	25676—"Josephine" and "If the Man in the Moon Were a Coon." Tommy Dorsey Clambake Seven.	3681—"Josephine" and "Avalon." Swing and Sway with Sammy Kaye.
2	87034—"Roses in December" and "Let's Have Another Cigaret." Ozzie Nelson Orchestra.	7946—"Little Heaven of the Seven Seas" and "Intoxicating Rhythm." Horace Heidt Aie Mite Brigadiers.	1408—"I've Got a Heart Full of Rhythm" and "Alexander's Rag-time Band." Louis Armstrong Orchestra.	137—"All God's Chillun Got Rhythm" and "Alabama Home." Duke Ellington Orchestra.	636—"Roses in December" and "Love or Infatuation." Babe Russin Orchestra.	25679—"You're My Dish" and "More Power to You." "Fats" Waller Rhythm.	3683—"Runnin' Wild" and "Goo-fus." Hoosier Hot Shots.
3	87180—"I'm Always in the Mood for You" and "She's Tall, She's Tan, She's Terrific." Shep Fields Rippling Rhythm Orchestra.	7960—"If I Had You" and "You Brought a New Kind of Love to Me." Teddy Wilson Orchestra.	1375—"The Moon Got in My Eyes" and "Smarty." Bing Crosby.	131—"Caravan" and "Azura." Duke Ellington Orchestra.	621—"Have You Got Any Castles, Baby?" and "You've Got Something There." Dolly Dawn Dawn Patrol.	25613—"Roses in December" and "Let's Have Another Cigaret." Bunny Berigan Orchestra.	3669—"Swing and Sway" and "My Buddy." Swing and Sway with Sammy Kaye.
4	87158—"Make a Wish" and "Music in My Heart." Bobby Breen, boy soprano, with orchestra.	7961—"Harbor Lights" and "Stardust on the Moon." Emory Deutsch Orchestra.	1370—"The Loveliness of You" and "You Can't Have Everything." Bob Crosby Orchestra.	103—"The Maid's Night Off" and "Sophisticated Swing." Hudson-DeLange Orchestra.	620—"I Know Now" and "That Old Feeling." Midge Williams Jazz Jesters.	25672—"Beat It Out" and "You've Got Me Under Your Thumb." "Fats" Waller and King and Kings of Rhythm.	3682—"On With the Dance" and "You've Got Me Under Your Thumb." Tempo King and Kings of Tempo.
5	87078—"The Old Sow Song" and "With Her Head Tucked Underneath Her Arm." Rudy Vallee Connecticut Yankees.	7935—"That Old Feeling" and "Born To Love." Jan Garber Orchestra.	1402—"Roses in December" and "Yankee Doodle Band." Mal Halliwell Orchestra.	111—"Tower House" and "Toy Trumpet." Raymond Scott Quintet.	643—"She's Tall, She's Tan, She's Terrific" and "I'm Always in the Mood for You." Cab Calloway Orchestra.	25677—"Have You Ever Been in Heaven?" and "Mama, I Wanna Make Rhythm." Bunny Berigan Orchestra.	3608—"September in the Rain" and "Marie." Rhythm Wreckers.

THEY'LL PAY FOR THEMSELVES IN A FEW WEEKS

FROM THEN ON - -
IT'S ALL PROFIT!

ONLY **\$45.00**
(LOTS OF 5)
SINGLE MACHINE \$48.50

24 RECORD
GABEL
ENTERTAINERS



SPECIFICATIONS: Beautiful Streamline Cabinets (All Colors). Size 48" high, 37" wide, 19" deep. Operates 24 10" records. Automatic Selectivity. Webster Amplification—Magnavox Speakers. Perfectly reconditioned and guaranteed.
TERMS: 1/3 Cash with Order, Balance C. O. D., F. O. B. New York.
LOWEST PRICE EVER OFFERED! WRITE—PHONE

ROBERT GRENNER CO.

250 West 54th St., (Circle 7-1381) New York City

We Take Great Pleasure in Announcing That We Are Now the
EXCLUSIVE DISTRIBUTORS FOR THE PRODUCTS OF

J. P. SEEBURG CORPORATION
FOR WESTERN NEW YORK.

ROYALE and REX
READY FOR IMMEDIATE DELIVERY.

AMERICAN COIN MACHINE COMPANY

"Distributors for Bally Mfg. Co."

559 CLINTON AVENUE, N.

ROCHESTER, N. Y.

Seeburg Phonos Meet New Demand

CHICAGO, Oct. 2.—A music-conscious America is becoming a highly critical force in not only the type of music required to satisfy its demands, but also in the presentation of that music, according to H. T. Roberts, sales manager for the J. P. Seeburg Corporation, Chicago.

Said Roberts: "The steady education of Americans in the appreciation of music has resulted in a constantly growing demand for music of every type, a demand that is now at the greatest strength in many years. The smart operator, realizing the trend, is taking advantage of a market for music that will endure for a good many years, and he is smart enough to know that the music in itself is not quite enough. He realizes that the presentation of the fine recordings offered today must be of such quality that no criticism can be made by the most critical listener.

"Knowing that operators must find in their instruments," he went on, "the qualities that please the greatest number of listeners over the longest period of time, Seeburg engineers are constantly developing Seeburg instruments to that end. In the new Seeburg Symphonolas, Royale and Rex Seeburg has combined the finest features of automatic phonograph manufacture to enable operators to realize greater profits on their investments. Our constant claim that these Symphonolas will greatly increase average location earnings is not a blind puff, but an actual fact proved by weeks of operating. Seeburg Symphonolas, incorporating the illuminated grille, along with superior tonal characteristics and unflinching performance, have won the hearts of not only the operators and the location owners, but also of every location patron who has listened to them.

"Everything we might say," Roberts concluded, "in praise of the Symphonolas cannot be half so definite proof of its universal acceptance as is the fact that production of these machines will continue in daily carload quantities for several months to come due to the overwhelming demand for the instruments by the nation's operators."

New Orleans

NEW ORLEANS, Oct. 2.—Phonograph distributors admit that fall buying is slow, but operators are showing renewed interest and should be in the market for the new 16 and 20-record machines

before long. Several distributors are looking forward to first shipments of new machines within the next few days, when they expect presence of samples to bring needed stimulation to business.

Louisiana Amusement Company announces that it has taken on as a sideline to Rock-Ola phonographs a full line of DeLoe auto and home radios and parts. Melvin Mallory, manager, states that he believes the two branches belong together and is predicting a good business for fall and winter.

F. W. King, of the C. & N. Sales Company, left this week on an extensive sales trip thru North Louisiana, Arkansas and the Delta section. He is highly enthusiastic over prospects for the fall and predicts the biggest sales of slots and counter games in several years.

Two members of a minor political party were held in jail here for "hostility and opposition" to the Louisiana government following circulation by their party in New Orleans area of leaflets attacking slots and coin machines. The two men have been arrested under an old statute designed for prosecution of spies during the World War.

Western Ops Like The Imperial 20

CHICAGO, Oct. 2.—"One thing my Western trip definitely proved," says I. F. Webb, Rock-Ola phonograph head, "is that Western operators are strong for Rock-Ola's Imperial 20 phonograph.

"That is not hard to understand,"



ON THE FLEET OF CARS IT READS, "Thomas Kady & Son, Grand Forks, N. D.," but after seeing the above picture we have a hunch that the firm really is "Mr. and Mrs. Thomas Kady & Son." The Kadys are crackerjack Wurlitzer operators in North Dakota.

Dorser Celebrates 50 Years in Music

FRESNO, Calif., Oct. 2.—There's nothing like an early start in life to make sure of success. At least that's the formula of J. C. Dorser, who enjoyed the distinction of being one of the nine



J. C. DORSER, of Fresno, Calif., celebrates his 50th year in the music business this year.

known and best liked operator in the district. With him it's never too late to answer a call, and his prompt service and square dealing with everyone are well known thruout this end of the State.

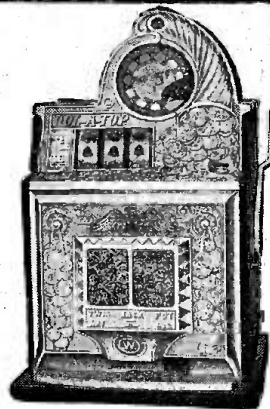
oldest operators of music machines in the country recently honored by the Wurlitzer Company at the Century Club convention.

Dorser started in the music business at the tender age of 10, when he peddled sheet music from door to door. Altho he didn't realize it at the time, the route of customers he built up formed the foundation of the successful Dorser Music Company of today—a leading business in this locality.

In 1908 Dorser entered the automatic music field with electric pianos. He operated one of the first to appear on the Pacific Coast and grew up with the industry. In fact, he outgrew it as he left pianos behind and swung over to the operation of automatic phonographs in the early days of the business. The records of the Rudolph Wurlitzer Company show that he bought and operated the second Wurlitzer phonograph to be shipped from the factory.

Even his hobby, like his business, is musical. He loves to play the violin, but he reports that business is so good that he has no time for it now. In his present territory, from the San Joaquin Valley to Stockton, Calif., Dorser has built an enviable reputation as the best

Webb continued, "when one considers the many outstanding qualities of the greatest of Rock-Ola phonographs. It has been conclusively demonstrated that with a 20-record selection the play is greatly increased. When you add to this the superiority of tone quality, the trouble-free mechanism, the beautiful cabinet and many other features it is but natural that operators and location owners are strong for Imperial 20."



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

"TOPS" TOPS EVERYTHING

CLOSING OUT

PACES PACES.
Serials Over 2400, \$110.00. New Motor.
Serials Over 2300, \$105.00. New Motor.
Serials Over 1900, Checks, \$105.00. New Motor.

Serials Over 1700, \$100.00.
PAY OUT TABLES.

Turf Champ . . . \$39.50	Round Ups . . . \$10.00
Jumbos . . . 10.00	Galloping Plugs 11.00
Giants . . . 7.00	Mileahs . . . 11.00

PHONOGRAPHS

Wurlitzer 816's, Slight	Rockolas 1936	\$105.00
ly Used . . . \$215.00	Dance Mas-	
412's . . . 139.50	ters, High	
312's . . . 139.50	Serials . . .	40.00

NOVELTY PIN GAMES

Bally Bump . . . \$ 9.00	Cross Lines . . . \$18.00
ors . . . 9.00	Short Box . . . 5.00
Daval Baseball 9.00	Mad Oaps . . . 5.00

COUNTER GAMES

Cent-A-Smile . . . \$ 3.00	Real 24's . . . \$ 3.00
Smoke . . . \$ 3.00	Penny Packs . . . 3.00
1 ROLL-A-SCORE, Like New . . . \$18.00	

1/3 Deposit, Balance O. O. D.
J. R. YEAGER
1107 Cherry Street, Evansville, Ind.

REAL BARGAINS

A. B. T. Targets, Latest Type Scoring Device . . . \$ 15.00
Wurlitzer P-12, Perfect Condition, Single . . . 112.50
Wurlitzer P-10, Perfect Condition, Single . . . 80.00
Wurlitzer P-30, Perfect Condition, Single . . . 80.00
Wurlitzer P-412, Perfect Condition, Single . . . 140.00
Wurlitzer P-400, Perfect Condition, Single . . . 160.00
Rowe Imperial, 8 Column, Complete with Money Changer and Stand, Latest Type (Color Silver Gray), Single . . . 75.00
Terms: 1/3 Down, Bal. C. O. D., F. O. B. Brenham.

SCHATZ NOV. CO., Brenham, Texas

WAIT
for Pacific's
"LADY, LUCK"
LOWEST IN PRICE

PAN'S CANDIES FOR VENDING MACHINES

GOOD TASTE QUALITY

(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY
(National Candy Co.),
345 W. Erie St.,
Chicago, Ill.

Gentlemen:
Please send me full particulars of your
Hard Shell Candies.

Name.....

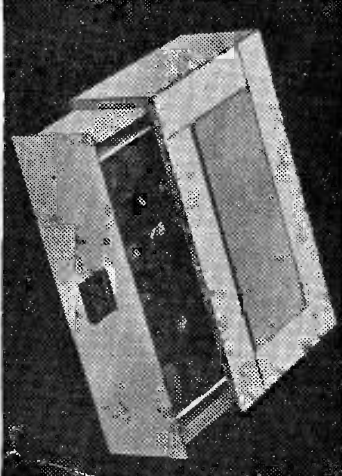
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City..... State.....

(Use Pencil, Ink Will Blot.)

126

EVERY \$3.00 BRINGS \$6.00



ALL-MIRROR VANITY BOX
with a drawer full of **HERSHEY COATED CHOCOLATES**. Good enough for the best. \$1.20 Each (F. O. B. Chicago.)
300 HIT-WIN BOARD, 30c.

MARYLAND SALES CO.
800 Rush Street, Chicago, Ill.

KAY-SEE PEANUT VENDER



BOOTH or BAR
The Ideal Machine for Locations where space is limited.

\$3.00
Each
1 or 100.
Complete With Wall Hanger.

CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvd., KANSAS CITY, MO.

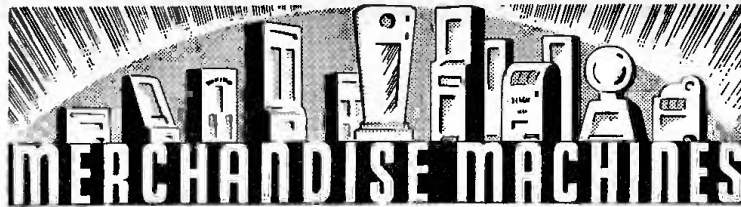


STEADY MONEY MAKER!

2-IN-1 VENDOR

Most PRACTICAL Bulk Merchandise of To-day
WRITE FOR NEW LOW PRICES!

D. ROBBINS & CO., MFRS.
1141 DE KALB AVE., BROOKLYN, N.Y.



Robbins Says Toy Venders Pay Best

BROOKLYN, Oct. 2.—Dave Robbins, president of Dave Robbins & Company, manufacturers of the 2-in-1 Vender, reports that his firm has asked many operators which items are the fastest sellers in their machines. Altho the 2-in-1 Vender will vend over 20 different bulk nut and candy items, the majority of the operators stated that their best seller is candy mixed with toys. Many operators reported to Robbins that even adults like the idea of occasionally receiving small charms in addition to confections.

"The original plan of mixing toys with confections was intended to appeal only to kiddies," stated Robbins. "The plan is profitable, as small confections can be vended with toys at about 70 cents per pound. We recommend that one gross of toys be placed in each five gross of confections. At the present time we are packing two different grades of assorted toys, one selling at a slightly higher price than the other. The toys are packed five gross to a box. A large variety of confections is also carried in stock for immediate delivery to ops. Most of the operators who have our 2-in-1 Vender on location have been so successful with toys because the machine is equipped with a patented device which vends the toys without crushing or jamming."

Gaylord in Sales Job With Pacific

CHICAGO, Oct. 2.—A sales contract for handling the gum vending machines made by Pacific Manufacturing Corporation in the States of Illinois, Indiana, Michigan, Wisconsin and Iowa was signed between the firm and Ed Gaylord this week. Gaylord was formerly vice-president and general sales manager of the Gaylord Company, a firm that made a record for distributing air-circulating fans. Gaylord has severed all connections with the former business, he stated.

McClellan says that he holds high confidence in Ed Gaylord as an organizer and builder of good business and therefore has given him full control over five States, with the thought in mind that Gaylord will appoint distributors and dealers on the Gum Merchant and for

Pacific's new Airvent, a new type of air circulator of outstanding merit.

"The genial personality and amiable character which predominates in Ed Gaylord, known the world over for his square-shootin' business ethics and high principles, are greatly reflected in his enthusiastic entrance into a new and profitable field with Pacific Manufacturing Corporation's latest products," McClellan stated.

"Pacific's new Gum Merchant with the premium ideas to quicken sales is like throwing a life preserver to operators whose territory is positively down and out," said Gaylord. "The lowly penny will revive many an operator's heart-sunged heart, providing operators will take the time to investigate all of the profitable angles that are connected with Pacific's new Gum Merchant."

Candy Sales Volume Continues To Climb

WASHINGTON, Oct. 2.—Chalking up a 6 per cent gain for August and a 10.1 per cent gain for the May to August summer season, the nation's candy sales continued to surge upward, it was disclosed in the regular monthly reports issued by the Foodstuffs Division of the Department of Commerce.

August sales amounted to \$16,202,746 this year compared with \$15,352,746 for 1936. The increase of \$850,000 was somewhat lower than the gains chalked up in May, June and July, however. Sales for the May to August summer season amounted to \$61,796,981, which was \$5,667,525 ahead of the four-month period of last year.

Hershey Charity To Get Cocoa Holdings

NEW YORK, Oct. 2.—It was rumored in the cocoa industry during the past week that the Hershey Chocolate Corporation, which supplies many chocolate products to the vending machine trade, plans to turn over its large holdings of the December delivery of cocoa futures to a Hershey philanthropic institution.

The firm is said to hold 100,000,000 pounds of December contracts, which is more than half the visible supply of the bean. It was pointed out that such a move would do much to bolster the price structure of chocolate products.

Calif. Op Strong For 4-in-1 Venders

DETROIT, Oct. 2.—E. Ettinger, well-known Los Angeles operator, filled his machine full of 4-in-1 Venders at the Four-in-One Manufacturing Company here this week and started the long journey back home. Besides the 25 machines he took in his car, officials of the firm reported that he loaded 75 more machines on the train. All of the machines were the new four-compartment penny venders.

Ben Osher, partner in the firm, left on a trip thru the East last week. He plans to spend most of his time on the road in the future. His present trip will take him to Philadelphia, New York and other New England spots, jumping then to St. Louis and Iowa. Before leaving Osher revealed that the firm is planning on appointing distributors for its products on a nation-wide scale. "New equipment has speeded up our production," he stated, "and before long we will be in a position to take care of business on a larger scale than at the present time."

SELL MORE with SEL-MOR

Make yourself Big, Steady, Year 'round PROFIT. Install a route of SEL-MOR 1c VEND-ORS! SEL-MORS outpull all others. Preferred by the more swanky spots. Crinklet Chinese Red Baked Chaplet Base, tamper-proof lock, chromium trimmings, 5 lb. capacity.



VENDS EVERYTHING
Nuts, Hard Candy, Toys! Save—buy from our Factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW. Order today.

ONLY \$6.25

F. O. B. Kansas City
Less in quantities, 1/2
Dep. Bal. C. O. D.

STAR MFG. & SALES CO.
3922-09 Wayne Ave. Kansas City, Mo.



POPMATIC MANUFACTURING CO.

