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The Billboard

Vol. XLIX
No. 38

September 13,
1937

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1937 by The Billboard Publishing Company.

CITIES LIKE ANGEL ROLES

CNE Gate Down by 301,000; Storm Curbs Saturday; Toronto Is Loyal

TORONTO, Sept. 13.—Rain in the morning, followed by a 60-mile gale which lasted until 6 p.m., played havoc on Saturday, closing day at the Canadian National Exhibition, August 27-September 11. Huge waves dashing over the breakwater caused damage to seven scows. Two containing stage settings for the Hlawatha performance were found beached about half mile from the grounds. Scows containing fireworks for the night finale were blown out into the lake; 15 loudspeakers lining the breakwater were lost and flagpoles snapped off.

Afternoon grand-stand performance was canceled, but the night performance went on. Prolexland, the new midway, suffered only minor damage, some banner lines being blown down. The wind

subsided about 6 o'clock, giving the midway the best business since Labor Day. Joe Louis and his colored softball team, the Brown Bombers, came in on Friday and played a local team, Tom Mix making the opening. Joe spent (See CNE GATE on page 83)

Coax Legit To St. Louis

Leading citizens start work on subscription plan—mayor's office aids

ST. LOUIS, Sept. 11.—St. Louis may get 25 weeks of legit this season, according to a plan backed by the mayor's office and leading citizens. Idea arrived at is a subscription plan whereby a group of St. Louis men will underwrite a guaranteed attendance for each week. St. Louis org., incorporated as the Playgoers of St. Louis, plans to bring 25 Broadway productions to town and operate on a plan similar to that of the St. Louis Municipal Opera. Mayor's office is bc- (See COAX LEGIT on page 17)

New Jersey Girl Chosen As Miss America in A. C.

ATLANTIC CITY, Sept. 13.—Betty Cooper, Miss Bertrand Island, N. J., 17, of Hackettstown, was chosen Miss America of 1937 at the top event of the Showmen's Variety Jubilee at Steel Pier on Saturday before 7,000 spectators. She is a nonprofessional. Alice Everich, Miss Texas, was chosen second, and Ruth Covington, Miss North Carolina, third, in climax of the summer season here.

ATC Road Committee Tackles Managers as Key to Revival

James Brennan, committee chairman, says managers must agree to send out shows before cities can be lined up—Dullzell sees long "weaning back"

NEW YORK, Sept. 11.—Road committee of the American Theater Council, at a meeting this week, decided that hyping the road was possible but dependent upon the willingness of the Broadway producing managers to send out shows. Confab took place Thursday, at which time James Brennan, stagehands' union exec and chairman of the committee, outlined the possibilities inherent in the St. Louis subscription plan, discussed in another story. Brennan's committee will stop at nothing to accomplish a legit revival in the hinterlands, he says, but he feels that a successful effort will be possible only if the managers get behind the wheel. Lining up towns before a sufficient number of road shows is assured is illogical, according to Brennan. Situation for the managers is regarded as a now-or-never proposition.

A letter to the managers has already been drafted. When and if the managers fall in line, negotiations with Actors' Equity will be opened relative to keeping temperamental leading players in line, particularly with a view to making them agree to go out on the road. This is regarded as essential, because one of the road committee's prime talking points will be productions with Broadway casts.

Outlook for the road now is brighter than it has been during the last 10 or 12 years, according to Brennan, who predicts that legit will filter into one-night spots which haven't had flesh for years. Problem of finding houses is not regarded as insurmountable, Brennan pointing out that theaters long dead will be gladly turned over to legit.

Paul Dullzell, Actors' Equity and (See ATC ROAD on page 17)

Participation of States, Towns In Showbiz Becoming Widespread

Spreading out into all fields, including radio and night clubs—New York shows total loss on air, but recoups with niteries—many other cities in showbiz

By SYLVIA WEISS

NEW YORK, Sept. 11.—Within this last decade branches of government, excluding the WPA, have extended the scope of their participation in commercial show business to become legit and vaude producers, night club entrepreneurs, station operators and broadcast sponsors. Whereas in years past States and municipalities sat on the give end, contributing mostly to the agricultural fairs which incidentally booked a road act to tickle the farmers, these agencies are now sharing the intake and profits accruing from partnership arrangements in theatrical ventures. Commitments for next year indicate States and cities aim to establish a flourishing source of revenue from indoor and outdoor theatricals.

New York City, for one, has cast lots with the Shuberts and the San Carlo Opera Company for two years to see \$3,300 tumble into the treasury coffers as net from open-air operettas held in the city-owned stadium on Randall's Island. If John Shubert, acting for the Shuberts, and Fortunio Gallo, managing director for the San Carlo org., take up (See CITIES LIKE on page 13)

Minn. Sets Early Marks

State fair chalks up total of 337,096 in four days—presents improved plant

ST. PAUL, Sept. 11.—First four days of the 78th annual Minnesota State Fair, September 4-11, saw three attendance records broken with 337,096 in the period. Opening Saturday, with perfect weather, had 57,885 as compared with 55,815, previous record in 1931. An all-time record was set for a Sunday on the second day with 75,733, 35,773 more than at the 1936 fair on Sunday Music Day. Labor Day was cold and damp, holding attendance to 159,310 as compared with the record of 182,000 in 1919. Fourth day fell short of the previous year by 919, when 44,168 passed thru stiles.

Grounds have been greatly altered and improved as result of a WPA construction program which in two years has added many new buildings, additional (See MINN. SETS on page 83)

Gruberg Loses in Fight for Laurel

GULFPORT, Miss., Sept. 11.—A legal fight by two carnival shows for booking rights to appear on the midway of the South Mississippi State Fair, Laurel, week September 20, was settled in Federal Court here this week when request for an injunction to force the city of Laurel and the fair organization to contract the World's Exposition Shows (See GRUBERG LOSES on page 83)

Hennies Bros. Stage Great Showmen's League Party

CHICAGO, Sept. 11.—Joseph L. Strelbich, secretary Showmen's League of America, returned today from Detroit, where he attended the League party and show staged on Hennies Bros.' Shows at Michigan State Fair. He reports that the affair was a huge success, \$1,701 being realized. A complete report will be published in next week's issue.

Ice Follies Goes Over in A. C. Aud

ATLANTIC CITY, Sept. 11.—Doing what vet amusement men declared impossible, playing gigantic Atlantic City Auditorium for a full summer season and drawing capacity to the last, Ice Follies of 1937 completed its stay this week and headed for Kansas City, where it will be principal attraction of Kansas City Jubilee. More than 135,000 witnessed the Shipstead-Johnson combine during its stay here.

Manager Phil Thompson of the Auditorium said he was more than satisfied at the showing. It is rumored a return engagement next season is planned. Auditorium has been a bugaboo to several productions, its vastness stunting even one production with 1,000 people on the stage at one time. The Ice Follies, featuring Bess Ehrhardt, Shipstead and Johnson and Roy Shipstead, has solid booking until March, making a circuit or rinks much like a vaudeville or a production show.

A new show was staged for the final weeks, with a big festival number outstanding. McGowan and Mack scored in their apache dance on skates, while Shipstead and Johnson again proved themselves a repeat act. New scenery and costumes were added as the show hit the road.

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Agents Asking License Clause

Massachusetts group wants not more than two agents under each license

BOSTON, Sept. 11.—First seasonal meeting of the Massachusetts Theatrical Agents' Protective Association was held Thursday afternoon, with a large percentage of agents participating. The confab resulted in the premature resignation of President Lew Frey in order that he may pursue his motion picture business now that he has left the booking field.

Tenure of elective officers does not round out the year till October 16, however. The board of directors are scheduled for a special meeting Tuesday to draw up a slate of incoming officers. Elections will take place September 16.

Thursday's meeting resulted in suggestions that amendments be incorporated in the present theatrical license law so that not more than two bookers be allowed to work under each franchise. American Federation of Actors' affiliation was passed over lightly till the next meeting, tho it was hinted that eventually the MTAPA will tie in with the AFA.

Names under speculation for the MTAPA presidency are Van Sheldon, manager of the Yankee-Colonial Networks Artists' Bureau, and Joe Rubin, brother of comedian Benny.

Golde Turns Band Leader

CINCINNATI, Sept. 11.—Golde, trumpeter-comedian, for years with the Paul Whiteman Orchestra, has organized his own outfit and is opening in the Rathskeller of the Gibson Hotel here September 16. Booked thru Rockwell-O'Keefe.

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Non-Performing Talent Eligible for Possibilities

The "Possibilities" Department, appearing this week on page 29, is now covering non-professional talent as well as professional talent. Non-performers, such as set and costume designers, directors, dance producers, special material writers and song-writers, are now eligible for "Possibilities" each week.

Kondolf Heads New York FTP

NEW YORK, Sept. 11.—Hallie Flanagan, WPA Federal Theater national director, yesterday announced the appointment of George Kondolf as director of the New York City project. Kondolf comes from the Chicago project, where his place will be taken by Harry Minturn. Kondolf will have three assistants, Philip Barber, who will be head of the project's production board; James A. Ullman, executive assistant, and Archie Hill, administrative assistant.

Plays to be presented this season, other than those already announced, are

Two FTP Shows Open in Chi; One-Acters NG; "Monesh" Fair

CHICAGO, Sept. 11.—There is little to recommend the two new WPA attractions which opened the Federal Theater season here unless it is the employment of over 100 persons and the boast of legit fans that two new theaters have reopened.

Major trouble with the four one-acters at the Princess Theater is poor direction and acting, particularly noticeable in Eugene O'Neill's *The Long Voyage Home* and Thornton Wilder's *Love and How to Cure It*. Small-paced and its lines impeded with amateurish deliveries, the O'Neill piece is an outright bore. The story of the Irish farm-dreaming sailor who is befuddled out of his savings in a London water-front dive never catches its breath. A tragic cast, singularly and collectively.

Wilder's short comedy has in Violet LeClaire a poor imitation of Edna May Oliver trying to interpret the old English soubrette and her philosophy of love. Fannie Ellen, as the bored ballet dancer, gets a few laughs with her character poses. George Hoskyn, as the old comedian, fails to get anything out of the part, while Tom McDermott, as the lover, is painfully bad.

Blocks, Molly Day Thatcher's allegory of war, is impressive most of the way chiefly due to the Kay Ewing's simple and effective staging, which brings out

to be selected by the production board which, in addition to Ullman and Barber, will include Edward Goodman.

The WPA five-boro theater proposition is lining up 36 spots in Greater New York. Plays will be shunted around on a circuit idea similar to the old subway circuit of the commercial theater. Opening is set for October 19. Four shows will rotate, with each of the 36 houses getting the entire repertoire during a two-month period. A new group of four plays will follow when the cycle is completed.

Pix Arts-Science Expo

HOLLYWOOD, Sept. 11.—A committee of movie and civic leaders last week launched plans for a permanent exposition at Culver City to be known as the International Exposition of Motion Picture Arts and Sciences, the project to include a museum where visitors may observe various phases of film making.

Officers named to head the project are Eugene Donovan, Culver City publisher, president; Frank Whitbeck, studio executive, first vice-president; Arthur Segrell, Culver City councilman, second vice-president; Blaine Walker, Culver City Chamber of Commerce official, secretary; William Shea, Culver City editor, treasurer, and Col. William Evans, director.

the point of the play with clarity. Charles Healy, Walter Krouse, Stuart Langley and James Diehl serve as proper tools for Miss Thatcher's rhetorical version of the why and wherefore of battles.