5147 NATURAL BRIDGE AVENUE

ST. LOUIS MISSOURI

Penny Sales Bring Big Profits

SPHINX 1. Relieves Alcoholism Breath
CHINX 2. A Distinctive Flavor
CHINX 3. A Wide Exclusive Market
GUM Sold by new low-priced machine. Good Profits from only one Machine—Greater Profits from One Hundred. Sample Machine and 100 Sticks Gum, \$3.85, F. O. B. Palmyra, N. J. Carton of 10,000 Sticks, \$28.50.

ROBT. E. NELSON CO., PALMYRA, N. J.
WRITE FOR DESCRIPTIVE LITERATURE

LUCKY CHARMS

for all types of
VENDING MACHINES
Attractive Items at Very Low Prices.
LAWRENCE M. WEISBERG & Co.
Transportation Building
Los Angeles and 7th Sts. Los Angeles, Calif.

RECONDITIONED ROWE 6 Col. 15c Cig. Venders

Also has 1 extra col. for 10 box matches. Vends all popular brands. Attractive Mirror Front. Holds 120 Pkgs. Original Cost \$75 Each.

PRICE \$20.00 EACH
5 of the \$15.00 Each.
Floor Stand \$2.00 Extra.

D. ROBBINS & CO., BROOKLYN, N.Y.

Operators EARN

70% Profit!

with the new

AMDISCO SOAP VENDER



Vends a generous slice of high-quality SANITARY soap for 1c, removes grease and paint. Ideal for factories, garages, service stations, print shops, etc. Install several AMDISCO machines in each location and earn big profits. A necessity—no commissions to locations.

SPECIAL Introductory Offer—\$17.50 Each, F. O. B. Detroit, includes enough soap to return total cost of machine. Send only \$7.50 with order, balance C.O.D.

AMDISCO SALES CO., 5019-25 Junction Ave., Detroit
Satisfaction guaranteed or money refunded.

SPECIAL! GUARANTEED FACTORY FRESH RAINBOW CANDY COATED PEANUTS 11c

In 100-Lb. Lots, Per Lb.,
1/3 Deposit, Balance C. O. D.,
350 MULBERRY STREET, NEWARK, N. J. Phone, Market 2-6878

EASTERN

Presenting

FACTS AND FIGURES ON THE SENSATIONAL NEW

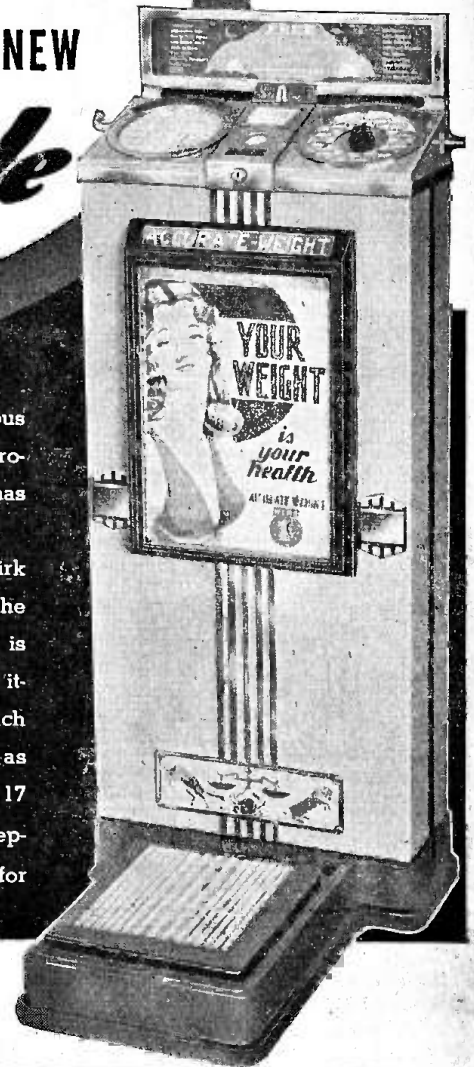
Kirk Horoscope Scale

\$93.00 in 11 days in one New York location — \$63.00 in one week in a Detroit drug store — has averaged better than \$3.00 a day for over 14 consecutive weeks in a Chicago department store — these are but a few of the many positive and authentic reports we are receiving from operators from coast to coast, on the earnings of the new Kirk Horoscope Scale.

Now consider the many exclusive features of this unusual scale. First, it combines two fundamentally sound ideas — the sale of personal weight and the sale of personal horoscopes. With over 125 million dollars spent annually on astrology and astrological read-

ings, you have some idea of the tremendous market for horoscope readings — and a horoscope reading for only a single penny has almost unlimited possibilities.

Second — the potential sale of the Kirk Horoscope Scale is eighteen times that of the ordinary scale. Each horoscope reading is printed on a card, and while complete in itself, is but one of a series of 18, under each sign of the Zodiac. Each card is so worded as to intrigue the purchaser into buying the 17 succeeding readings. Thus each person stepping on the scale is a potential prospect for the complete set of 18.



In the Kirk Horoscope Scale you find the answer to every operators prayer — a machine that he can operate anywhere — one that will pay him a large substantial income year in and year out . . . and one that will continue operating day after day with the minimum of attention and servicing. Be the first in your territory with this sensational profit builder — Write today,

C. R. KIRK AND COMPANY · 2626 WEST WASHINGTON BOULEVARD · CHICAGO

Wrigley Earnings Increase Steadily

CHICAGO, Oct. 2.—Tho it was not disclosed as to how large a role vending machines have played in the increased earnings which the Wrigley Company has made during the first six months, the figures themselves show that the company has been doing very well this year. In the first six months it earned \$4,354,901 or \$2.22 a share on the outstanding stock, as compared with \$3,428,715 or \$1.75 a share in the corresponding period of 1936. Of this \$1.31 a share was earned in the second quarter, as compared with 96 cents a share in the same period of 1936.

It was stated that P. K. Wrigley, presi-

dent of the company, "wouldn't be surprised if an extra "dividend" were declared in the near future. Wrigley for years has been distributing the bulk of its earnings to stockholders and the passage of the undistributed profits tax has entailed no change in dividend policy. Last year payments aggregated \$4 a share. Earnings for the year equaled \$4.25 a share.

So far in 1937 the company has distributed one extra dividend, a payment of 50 cents being made on May 1. Usual monthly dividends have been paid up to and including October 1. Inasmuch as the company's working capital situation is unusually strong and liquid, it was pointed out that stockholders can look forward to receiving as much as they did last year if not more.

Form Sales Agency For Soap Vender

DETROIT, Oct. 2.—Plans of the American Dispensing Corporation for a new modern-type soap vender were completed this week, and details of the sales promotion planned for the organization were released. Amdisco Sales Company has been organized as sales agent in Detroit for the product and the trade

name of the Amdisco Soap Dispenser will be used.

The company produces a hand paste soap dispenser, which is used primarily in industrial and similar locations. The market for the product is as wide as the field of industry, and it is considered one of the more solid fields for immediate future development in the vending machine field.

W. G. Thompson is proprietor of the news sales company, while the manufacturing organization is headed by Russell Anger.

Buckeridge Advertising Agency has been appointed to handle national advertising, including trade papers, for the company.

Vt. Tax Aids Vender Biz

MONTPELIER, Vt., Oct. 2.—Vermont Legislature's action in placing 1½-cent tax on cigarets has been of material help to the operators of coin vending machines. New tax has assisted in bringing about standardization of popular brands at 15 cents, and merchants, accordingly, are favoring use of machines. It is estimated that 25 times as many cigaret machines are now being used as were on location before the law went into effect July 1. Use of the ciggie machines has also accustomed public to use of other venders, which have shown approximately a 10 per cent increase.

NO FOOLIN'!

8-Column, 200-Pack Cigarette Vendors

\$45.00

PEANUT & GUM VENDING MACHINES

NEW DIRECT FROM FACTORY

Only **2.40** and Up

Over 60,000 Sold.

Write for Full Information Today.

ROY TORR

2047A-So. 68 St., Philadelphia, Pa.

WANTED

We will pay \$50.00 cash for Keeney Bowlette or Wurlitzer Skee Ball. BOX D-100, Care The Billboard, Cincinnati, O.

Close-Out Slot Bargains

- 10 MILLS WAR EAGLE BELLS . . . \$40.00 Ea.
- 20 MILLS WAR EAGLE BELLS . . . 50.00 Ea.
- 25 MILLS EXTRAORDINARY . . . 50.00 Ea.
- LATE BELLS . . . 50.00 Ea.
- 25 MILLS LATE BLUE FRONT BELLS . . . 60.00 Ea.
- 25 MILLS SAFE STANDS . . . 5.00 Ea.

Order the Perfect Short Range Shooting Gallery. Immediate Delivery. Complete, \$155.00. One-Third Deposit With All Orders.

L. H. HOOKER NOVELTY CO.
ARNOLDS PARK, IOWA.

ACME NOVELTY CO.

23-25 N. 12th ST. MINNEAPOLIS MINNESOTA

10 DAY FREE TRIAL on REEL SPOT!



A. C. Novelty Shows New Multi-Bells

DETROIT, Oct. 2.—Two new models have been placed on display by the A. C. Novelty Company, both adaptations of the Multi-Bell for special purposes. First of these is the new console model, standing full upon the floor, 57½ inches high by 18¾ inches wide, according to Arthur Caille. It is in matched type construction, with blended woods and finishes in a modernistic cabinet. Selected American walnut is used for dark wood on sides and front, with Australian lacewood inlaid in panels. Hairwood is used on the center front panel, with walnut moldings for grille effect.

"The model has a payout drawer of the concealed type," Caille stated. "It is in the front panel and is equipped with lock when specified on orders. This machine, like all other models, is equipped for either 5 or 25-cent play," he went on. "A special mint vender model has also been constructed. This is equipped with a check divider and operates on either checks or coins, but will pay out only when cash is played. In this way the customer can play with tokens but cannot secure any award, giving an effective protection against slugs without antagonizing the customer who occasionally tries to use them. In addition, this has the desirable effect of helping to get slugs out of circulation.

"The vender attachment is adaptable to regular models for territories where it is wanted," Caille concluded. "The model has a special feature that receives either coins or checks, the coins being diverted to the cash box, while the checks are diverted to the payout tube, and the model pays out checks only."

MONARCH THAT'S THE NAME REMEMBER IT FOR EVERY GAME

Guaranteed O.K.

RECONDITIONED PAYOUT TABLES

All Stars	\$14.50	Rodeo	\$ 9.50
Bonus	13.50	Rambler	22.50
Credit	14.50	Skipper	17.50
Center Smash	32.50	Stop & Go	27.50
Easy Derby	18.50	Snappy	9.50
Elec. Eye	17.50	Turf Champ	42.50
Flicker	29.50	Trolan	32.50
Hi De Ho	14.50	Ten Strike	17.50
Pinlay, Sr.	27.50	Tycoon	(Late MOSERS)
PREKNEB ROTARY Escalator Models	\$79.50		

NOVELTY GAMES

BIG GAME		THREE-IN-LINE	
BEAMLITE		KINGS OF TURF	
ANGELITE		PAR GOLF	
SCORE-A-LITE		GRIBS CROSS	
\$3.95 each or 3 for \$10.50		COUNTER GAMES	
Reel Dice	\$ 8.50	Vendor	\$8.50
Duck Races	12.50	New Deal	6.50
Double Deck		Reel '21'	6.50

SPECIALS

Bally Bumper	\$17.50
Hundreds of other games at bargain prices. Ready for immediate shipment. Write for latest prices.	
1/3 Deposit with Order, Balance C.O.D.	

MONARCH COIN MACHINE CO.
1731 LAMONT AVE. CHICAGO, ILL.

seeing that the customer is completely satisfied.

"Basically our success has been the direct result of personal service," he went on, "yet thru a policy of specialization we have inspired confidence in thousands of operators with whom we deal. We know that a job well done requires concentration, and that if the directorial energy of the Atlas group were to be divided between two branches of the business, distributing and operating, both would suffer. Therefore, as a matter of policy we never have nor ever will engage in the business of operating. We have our hands full administering Atlas personal service and finding new ways of making operating for operators a more stable and profitable enterprise.

"That we are doing our job to the satisfaction of America's operators is self-evident," he concluded. "We want to assure the nation's operators that our work and service will never encroach upon their preserves and that we will always strive to raise the standards of our service."

Service Keynote Of Atlas Success

CHICAGO, Oct. 2.—"The remarkable success of the Atlas Novelty Company has been the subject of much discussion among members of the coin machine industry," stated Eddie Ginsburg, who is now in charge of the firm's Miami office. "Practically every one who has had dealings with us knows exactly how we have reached the enviable position we now hold in distributing and jobbing circles. The foundation of our structure is built upon an ideal expressed in our slogan 'Personal Service.' That service covers every activity of our organization and is the watchword of every employee. Whether it be a sale, a repair job or some other task, the energy and experience of our men are bent to the task of

NEW IN ORIGINAL CARTONS

CENT-A-SMOKE TRIO PACK	\$11.50	BALLY SUMFUN	\$13.50
DOUBLE DECK		BALLY NUGGET	
		BALLY BABY	
PENNY PACK	\$17.50		

USED GAMES THOROUGHLY RECONDITIONED!

FOTO FINISH	79.50	PADDOCK	32.50
PHANTOM	42.50	WINNER	43.50
CAROM	39.50	HEAVYWEIGHT	32.50

SPECIAL CLASSIC \$79.50
New Original Crates
Slightly Used.....\$67.50

COMPLETE LINE of NEW and USED SLOT MACHINES
1/3 DEPOSIT on ALL ORDERS, BALANCE C. O. D.

BALL GUM 6 ASST. COLOR CASE 100 PCS. TO BOX 1 OF 50 Boxes \$5.45
FOR IMMEDIATE SHIPMENT WE SUGGEST YOU WIRE ORDERS • 1/3 DEPOSIT WITH ALL ORDERS


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.



GOOD NEWS for all OPERATORS

IN UPPER MANHATTAN, BRONX, YONKERS, WHITE PLAINS, MT. VERNON, CONN., AND NEW JERSEY.

MUNVES — NOW AT 555 WEST 157 ST. (Just Off Broadway).

Since 1912, Mike Munves has been known throughout the entire coin machine world as one of the foremost distributors of Amusement Machines.

His establishment at 145 Park Row has always been the meeting place for operators and Penny Arcade people for miles around, who know Mike carries the largest selection

of Pin Games and Penny Arcade Machines: Athletic, Rifles, Fortune Telling, etc., and a full stock of supplies for all machines.

NOW MIKE HAS AN UPTOWN BRANCH in order to save time for his many customers. If you cannot visit with him, write for catalog for Penny Arcade or Pin Games.

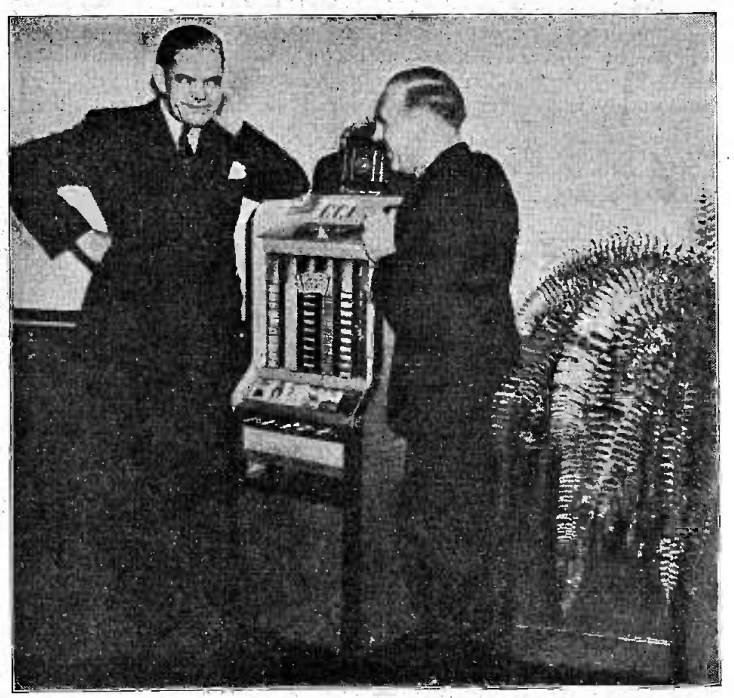
SAVE TIME! SAVE MONEY! VISIT EITHER STORE TODAY!

MIKE MUNVES CORP. 145 PARK ROW (WO. 2-0493). N. Y. C.
555 WEST 157 ST. (WA. 3-7202).

BALLY BUMPER	\$16.50	CARNIVAL	\$45.00	EQUALITE	\$22.50
DAVAL BASEBALL	22.50	CHEER LEADER	5.00	MERCURY	40.00
REP RAYS	22.50	SCORE BOARD	2.00	BIG GAME	5.00
CROSS LINE	22.50	RICOCHET	22.50	HIGH LIFE	5.00
HOME RUN	18.00	RUNNING WILD	27.50		

Many Others, \$3.00 Up.
1/3 Deposit With Order, Balance C. O. D.

J. L. PARTLOW
447 EAST WASHINGTON ST. INDIANAPOLIS, IND.



LEW FOLLETT AND FRANK NEIMAN (right), two new men added to the sales force of O. D. Jennings & Company, Chicago, discussing the merits of the new Jennings development called Ciga-Rolla.



Not a Water Game--Not a Ticket Deal

PENNY SKILLO

Fastest Penny Counter Game Ever Produced — Something Entirely New and Different — Nothing Like It in Coin History

GETS THE MONEY—
—BIG PROFITS

1c CIGARETTE COUNTER GAME WITH PERFECT CHECK-UP SYSTEM KEEPING COUNT OF ALL PAYOUTS —CHEAT PROOF—CAN ALSO PLAY 1c—5c—10c

AWARDS UP TO 15 TO 1

Coin Rolls Thru Brass Pins in Payout Pockets. Percentage Regulator Tested and Proven on Location. Reaps Tremendous Quick Profit for You.

SAMPLE CASH \$6.50
LOTS OF 5 OR MORE, \$5.95
F. O. B. Kansas City, Mo.
½ Deposit—No Personal Checks, Please

UNITED AMUSEMENT CO.
3410 MAIN ST., KANSAS CITY, MO.

London

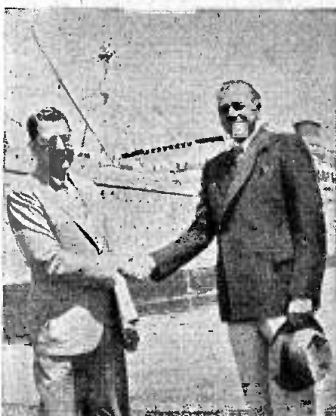
LONDON, Sept. 25.—As seaside seasons close, number of sportlands in London will probably exceed all previous records. Supply of empty suitable shops is likely to exceed demand.