The End of the Beginning, by Sean O'Casey, serves as an afterpiece, the funny domestic scene among the Berrills being a redeeming feature of some of the bill's earlier depressions. Art Smith, Vivian Holt and Pat Devlin do good work, pointing out that as a house-keeper the husband's place is definitely not at home.

The second FT production, Jonah Spivak's folk play, *Monesh*, keeps a large company of Yiddish actors happy at the Great Northern Theater. Despite its general shortcomings, compared to the current standards of legitimate shows, the piece will please Jewish theater followers who of late here have seen few plays in the Yiddish tongue. A scenery-chewing cast is having a great time portraying the story of an ancient ritualistic Hebrew myth revolving around Satan and his intent to destroy the faith of the highly religious and learned Monesh thru the wiles of a woman.

Standing out in this one, ably directed by Adolph Gartner, are the religious ceremonies, songs and dances, all echoes of the distant past. Carries most appeal for the immigrant who is familiar, even vaguely, with the religious customs of the European Jew in the last century.

Sam Honigberg.

Theater Bookings of Radio Acts Liked in New England

BOSTON, Sept. 11.—"Bookings of radio acts by New England theaters have increased more than 50 per cent over a similar period in 1936, and that runs during the summer, from June 1 to September 1," Van Sheldon, director of the Yankee and Colonial networks-artists' bureau, states.

Sheldon went on to explain that "house managers in the New England area now stand convinced that radio acts that have been on the air continuously at the same time for any period create a demand to be seen as well as heard. In other words, therein lies a box-office attraction."

Instances where increases in bookings were shown the act was new to the airways. Sheldon cites two of his experimented examples. This year there was

a great demand for Jackie Duggan, 18-year-old boy tenor. Jackie has just arrived at that point where he is a recognized radio figure thruout New England. It therefore indicates that house managers must be well acquainted with radio programs in their vicinity as well as straight vaudeville talent booked from theatrical agencies. Duggan is the lad whom the Yankee network planted in the first Gillette Community Sing show from Repertory Theater a year ago, when the program was being tested in New England prior to nation-wide distribution.

Another example is George and Juanita, hillbilly act, a regular Yankee network feature program, which has been in unprecedented demand, especially in the northern parts of New England, and proved a strong box-office attraction. From June 1 to the present time they have appeared in 24 New England combo houses and have played second engagements at more than half, returning to some theaters within a fortnight.

A b.-o. proposition for the theaters is the additional advantage accrued by the managers thru direct publicity, gratis, of the appearance of the act in their regular radio programs over the Yankee network.

Heavy Cafe Fall Openings

Int'l Casino set back again—N. Y. spots hurry to get in on Legion patronage

NEW YORK, Sept. 11.—Early fall openings of local night spots continue to occur with a regularity reflecting anticipation of a good season by the operators. Added to their optimistic outlook, club owners are also expectant of a not too meager play from the convening hordes of American Legionnaires here next week.

Heading the parade of debuts and unshutterings next week is the much heralded and as much postponed International Casino. Its opening has now been definitely set for Monday. On Tuesday the Mary Murray Room of the Hotel White opens with a show headed by Nancy Noland and John Rockwood. Wednesday the Harlem Uproar House resumes its torrid activities, and Joe Rosen's Rainbow Inn opens for another season. Thursday the Mon Paris becomes an added starter. On the same day publicized 52d street gets a new spot named after it, Club 52d Street. Fishday sees the return of lachrimose Helen Morgan at the Club El Dorado, formerly Club Richman, and the resumption of a full winter bill at the redecorated Versailles that will include Mitzi Green and Gail-Gail.

The past week-end saw the reopening of the Frolics Club in the Winter Garden Building, the Kit Kat Club on the East Side and the Tokay Restaurant in midtown. The near future has the new Cuban La Conga on the 23d, the Cotton Club bringing back Cab Calloway and Bill Robinson September 21, and Dan Christie's Old New York Club starting the season with the Original Dixieland Jazz Band, direct from the Fort Worth Expo.

PHILADELPHIA, Sept. 11.—Jack Lynch moves down from the roof of the Hotel Adelphia to reopen the Cafe Marguery on the 22d. Dan Crawford is holding up the reopening of the Mirror Room at his Hotel Philadelphia pending outcome of registration by banks. Tony Shayne again takes over the Hotel Walton roof garden, with Earl Denny set for the music. But

(See HEAVY CAFE on page 13)

Detroit IA Signs New Theater Contracts

DETROIT, Sept. 11.—Contracts have been signed by the International Alliance of Theatrical Stage Employees with the United Detroit Theaters, the Cass Theater, the Wilson Theater, with the burlesque houses and with the commercial film studios for two years. Contracts expired September 1.

The new contracts provide for a 5 per cent increase in this year's salaries and another increase of 5 per cent next year.

BARBARA PARKS

(This Week's Cover Subject)

BARBARA PARKS is a comparative newcomer in the amusement field and had no intention of entering the show business until she won a radio contest in 1933 in Cleveland, after which she was signed by Station WHK, Cleveland, on which she sang several times weekly for three months. The bug having bitten her, she entrained to New York, where she sang at Ben Marden's Riviera, the Palais Royal and other spots. One of her most important bookings later was at the Blackhawk Cafe, Chicago, where she appeared in May, 1935, as a floor show act. Joe Sanders, orchestra leader at this spot, was so impressed by her vocal ability and personality that he signed her up as feature vocalist of the band, where she remained until March, 1937, when she left and branched out again on her own. She was immediately booked into the Chez Paree, Chicago, remaining for four weeks. This booking was followed by several vaudeville engagements. Besides numerous night club and theater bookings she has appeared frequently on the radio over Station WGN, Chicago, and many Mutual Broadcasting and other network programs emanating from Chicago studios.

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Radio Differs With Petrillo

CHICAGO, Sept. 18.—This week will see the continuation of the Radio vs. Musicians battle on the question of which came first, the chicken or the egg?—meaning, of course, whether radio has made musicians or if they have made radio. In a series of meetings and confabs beginning Thursday in New York, radio officials will probably endeavor to show AFM big shots, particularly Joseph Weber, president, and his number one man, James C. Petrillo, that radio is doing more for musicians than any other industry and that the AFM's demands to employ more men is an attempt to get more milk from an already blue-ribbon winning cow.

AFM, on the other side, will no doubt hang their flag on the words of James C. Petrillo, fiery local leader, who fired this question at *The Billboard* interviewer last week: "Where would radio be without musicians?"

Robert J. Barrett Jr., Midwest representative for Station WOR, in voicing his opinion on the subject, says that in the last 10 years the musicians' lot would have been a slim one had not radio come along to absorb many of those at liberty as a result of theaters dispensing with them in favor of the "canned" type of show. Al Barrett sees it, and his opinion is shared by several radio men, AFM is putting up the cry that radio and its transcriptions is hurting the musician, and using it as a smoke screen camouflaging the real issue of just wanting more employment out of radio and perhaps higher wage scales.

"I don't believe there are more than 50 stations in the country that can afford to meet the 14-point program outlined by the AFM," Barrett stated. "At least," he went on, "the demands should be modified to offer a sliding scale arrangement to benefit smaller stations."

At an interview last week with Petrillo in which he was asked his opinion, the answer was summed up in his above question concerning radio's status were it not for the musicians. Petrillo added that if musicians employed in stations today were evenly distributed over the 880 outlets it would mean only one man to a station, and that there were 400 stations employing no AFM men at all.

He said that five times the number of musicians now working in radio stations would have to be employed before he would be satisfied and that there would be no "pushing around" by radio companies when he arrived on the scene of the battle.

Zimmy Prepares For Ocean Swim

NEW YORK, Sept. 11.—Zimmy, the legless swimmer who recently completed the spectacular swim from Albany to this city, is now making preparations for his Key West to Havana swim. Distance is 90 miles, but will take about 140 miles of actual swimming. It is considered the longest ocean swim ever attempted.

Zimmy is now making his commercial tieups, including contracts for theaters and other personal appearances, and is hoping that the Cuban Government will supply him with a convoy. He also plans a road-show picture to be shown with his personal appearances.

He has not made any personal since his Hudson swim, preferring to wait for a first-run house rather than takes dates at the smaller houses.

TMAA-IA Deal Resumed

NEW YORK, Sept. 13.—Theatrical Managers and Agents' Association has resumed negotiations aiming at a merger with International Alliance of Theatrical Stage Employees. Deal, hanging a long time, has been complicated by the presence of another press agent group, the New York Theatrical Press Representatives. According to Theodore Mitchell, president of the theatrical managers, a meeting Friday voted for going ahead with the stagehands' hookup.

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Experienced Convoymen for long season. South. Small outfit. Salary \$12.00. No tickets unless I know you. Write and give mail time to be forwarded. State all. REIGLE SHOW, Box 743, Monroe, La.

Dog Gone!

COVINGTON, Ky., Sept. 11.—Clyde Trask, appearing with his ork at the Lookout House here, is featuring the oldtimer, *Oh, Where Has My Doggone Dog Gone?*, and really means it. The other day while rehearsing a new show Trask left his wire-haired terrier, Hobo, in a car outside the club and the canine, true to his name, took up the life of following the highways and hasn't been seen since.

21 N. Y. Theaters Bombed in Op War

NEW YORK, Sept. 13.—Bombings occurred in 21 New York theaters last night, 11 of them in the Bronx and 10 in Manhattan. Fifty people were slightly hurt. Situation is regarded as another episode in the labor war between Empire State and Local 306, rival operators' unions. Twelve of the theaters in this bombing had been involved in similar trouble last February.

Picket lines had been established around some of the theaters Saturday, Empire State members claiming they were locked out by the new owner, the Skouras Corporation. These spots had formerly been part of the chain operated by Springer & Cocalls.

Some of the Springer-Cocalls houses were also involved. Mr. Cocalls, president of the chain, said that Local 306, the American Federation of Labor affiliate, had been attempting to force the chain to throw out Empire members. Also stated he had tried to make a deal with 306 on condition that they take in Empire men, but 306 refused.

David Quits WOR Staff

NEW YORK, Sept. 13.—Benjamin David, former independent radio agent who joined the WOR Artists' Bureau about 10 weeks ago as advertising agency contact, resigned last week, severing connections September 11. During his stay at the station David brought Georgie Price, Josef Chernivsky, Arthur Gutman and other name performers to the station's roster. Olga Baclanova, former film star, was also added to the outlet's sustaining list. Several others still pend. David hasn't announced his plans.

Lyman Truesdale, Notice!

CINCINNATI, Sept. 13.—*The Billboard* received the following wire today from Floyd Truesdale, Scranton, Pa.: "Please notify Lyman Truesdale, frozen custard concessioner with shows around New York this summer, that his mother is dead."

Evans Heads FTP Circus

NEW YORK, Sept. 13.—Julius Evans, head of the Caravan theater unit of the Federal Theater Project here, is taking over the circus division. He will also be in charge of booking and company managers on the Federal Theater Project, supplanting Ed Rowland.

City Dusts Off Welcome Sign And Opens Coffers for Legion

NEW YORK, Sept. 11.—Indoor showbiz is primed to knick the American Legion influx for a nice cut of cash, but the ex-doughboys are arriving just too late to afford the outdoor impresarios any joy. Resort spots, for the most part, have hung up the shutters, Coney Island being the only important hold-over. And the Coney crowd expects little or nothing from the Legion. Niteries, burly, legit and the de luxers, as well as hotels, frankly look forward to a heavy week of gold digging. Town is plastered with banners protesting a terrific love for the heroes, who converse week of September 20.