Pat Buckley has gone to Paris again but is expected to return to London soon. Meanwhile L. V. Hodgson keeps Track Odds to the fore.

Slot Club resumed activities September 8, with Bill Green, of British American Novelty Company, in the chair. Numerically the party exceeded all expectations. Among those enjoying the fun were Pat Buckley, L. V. Hodgson and a former British boxing champion, Alf Mancini. Holloway boys were much in evidence, with Uncle Charlie putting across old-time music hall numbers. Chairman for October meeting is A. E. Catt, one of the old brigade and former member of Northampton Boro Council.

British Automatic Machine Operators' Society held annual outing September 17. Party went by road to Great Yarmouth, popular seaside resort, and after lunch visited local race meeting.

American friends of "Fish" Willmott will regret to hear of serious illness of his eldest son, Will. Another well-known machine man, Jack Greenwood, former treasurer of BAMOS, had spell



I. F. WEBB, Rock-Ola phonograph head, congratulates C. N. McClelland on his new job as Western division manager. Picture was taken on the docks at San Francisco upon their return from a cruise to Catalina Island.

in hospital but is now out and about again.

"Sir" Arthur Burows has deserted London this summer for the seaside. With the family he has been running sportlands at Herne Bay and Dymchurch. London shop has remained open, with members of the family taking turns at looking after the selling end.

Used table market has become badly flooded. Price-cutting war resulted, but so had did this get that principal buyers got together on own initiative and agreed to eliminate prices of later type used machines from their advertising.

Track Time Demand Surprises Keeney

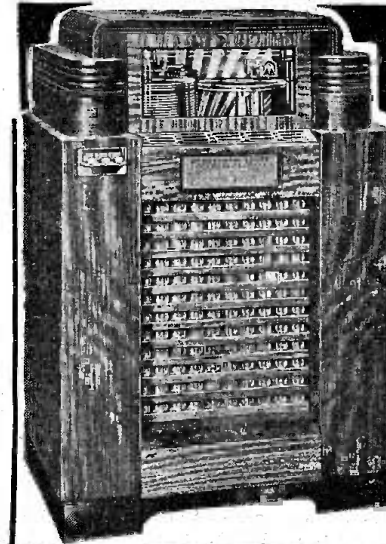
CHICAGO, Oct. 2.—Constant demand for Track Time is reported to be a source of constant wonder even to J. H. (Jack) Keeney, popular head of Keeney & Company, according to Ray Becker, firm's sales manager.

"We have hardly been able to believe our own eyes for the last few weeks," commented Becker. "It seems unbelievable, even to us, but after an analysis of last week's sales figures on Track Time we learned that for a period of 14 weeks the game has consistently broken its own previous week's production and delivery mark. It is an achievement of which we are justly proud and one which is all the more remarkable in view of the fact that Track Time is now in its sixth month of production.

"More than being a matter for personal joy among the members of the Keeney organization, the success of Track Time reveals to the industry that a game of this caliber has no time limitations," Becker went on. "Whereas several months of operation is the rule on the ordinary machine, years of operation is possible with this game. Operators are steadily turning to console-type machine operation because the game has shown them that the best investment in coin-operated games can be the least expensive in the long run. With Keeney-Bell, Keen-Kubes and Keefette replacement tops, an operator has not one but four games to offer each location."

New Florida Law Goes Into Effect

TALLAHASSEE, Fla., Oct. 2.—While the anti-slot machine law, which repealed the 1935 license law, went into effect, October 1, the State Supreme Court granted operators "reasonable time" for removal of their machines, provided they were not used further unlawfully. Circuit courts must decide, it appears, what "reasonable time"



JUST 15 ON HAND AT UNHEARD OF LOW PRICES!

HURRY! HURRY! HURRY!

Just 15 Seeburg's latest "K" Model Phonographs on hand used less than 60 days! These are very latest production, very latest mechanism, absolutely like brand new and positively guaranteed to give 100 per cent satisfaction in every way! We are offering these practically new Model "K's" at unheard-of low prices and they will not remain there long!

Phone--Wire--Write for Price and Complete Details Now!

GUARANTEED THOROUGHLY RE-BUILT BLUE FRONTS AT LOWEST PRICES IN MACHINE HISTORY!

ALL SERIALS OVER 362,000	Mills 5c Blue Front Mystery Balls or Vendors	\$59.50
All Guaranteed Perfect Shape—Blue Fronts supplied either with or without Gold Award.	Mills 10c Blue Front Mystery Balls or Vendors	62.50
War Eagles with Mystery Payouts, \$4.50 up. In ordering specify if want Bell or Vendor.	Mills 25c Blue Front Mystery Balls or Vendors	65.50
If Blue Fronts, whether with or without Gold Award, and if War Eagles, whether with Mystery or Regular Payout.	Mills 5c War Eagle Balls or Vendors	45.00
	Mills 10c War Eagle Balls or Vendors	48.00
	Mills 25c War Eagle Balls or Vendors	51.00

24 BALLY GOLDEN WHEELS	\$92.50	17 WESTERN PREVIOUS	\$42.50
27 BALLY CAROMS	58.50	12 WESTERN WINNERS	48.50
11 BALLY CLASSICS	39.50	12 MILLS RAILROADS	38.50
12 DE LUXE SPORTSMAN	37.50	5 PAMCO HIDE-NO	39.50
5 STONER AIR RACES	45.00	4 PAMCO MAZUMA	39.50

Terms: 1/3 Cash or Certified Deposit With Order. We Ship. Bal. C. O. D. F. O. B. Fayetteville, N. C.

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.
Cable Address "COINSLOTS"

GET ACQUAINTED WITH AVON SERVICE

New or guaranteed reconditioned used machines—try them

BUY FROM — SELL TO

AVON NOVELTY SALES CO.

5907 Euclid Ave.,

CLEVELAND, O.

might be, and already Judge Paul Barns, of Miami, has signed an order allowing 15 days for removal.

Judge L. L. Fabiszinski, Pensacola, allowed 60 days for removal and ruled that slots must be sealed and stored in some designated place in custody of a receiver. Three owners of slots were also placed under bond of \$1,000 each to assure the sealing of their machines as soon as the new law went into effect.

Throughout the State it was reported that slots were being loaded into trucks and sent out of the State. Officials of Georgia and Alabama served notice on Florida operators that their States have stiff penalties for operation and possession. Thus, the 1935 slot machine license law came to an end after being in effect for two years.

An important question among operators has been the future of novelty pinball games in the State. It was the general opinion of State officials and lawyers October 1 that pinball games and other machines having no element of gambling in their operation are not prohibited under the new law. Such non-gambling devices pay an annual license fee of \$5. Scales, vending machines, etc., pay a \$2 fee.

Ohio City May License

SANDUSKY, O., Oct. 2.—City Solicitor W. E. Diddelius has been instructed to prepare an ordinance for the city commission to license gaming devices and coin machines of all types here after the commission voted favorably on the proposal as a revenue measure. Three of the five members of the commission were present and voted for the resolution, thus insuring its passage.

A PHENOMENAL SELLER



No. D245, gets the locations. Colorful, attractive, appealing display cabinet—compels attention. Each prize worth 10c or more—acts as a bonus. Consists of 70 prizes. Last ball pulled receives a prize worth 50c or more. This assures a completed and quick sellout. 70 names—70 prizes. Brings in \$7.00. Sell to dealers for \$6.25

to \$6.50 (Shipped express or freight, shipping charges collect.)
COSTS YOU \$3.50 LOTS OF 15 \$3.35 Each

SPORS CO., 10-47 Superior Street, La Center, Miss.

WHAT A BUY
Scoreboards, Boosters, \$15.00; Electric, 21.
\$17.50; Stoners, Ball Fan, Skooky's, \$20.00;
Flickers, \$17.50; Haltons, \$40.00; Broadway
Angels, Pamco Toot, \$30.00; Caroms, \$50.00;
Preakness, \$65.00; Exhibits Electric Eye, Ticket
and Cash, \$25; Real, \$25; Real, \$70.00 and
up, \$140.00; Practically New Photo Finish
Classics; Latonias, \$95.00. BEST NOVELTY CO.,
1030 St. Clair, Cleveland, O.



LOWEST IN PRICE!

End your correspondence to advertisers by mentioning The Billboard.

NEW POK-er-Bok
PAYS \$6.00 MORE PROFIT

AVERAGE OPERATOR'S PROFIT WAS \$28.00--NOW \$34.00
SAME LOW COST TO YOU!

A BIGGER MONEY-MAKER than ever before! New LOW-COST POK-er-Bok Jar Deals NOW pay operator average profit of \$34.00 a deal. At NO extra cost to you, 120 MORE Tamper-Proof Tickets have been added. Only one deal a day can bring in \$1,020.00 profit first month.

NEW TAKE & PROFIT-Payout Same!
 2160 Tickets @ 5c.....\$108.00
 Average Payout..... 74.00
 Average Profit Per Deal....\$ 34.00

QUICK THINKING OPERATORS—ACT NOW!
 START NOW. Get New POK-er-Bok on every location. "Red Hot" right now! Send TODAY for complete details. Attractive, big profit operator and distributor discounts.

WERTS NOVELTY CO., Inc. Dept. BB-10
 MUNCIE, IND. **SENSATIONAL SELLER**
 127 Prizes to \$10.00 each



Ponser Lauds Daval Turntable

CHICAGO, Oct. 2.—Since the introduction of its popular counter game, Reel Spot, officials of the Daval Manufacturing Company report that they have been roundly applauded by location owners, operators and distributors for the many outstanding features built into the game. Added praise that was doubly sweet came from George Ponsler, of the Ponsler Company, this week. "One of the reasons we have been able to sell Reel Spot so easily here in the East has been that the swivel action turntable has made such a hit with location owners and operators as well," Ponsler said.

Ponsler suggested to Al Douglass, president of Daval, that the swivel turntable should be given greater attention in the advertising and publicity releases about the game. "It is one of the greatest features ever to appear on a counter game," Ponsler declared, "and it is easily worth many extra dollars to both the operator and the storekeeper."

"Take it from us," Ponsler concluded, "we believe Reel Spot is one of the greatest counter games ever to be put on the market and we are predicting that it will be just as popular a year from now as it is today, for it has real sticking power in the fact that it grows more interesting with each succeeding play."

Concessionaires... NOVELTY SUPPLY FOR
 FAIRS, CARNIVALS, CIRCUSES, BRIND STORES
 WHEELS, MARKS, GORN GAMES, ETC.
 Catalog with New Low Prices!
THE TIPP NOVELTY COMPANY
 TIPPECANOE CITY, OHIO

POP CORN
 Buy Direct From Grower
 Write for Samples and Prices.
DAVIS & AULTMAN
 Warwick, Ca.

INSURANCE
 CIRCUS, RIDES, TRUCKS, CARNIVALS.
 Showman's Insurance Man,
CHARLES A. LENZ
 440 Insurance Exchange, Chicago.

WANTED
For Eight More Fairs
 Shows that do not conflict. Few more Legitimate Concessions, Merry-Go-Round and one more Novelty Ride. Write or wire quick, give full details.
JOHN B. DAVIS, MANAGER,
SOUTHERN STATES SHOWS
 Alma, Ga., this week; Blakely next; all fairs.

ATTENTION *Beacon* **ATTENTION**
CORN GAMES GRIND STORES SALESBOARDS
HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.

Blankets
 make Warm Friends of

AUCTIONEERS PITCHMEN PREMIUMS

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.

WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET MILWAUKEE, WISCONSIN

ROUTES
 (Continued from page 37)

- Sharpe, Carlton, Magician: Columbus, Ga., 30-31.
 Van Arnam, John R., Radio Barn Dance: Scottsville, Va., 8; Altavista 7; Brookneal 8; Chatham 9.
- REPERTOIRE**
 Baxter-Leonard Players: Iva, S. C., 4-9.
 Billroy's Comedians, Billy Wehler's: Little Rock, Ark., 6; Hot Springs 7; Benton 8; Malvern 9; Arkadelphia 11; Hops 12.
 Blythe Players: Plover, Md., 4-9.
 Derray's Comedians: Manning, S. C., 4-9.
 Ginnivan, Norma, Dramatic Co.: Fayette, O., 4-9.
 Morgan, J. Doug, Show: Whitewright, Tex., 7-9.
 Richey & Co.: Lynchburg, Va., 4-9.

CIRCUS AND WILD WEST

- Barnes-Sells-Photo: Brownwood, Tex., 5; Weatherford 6; Bonham 7; Denton 8; Waxahachie 9; Hillsboro 10; Bryan 11; Palestine 12; Henderson 13; Tyler 14; Terrell 15; Ranger 16.
 Cole Bros.: Phoenix, Ariz., 5; Tucson 6; Douglas 7; El Paso 8; Marfa 9; Del Rio 10; San Antonio 11; Corpus Christi 12; Bay City 13; Houston 14; Galveston 15; Goose Creek 16.
 Howe Bros.: Cotton Plant, Ark., 6; Somerville, Tenn., 7.
 McE. Bros.: Kansas City, Mo., 6; Topeka, Kan., 6; Emporia 7; Newton 8; Hutchinson 9; Wichita 10; Eldorado 11.
 Polack Bros.: (City Auditorium) Rapid City, S. D., 4-6.
 Ringling Bros. and Barnum & Bailey: Houston, Tex., 5; Beaumont 6; Lake Charles, La., 7; Lafayette 8; New Orleans 9-10; Hattiesburg, Miss., 11; Meridian 12; Tuscaloosa, Ala., 13; Montgomery 14; Birmingham 15; Gadsden 16.
 Seal Bros.: Mcamey, Tex., 6; Ozona 7.
 Sells-Sterling: Bartlesville, Okla., 5; Hominy 6; Stillwater 7; Guthrie 8; Cushing 9; Bristow 10.
 Vanderburg Bros.: Fisher, Ark., Oct. 7.
 WPA: Plushing, L. I., N. Y., 5-9.

Crescent Amusement Co. WANTS
ALL SANTA ROSA COUNTY FAIR, MILTON, FLA., OCTOBER 13-16.
 High Dive, Free Act, Concessions, Strip Photos, Custard, Fish Pond, any that work for stock. Independent Shows, with or without outfits: Chipley, Fla., Free Fair follows. Dublin, Ga., this week.
L. C. McHENRY.

New Golden Dream Candy
CANDY 1c a BOX
 Four pieces of nutty Chewing Candy wrapped with paraffin paper, in assorted bright colored boxes, 100 imprinted on end of box, packed in cartons varying from 100 to 500. Terms: Cash with Order. Sample Box for 6c in stamps. Write for our new fall list of Novelties. We carry a most complete line of all Concession Merchandise. New catalog about October 10. Write for prices on various cases.

MIDWEST MERCHANDISE CO.
 1026-28 BROADWAY, KANSAS CITY, MISSOURI

GREAT WINDER FAIR, WINDER, GA.
WEEK OCTOBER 13.
 WANTS Concessions of all kinds, also several Shows, Loop-o-Plane, Kiddie Rides, WILL PLACE Cook House after this week. Have new Tops, Banners and Outfits for any kind of Show. What have you? Address
ERIC B. HYDE SHOWS, Thomaston, Ga., this week.

WANT CONCESSIONS AND SHOWS
 Of all kinds. Ride Foreman and Help for all Rides. Following Fairs; out all winter. AMHERST, VA., October 11 to 16; LITTLETON, N. C., 18 to 23; ELBERTON, GA., 25 to 30; EMANUEL COUNTY FAIR, SWAINSBORO, GA., week November 1. Buck Demby wire. Address as per Route. Fairs wanting Midway Attractions write. BEDFORD, VA., this week.
HELLER'S ACME SHOWS

LEW HENRY SHOWS
WANT—WANT—WANT
 For next week at Ashokie Colored Fair; Suffolk, Va., Colored Fair, and Henderson, N. C., Colored Fair, Cook House and Grab, one or two Shows and Concessions of all kinds except Bingo. CAN USE Loop-o-Plane, Loop-the-Loop or any Flat Ride. Address
LEW HENRY, Weldon, N. C.

WANTED
 Legitimate Concessions and Shows
ASHTABULA, OHIO, FALL FESTIVAL
 October 11 to 16, Inclusive
 Location, Main Streets. F. E. Gooding Rides booked. Celebration sponsored by Merchants. Address inquiries H. F. STREIBER, Chairman Fall Festival Committee, Ashtabula, Ohio.

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

- Alamo: (250 Bowie st.) Atlanta, Ga.
 American United: Nampa, Ida.
 Anderson-Grader: Medicine Lodge, Kan.; Winfield 11-16.
 Atlantic Expo: Fairmont, N. C.
 Bantley's All-American: (Fair) Darlington, S. C.
 Barfield's Cosmopolitan: (Fair) Adel, Ga.; (Fair) Newby 11-16.
 Barker: Steele, Mo.
 Beckman & Gerety: (Fair) Muskogee, Okla.; (Fair) Waco, Tex., 13-24.
 Bee, F. H.: (Fair) Courtland, Ala.; (Fair) Canton, Miss., 11-16.
 Blue Ribbon: (Fair) Marietta, Ga.
 Blue Light: Red Springs, N. C.
 Broadway Shows of Amer.: Sanford, N. C.
 Brown Family Rides: Broxton, Ga.
 Brown Novelty: (Fair) Hazlehurst, Ga.; (Fair) Butler 11-16.
 Buck, C. O. Expo: (Fair) Louisville, N. C.; (Fair) Beaufort 11-16.
 Buckeye State: (Fair) Brookhaven, Miss.
 Bullock Am. Co.: (Fair) Troutmans, N. C.; (Fair) East Bend 11-16.
 Burdick's All-Texas: (Fair) Rosenberg, Tex.
 Burke, Harry: Marksville, La.
 Byers & Beach: Manila, Ark.
 Central State: Lucas, Kan.
 Cettin & Wilson: (Fair) Wilson, N. C.; (Fair) Norfolk, Va., 13-16.
 Coleman Bros.: New Britain, Conn.
 Conley, J. J.: (Fair) Mena, Ark.
 Conklin's: (Fair) Ridgeway, Ont., Can., 4-7.
 Corey Greater: (Fair) Weldon, N. C.; (Fair) Ashokie 11-16.

WANTED
 One Stock Bingo, one Food Concession, one or two clean Shows, Gooding Rides and Erma Flowers Free Act booked. Dates, October 6, 7, 8 and 9.
L. J. LAUT, Chairman, New Bremen Community Festival, New Bremen, O.