Ed Sullivan, Broadway columnist, put a damper on the enthusiasm when he ran a series of informal guides to free entertainment in the city. Niteries, which have given Sullivan so many free meals, however, are rushing their opening dates so as to corner what Legion trade they can. International Casino is the notable example.

Philly's Old Houses Almost All Gone

PHILADELPHIA, Sept. 11.—With court rulings finally clearing the way to demolish the Broad Street Theater for a parking lot, almost a score of historic playhouses have given up their careers in the last 15 years. Razing of the Lyric and Adelphia is nearing completion, and only a short time ago Philadelphians witnessed the passing of the Garrick and old Forrest.

Many of the old amusement houses which have been torn down were well known nationally. Among these were the Casino, which at one time was known as the Auditorium and at another the Central; Dumont's, once famous as the Dime Museum; Carncross, later the Dumont, home of American minstrelsy; the Chestnut, a favorite stock house; the National and the Arch, formerly Blaney's, home of thrillers some years ago.

The Park, while still standing, is now occupied by the Salvation Army; the People's, a famous nabe melodrama emporium, is now a movie house, as is the William Penn, once the home of the Mae Desmond Players. The Lyceum, hurlesque center some years back, has passed, while another popular burly barn, the Gayety, is devoted to pictures. The Walnut, in legit ranks until recent years, seems destined to a grind movie policy, and the Shubert, after keeping open with glorified burly, will join the darkened houses this season.

NBC Sees Upping In Concert Take

NEW YORK, Sept. 11.—Concert artists should take in approximately 20 per cent more than the \$1,000,000 intake of the 1936-'37 season for NBC Artists' Service list. This up in receipts, according to Managing Director George Engle, is due to subscription courses rising in popularity. This is true in cities with Civic Concert plans as well as those relying on local concert managers for their class musical attractions.

Longview, Tex., with a population of 5,000, is the smallest city having a Civic Concert tie-in.

Best NBC artists for concert money are Kirsten Flagstad, Fritz Kreisler, Rachmaninoff, John Charles Thomas, Marlon Anderson, Lauritz Melchior, Gladys Swarthout, Nathan Milstein, Elisabeth Rethberg, Elio Pinza, Monte Carlo Ballet and the Salzburg Opera Guild.

Warner Reneges on Utica

NEW YORK, Sept. 11.—While Warner Brothers announced last week that the Stanley, Utica, will open September 23 as a three-day flesh stand, the plan went cold this week. A mixup in picture bookings caused the circuit to change its mind.

NEW LONDON, Conn., Sept. 11.—Nutmeg States youngest station, WNLC, celebrates its first birthday Monday (13) with a special program. R. J. Morey heads the Colonial, Yankee and Mutual outlet. Bob Adams is the new commercial manager.

Clubs and also the ex-burlesque houses now under a nominal variety policy are spicing up their shows as much as possible without getting 'in Dutch with the censors. The soldiers will see more oo-la-la stuff than they ever saw in Paris if the night life maestros see their way clear.

Most certain to gather the shekels, tho, are the hotels, with the de luxe movie houses likely to grab some coin not thru their shows, but owing merely to the curiosity of the hinterlanders. Legit can expect a fair jump.

SHOW PRINTING

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for Marionette and Punch and Judy Show. Will consider learner, to work with a Master in this work. (Prof. Frank) Address G.E.O. E. ROBERTS, 515 W. Erie Ave., Philadelphia, Pa. Tel. Sagmore 5536.

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Clever young Repertoire People all lines who double Orchestra and Specialties. Prefer Lady Principals with Orchestra Doubles. No long parts and short jumps. Feature Girl Singing and Dancing Team with Orchestra Double. Planets. Three-day rehearsal, September 20. Reliable Illinois Circle. Send photos, particulars and join on wire. HOWARD JOHNSON, Springfield, Mo.

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SEEK TRADE SOLIDARITY

Indies Meeting on AFM Problem; Aim for Strong Industry Group

Means NAB will undergo rebirth, or new group will come into being—alleged that broadcasters' association failed to properly react towards AFM problem

NEW YORK, Sept. 13.—Convention called by the Independent Radio Network Affiliates to consider problems arising out of recent demands made by the American Federation of Musicians ended Sunday afternoon after a steady series of closed convention and committee meetings. Equally if not more important than the decision made insofar as the AFM question is concerned, this decision having been to let the IRNA special advisory committee conclude negotiations with the musicians, was the second decision made by the convention. This second conclusion was to press for solidarity of the radio industry thru a trade organization. This means that either the National Association of Broadcasters will undergo a renaissance or a new group, either the IRNA or one stemming therefrom, will come into existence. Most likely a strong NAB will be the outcome, according to opinions expressed by broadcasters individually.

Closing hours of the convention were devoted to the trade organization question, with the assembled broadcasters reported as sending a committee to the NAB board of directors, which also met here several times during the last few days, the committee advising NAB of its approval for a strong trade group. Much of this strength will come from selection by broadcasters of a counsel to act as NAB's motive power. Before convention got under way, as detailed in another story in the Radio Department, broadcasters expressed the opinion that NAB would either be remade or broken as a result of this convention of Independent Network Affiliates. It is reliably stated that the convention agreed that NAB had failed to properly react towards the AFM problem and had not acted in negotiations as a strong trade organization.

AFM Problem

When the AFM recently demanded greater employment of its members thruout the country this single problem developed many tangents. Relations between networks and affiliates, including recompense to the stations by networks on commercials, free hours given by the affiliates to the chains, the payments being made by stations for their business, such as chain commissions, ad agency and station representative commissions, all had to be figured. Smaller independents were almost unanimous in saying they could stand little if any more expense. One broadcaster put it thusly: "If we pay out 5 per cent of our gross for musicians it's really 95 per cent of our net."