WANTED
 for Bruceton, Tenn., Fair, October 14-15-16. Shows, Concessions and Rides booked. Corn Game, Cookhouse open. All winter work. Bill Porcuna wants Riders for Rides for Brantton Colored Fair following week. **MARSHFIELD ATTS.**

SPORS WHOLESALE
4000 ITEMS FREE WHOLESALE CATALOG
 Hot off the press Shows 4,000 world-wide Bargains, 266 Pgs. of Fast Sellers of Every Description and 15 Money Making Plans. This Catalog is FREE. Send for it today.
SPORS CO.,
 10-37 Erie St., Le Center, Minn.



(See ROUTES on page 87)

Royal Plans To Expand Sales Force

NEWARK, N. J., Oct. 2.—Dave Stern, of Royal Distributors, Inc., reports that he has made arrangements to expand his sales force so that he will be able to give better service to operators in this area. Stern stated that he plans to have a force that will travel thruout this area, contacting operators and showing them the latest Bally games. This sales expansion will come in conjunction with an expansion of the firm's present showroom quarters.

"We believe that operators want to see the new games much faster than they do now," stated Stern. "That's why we have arranged for salesmen with light trucks to carry the games to them. These men will all be experienced coin-men who will be ready to help operators in every possible way. We will maintain our present quarters, but we intend to enlarge them to accommodate the increased number of machines which we plan to keep on hand."

TRENTON FAIR

(Continued from page 3)
year, however, with exception of Tues-

day, Trenton Day, when a driving rain curtailed patronage to about 4,000.

Cetlin & Wilson Shows grossed plenty on the midway, probably topping the all-time high for this fair, and went over the gross of last year by about 33 per cent. Rides and shows did heavy biz most of the week, and games operated by the show did okeh for Trenton, said LaBrique. A group of independent game operators were closed Wednesday night for illegitimate operation but reopened later in the week when wheels were placed in full view and merchandise began to move.

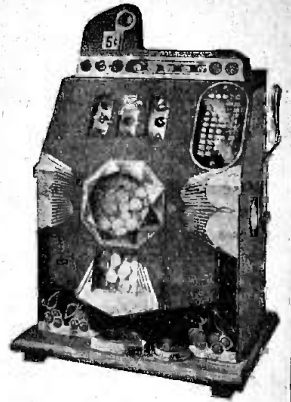
Thru the combined efforts of Bert Nevins, Leonard Traube, Ed Conley and Ted Miller, Cetlin & Wilson press agent, the fair received more first-rate publicity thru a variety of sources than at any time in the long history of the event, oldtimers said. Hamid praised Nevins and Traube for their fine work and Miller, too, for his co-operation. For further details see the Fair Department of this issue and the same section in the October 16 number.

DIVORCES

(Continued from page 34)
ment from John Gullfoyle, of Philadelphia, in Grand Rapids September 23. Both are walkathon contestants.



We have available for delivery all new machines that have been released by their respective manufacturers, such as Mills Clobber and Flasher, Bally's Teaser and Fair Ground, Gottlieb's Console Models, Jennings' Derby Day with Slant Top, Paces Races, Rays Tracks and others.



"Melon Bell or Vender with Regular Jackpot and Mammoth Melon Jackpot FREE! Earn it by buying at least \$1,000.00 worth of Coin Machines or Tables. Individual orders need not be for \$1,000.00 each—we add up ALL your purchases made at various times during the month. This credit will apply only on Slots and Tables and not on the purchase of Phonographs."

NOTICE OPERATORS

Mills Mystery Blue or Red Fronts, Melon or Cherry Bells, with Compulsory Skill Control at a cost of \$7.50 extra; Mills Future Pay Attachment at a cost of \$7.50 extra; Milco Check Separator with checks for \$7.50 extra.

MOSELEY'S SPECIALS

5 POST TIME	\$ 50.00	1 BANG TAILS, 5c Check Separator,	
1 EXHIBIT RACES, Like New	150.00	Used Less Than 10 Days	\$225.00
3 SKIPPERS	25.00	2 PACES RACES, 5c Cash Payout,	
3 PREVIEWS, Used 15 days. Like new,	35.00	Used 10 days, Serial over 5300	\$25.00
3 AIR RACES	40.00	2 PACES RACES, 5c Check Separator,	
2 DAILY RACES, Like New	13.50	Used 10 days, Serial over 5300	\$67.50
5 HI DE HOS	18.50	2 RAYS TRACKS, 5c Check Separator,	
3 CLASSICS, Used 10 days. Like new,	95.00	F.S. Never on Location	280.00
1 FAMCO CHASE	15.00	2 MOTO SCOOT, Brand New, Latest	
2 SARATOGA	15.00	Model	85.00
1 ROYAL RACE	25.00	2 HI DE HO MACHINES, Like New	17.50
2 GALLOPING DOMINOS, Used 30		2 JENNINGS DERBY DAY, Console	
Days, 5c Play, Check Separator	165.00	Model, Slant, Top, New	159.50
2 MILLS HEALTH CHART SCALES,		1 PACIFIC DOMINOLE, Brand New,	
F.S., Like New	45.00	Console Model, 5c Play	159.50
		3 CENT A PACKS, F.S., New	13.00

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST., Richmond, Va.
DAY PHONE 3-4511. NIGHT PHONE 5-8928.

WANTED WANTED WANTED
FOR
SUMTER COUNTY WHITE FAIR
SUMTER, S. C., WEEK OCTOBER 11
This is a bona-fide fair, not a promotion. Ride-o account disappointment, Merry-Go-Round, Flat Rides; such as Caterpillar, Tilt-a-Whirl, or what have you? Also Kiddie Rides. Shows—Any Independent Shows with own Outfits; liberal percentage. Good spot for Shows. Concessions all open; no exclusive. Bingo, Cookhouse and Grab, Photo Gallery, Scales, Novelties, Grind Stores, Ball Games, Diggers, Wheels that work for Stock. No grift tolerated. L. Thomas, Carl Stewart, Jacob Pryor, all wire. Wanted—Two Sensational Free Acts. Wire; no time to write. All address L. D. HALL, Claremont Hotel, Sumter, S. C., or MORRIS VOLTAGGIO, Smithfield, N. C.

LITTLEJOHN'S FAIR CIRCUIT
BOOKING INDEPENDENT
WILL BOOK SHOWS AND RIDES FOR 20 PER CENT, ACCOUNT DISAPPOINTMENT WANT OCTOPUS. WANT SIX-PIECE BAND. Want 10-in-1, Big Snake, Geek, Illusion, Fun House, Mechanical Show, Plantation; Motor-drome or any Money-Getting Attraction of Merit. Opening for Devil's Bowling Alley, Knife Rack, Scales, Grabs, Pitch-Till-Win, Lead Gallery. Want Up-to-Date Flashy Chairplane. Troy Fair, this week; then Ozark, Elba, Andalusia, Luverne, Clayton; all Alabama Fairs. Address THOS. P. LITTLEJOHN, Mgr.

PLYMOUTH, NORTH CAROLINA
FIREMEN'S FAIR
WEEK OCTOBER 11,
Is in Town All Shows Tried to Get. Everything booming, new Mills and Headquarters for new Eden Bridge Steel Workers, etc., all here. Then North Carolina, best spot of this season, Ahooskie, N. C., Maiden White Fair. Governor here during Fair. All Fairs until Thanksgiving. WANT Caterpillar, Tilt-a-Whirl, Octopus, Kiddie Ride or any Rides, Shows and Concessions of all kinds. Write, wire or come on. Address Scotland Neck, N. C., this week.
N. P. ROLAND, WORLD OF FUN SHOWS

BANTLY'S ALL AMERICAN SHOWS
CHESTER COUNTY FAIR, CHESTER, S. C., OCTOBER 11-18, INC., AND SIX SOUTH CAROLINA FAIRS AND CELEBRATIONS.
WANT WHEELS, including Groceries, Toys, Ham and Bacon, Chromium, Grind Stores, Lead Gallery, Ball Games, Novelties.
FOR SALE—Sam Hull's two Shows, SHOWBOAT and UNBORN SHOW. Caterpillar. Reason, two seasons over same territory.
Address Mail and Wires, this week, Darlington County Fair, Darlington, S. C.

DIXIE MODEL SHOWS WANT
For Jacksonville, N. C., Fair, week October 11 to 16; Kingtree, S. C., Fair, October 18 to 23; Bennettsville, S. C., Fair, week October 25 to 30, Shows, Rides and Concessions. What have you? Address, this week, Burnsville, N. C.; then as per route.

JOHN R. WARD SHOWS WANT
Strong Acts for Ten-in-One. WANT Half-and-Half, Comedians and Girls for Minstrel Show. WANT Girls for Hawaiian and Girl Revue. PLACE legitimate Concessions. Four more Fairs, Mississippi. Long season South. Yazoo City, Miss., Fair, week October 4; West Point, Miss., Fair, week October 11. WANT Aerial Free Act.

TIDEWATER STATE FAIR
NORFOLK, VA., WEEK OCT. 11
GREATER GREENSBORO FAIR, GREENSBORO, N. C.,
WEEK OCTOBER 18.
Want Legitimate Merchandise Concessions for these and other fairs to follow.
All address, this week, Wilson, N. C., Fair.
GETLIN & WILSON SHOWS, INC.

CANTON, MISS., COLORED FAIR
Week October 11; Louisville, Miss., White Fair, Week October 18,
Followed by two other good white fairs. Cookhouse and Bingo Wanted to join on wire. Also want Stock Concessions, such as Bowling Alley Fish Pond, etc. Can place Plant Performers for these four Fairs and Winter Show. Address
E. H. BEE SHOWS, INC.
Courtland, Ala., Fair, this week, or come on Canton Fair.

CSSCA TO CONDUCT

(Continued from page 3)
Entertainment—Charles A. Somma, Fritz Sitterding, A. Frank O'Brien, Clarence Riddick, Bennie Somma. Refreshments—Charles A. Weston, George D. Rust, A. L. Toler, James C. Masten, Jack Lyons. Tickets—W. T. Homburg, C. C. Pedigo, Frank A. Billel, L. H. Munday Jr., C. A. Sherry. Degree team—John C. Goode, H. U. Eble, Fritz Sitterding, W. Stuart Sorg, Jack Lyons, Charles Weston, Fred Haffing, George D. Rust, A. L. Dementi, F. E. Rose, E. F. Schmidt.

"LADY LUCK"
Pacific's
NEW ONE BALL
PAY TABLE
Ready Soon!
★ LOWEST IN PRICE!

Modesty IS THE BEST POLICY

• "Maybe we're wrong, but somehow we just don't like to crow about the things we do every day for this, that, and the other operator.

"After all, doing nice things for our customers is the only way we know how to make them our friends. And making them our friends is making us successful!

"So, instead of shrieking about our super-service, our willing cooperation, our string of proven moneymakers—why, we'd much rather have you lend an ear to any of the many who have learned to put their faith in Ponsler.

"In all modesty we urge you to drop in and inspect 'A FRIENDLY FIRM!'"

George Ponsler.



Chi Coin Makes Use Of New Discoveries

CHICAGO, Oct. 2.—"Just like every other business, the coin machine industry owes a large share of its success to the advances which science has made during the last few years," stated Sam Wolberg, official of the Chicago Coin Machine Manufacturing Company. "In fact, the success of our new game, *Chi Coin Derby*, is largely due to the many new scientific discoveries which we have incorporated into the machine.

"From the day this machine was released," he went on, "our engineers predicted that it would take the country by storm. Their predictions were based on the fact that a number of outstanding achievements in the field of science were built into the game. Their predictions have certainly come true, for the steady stream of orders which is pouring in for this game proves beyond measure of a doubt that the operators appreciate the alertness of our engineers in keeping in constant touch with the rapid scientific progress.

Wolberg also announced that a "revised edition" of the *Chicago Coin* success of 1934, *Beamite*, is to make its appearance soon. "We are highly enthusiastic about the possibilities of our 1938 *Beamite*," said Wolberg. "The fact that its predecessor broke all records in 1934, together with the fact that the new edition incorporates many new features, leads us to believe that it will prove the outstanding game of the year. So certain are we of its success that we are booking orders far in advance, even at this early date. Preparations for volume deliveries are under way, assuring operators of an immediate opportunity to sew up their locations for fall and winter play."



C. S. Cooley, Hickman (Ky.) operator, reports that a man using the name of C. E. Lewis has been canvassing operators in Tennessee, Arkansas and Mississippi with manufacturers' circulars and has taken orders at ridiculously low prices, receiving deposits but not delivering the goods. Cooley says he has a warrant for the man's arrest and requests that any operator solicited by such a party please notify him by wire.

Harry Payne, Wurlitzer district manager in Ohio, reports that he installed four *Skee Ball* games in the assembly room at the National Cash Register Company's training school for salesmen at Sugar Camp, Dayton, O. Register showed a total of 86,592 games played on the four machines during a five-week session of the school, Payne claims.

George Ponsler, New York, was host to Sam Gensburg, of Chicago Coin Company, and Jack Keeney, of J. H. Keeney & Company, Chicago manufacturers, recently.

N. Y. Ops' Banquet Has Large Turnout

NEW YORK, Oct. 4.—The combined Amalgamated and Greater New York operators' banquet held Sunday night, October 3, at the Manhattan Opera House was one of the finest coin-machine affairs ever held. Seven hundred and twenty people attended, among which were quite a few out-of-town visitors. The out-of-towners seen cavorting around included Jim Buckley and Ray Maloney, of Bally Manufacturing Company, Chicago; guests of Jack Fitzgibbons; Homer E. Capehart, William Bolles, Robert Bolles, Joe Darwin, J. A. McIlhenny, all of Wurlitzer and guests of Modern Vending; two gentlemen (names slipped our memory) from Concord, N. H., who chartered a plane and flew in from Maine; Sam Wolberg, Chicago Coin; Joe Ash and wife, Tony Gasparro and wife, of London; Oscar Rosenfeld, of Cologne, Germany, all guests of George Ponsler; David Buckman, of the Auto Machine Company, London, guest of Leon Taksen; Charles Katz and wife, of Exhibit Supply Company, Chicago; Al Schlesinger, of Square Amusement, Poughkeepsie; Joe Hersh, Morris Silverstein, Marvin Leibowitz, Jack Jaffe, of Baltimore Vending Company, Baltimore. A detailed story will appear in next week's issue of *The Billboard*.

Report Approval of Multiple Console

CHICAGO, Oct. 2.—A flood of congratulations poured into the Gottlieb home office, according to officials of the firm, following introduction of the new *Derby Console Multiple* with a nine-coin head. Every corner of the country, they report, was represented by letters, telegrams and long-distance phone calls. "Naturally we are gratified by the trade's acceptance of *Derby Console Multiple*," said Dave Gottlieb. "After spending nearly a year in creating the game everyone at our factory feels a mighty keen interest in it. But the trade has certainly used emphasis in stamping *Derby Console Multiple* with its endorsement and approval. They were unanimously enthusiastic over the beauty of the matched walnut cabinet and the brilliant effect of its play. The horse race theme, too, with the spinner-light and third-dimensional effects won high acclaim and many compliments, as has its amazing precision-built mechanism, whereby cycling is prevented.

"The *Derby Console* is just swinging into full production," Gottlieb concluded, "reports say it is enabling operators to get locations they could never reach before. Undoubtedly it will prove just as effective in holding such prime paying locations for them."

Detroit

DETROIT, Oct. 2.—"I confidently expect a pickup in business about the end of October," Louis Berk, Detroit operator, said this week. "Right now things are slow because of usual seasonal conditions. Automobile companies are changing their models and as a result employment is low in the city for the time being. Things will pick up in a few weeks and the operator will profit from that fact then." Operating as the Berk Vending Company, Berk, in partnership with his brother, Morris, has an extensive route of pin games. Louis is also operating a route of scales independently.

M. F. Stewart, Detroit manager of the Automatic Musical Instrument Company, is away on a three weeks' business trip thru the territory.

Albert Neff, of Hamilton, Ont., was a Detroit visitor this week and placed an order for novelty tables with GADCO.

A FRIENDLY FIRM
THE GEORGE PONSLER COMPANY
31 WEST 60TH STREET, NEW YORK CITY (Circle 6-6651)
11-15 EAST RUNYON ST., NEWARK, N. J. (Bigelow 3-6272)
900 NORTH FRANKLIN, PHILADELPHIA, (MARKET 2656)
1435 BEDFORD AVE., BROOKLYN, N. Y. (Main 2-1297)
Cable Address—"PONSLER" N. Y.

Exclusive Distributors for . . .
Chicago Coin—Evans—Genco—Gottlieb—Keeney—Mills—Pacific and Western

IDEAL EXPOSITION SHOWS, INC.
Can place for balance of season, Concessions of every description, including Wheels, Grind Stores, Palmistry, Juice and Grab Joint. Will sell exclusive on Diggers. Week October 11, Great Dunn Fair, Dunn, N. C.; week October 18, South Boston, Fair, South Boston, Va. Write or wire WM. CLICK, Manager, week October 4, Burlington, N. C., Fair; week October 11, Dunn, N. C., Fair.

BROADWAY SHOWS OF AMERICA
Can place Freaks for Side Show. Want Concessions of all kinds, also Ride Help. FOR SALE — Caterpillar complete in good running condition. SANFORD, N. C., COTTON FESTIVAL, Week of October 4. All mail and wires as per route.

STANLEY BROS.' SHOWS
Can place now for balance of season and all winter in Florida, Cookhouse, Shows with own outfits, Rides and Legitimate Concessions. Write or wire CURTIS L. BOCKUS, Mgr., Fairmont, N. C., week of October 4.

WANT FOUR-PIECE GIRL ORCHESTRA
Play Floor Show, York, Pa. Year contract. Write HARRY BOWEN 125 E. Baltimore St., Baltimore, Md.

J. HARRY SIX ATTRACTIONS
Want for Rutherford County Colored Band and Pageant of Progress, Murfreesboro, Tenn., week of October 13. Chairplane, Loop-o-Plane, Tilt-a-Whirl, Whip, Kiddie Autos. Want money-getting Shows of all kinds. Must have own outfits. For Sale—Exclusive Sit-Down Cookhouse, Frozen Custard. All other Concessions open. Address J. HARRY SIX, Owenton, Ky., this week.

SOUTHERN EXPOSITION SHOWS
WANT for Reidsville, N. C. County Fair, the best in the State. Loop-o-Plane, Octopus or any Flat Ride that don't conflict. We have 5 Rides. Want Shows of all kind, 25 per cent. Stock Concessions of all kind: Bowling Alley, Scales, Diggers, Stock Wheels. Price \$10. Write, wire or come on Crozet, Va., this week. FRANK DICKERSON, Manager.

Wanted Performers
Musicians and Side-Show People. Answer. SEAL BROS.' CIRCUS Junction, Tex., October 9.

GET THE GENUINE AND ORIGINAL NOT INFERIOR COPIES
of
EVANS "KEENO" BANGTAILS, GALLOPING DOMINOES, ROLLETO JR.
We Are Exclusive Distributors In S. E. Ohio
Get Our Price before ordering elsewhere. Trade-Ins? Yes! What Have You? We also handle all lines Phonographs, both New and Used. Give us a trial. We try to please without strings.
THE P. K. SALES COMPANY,
6th and Hyatt, Cambridge, O.

WANTED
For Bonafide Fifty-Year Golden Jubilee & Halloween Celebration
Dunellen, N. J., October 25 to 30, Inclusive, on Street.
Shows of merit, clean Concessions, Free Acts, Captain Schultz, special events daily, auto given away. City decorated. Rides booked. First Show in year. Address GOLDEN JUBILEE COMMITTEE, Dunellen Hotel, Dunellen, N. J.

SHIPMAN, VIRGINIA NELSON COUNTY FAIR
One of best Fairs in Virginia, October 12-13-14. WANT Merry-Go-Round, Loop-o-Plane, Loop-o-Loop, Tilt-a-Whirl or any Flat Ride, Shows and Concessions. No exclusives. Willie Green get in touch with me at once. Write or wire JOHN GEORGE, Madison, Va., this week, or EDWARD OLIVER, 881 Earle Theater Bldg., Washington. Other Fairs and Celebrations to follow.

Calcutt Games Travel Many Miles

FAYETTEVILLE, N. C., Oct. 2.—Joe Calcutt, of the Vending Machine Company here, must have felt like doing a little-figuring last week. He announced this week that after checking thru the orders he has received since his mammoth fall sale started he learned that all in all the shipments would travel some 24,560 miles before they all reached their destinations.

"That's approximately around the world," Calcutt stated, "but I expect that the number of machines we are shipping out of here daily will pile up a mileage figure before the sale is finished that will be sufficient to gird the globe three or four times. Some of them will travel as far as Asia, while other go just a few miles.

"We have put a number of newly reconditioned games on the market at bargain prices during the past week," Calcutt concluded. "and we expect our mileage total will increase considerably as soon as the news is broadcast to the trade."

ROUTES

(Continued from page 84)

Crafts 20 Big: (9th & Atlantic) E. Los Angeles, Calif., 4-10; Oxnard 11-16. Crescent Am. Co.: Dublin, Ga.; (Fair) Milton, Fla., 13-16. Crowley's United: Wichita Falls, Tex. Crystal Attrs.: (Fair) Bowie, Tex., 6-9. Crystal Expo.: (Fair) Pageland, S. C.; (Fair) Camden 11-16. Cumberland Valley: (Fair) Jonesboro, Ga.; (Fair) Carrollton 11-16. Curl, W. S.: Franklin, O., 4-7; Brookville 9-13. De Luxe Shows of Amer.: (Fair) Albemarle, N. C.; (Fair) Monroe 11-16. Dixie Expo.: (Fair) Houston, Miss.; (Fair) Eufaula 11-16. Dixie Model: Burnsville, N. C.; Jacksonville 11-16. Dudley, D. S.: (Fair) Henrietta, Tex.; (Fair) Throckmorton 11-16. Dyer's Greater: Ripley, Miss. Elite Expo.: (Fair) Ozark, Mo.; (Fair) Heber Springs, Ark., 11-16. Eureka: Oxford, N. C.; Sumter, S. C., 11-16. Evangeline: Checotah, Okla. F & M.: (Fair) Chesterfield C. H., Va., 7-9. Fairly-Martone: Webb City, Mo.; (Fair) Springfield 10-16. Gibbs, W. A.: Sedan, Kan.; Nowata, Okla., 11-16. Gold Medal: (Fair) Corinth, Miss.; (Fair) Athens, Ala., 11-16. Golden State: Hayward, Calif., 5-10; South San Francisco 11-17. Goodman Wonder: Ft. Smith, Ark. Great Sutton: Sikeston, Mo.; Osceola, Ark., 11-16. Greater American: Palmyra, Mo.; Mexico 11-16. Greater U. S.: McAlester, Okla.; Hugo 11-16. Greater United: (Fair) Athens, Tex.; Austin 11-16.

ATHENS, TENN.
TWIN COUNTY FAIR
WEEK OCTOBER 18,
WANTS Concessions of all kinds, Games, Eating Stands, Shows of all kinds, CAN BOOK Loop-o-Plane, Kiddie Rides. Other Rides are sold. Will sell Custard exclusive. This is a bona-fide Fair, Horse Track, Free Acts, Full Line of Exhibits, Etc. Address
THOMAS AITON,
Robert E. Lee Hotel, Athens, Tenn.

CONCESSIONS OF ALL KINDS OPEN
COME ON AND GET YOUR WINTER'S BANK ROLL.
Week October 11, Five-County Fair, Newbern, N. C.; week October 18, Colden Belt Fair, Henderson, N. C.; week October 25, Great Four-County Fair, Suffolk, Va. Reasonable privilege and three weeks' work assured.
WEST'S WORLD'S WONDER SHOWS
Williamston, N. C., this week.

EUREKA SHOWS WANT
FOR SUMMER, S. C., FAIR, WEEK OCT. 11. Kiddie Rides and one Flat Ride. CAN PLACE Shows, all kind, WANT Legitimate Concessions, all kind. Will sell Bingo and Diggers exclusive. Cut until Xmas. All address
STANLEY ROBERTS,
Oxford, N. C., this week.

GREATER U. S. SHOWS
Out all winter. WANT all kinds Concessions except Cook House, Bingo and Percentage. Must have silver agents. WILL BOOK same Merry-Go-Round. Here, large one for sale. This week, McAlester, Okla.; then Hugo.

Groves: Marshall, Ill.; Clinton, Ind., 11-16. Haines, Bill: Palestine, Tex. Heller's Acme: (Fair) Bedford, Va., 4-8; (Fair) Amherst 11-16. Hennies Bros.: (Fair) Tupelo, Miss.; (Fair) Columbus 11-16. Henry, Lew: Weldon, N. C. Heth Bros.: (Fair) Scottsboro, Ala.; Sylacauga 11-16. Heth Bros.: (Fair) Oneonta, Ala.; (Fair) Decatur 12-16. Hilderbrand United: (Fair) Roseville, Calif., 6-10; Oroville 12-17. Howard Bros.: (Fair) Ottawa, O. Hurley Bros.: (Fair) Delta, Mo. Hurst, Bob: (Fair) New Boston, Tex.; (Fair) Quitman 12-16. Hyde, Eric B.: Thomaston, Ga.; (Fair) Winder 11-16. Hyde Park: Wilson, Okla. Isler, Rector: Ark. Jacobs, Wm. B.: Greenville, O.; Kenton 11-16. Jones, Johnny J., Expo.: (Fair) Hickory, N. C. K. G. Am.: Ilmo, Mo. Kaus United: (Fair) Kinston, N. C.; (Fair) Chase City, Va., 11-15. Kaus United No. 2: Farmville, Va. Keystone: Bryson City, N. C. Landes, J. L.: (Fair) Hillsboro, Kan. Lang's, Dee, Famous: (Fair) Trenton, Tenn.; (Fair) Batesville, Ark., 11-16. Lawrence East: Conway, S. C. Lewis, Art: (Fair) Danbury, Conn. Liberty National: (Fair) Alamo, Tenn. Littlejohn, Thos. P.: Troy, Ala. McClellan: (Fair) Greenwood, Miss. McKee Am. Co.: Madill, Okla. Marks: (Fair) Mt. Airy, N. C.; (Fair) Rock Hill, S. C., 11-16. Midwest: Erick, Okla., 7-9; Tucumcari, N. M., 11-16. Miller Bros.: Drumright, Okla. Miller Amusements: (Fair) McComb, Miss.; (Fair) Franklinton, La., 11-16. Miller, Ralph R.: McComb, Miss.; (Fair) Franklinton, N. C., 11-16. Miner Model, No. 1 and 2: (Fair) New Holland, Pa.; (Fair) Ephrata 11-16. Model: (Fair) Covington, Ga.; (Fair) Sandersville 11-16. Modernistic: (Fair) Hendersonville, N. C. Naill, C. W.: (Fair) Olla, La. Orange State: Blue Ridge, Ga. Page, J. J., Expo.: (Fair) Gainesville, Ga.; (Fair) Eastman 11-16. Pan-American: Harrison, Ark. Peerless Expo.: Elkins, W. Va. Reading's United: (Fair) Huntingdon, Tenn.; (Fair) Brownsville 11-16. Regal: United, Mexia, Tex. Reynolds & Wells United: Walnut Ridge, Ark. Rogers & Powell: (Fair) Roxie, Miss. Rogers Greater: (Fair) Parsons, Tenn.; (Fair) Alamo 11-16. Royal Palm: Fayette, Ala. Royal American: (Fair) Pensacola, Fla.; (Fair) Jackson, Miss., 11-16. Rubin & Cherry Expo.: (Fair) Atlanta, Ga., 7-16. Santa Fe Expo.: Elk City, Okla., 4-10. Sheesley Midway: (Fair) Charlotte, N. C. Shugar, Doc: Clayton, Okla. Siebrandt: Kingman, Ariz. Six, J. Harry, Attrs.: Munfordville, Ky. Six, J. Harry, Rides: Owenton, Ky. Small, Harry L.: (Fair) Covington, La.; (Fair) Donaldsonville 11-16. Smith's Greater Atlantic: Hamlet, N. C. Sney Greater: (Fair) Leesville, La.; (Fair) Natchitoches 11-16. Sol's Liberty: (Fair) Caruthersville, Mo., 6-10; Kennett 12-17. Southern Expo.: Crozet, Va. Southern States: (Fair) Alma, Ga. Southern Attrs.: Patterson, Ga.; Soreven 11-16. Spencer, C. L.: Covington, Tenn.

State Fair: (Fair) Sherman, Tex.; (Fair) Denton 11-16. Stoneman's Playland: (Fair) Greeneville, Tenn. Strates: (Fair) York, Pa.; (Fair) Petersburg, Va., 11-16. Sunset Am. Co.: (Fair) Aurora, Mo. Texas Longhorn: (Fair) Center, Tex. Texas Kid: (Fair) Muleshoe, Tex. Tidwell, T. J.: (Fair) Allen, Tex.; (Fair) Ballinger 11-16. Tip Top: Hemingway, S. C. Toffel's: Henryetta, Okla. Valley: (Fair) Lockhart, Tex.; (Fair) Pearsall 11-16. Wallace Bros.: (Fair) Kosciusko, Miss.; (Fair) Tylertown 11-16. Ward, John R.: Yazoo City, Miss.; West Point 11-16. West, M. R.: Lagrange, Ind. West Coast Am. Co. (Fair) Colusa, Calif., 7-10; Oakland 12-18. West, W. E., Motorized: Coffeyville, Kan. West Bros.: Am. Co.: (Fair) Bentonville, Ark.; (Fair) Hot Springs 11-16. Western State: (Fair) Roswell, N. M.; (Fair) Lamesa, Tex., 11-16. West's World's Wonder: (Fair) Williamson, N. C.; (Fair) Newbern 11-16. Work, R. H.: Manning, S. C. World of Myth: (Fair) Winston-Salem, N. C.; (Fair) Raleigh 11-16. World of Fun: (Fair) Scotland Neck, N. C. Yellowstone: Breckenridge, Tex.; Spur 11-16. Zimdars Greater: (Fair) Dyersburg, Tenn.; (Fair) Yazoo City, Miss., 11-16. Zeiger, C. F., United: (Fair) Douglas, Ariz.

Additional Routes

(Received too late for classification)
Daniel, Magician: Muskegon, Mich., 5-6; Kalamazoo 7-8; Dowagiac 9; South Bend, Ind., 11-12. Darr-Gray Show: Ozark, Ark., 4-9. Gilbert Comedians: Cordele, Ga., 4-9. Walker Family Show: Willie, Ga., 4-9.

Decatur Company Signs Agreement With IABP&B

PITTSBURGH, Oct. 2.—General Outdoor Advertising, of Decatur, Ill., has signed an 18 months' agreement with Local 63 of the International Alliance

AROUND THE WORLD

STONER'S

ONLY \$74.50 TAX INCLUDED

ORDER TODAY

STONER Corp
AURORA, ILL.

WANTED — WANTED — WANTED

CRAFTS

No. 1—20 BIG SHOWS
No. 2—GOLDEN STATE SHOWS
No. 3—WORLD'S FAIR SHOWS

40—WEEKS IN CALIFORNIA—40

No Rain—No Blowdowns—No Muddy Lots—Can Place for Season 1938—Opening February 12, on Mexican Border—Any Money-Making Shows of Merit with or without own outfits; Capable Showmen, write us. Also Legitimate Concessions wanted. Panel Front Designer and Builder. Will Buy No. 5 Eli Wheel in good condition for cash. Address

CRAFTS SHOWS, San Bernardino, Calif.

BANNER ASSORTMENT

Excellent Finish — Artistically Decorated — Packed 24 Assorted to Shipping Carton (No Less Sold). Sold in Assortments Only. 50% Cash Deposit Required on All Orders (No Exceptions).

DIRECT FROM FACTORY TO YOU!

CREAM CITY ART CORPORATION
3522 W. PIERCE ST., MILWAUKEE, WIS.

of Billposters, Billers and Distributors, IABP&B President Leo Abernathy announced today. Negotiations were conducted by William L. Oliver, Local 63 secretary.

Parleys are under way between Mark Must, business agent, of New Castle, Pa., IABP&B Local 118, and Max Ludwig, owner of the Max Ludwig Advertising Company, seeking settlement of a strike in the Lawrence county seat, Abernathy also stated, before leaving for the AFL convention in company of Emil Conrath, of Local 5, and Harry Gunderson, of Local 1.

COMING AT YOU SOON!

Pacific's 'LADY LUCK'
NEW 1 BALL PAY TABLE

7 DAYS TRIAL

MONEY BACK GUARANTEE
On **REEL-SPOT**

Operate REEL-SPOT For 7 Full Days and if you are not fully sold on this machine for any reason we will refund your entire amount of \$29.75. You take no chances with REEL SPOT! Wire your order now! (Enclose 1/3 Deposit.)



Only **\$29.75** TAX PAID

GERBER & GLASS 914 Diversey Blvd. CHICAGO

Attention!!

Canadian Operators
 why wait?
Now from Canada

Order all your Requirements Direct

"Slots" --- Pin Games --- Phonographs

Dis-tributors for **Mills Novelty Genco, Inc. Bally Mfg. Co.** The Three Leaders

Quebec Coin Machine Regd.
 1247 Guy St., - - Montreal, Can.
 Phone—Wire or Write

New Coin Firm Is Launched in Tulsa

TULSA, Okla., Oct. 2.—D. J. Mahoney and R. P. McGinnis, of the Rex Novelty Company, Chicago, together with C. M. McDaniels, of the Enid Mint Company, Enid, Okla., have opened a new operating firm here under the name of the Triple M Service Company.

Firm plans to operate Stewart-McGuire cigaret machines and Wurlitzer phonographs. They also plan to handle the sale of various other types of coin-operated equipment. Offices of the firm are located at 708 South Main street.

"We plan to give operators in this region the best service to be found," stated D. J. Mahoney. "In fact, one of the keystones of our business is going to be service."

fact that the combination of light-up action and ball action provide an extremely powerful appeal for the pin-game devotee. He advises that the light-up action on 1937 Genco Football more nearly approximates the actual play on the gridiron than any other game yet devised. "Not only are 10 and 30-yard runs and touchdowns shown in lights on the big Genco backboard, but additional thrills are provided by action on the backboard that shows the kick-off, the run-back and the tackle in lights. To date this is the most realistic football action ever presented, and if there were no other reason Genco 1937 Football would still be the biggest hit of the year. But with other exclusive Genco features built into the game, among them the Genco reward adjuster, Veeeder counter and the combination of bumper springs and Genco flash contacts, the success of the game is definitely assured."

Genco Describes Firm's Latest Hit

CHICAGO, Oct. 2.—From the executive offices of Genco, Inc., David Gensburg issued the following statement early this week. "Taking advantage of the opening of the 1937 football season in collegiate and professional circles and of the ensuing hot interest in the various conference and league races, we are releasing a novelty game that will, in the opinion of interested parties, prove to be the year's outstanding novelty game location attraction. The game is our 1937 Football. The advance orders placed with us during the last few days are a certain indication of the future success of the game.

"Naturally," continued Gensburg, "the mere fact that 1937 Football has been accepted by distributors in such a whole-hearted manner is not wholly responsible for the sudden popularity of the game. Its acceptance by the operating fraternity is a result of that confidence plus a combination of outstanding features such as only Genco engineers can conceive."

Gensburg went on to describe the various features of the game, stressing the



W. C. FITZGERALD, of Central Vending Company, Bally distributor in Bloomington, Ill., recently opened the modern cinema palace pictured above in that city.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS 44 Boxes of High-Grade Candy—1 Lb., 3/4 Lb., 1/2 Lb. 6 Jars of Assorted Filled Candy. 5 Lb. Box Assorted Chocolates for Last Punch. 1 300-Hole Salesboard.

COSTS YOU \$5.50 TAKES IN \$15.00

QUICK TURNOVER DEAL

Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 39.

24 WINNERS 24 1-Lb. Boxes of Chocolates. 1 24-Hole Salesboard.

COSTS YOU \$4.25 TAKES IN \$8.00

20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK, N. Y.

CANDY HOLIDAYS FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box. **70c**

5-Lb. Box of American Mixed Hard Candy. Per Box. **60c**

All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

Slug Visible Slotted Coin Counter



MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be your business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



Wrapper Tubes, 75¢ per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices. Accurate Coin Counter Co., Fatton, Pennsylvania

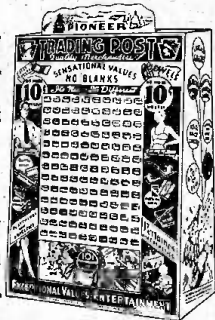
Baseball Game's Popularity Grows

CHICAGO, Oct. 2.—Baseball pennants may come and go, favorites may fall by the wayside, but the popularity of coin-operated baseball games continues to increase, according to officials of Rock-Ola Manufacturing Corporation, whose World Series baseball game is said to be going as strong now as when first introduced nearly a year ago.

"The continued and increasing popularity of the game has been a pleasant surprise to operators," said a Rock-Ola official. "It has not been such a big surprise to us, for we felt from the start that the use of lifelike figures of noted ball players, together with their almost human actions when the machine is played, would arouse keen interest among baseball lovers. It has worked out just that way. Reports from hundreds of operators indicate that the game gets a steady and consistent play and the interest in World Series shows no sign of waning."

HERE'S A SALES DEAL WITH REAL PULL!

Everybody Goes for TRADING POST Because Everybody Draws a Prize.