It has been agreed that the network affiliates other than owned and operated stations of the networks and other than key city stations in New York, Chicago and Los Angeles employ musicians whose combined income from these stations will be \$1,500,000. International board of the musicians' union was polled by telephone for this approval. After the union and the IRNA come to an agreement the union will deal with two other groups, the networks and the independents without any network affiliation. No individual station deals will be made, Joseph Weber, AFM president, has informed the broadcasters. At the IRNA convention there were 125 delegates representing 169 station call letters, difference being in proxies and delegates owning or reppling more than one station. There are 258 network affiliates in the United States.

Meetings End

Meetings between the special advisory IRNA committee and the international AFM board start Wednesday, the convention having empowered its committee, augmented by three new members, to act for the broadcasters. Committee consists of Mark Etheridge, WHAS, Louisville; William Hedges, WLW, Cincinnati; John Gillin, WOW, Omaha; Emil Gough, Hearst Radio; Samuel Rosenbaum, WFIL, and Ed Craig, WSM, Nashville. Three additional appointees are L. E. Wilson, WCKY, Cincinnati; John Shepard, Yankee network, and

George Norton, WAVE, Louisville.

In approving the decision to employ musicians whose yearly wages will amount to \$1,500,000, which is the amount now being spent by stations thruout the country, mainly networks, for live music, the convention left the question of allocation for the future and its committee. How this is worked out does not bother the AFM, just so it is worked out. It is certain that the independents are going to demand some sort of adjustment from their networks. One demand already made was that the networks reduce the number of free affiliate hours; that is, the number of hours given the networks by their affiliates for commercial programs and from which the stations do not receive any remuneration. This covers both NBC and CBS, altho Mutual makes different deals, usually charging affiliate stations flat sums for sustaining programs and getting a sales commission on programs sold. One network official said that the two-hour proposal was ridiculous, that it would cost the networks at least \$500,000 annually. Networks countered with a proposal to absorb in some way 10 per cent of the money affiliates would pay musicians, this 10 per cent not to include amounts to be paid for musicians by networks on their owned and operated stations. Final solution of this problem has been placed in the hands of the IRNA committee, which will meet with the networks starting September 13.

Arbitration

IRNA insists that the contract it will write with the broadcasters will include certain clauses covering working conditions to govern nationally. One such clause will cover means for providing arbitration, which all AFL unions except the musicians approve. AFM has not rejected but has objected to the arbitration provisions.

Amount of money to be spent by individual stations will be determined by a method to be mutually approved. It is stated authoritatively that stations will have their choice of two methods. One will be to spend annually 5 per cent of annual gross receipts. Other will be to pay a weekly amount equal to three and one-half times the station's highest quarter-hour rate. William Hedges, spokesman for the IRNA committee, said that both his committee and the convention realized that music costs will work a great hardship on many stations, but that the deal as finally worked out would represent the one most equitable to all concerned.

Talk so far has been for a two-year contract. Original resolutions considered by the convention proposed a three-year contract. A two-year agreement would mean that the broadcasters' deals with both the AFM and ASCAP would expire the same year, but Hedges pointed out that the desire for a three-year contract had no relation to the ASCAP problem. Hedges stated the purpose of seeking the three-year term was to achieve greater stability of the industry as a whole.

IRNA is continuing its existence. It was originally organized to work on the AFM problem, and the decision to continue is thought to have considerable bearing on NAB and trade solidarity. IRNA has empowered Mark Etheridge to appoint a committee to act as liaison between the two groups. During some of the NAB board meetings this week heated discussions are said to have taken

place on the question of NAB actions and relations to the musicians' problem. Opinion is that unaffiliated independents are in a none too strong a position to bargain with the union. Regarding relationships between the chains and their affiliates as to the measure the chains are to recompense the affiliates because of their additional expenditures, attendants at the convention held to the opinion that the odds favored them rather than the chains, on the theory the chains need their affiliates more than the reverse.

Resolutions on Music Deals As Discussed at INRA Meets

(Resolutions appearing below are those as originally brought in for consideration by broadcasters meeting at the Waldorf-Astoria Hotel, New York, over the past week-end. These resolutions, according to information available at press time, had been changed many times by the convening broadcasters. Their pertinence, however, to the music problem and as indicative of the attitude of the broadcasters toward the problem is important to those stations and other radio as well as music officials who did not attend the meeting.)

Resolution 1

This convention, composed of representatives of a majority of the radio stations affiliated in operation with the three nation-wide networks, NBC, CBS and MBS, has considered the report presented by its special advisory committee on negotiation with the AFM regarding the demands recently presented to the radio industry for employment of additional musicians. The committee reported that it recommended that these stations which are approximately 258 in number, excluding the originating key stations of the networks in New York, Chicago and Los Angeles, agree to expend an aggregate of \$1,500,000 per annum in addition to present expenditures, or a total sum of not less than \$3,000,000 per annum, for salaries of staff musician members of the AFM to be engaged on regular employment. The committee further reported that a tentative proposal to this effect presented by it to the officers of AFM was approved by them subject to approval by the AFM as to allocation of this expenditure among the stations. It was

Resolved: 1. This convention accepts and approves in principle the report as submitted.

2. This convention continues the special advisory committee with instructions to carry out the subject matter of the resolution.

3. This committee is instructed to negotiate with the AFM a standard form of uniform contract as to all provisions except wages, hours and local working conditions, which will be incorporated in contracts to be entered into between radio stations and union-locals, intended to carry out the purposes of the agreement now to be entered into with the AFM, such standard form to include provisions as covered by this resolution.

4. Among such provisions such standard form of contract shall include:

a. Waiver of requirement of union membership for acknowledged virtuosos, amateurs other than band groups and performers on novelty instruments.

b. Employer shall have free right of selection of musicians and complete control of program material.

c. Right to use services of staff musicians for commercial, sustaining or network programs, any extra compensation received by musicians for commercials to be credited against station's quota of expenditure.

d. Satisfactory clause for cancellation in event of termination or modification of FCC license or other emergencies.