THERE'S NO BLANKS

130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in .. \$13.00

No. BP 30 Per Deal \$6.60

N. SHURE CO.
200 W. Adams St.
CHICAGO

Jennings Announces Ciga-Rolla Machine

CHICAGO, Oct. 2.—After many months of research plus the expenditure of thousands of dollars, officials of O. D. Jennings & Company announce that their newest creation, the Ciga-Rolla automatic payout cigaret machine, is ready for the market.

"From the Automatic Golf Ball machine has evolved the new Ciga-Rolla," states W. J. Ryan, vice-president and general manager of the firm. "Theoretically, similar principles are manifested in conjunction with our own patented manual controlled delivery." Ryan went on to describe the machine, stating that it was somewhat similar to the usual six-column floor model cigaret vender, but that on top of the columns was the famed Jennings coin chute and the spinning reels. When the player hits a combination that plays off the machine will award him packages of cigarets of the brand he prefers, Ryan stated.

"The beautiful cabinet and flowing design of the new Jennings product is sure to create a great deal of comment in the trade," Ryan went on. "We believe that it would be hard to find a more opportune time than the present to release this latest Jennings creation. Operators and other prospective purchasers of the machine have been holding their bootstraps for some time waiting for something new in the way of coin-operated machines which would enable them to get the most out of their respective business. We believe Ciga-Rolla is the answer. It fills a need that has existed within the industry for some time, and it is sure to bring exceptional earnings to the wide-awake operators who get on the band wagon right now.

"We took our time producing the machine," he continued, "testing every part of it until we were certain that it would render perfect trouble-free service. We have poured all the engineering skill and experience of our trained engineers into it and we are backing it to the limit. Many prominent distributors who have been fortunate enough to get a preview of the machine have highly indorsed it. The tests we have made on it out on the firing line have proved to us that it is a real money-maker. We have been quietly manufacturing the machines for some time," Ryan concluded, "for we wanted to have a sufficiently large supply on hand in order to meet the flood of orders already booked. Now that we have a sufficient quantity of machines on hand we are announcing the Ciga-Rolla to the trade, knowing that we can guarantee immediate shipment of all orders."

Official Condemns Use of False Tags

WASHINGTON, Oct. 2.—In an order affecting certain types of machines, the State attorney of Maryland is reported to have given approval to pinball machines or other machines operated by a plunger where a degree of skill is necessary. Owners of other machines will be given an opportunity to demonstrate

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

SLOTS -- CONSOLES -- ONE-BALLS PHONOGRAPHS -- CIGARETTE MACHINES

Bargains! Bargains! Bargains!

Cherry Bells. Serials Over 400000	\$ 67.50
Blue Front Mystery Bells	57.50
Blue Front Mystery Gold Award Bells	52.50
Watlings Rol-a-Tops Mystery Bells and Venders	37.50
Pace Comet (Almost New) Mystery	49.50
Mills Yellowheads (Factory Rebuilt)	47.50
Mills Q. T. 5c Play (Used 3 Weeks)	39.50
Mills War Eagle 5c and 10c Play Bells	44.50
Mills Lionheads (Perfect Condition)	22.50
Caille A.C. 7-Coin Slot, Reg. \$287.50 (Used 1 Wk.)	149.50
Ray's Track (Serial 1800 and 3500)	137.50
Evans Roulette	89.50
Pamco De Luxe Bell	89.50
Fast Track (Western)	99.50
Galloping Dominos	159.50
Paces Races, 25c Play (Brown Floor Samples)	295.00
Wurlitzer P-12	124.50
Dance Masters	99.50
Do Re Mi—1936	139.50
Rock-Ola—1936	139.50
Stewart McGuire, 7-Col.	69.50
Rotary Merchandisers	89.50
Bally Caroms	44.50
Bally Skipper	24.50

1/3 Deposit—Balance C. O. D.

WE SUPPLY THE WORLD FROM OUR OWN BACK YARD

ORDER & GLASS 914 DIVERSEY CHICAGO, ILL.

RENEWED & GUARANTEED MECHANICALLY PERFECT

- 1 Exhibit Rotary Merchandiser, like new \$87.50
- 1 Mutoscope Magic Finger, like new \$7.50
- 5 1936 Electric Hoists, perf. cond. 37.50
- 10 1935 Electric Hoists, perf. cond. 79.50
- 1 Mutoscope Fan Bottom 92.50
- ONE BALL-PAY-OUT TABLES.**
- 4 Classics, used five weeks \$89.50
- 4 Golden Wheels, perfect condition 89.50
- 2 Preakness 65.00
- 1 Turf Champ 60.00
- 1 Gottlieb Derby Day, Mystery Clock, Ticket 59.50
- 2 Gottlieb Speed King, Mys. Clock 59.50
- 4 Caroms, used very little 57.50
- 2 Springtimes, good as new 49.50
- 3 Stoner's Air Races 49.50
- 1 Paddock, used very little 49.50
- 2 Winners 49.50
- 2 Royal Races, excellent condition 39.50
- 1 Mazuma, good as new 35.00
- 1 Hialeah, perfect condition 35.00
- 5 Double Headers, slightly used 29.50
- 1 Hi-De-Ho, slightly used 29.50
- 2 Pamco Patooka, Srs. 29.50
- 3 Multiples, reconditioned 25.00
- 2 Tycoos, new type head, elec. bak. 25.00
- 1 Daily Races, rewired & rewired 15.00
- 1 Bally Derby, reconditioned 15.00
- 1 Ace, good as new 10.00
- 4 Jumbos, reconditioned 10.00
- 1 Triple Reel 19.50
- 1 Pari-Mutuel, Sr., six slots 19.50
- NOVELTY GAMES.**
- 3 Ball Fans, used as sample \$12.00
- 2 Bumpers, used as sample 12.00
- 1 Fire Ball, used as sample 12.00
- 4 Home Runs, used as sample 12.00
- 1/3 Deposit with Order, Balance C. O. D.

Sroy Vending Co.
406-408 W. Franklin St.
Baltimore, Md.

BARRELS OF JACK

Tap This Newest Harlich Barrel Board for Big, FAST PROFITS

No. 704 600 Holes
Takes in \$30.00
Definite Payout 15.35

GROSS PROFIT \$14.65

Get the Details. Write, Stating Your Line or Business to

HARLICH MFG. CO.



1401-1417 W. JACKSON BLVD. CHICAGO, ILL.



ALAMO SALES COMPANY (Earl Reynolds, San Antonio) and some of the merry-makers at a surprise party arranged by friends of Mr. Reynolds September 12. Over 300 guests registered during the celebration.

the legality of their machines in Circuit Court, it was indicated, if they wish to demonstrate them. It was also ruled by the State's attorney that claw machines are machines requiring a certain amount of skill and are therefore legal under the State law licensing pinball machines.

Certain types of machines which have been removed from locations by officials had been licensed and had the official tags, but they were listed on the license records as pinball games, officials found. The State's attorney condemned this as an "incorrect classification."

Several years ago State's Attorney Pugh issued a stringent order directing police to arrest any person operating any kind of chance games, including those in operation at firemen's and church carnivals. Even his own church had to cancel plans to operate paddle machines and bingo stands at its carnival as the result of his order. Maryland General Assembly subsequently amended the gambling law to permit such games when operated by charitable or fraternal orders.

SALESBOARD MEN WANTED

To work Salesboard Deal in New York City. NO INVESTMENT. Phone Watkins 9-3421. Ocean View Day Nursery 1123 Broadway, New York City.

Lowest Prices **NEW 1 BALL PAY TABLE by Pacific**
"LADY LUCK"
READY SOON

New England

BOSTON, Oct. 2.—Ann (Cohen) Brown is the new brunet, attractive and efficient secretary annexed by the Trimount Coin Machine Company, thus adding another cog in the firm contingent which makes the Trimount wheels go round and round to better business.

Charles Firestein, of the Triangle Vending Machine Company, Providence, with locations in Rhode Island and Massachusetts, has boosted its photographic machine list by 21 via Seeburg Royale and Rex boxes.

M. E. Thiede, New England factory representative for the J. P. Seeburg Company, completed a trip into Southwestern Connecticut, seeing to it that Seeburg phones were given adequate display space.

Louis Blatt, of the Atlas Coin Machine Company, spent several days in Connecticut looking over the territory in which many of his machines have been placed thru operators. This junket will give Louis a better chance to understand conditions and problems in the Nutmeg State and to be in a better position to service his buyers.

Samuel H. Orenstein, Providence operator, who is a health instructor on the side, has sent his check to New York for World Series tickets. He leaves the end of this week for a 10-day Gotham stay, with Pat Smith, owner-manager of the Pat Smith New England All-Stars, baseball aggregation of Foxboro, Mass.

George J. Scarfo, young, good-looking office manager of Westrock, Inc., distributor of Rock-Ola and Western Equipment products, has branched out into the operative field with peanut vendors and he has intentions of forging ahead with candy machines and eventually Rock-Ola phonographs, he says. Locations were obtained after office hours and within a three-day period. He retains his Westrock job.

Ben Palastrant, of Supreme Amusement Company of New England, distributor for Wurlitzer phonos, is rejolcing over the receipt of 50 616-A jobs. He's had to wait some time before his order could be filled.

Betty Lakin, Trimount office manager, regretfully, yet with a smile of satisfaction, reports that shipments for Snacks multiple vending machines are from six weeks to two months behind. David S. Bond, Trimount president, currently on a 10-day trek to Chicago, created and designed the Snacks machine, which is beginning its third year of production.

Ed Sussman, Seeburg operator, of Cambridge, Mass., has returned from the American Legion fiesta unscathed and has decided to go into music buying on a bigger basis than ever. He is much impressed with the new models.

A note of sympathy to Gerald Waterhouse, New Bedford operator, on the loss by death of his mother, Mrs. Jane Waterhouse, last week.

Everard Richardson, of Brighton, Mass., mechanic at the Atlas Coin Machine Company, has returned from a belated five-day honeymoon to the White Mountains with his bride of four weeks, Pearle Alexander, of Dedham, Mass.

Salve Gersoneni, mechanic for good-natured Johnny Fiore, Hub operator, has become the father of a 9½-pound girl born to Mrs. Gersoneni at the Boston Lying-In Hospital.

Louis Blatt not only has a headache from a cold but says he has a headache from the whirl of Royale and Rex orders flooding his establishment.

Shay Forecasts a Big Month for Ops

CHICAGO, Oct. 2. — There's a big month in store for operators of Mills equipment, according to Vince Shay, sales manager of the machines division of the Mills Novelty Company. "Yes, sir," stated Shay, "one doesn't have to be a

Announcing
The Opening of a Third Atlas Office
in Miami, Florida,
At 1326 W. Flagler St.

The new Amusement Game Headquarters of Florida—the Atlas Miami branch. Complete with all the newest machines from the leading manufacturers. Come in—partake of some genuine Atlas hospitality. Learn for yourself why Atlas operators always do better.

Under Personal Supervision
of "brother",
EDDIE GINSBERG



ATLAS NOVELTY CO.
2200 N. Western, Chicago • 1901 5th Ave., Pittsburgh
New Office: 1326 W. Flagler St., Miami, Fla.

EXTENDING
ATLAS PERSONAL
SERVICE TO
THE SOUTH



World's Champ
Sensational Winner
NO BLANKS EVERY TIME
FREE KNOCKOUT VALUE
FREE PRIZES FREE

No. 330K80—WORLD'S CHAMP MERCHANDISE DEAL—A knockout for sales and profits. Good the year 'round. It's new—novel—fascinating. Popular in parks, taverns, smoke shops, clubs, resorts, etc. A sensation! No blanks—every play's a winner. Suspense, surprises and laughs galore. Everybody likes to try their luck. The flashy, brightly colored cabinet has 70 tabs on the front, each printed with the name of a prominent boxer and having a number concealed on the reverse side corresponding to a numbered package in the back of the cabinet. Last sale receives "Surprise Package" worth 50¢ or more. Start now and let World's Champ bring you easier profits faster. 70 tabs sell at 10¢ each. Deal takes in \$7.00. Sells to dealer for \$5.25 to \$5.50. (Weight 8 lbs.) Costs you, each, \$3.50. In lots of 15 or more, each .25¢ deposit. Balance C. O. D.

ASK FOR OUR NEW CATALOG 375. With Hundreds of New Fall and Holiday Profit-makers. Mention this ad. Wholesale Only.

JOSEPH HAGN COMPANY
Manufacturers and Distributors,
223 West Madison Street, Chicago.

18 Ray's Track	\$99.00
14 Paces Races	\$69.00
16 Chuckalettes	\$69.00
22 Jockey Clubs	\$69.00
12 Western Winners	\$59.00
16 New Jennings Chiefs	\$59.00
Never Out of Crates	
12 McCoys	\$49.00
18 Tycoons	
8 Railroads	
32 Caroms	\$39.00
11 Crabstakes	
8 Turf Champs	
17 Challengers	\$19.00
16 Multiples	
8 Bonus	

MONEY-BACK GUARANTEE
Wire 1/3 Dep.—Immediate Shipment

OUR NEW HOME
UNITED AMUSEMENT CO.
310 South Alamo,
SAN ANTONIO, TEXAS

fortune teller to see that this October shows all the signs of a sure winner for operators who have our new Clocker or Flasher on location. The two new games are taking the operating fraternity by storm. Enthusiasm for the money makers is contagious, for day after day orders pour in for the two favorites in increasing numbers.

"That's not the only reason this month is going to mean so much to Mills operators, however," Shay went on. "To make this October bigger than ever for our many customers we are giving every coinman the chance to get one of our sensation Melon Bell machines absolutely free by simply complying with the terms of our special October offer. In short, this offer means that if a customer purchase a total of \$1,000 worth of equipment from us within the month we will give him a Melon Bell free.

"There're no strings to this offer," Shay concluded, "and with two sensational machines like Clocker and Flasher to take in the money for the operators we believe we have set the amount of purchases required for this free Melon Bell at a ridiculously low figure. We expect to award a large number of these machines to members of the operating fraternity. This is a real profit-sharing offer that will continue to pay big dividends to the winners for many, many months to come, and we are quite certain that all our friends in the industry are going to grab up this opportunity."

McGALL'S WEEKLY GUARANTEED BARGAINS

AUTOMATICS	PREVIEW	AUTOMATICS	SLOTS
Hollywood \$12.50	Winner \$9.50	Millie Lionhead, S.J. \$17.50	P. 50
Air Derby \$8.50	Mammoth 12.50	Waiting Roll-A-Top 42.50	10¢
Fence Buster 17.50	Paerless 4.50	Watling Treasury, F. 22.50	
Stop Casino 8.50	Rex 4.50	V. (50) 7.50	
Big Casino 49.50	Propagator 8.50	Millie Junior Silent 32.50	
Sportsman 4.50	Grand slam 4.50	Millie Yellow Front. 42.50	
Stampade 2.50	Liberty Bell 6.50	Millie Blue Front. 22.50	
Game Rush 12.50	Double Score 6.50	Millie Dial (50) 22.50	
Golden Ballot 4.50	Double Header 12.50	Millie Doughboy 22.50	
Gold Award 12.50	Sunshine Derby (Dice) 17.50	Callie (50) 22.50	
Sunshine Baseball 12.50	Reliance 17.50		

1/3 Deposit, Balance C. O. D. Cable Address: "McGalloco." Phone: Jefferson 1844. Send for Our Latest Price List No. A-201.

3147 LOCUST ST. ST. LOUIS, MO.

HERE'S A NATURAL for SALESBOARD OPERATORS

TREASURE CHEST

Consists of two fine quality indestructible Pearl Necklaces, one Single Strand Necklace and one Three-Strand Necklaces, both strung on crown shape rhinestone clasps set with 42 fine quality, brilliant rhinestones; in beautiful Treasure Chest together with 30-hole SALESBOARD.

\$200

Takes in \$6.99—your Profit on Each Deal \$4.99

Take advantage of this sensational Offer. Send \$2.25 for Sample Deal. Write for Quantity Prices and Territory.

25% Deposit, Balance C. O. D. TRANS-PACIFIC IMPORT CO., 893 Broadway, New York City.

BARGAINS

DOUBLE ACTION \$18.50	TACKLE \$7.50	EXCEL \$7.50	RAYS TRACK, Serial Over 2500, Factory Reconditioned \$142.50
SKIPPER \$9.50	SHORT SOX \$7.50	LIGHTS OUT \$7.50	DIGGERS (4 Up) \$39.50
SKOOKIE \$22.50	EAGLE EYE, Bally \$140.00	TRAP SHOT \$7.50	WURLITZER P412 \$160.00
GOOSE BOARD \$9.50	HOME RUN \$18.50	RHYTHM KING 12, Late 1937 \$185.00	SEEBURG SYMPHO-NOLA \$130.00
RACK EM UP \$10.00	EQUALITE \$20.00		
HI DE HO \$9.00	SENSATION \$5.00		
RICOCHET \$18.50			
3 STAR \$10.50			

All Games in A-1 Condition. Write for our 300 Used Bargains In One-Third Deposit, Balance C. O. D. ISETS COIN MACHINE CO., 1309-11 63rd Street, Kenosha, Wis.

DERBY MULTIPLE 9 COIN HEAD Console

SUPREME IN CLASS AND EARNINGS!

**ULTRA EYE-APPEAL
ULTRA PLAY-APPEAL
ULTRA PROFIT-POWER**

The crowning masterpiece of modern engineering! Combines the greatest array of play-compelling features ever included in a game! DERBY CONSOLE MULTIPLE has EVERYTHING—furious action!—modernistic beauty!—irresistible appeal!—MASS EARNING POWER!

MULTIPLE 9-COIN SLOT—up to 9 plays possible at one time! Coin in Chute selects corresponding horse. Odds from 4-1 to 40-1 automatically posted on back panel. If all 9 horses are played, Field or Daily Double may be won by any one of 9 Players with odds of 20-1! Magnificent de luxe cabinet of matched walnut veneer! Silver-etched multi-colored plate glass field! Spinner-light playing action! Mystic 3rd Dimensional back panel.

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST.
CHICAGO, ILL.

New precision-built mechanism, highly simplified! Entire mechanism, including coin head, easily accessible by raising playing field. DERBY CONSOLE MULTIPLE will GET you the best locations and enable you to HOLD them with a steady stream of BIG-TIME PROFITS!

- ★ **MAMMOTH CONSOLE** de Luxe Cabinet, 20" deep, 38" long, 55" high. Matched walnut veneer, chrome trim. Disappearing handles for transporting.
- ★ **MULTIPLE 9-COIN CHUTES** take up to 9 coins at one time! Earning capacity, nine-fold!
- ★ **SPINNER LIGHT PLAYING ACTION.**
- ★ **CYCLE ARRESTER**, absolutely prevents cycling; foils sharp-shooter systems.
- ★ **ADJUSTABLE AWARDS**, Automatic electrical control.
- ★ **HAMMOND ELECTRIC CLOCK, 6-WAY FUSE**, and scores of other features.