5. The committee shall point out to AFM the fairness of and endeavor to include in such standard form of contract the following further provisions:

a. Right to book staff band for outside engagements at commission not in excess of the legal rate applicable but in no event in excess of 15 per cent.

b. Satisfactory clause for arbitration of differences between station and local.

6. Such contract shall be for a term of not less than three years beginning October 1, 1937, or such later date as it becomes effective and shall contain such other provisions as in the judgment of the committee shall be fair and equitable to both station and local.

7. Each station shall have the right to expand its agreed quota during such periods of the year as in its discretion it may elect with the understanding, however, that effort will be made to provide not less than nine month's employment during each year for each musician.

Resolution 2

Whereas, By adoption of Resolution 1, the IRNA has approved the recommendation of its special advisory committee that the radio stations affiliated in operation with the three nation-wide networks, including the stations owned, managed or operated by the networks, except the originating key stations in New York, Chicago and Los Angeles (all of which are hereinafter referred to as affiliates) shall expend for staff musician members of the AFM for a period of three years or more beginning October 1, 1937, a total sum of not less than \$3,000,000 per annum; and

Whereas, It is necessary that a method of allocation of quotas be adopted which will fairly and equitably distribute the burden of this expenditure and the benefit of the employment thereby created;

Resolved, That it is the sense of this convention that the fair measure of expenditure which any individual affiliate shall be obliged to make to carry out the purposes of the committee's recommendations shall be:

1. A percentage of the gross revenue, defined as net receipts from sale of station time, said percentage to be computed on the aggregate gross revenue of all the affiliates to produce a total of \$3,000,000, being approximately 5 per cent; or

2. A multiple of the station's maximum published quarterly hour rate to be expended weekly, computed to produce a total of \$3,000,000, being approximately three and one-half times the rate; or

3. A sliding scale based on the quarter-hour rate according to size of markets;

4. A weighted average based on both local rate, national rate and gross revenue; or

5. An option to the station to choose between 1 and 2; or

6. A factor of circulation or coverage as published by the networks; or

7. (Any other basis approved by this convention.)

8. In any event stations with a published quarter-hour rate of \$15 or less shall be exempt.

Exhibitor Yaps Being Charted

**\$2,000,000 MGM show by
General Foods watched by
film biz—costs are tops**

HOLLYWOOD, Sept. 11.—Substitution of a \$2,000,000 MGM production for the water-logged *Showboat* has other film producers wondering how much of a squawk film exhibitors will raise. While independent exhibitors and chains have protested the use of flicker names on the air, their walls have gained them little. But other companies are thinking hard before putting their talent in the market in wholesale lots for radio use. The public and exhibitor reaction will be noted carefully, it is believed, before other major commitments are made.

Showboat, which had been drifting since Bill Bacher quit it about a year ago, will probably be succeeded by the MGM production soon, but time and network angles have not been ironed out as yet. Bacher, who recently went over to the MGM lot, spent last week-end in New York with Atherton Hobler, president of Benton & Bowles, General Foods' agency, on Hobler's yacht to discuss the shaping of the new show.

Since *Showboat* started to drift several attempts have been made to put it back on its course, but without much success. Strength of the original production was never recaptured after various cast changes had been made, and the tough competitiveness of up-and-coming shows, such as Bowles' amateurs, weaned away much of its following. Latest attempt to save the ship called for the re-engagement of Charlie Winninger.

Production and time costs of the flicker show will probably top all other radio shows.

Steve Cisler Named New Manager at KTHS

LITTLE ROCK, Ark., Sept. 11.—Steve A. Cisler Jr., former manager of WSGN, Birmingham, and later WSIX, Nashville, was named general manager of Radio Station KTHS this week by S. A. Kemp, president of the local Chamber of Commerce, which operates the broadcaster.

Identified with radio since 1924, Cisler has been connected with stations in several other cities of the Middle West and South. He managed WSGN until WSIX was moved to Nashville from Springfield, Tenn., in 1936, when he was named its new manager. Associated with Cisler will be H. A. Schuman, formerly of KFAB, Lincoln, and later KFIM, Beaumont, Tex. Cisler and Schuman last week announced purchase by them of Station WHBB at Selma, Ala.

Kemp also announced this week that KTHS will formally dedicate its new studios and transmitter with a special program this week. James Morgan will remain as chief engineer of the station, he said.

\$5,000 WAPI Improvements

BIRMINGHAM, Sept. 11.—About \$5,000 will be spent weekly to improve WAPI, Voice of Alabama, Inc., station which joins the Columbia line New Year's Day. New owners of WAPI have spent about \$10,000 on improvements since August 1, when they took the station over.

James J. Beloungy, WBT, Charlotte, N. C. chief engineer, is supervising renovations.

Station is currently a 5,000-watt time-sharer but has applied for an increase of juice to 50,000 watts. When WAPI goes CBS, WBRC will become the Birmingham link of the National Broadcasting Company's Red network.

Promotion With a Cut

BOSTON, Sept. 11.—It must have been the glamour of the thing or a future that caused Robert Perry to quit a \$40 a week job to accept \$20 a week on WORL. Perry taught school near here until he won an *Auditions of the Air* program. He landed a part-time announcer's berth and then got himself a full-time job.

Despite the terrific cut, Perry sees more in radio than in the classroom.

Attention, MPPA!

LONGVIEW, Tex., Sept. 11.—Down Among the Budded Roses is a prime favorite with KFRO fans and can't be tampered with. An announcer found that out when he decided that the fans had had enough of it and broke the disc—before their very ears. Then the fun began. Letters of protest deluged the station. One Roses devotee swore she would never listen in again unless Roses was played. P. S.—A new disc was purchased.

Firings Charged By Indie Union

NEW YORK, Sept. 11.—Staffs of four Eastern stations have joined the American Guild of Radio Announcers and Producers and negotiations are under way with three managements. Discussions have started at WORC, Worcester; WAAT, Jersey City, and WBNX, Bronx. In Boston Guild and WEET execs are expected to start negotiations next week.