**SCORING A BIG HIT!
DERBY CONSOLE
WITH MYSTERY SINGLE SLOT!**



ELECTROPAK
(AC). Equipped.
TICKET MODEL EXTRA
5c. Play.
IMMEDIATE DELIVERY
SEE YOUR DISTRIBUTOR OR WRITE

British Editor on Used Games Market

Editor's Note: The used machine problem in England is discussed in the following article, which appeared in the coin-machine section of *The World's Fair*, London, of September 18:

"What will be the ultimate solution to the problem of used tables? It cannot be denied that such a problem does exist or very soon will. The more so when the seaside operating seasons end, for all cannot possibly be absorbed by the numerous new arcades which it is rumored are to be opened in London and other prominent centers. There will no doubt be some keen buying—and selling—of the used bumper types, but what of the earlier patterns, of which there still seem to be so many lying idle? Many of these are already offered at prices which surely can allow of no further reduction, so much so, in fact, that one cannot resist the temptation to say, how have the mighty

fallen. 'Smash hits' of not so very long ago are now listed even so low as mere shillings and pence. Still more get added to the used table market as later hits begin their fall from grace. Pouring even more water into the flood, outlets for used machines are sought direct here by American jobbers, whose advertising, it is worth noting, we have frequently declined to accept as being in direct competition with our own home advertisers. I am sure I could not justly be accused of exaggerating were I to say the used table market was getting somewhat clogged. The continued existence of so many used tables obviously has brought about very keen competition among those whose business largely concerns the selling of such machines. The heavy production which had been experienced and the fact that an average table must depreciate with some rapidity well high rules out any regulation or stabilization of prices for used machines of this class. It has been said more than once that *The World's Fair* could help by putting a ban on the advertising of prices. But why put the onus of what is perhaps a not always happy state of affairs on us? It is our policy to give whatever assistance lies in our power, but even if we give any sort of lead at any time it is surely not our business to try to teach or dictate to any particular business. Furthermore, we have to give consideration to the buyer who purchases *The World's Fair* in search of information. If the sellers among themselves choose to adopt a certain policy that is their business and not ours.

"In the meantime it would be of interest to hear what the buyers have to say about the used machine market, and we should welcome letters, not necessarily for publication, from them wherein they express their views. On this question of advertising we do, of course, like any other newspaper, reserve the right to omit, suspend or stop any advertisement without prejudice to other insertions ordered. That reservation appears on our scale of charges folder and as will be appreciated is a very necessary precaution. The main object behind such a precaution is to guard against the appearance of anything of an objectionable or libelous nature."



THREE NORTHWESTERNERS see Niagara Falls. Left to right: Don Leary, Automatic Sales Company; Ted Bush, Acme Novelty Company, and Bill Cohen, Silent Sales Company, all of Minneapolis.

REEL-SPOT

"The Greatest Counter Game Ever Built"

IMMEDIATE DELIVERY-DON'T DELAY
Players love it and actually lose with a grin! Rush your order now

\$29⁷⁵
TAX-PAID

TERMS—1/3 Deposit with Order. Balance C. O. D.
OHIO SPECIALTY COMPANY
713 E. BROADWAY, LOUISVILLE, KY.



Number of Games Not Restricted

HARRISBURG, Pa., Oct. 2.—Pennsylvania Liquor Control Board imposes no restrictions as to the number of legally approved machines which may be operated in any establishment holding a liquor or beer license, it was learned this week, forestalling rumors that the number of machines is restricted.

It was emphasized, however, that cash payouts and exchange of stugs for cash are strictly forbidden. Music machines are reported to be enjoying greater popularity thruout the State, and pin-ball and bowling games are also popular.

Fitzgibbons Plans Big Sales Drive

NEW YORK, Oct. 2.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., reports that his firm is preparing to launch one of the biggest sales drives it has ever engaged in. He refused to divulge any details at this time, but admitted that his recent absence from

the city had something to do with his plans.

After returning from the Bally plant, where he spent quite a lot of time looking over the latest creations of the O'Tooles, Fitz stated: "We are going to spring one of the greatest surprises in the history of the coin machine business very soon. The surprise is one which will help every operator to realize greater profits and aid him in getting the best possible machines for the lowest prices. The final details of the plan will be drawn up within a few weeks, and when it is finally announced there is no doubt that the operators are going to agree with us that it was well worth waiting for."

WAIT
for Pacific's
"LADY LUCK"
NEW 1 BALL
PAY TABLE
Ready
Soon!

**LOWEST
IN PRICE**



(GENCO'S 1937) ANIMATED FOOTBALL

GREATEST FOOTBALL NOVELTY GAME EVER MADE
 THE KICK-OFF, RUN BACK AND TACKLE IN LITES
 10 AND 30-YARD RUNS—TOUCHDOWNS
 ALL IN CLEVER BACKBOARD ANIMATION

• Fast, accurate Football action animated cleverly by lites will thrill you and all your players.

• Genco's 1937 Animated Football is equipped with the Genco reward adjuster Veeder Counter at no additional cost.



IMMEDIATE DELIVERY

IT'S MADE BY GENCO SO IT MUST BE GOOD!

GENCO, Inc.

2621 N. Ashland Ave., Chicago, Ill.

BIG CANDY LEADER

THE KIND YOU LIKE TO EAT YOURSELF
 Large and Medium Size
 Beautiful Picture Top
 33 Boxes High Grade Chocolates
 50 Boxes Kisses

AND A 1000-HOLE 5c BOARD
 Takes in \$50.00. Profit, \$42.05.

No. B122—One or 100, \$7.95 Each

25% With Order, Balance C. O. D.
 SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS
 SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago

**PACIFIC DOMINOLE'S
 A SURE HIT—TAX PAID, \$159.50
 ROCK-OLA—IMPERIAL—20**

IMMEDIATE DELIVERY
 GAMES SLIGHTLY USED

2 Jennings Golf Ball Consoles, Slightly Used, \$135.00
 2 10c Jennings Consoles, 135.00
 2 10c Paces Consoles, 126.00
 25c Chief Consoles... \$110.00
 Heavy Weight Royal Races 47.50
 Used Rhonographs .. \$75.00 up
 1/3 Deposit with Order, Balance C. O. D.

La Beau Novelty Sales Co
 ARCHIE LA BEAU
 1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
 A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75.
 Deposit required on all orders.

H. G. PAYNE COMPANY
 312-314 BROADWAY, NASHVILLE, TENN.

Detroit Firm May Install Teletype

DETROIT, Oct. 2.—A teletype installation covering the country for the use of the coin machine industry was proposed this week by James J. Passanante, head of the J. & J. Novelty Company, Detroit distributor. At present, Passanante said, too few companies have it to make it seem feasible. Gottlieb, Bally and a few others have such installations.

Explaining the system and its possibilities, Passanante said: "Instead of using a telephone when you want to talk to someone on the system you just type out a message and the person on the other end can send a typed message right back. There is a permanent written record of the conversation, important in the case of orders, confirmations and so on. All manufacturers and key distributors thruout the country should come in under such a system."

The J. & J. Company is listening to anyone who offers suggestions for the improvement of the business. Suggestion boxes are provided at two convenient spots in the J. & J. quarters, one for customers and one for employees. Such suggestions are being turned in in sizeable quantities. Prizes are awarded for all worth-while suggestions.

Ponser Appointed Daval Distributor

NEW YORK, Oct. 2.—George Ponser announced today that his firm had been appointed distributor for New York, Northern New Jersey and Connecticut by the Daval Manufacturing Company. Ponser is now featuring the new Daval counter game, Reel Spot, along with the firm's latest pin game, East and West.

"Daval has always produced products which have been popular with the trade," Ponser stated. "It enjoys the singular reputation as being one of the foremost manufacturers of counter games in the business. We feel that with the Daval line added to our present line

MISCELLANEOUS CLOSEOUTS	
Guaranteed A-1 Condition, Ready to Operate	
ROTARIES (Escalator)	\$ 75.00
MILLS TROUBADOUR	29.50
MILLS DANCEMASTER (National)	62.50
MILLS DANCEMASTER	50.00
ROCKOLA No. 1	100.00
ROCKOLA No. 2	125.00
ROCKOLA 1935 (Wine Color)	75.00
WURLITZER P-10 (Green)	85.00
WURLITZER P-12 (Green)	107.50
HOLLYWOOD, JR.	25.00
BALLY EAGLE EYE	112.50
KEENEY TARGETE	50.00
JUNGLE DOGGER	25.00
SWEET MUSIC	15.00
PRAKNESS	85.00
CAROM	45.00
PACES RACES (Serial 671)	89.50
STEWART-MCGUIRE CIGARETTE MACHINES (6 Col.)	27.50
STEWART-MCGUIRE CIGARETTE MACHINES (4 Col.)	20.00
6 LOW BOY SCALES (Porcelain, Sheffield Bros.) Each	25.00
1 MILLS PORCELAIN HI-BOY SCALE	10.00
7 BOOTH PEANUT VENDERS, Each	1.75
30 MODEL NO. 33 NORTH-WESTERN VENDERS, Lacer.	4.00
1/3 Deposit, Balance C. O. D. Cable Address: "Idealgo."	

1518 MARKET ST. ST. LOUIS, MO.

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

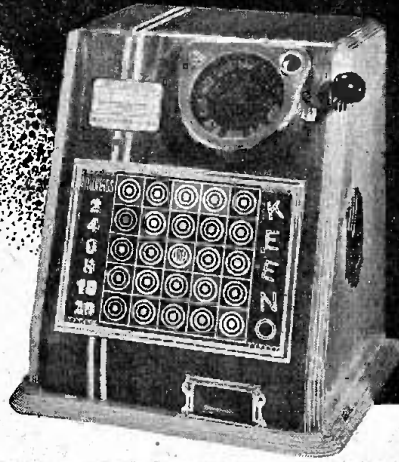
WRITE FOR DESCRIPTIVE LITERATURE

WESTERN EQUIPMENT & SUPPLY CO.
 925 W. NORTH AVE. * CHICAGO, ILL.

we are able to meet the requests of our friends for varied types of games much better than we have been in the past."

AGAIN EVANS SCORES A SCOOP!

Streamline COUNTER and CONSOLE GAMES—A YEAR AHEAD



KEENO



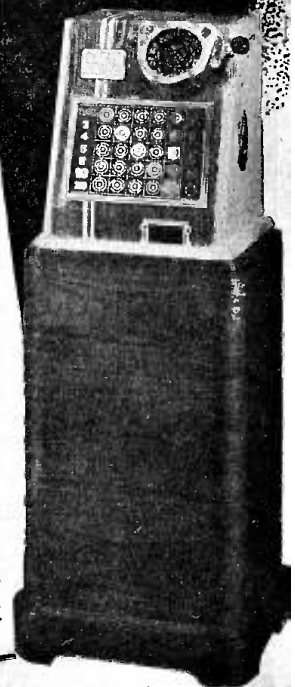
BONUS

THE Games of Tomorrow! Originated by EVANS! Brought to you far in advance of imitators, so that you can enjoy their Super-earnings WITHOUT COMPETITION!

These new swanky Streamliners pack Super-Earning Power into the smallest space! Counter models, 18 1/2" high, 16 1/4" wide, 13 1/4" deep. Console models 52" high, 20" base, 15" deep! Place them anywhere!

Both machines reproduce favorite games in fast, intriguing lights! KEENO is Automatic "Bingo"—the game that's tops wherever crowds gather! BONUS is based on the ever popular cross-word craze, stepped up to the modern tempo! Stunning beauty, lively action and liberal payouts get record-breaking play and locations report performance and profits that put "slots" to shame!

Built with EVANS' precision engineering! Months of testing and perfecting! Mechanically RIGHT — ABSOLUTELY FREE FROM BUGS! Guaranteed to deliver the PERFECT PERFORMANCE for which EVANS is world-famous! Order immediately on our Money-Back Guarantee!



CONSOLE
Safe Stand Type
\$21.00 EXTRA

MONEY-BACK GUARANTEE
If for any reason you are dissatisfied with any EVANS Game return it within 10 days from date of delivery and we will refund your money!

EITHER GAME Counter Model
\$99.50 PLUS TAX
Check Separator \$7.50 Extra • Ticket Model \$12.50 Extra. • Mint Vendor and Check Separator \$17.50 Extra.

Order from your Jobber or Direct **CREATORS OF GAMES OF THE FUTURE**
H. C. EVANS & CO., 1522-28 W. ADAMS ST., CHICAGO

LOOK AT THESE BARGAINS MILLS BLUE FRONTS

"USED LESS THAN 7 WEEKS"

Late Serials. Light Cabinets. 10c Play \$49.50 5c Play.....\$54.50
Mills Mystery Pay Side Vender. Single J. P. Like New.....\$64.50
Mills Extraordinary. 5c, 10c, 25c. Late Serials.....\$49.50
Pace Blue Front Comet, 5c and 10c. Perfect Condition. Only..\$49.50
Hundreds of Other Good Ones

1-BALL AUTOMATIC PIN GAMES

All in A1 Condition	
All Stars.....\$19.50	Preakness.....\$69.50
Blue Bird.....24.50	Pari-Mutuel.....29.50
Carom.....49.50	Snappy.....19.50
	Turf Champs.....52.50

TEXAS OPERATORS, NOTE—State Tax for Balance of Year Paid With Each Game
WRITE FOR COMPLETE LIST OF BARGAINS IN ALL KINDS OF COIN-OPERATED DEVICES
Terms—1/3 Cash With Order, Balance C. O. D., F. O. B. Dallas
ELECTRO-BALL CO., Inc., 1200 Camp, DALLAS

WURLITZER P-12 Perfect Condition \$119.50

SINGLE—\$124.50. Lots of 10

ROCK-OLA Late 1936 Model \$139.50

USED BUMPER GAMES
USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.
BABE KAUFMAN, Inc. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

Epcro Lock Sales Continue To Gain

DETROIT, Oct. 2.—As a result of the many novel features being introduced by manufacturers, the coin machine industry is enjoying a season of prosperity in keeping with the general trend of business in all lines, according to A. B. Chereton, president of the Electrical Products Company. In his contacts with various manufacturers he has found all of them reporting increased sales, he advises.

"Naturally this is having a highly satisfactory effect upon the sales of the Epcro Bell Lock as well as upon all of our other coin machine devices," said Chereton. "Operators, realizing the importance of protection for the heavier earnings with the new machines are taking in, are turning more and more to the Epcro Bell Lock.

"When we say that Epcro Bell Locks are pickproof and that keys cannot be duplicated on ordinary key machines we say it after tests and years of actual use have proved our claims," Chereton continued. "We have now reached the point where operators are selling themselves on Epcro Bell Locks just as they did on our Electropak and other devices for pin game power control. The use of the lock proves to them the efficiency of the product, leading to repeat orders for our special operators' package of 10 duplicate locks, all controlled by one key. More and more operators are requesting private serials for their locks so that they may be able to service more and more of their machines with a fewer number of keys."

LUCKY CHARMS TOYS FOR VENDING MACHINES

Over 125 Different Numbers to Choose From. OVER 25 NEW NUMBERS JUST ARRIVED.

65c per gross and up SEND FOR NEW FREE PRICE LIST No. 9910

For a Complete Set of Samples.
SEND 50c
SEND 75c
FOR OUR SPECIAL PACK ASSORTMENT.

1 Gross (144 Pieces), 37 Different Styles. Elephants, horses, camels, dogs, roosters, agates, buttons, etc. Both kids and grown-ups go for them. Superior to any Assortment ever offered. Before placing your business, get our Special Lot on a money-back guarantee.

EPSTEIN NOV. CO., Inc. 119 Park Row, New York City.

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	
	800 AT 5c	\$40.00

PAYOUT:	2—55.00	\$10.00
	2—1.00	2.00
	4—.50	2.00
	16—.25	4.00

TOTAL PAYOUT.....18.00

PROFIT.....\$22.00

Price **\$218** Plus 10% U. S. Tax

WRITE FOR CATALOG—STATE YOUR BUSINESS
GARDNER & CO., 2309 Archer Ave. Chicago, Ill.



SAVE WITH REEL SPOT

Only
\$ **29** ⁷⁵
TAX PAID

The World's Greatest Counter Game

SAVINGS DEPOSITS



★ DAVAL MFG. CO. ★ 200 SO. PEORIA ST. ★ CHICAGO ★

JAR SOFT PIGKIN OR CIGAR BOX DEAL

880 tickets. Seal Card with 90 green seals (85 to pull), paying out 25c to \$1 or Red Seal. Red Seals pay \$3, \$5, \$10. Plenty of speculation. A red hot one. Takes in \$48.00. Highest payout possible \$45. Lowest payout possible \$20. Average profit \$18.80. No label necessary. Seal Card 5 1/2 x 3. To handle in cigar box, fasten seal card to inside of cigar box lid with thumb tacks, put all tickets in the cigar box and you are ready to go. When lid is open seal card and tickets are before players. When closed it looks like just another box of cigars.

Sample set, 880 tickets and seal card, \$1.05.
BARNES PRINTING CO.
NEW PARIS, OHIO

Cool Weather Aids 1937 Airway Sales

CHICAGO, Oct. 2.—Recent drops in temperature have started 1937 Airway sales climbing to a new high, according to Jim Buckley, general sales manager of Bally Manufacturing Company. "We have been in steady production on 1937 Airway for 30 days," Jim stated, "and today the demand is actually increasing."

"For one thing, cool weather is now stepping up the play on location. Operators who placed 1937 Airways during the last week in August are getting heavier collections every day and, naturally, are ordering more 1937 Airway machines. At the same time hundreds of novelty operators who delayed their usual fall buying because of hot weather are now rushing to cover their spots with 1937 Airways. The result is that heavy as the demand has been so far, the big run on the game is really just beginning.

"1937 Airway is a spiral-bumper five-ball novelty game featuring a progressive, or rotation lineup skill appeal and an odds booster feature which has all the fascination of the win-place-show idea featured in popular payout games. We attribute the success of 1937 Airway to the fact that it has the same psychological appeal as the original 1933 Airway which ran for a solid year in 1933," Buckley concluded.



Men's or Women's Style!
Indispensable for fall, Soft, pliable, expertly tailored. Repels wind or sleet. Sport-styled Zipper front. Brown or black. All sizes.

Operators—
TWO GENUINE PIG GRAIN JACKETS
FREE on THIS
\$6.95 "Automatic Sales Card"
Yet Plenty Profit for You

Amazing Deal brings YOU big profits "automatically." It's just plain mathematically sure! You give away TWO Genuine Pig Grain Jackets, \$5.00 each (Men's or Women's Style), one for your agent and one for his customer. YOU POCKET BIG CASH PROFITS. Biggest season just starting. Write TODAY.

WRITE FOR THIS AMAZING FREE OFFER NOW!
Wind up 1937 with Big Extra Cash Profits. Get details of this original plan now, this amazing quick profit-making business.
GRUND ART & NOVELTY COMPANY, INC.
421 E. Walnut Street - - - - - Des Moines, Iowa

"TOPS"
A
5 BALL NOVELTY
A
5 BALL PAYOUT

PAY TABLE SELL OUT!
SUNSHINE BASEBALL\$12.00 AIR DERBY\$48.50
PADDOCK 45.00 MILLS RAILROAD 38.50
PREVIEW 39.50 1/3 Deposit with Order, Balance C. O. D., F. O. B. Baltimore, Md.
Write For Complete List Of Bargains!
BALTIMORE VENDING COMPANY, 509 WEST PRATT ST., BALTIMORE, MD.

Jennings Leads Again with A New Combination Cigarette Vender

Ciga-Rolla

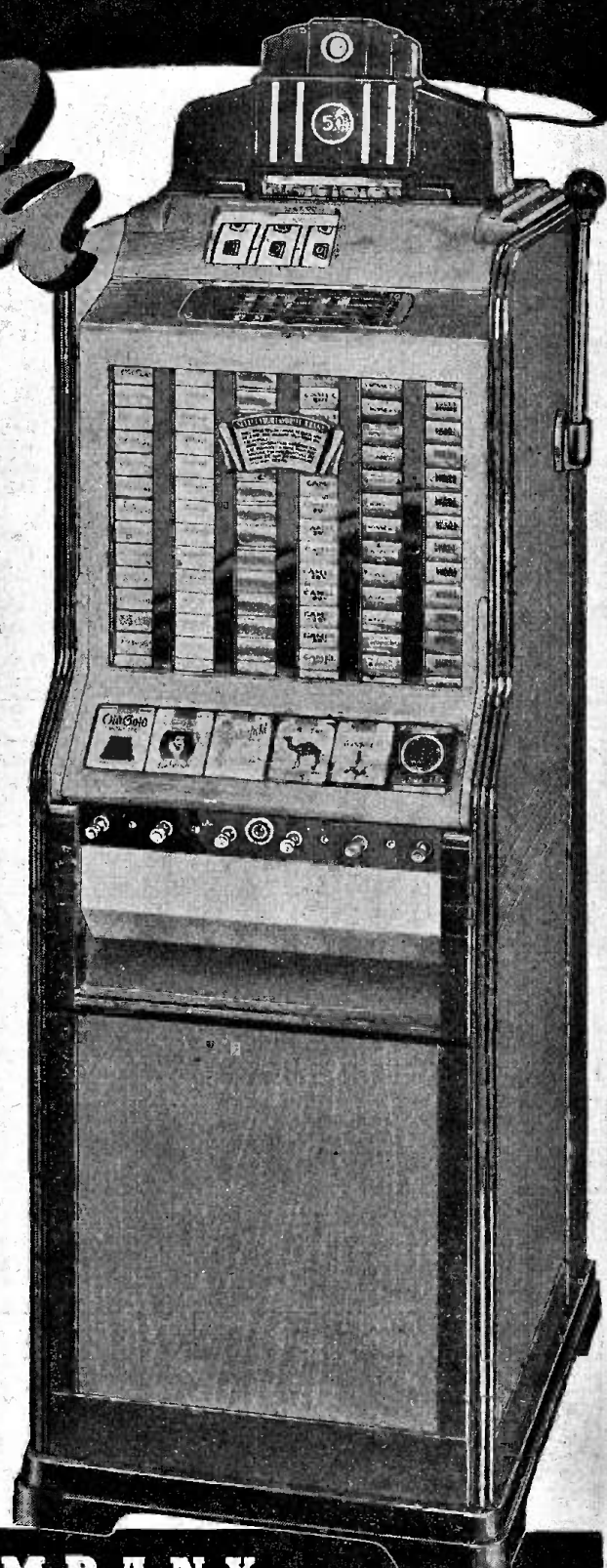
As always, the Leader in new engineering developments which have made it possible for wide awake coin machine men to continue profitable operations, Jennings engineering genius has produced and offers Ciga-Rolla — the machine which, instead of paying cash or check awards, automatically delivers packaged cigarettes, in awards of one to ten packages.

Because it's new — because it's different — because it delivers merchandise awards, not checks or cash — you can operate Ciga-Rolla in many districts where other machines are not permitted. New locations are available — better paying spots, where ordinary machines are criticized by patrons and the public, will welcome Ciga-Rolla.

Ciga-Rolla is engineered to make money, not only for the operator, but because it really sells merchandise, locations will demand it from you.

You're right — it plays like a bell — on winning combinations player selects brand or assortment of brands desired. The famous Chief mechanism with positive reel stop development known throughout the industry for being tops in perfection of operation guarantees uninterrupted service.

The entire country has been waiting for a new development. It's here right now — the solution to that big problem, "If I could only run", is solved with Jennings Ciga-Rolla.



Player drops a nickel . . . pulls the handle and the reels spin . . . that player appeal.

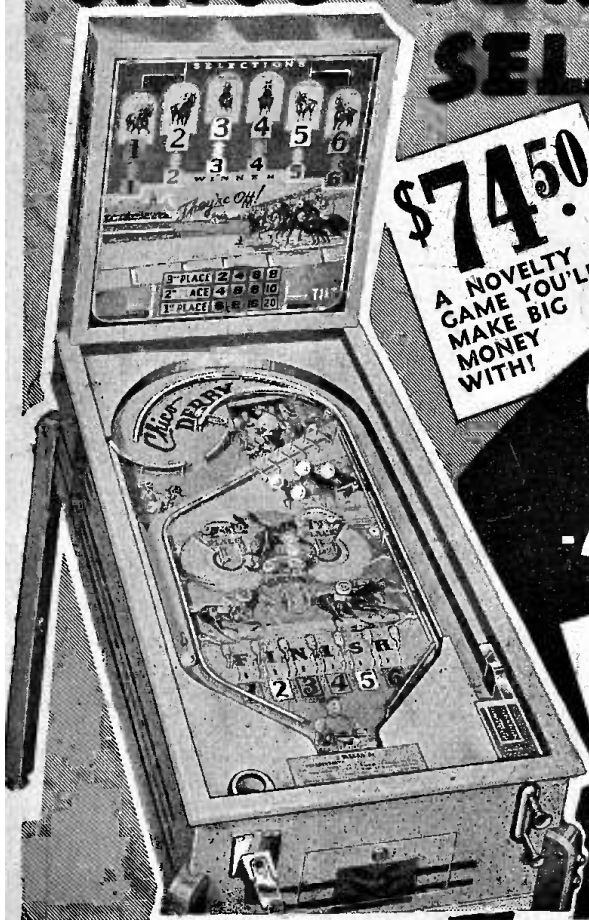
Zowie a winner . . . Three packs for this lucky player.

Player pulls the knob for the brand he wants. One package delivered on each pull.

Please Note: Territory allotments are now being made. Introduce Ciga-Rolla in your territory and make arrangements with us for its exclusive use and distribution. This can be done only with the factory or one of its direct representatives.

O. D. JENNINGS & COMPANY
4312 West Lake Street, Chicago

CHICO DERBY IS THE FASTEST SELLING GAME ON THE MARKET TODAY!



\$74.50
A NOVELTY GAME YOU'LL MAKE BIG MONEY WITH!

OUT NEXT WEEK! BEAM-LITE!

-AS BIG A SENSATION AS THE BEAM-LITE WE INTRODUCED IN 1934!
SIMPLE BUT CAPTIVATING PLAY!
ORDERS BEING TAKEN NOW!

CHICAGO COIN MACHINE MANUFACTURING CO.

1725 W. DIVERSEY BLVD., CHICAGO

REEL SPOT

FOR BIGGER, BETTER, EASIER, STEADIER PROFITS

Get into the swing! Buy REEL SPOT—The game that is bringing the BIGGEST PROFITS in history! It's a clean-up for ALL OPERATORS! RUSH YOUR ORDER NOW! (Enclose 1/3 Deposit, Balance C. O. D.)

BALL GUM 15c a Box (100 Pieces) Case Lots (100 Boxes) \$12.00
MINTS Case (1,000 Rolls) \$6.50



PRICE **\$29.75** TAX PAID

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
H. C. Evans & Co.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.	Exhibit Supply Co.	

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Mills Blue Front Slots, 5, 10 and 25c.	Rockola Hold and Draw.....	\$10.00
Light Cabinets, Serials over 362,000.	Daval Tri-O-Paks.....	11.00
50 Jennings Chiefs.....	Reel Dice Machines.....	24.50
5c and 10c Waiting Rotators.....	5c Reliance Dice Machines.....	5.00
Jennings Century.....	2 Rockola Phonographs, 12 Records, Multi Selective.....	90.00
Jennings Victoria.....	Wurlitzer, 412 Phonographs.....	150.00
50 Waiting Geeseheads, G.A.....	Wurlitzer, 618 Phonographs.....	227.50
10 Waiting Geeseheads, practically new.....	Paces Races, used very little, mechanically perfect, 30 to 1 odds, serials to 3700.....	225.00
10 Paces Bantams, Perfect.....	Reference First National Bank, Hickory, N. C.	
Mills Dial Venders.....		

1/3 Certified Deposit, Balance C. O. D.

J. L. JONES SALES COMPANY, Cor. 12th St. and 11th Ave., HICKORY, N. C.

Pacific Payout Named Lady Luck

CHICAGO, Oct. 2.—Cliff Bowman, Pacific sales executive, stated this week that there should be three classifications of pay tables in an operator's route: (1) The low-priced used table for under-average locations where competition is weak. (2) The moderately priced one-ball table in average locations. (3) The higher priced console table for the better spots. "Now," Bowman goes on, "there is a weakness in the operator's line because of the lack of moderately priced one-ball tables. For his average locations he is either forced to buy second-hand equipment or higher priced machines. Consequently he figures that if he must pay a higher price he might just as well buy console-type tables. He therefore neglects his average spots in the search for better locations and uses his inferior spots to slough off his used games."

So Bowman claims to see a distinct need for payout tables to fill the gap. Accordingly, he forecasts a great future for Pacific's new one-ball horse-race pay table, Lady Luck, which he states will be priced considerably lower than usual games of this type.

In describing the game, Bowman stated: "Its playing field follows the popular swing back to pockets—away from bumpers. Lady Luck is housed in a cabinet of unusual design and striking beauty. There is an uninterrupted sweep of cabinet from the front of the machine to the top of the back-board, giving the impression that the cabinet is one solid piece and not two parts loosely hitched together. It is a de luxe style cabinet considerably larger than standard pay tables.

"The player is offered the opportunity of collecting win, place, show and purse money," he continued. "One of the outstanding features of the game is that the win pockets are placed at the top of the playing field, offering the player a skill shot. The arrangement of the pockets has been so thoughtfully laid out that even with the win pockets at

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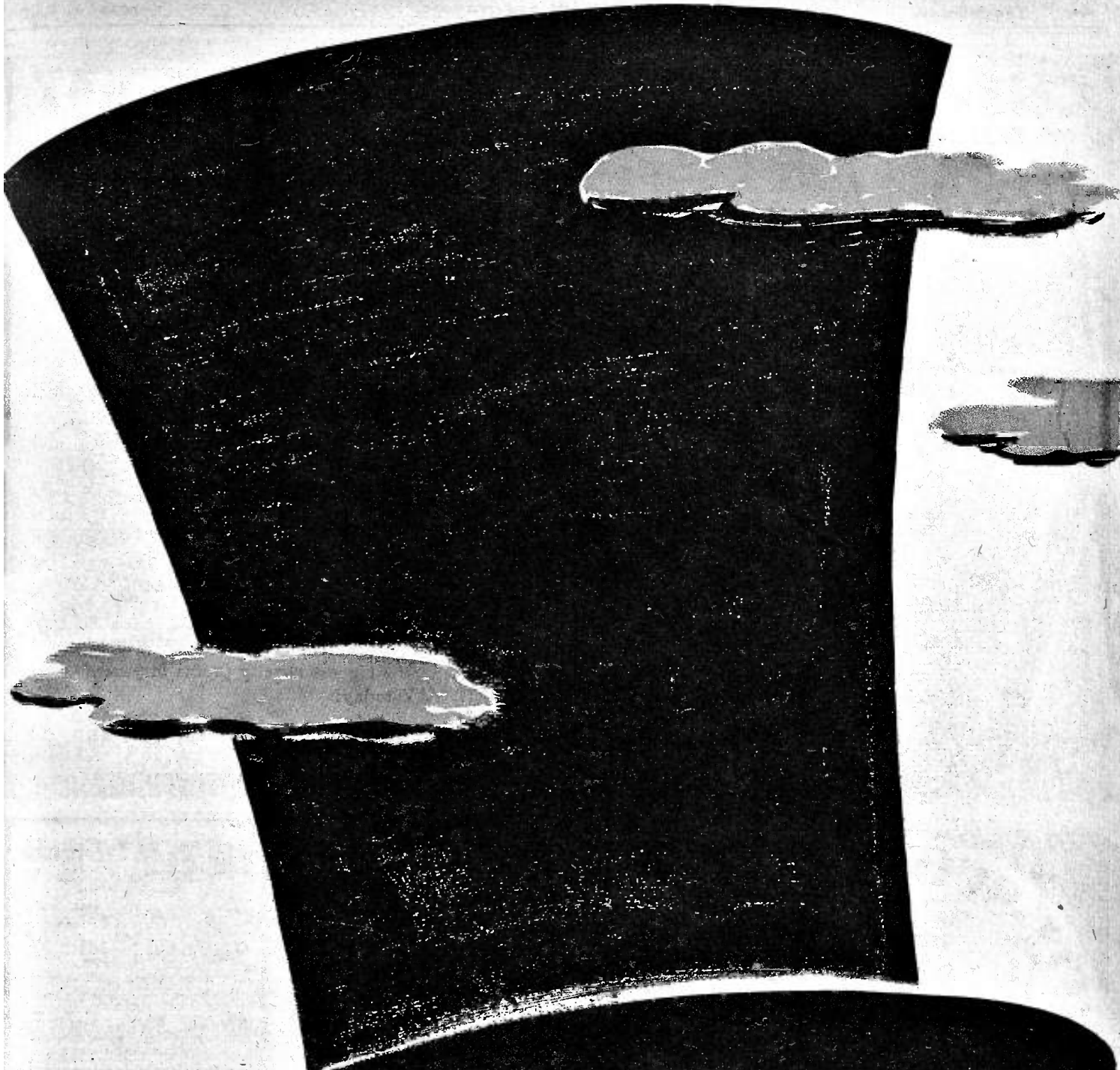
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the top of the playing field the game is right."

The delivery date on Lady Luck was originally set for November 1. However, Bowman states that two distributors who previewed the game prevailed upon President Fred C. McClellan to set the date up to October 15. Since the games are reported as doing exceptionally good work on test locations, it now looks to factory executives that Lady Luck will be on the production line even before the 15th.



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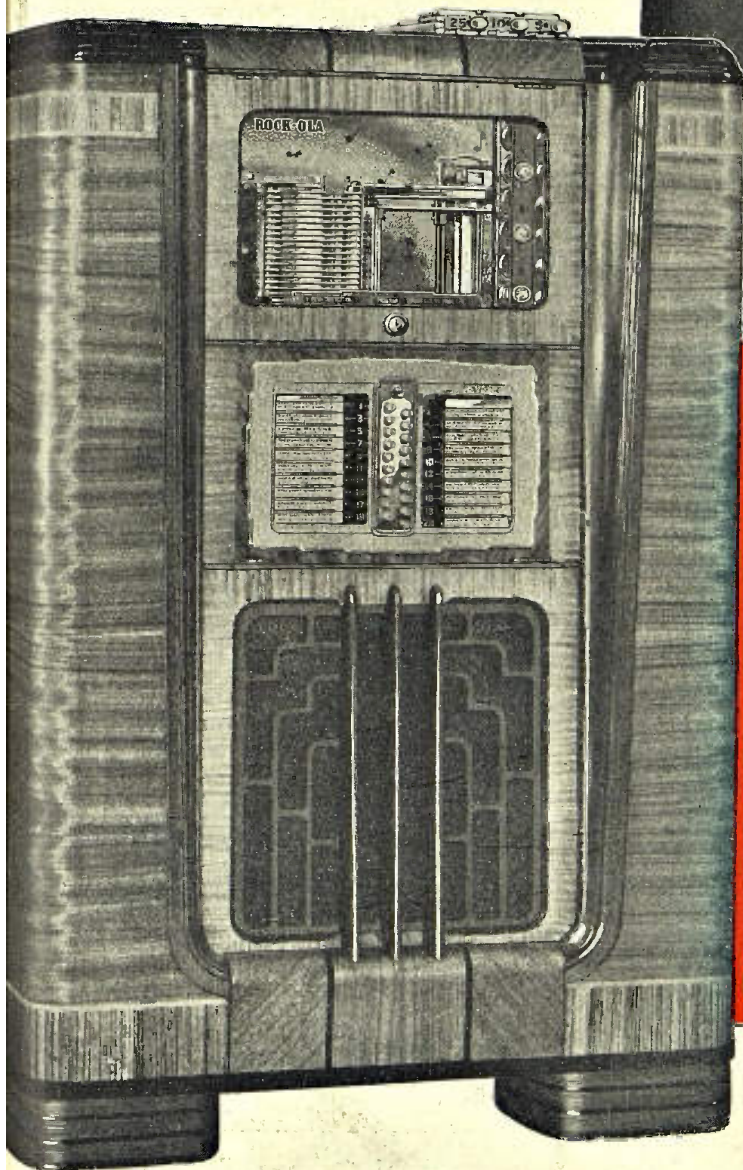
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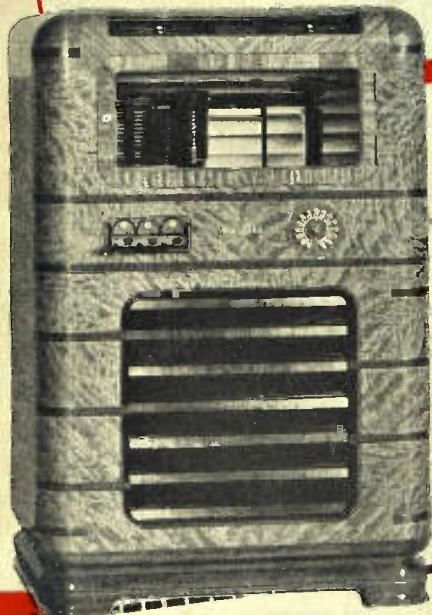
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