The Guild charges that two WORC members were dropped because of union activities and, according to Gerald Dickler, attorney for the AGRAP, charges will be brought before the National Labor Relations Board unless the men are reinstated.

Other union activities include a tour by Roy Langham, AGRAP prez, thru the West to enlist members. Sound effects men of Columbia and National in New York recently joined the Guild and negotiations are under way.

The American Communications Association is negotiating with the managements of KYW, WCAU and WHN, where it has organized engineering staffs.

No Breaks for Philly Acts on State Show

PHILADELPHIA, Sept. 11.—State of Pennsylvania is shelling out a bucket of bullion for air shows to publicize the vacation and sight-seeing features of the commonwealth. But as far as hometown talent is concerned it might just as well not have been. Talent hunt for the CBS network shows found the hometowners getting the go-by, with New Yorkers grabbed up to publicize the Quaker State. Pennsylvania tax-paying talent hoped some crumbs would come their way for the transcribed shows Walker & Dowling Agency, Pittsburgh; is spotting on stations. But side coin for the platters went to Edward Roecker, of the CBS Pick and Pat show. He was born and bred in Merchantville, N. J.

Maine Spuds Try Air; Sign for 15 Stations

NEW YORK, Sept. 11.—Potatoes will be sold by the State of Maine on a list of 15 stations. Program will originate at WNAC, Boston, and will be aired two 15-minute afternoon periods weekly. Marjorie Mills, women's commentator and writer for *The Boston Herald-Traveler*, will spiel for the spuds.

Station list includes WOR, WGN, WFIL, WOL, WBAL, WCAE, WKBW, WABY, WEAN, WICC, WTIC, WTAG, WCSH, WLBS and WNAC.

WOR Testing Facsimile Again— And Publishers Keep Hoping

NEW YORK, Sept. 11.—Facsimile and its attendant scares to publishers will be again the subject of experimentation by WOR. An experimental license has been requested of the Federal Communications Commission and, when and if the okeh is granted, experiments will be inaugurated.

Facsimile broadcasts will include actual news stories, photographs and ads, all, of course, on an experimental basis, but just enough to get the publishers a bit worried. Experiments, employing a five-kilowatt transmitter, will be conducted from 2 to 6 a.m.

While WOR has been interested in the possibility of facsimile since 1928, it discontinued experiments some time ago. It is understood that at that time the station believed that set manufacturers

AFM Headache May Serve To Unify Broadcasters

Plenty other problems seen on the horizon, with weakness of NAB brought out by musician tangle—IRNA may continue or be absorbed, or new org may be formed

NEW YORK, Sept. 11.—The problem thrown into the laps of the broadcasters of the nation by the American Federation of Musicians, which will come to a head in discussion to take place between the two groups starting September 18, will, regardless of outcome, redound to the benefit of the broadcasters along lines of strengthening and unifying radio men. Broadcasters are first to admit that their own National Association of Broadcasters has been a weak entry as a trade association. They admit, also, the extreme significance of the fact that when

Dailies Trimmed By Radio Beat

DENVER, Sept. 11.—Another trimming was handed local newspapers by opposition radio stations this week when important breaks occurred in the raging dictograph scandal. While reporters were busy taking notes to be used in stories hitting the streets nearly an hour later, KFEL had the news on the air.

Station engineers arranged to keep a telephone line from outside the courtroom to the station open for use when needed. News was telephoned to Frank Bishop, who, facing a mike, repeated the story on the air. The sensational jury report was also broadcast in this fashion.

Later, when written transcripts of the dictograph records as well as the actual records were made public, KFEL set up a mike in the court clerk's office. Two announcers broadcast from the 400 typed pages, while newspaper reporters started to copy the transcripts. Electrical transcriptions made in the governor's office were also broadcast.

Show lasted an hour and a half as a sustainer. Newspapers, *Post* and *News*, rushed full staff to the court. *The News* devoted 15 full pages to the transcript, while *The Post* published excerpts.

Chi Radio Stations Give School Session

CHICAGO, Sept. 13.—The forced delay of school reopenings here because of a feared infantile paralysis epidemic is turning daily periods on four local stations into school sessions starting today. WMAQ, WLS, WJJD and WIND are cooperating with the Board of Education in conducting classes over the air for some 325,000 children in the affected area. WENR has set aside an evening hour, with the other stations conducting "classes" mornings.

Radio school is in charge of Lillian M. Tobin, a district superintendent, who has selected a personnel for these educational broadcasts. Subjects taught include English, mathematics, science and history and are directed for classes from first to eighth grade.

Children have been barred from schools and theaters since September 2, when the Board of Health decided on the measure to prevent the spread of the disease.

should share part of the cost, but makers nixed this idea. Current experiments, however, are understood to have the support of several manufacturers who see huge profits if facsimile sets can be perfected and put in every-day use. Attachments will probably sell for about \$60 to \$75 if produced in quantity lots.

Transradio is planning to go into the facsimile business and active preparation is being made for fall transmissions. While there will be no direct tieup between WOR and TR, co-operation and exchange of ideas will probably be effected.

In Detroit it is understood that WWJ is considerably interested in facsimile and in other cities stations are also eyeing this "step before television."

a major problem, such as posed by the musicians' union, came up, the NAB could not speak or act for the industry, and that a new organization, the Independent Radio Network Affiliates, was formed overnight and raised a good-sized treasury. Leading broadcasters stated yesterday, during the course of meetings being held at the Waldorf-Astoria, that there was a strong likelihood of IRNA continuing after this problem is settled, either as a group absorbed into NAB or absorbing NAB. Or, finally, as a new unit combining the two, but representing a strong trade organization.

Heretofore, with the exception of ASCAP and occasional anti-radio legislation proposed, the radio industry has had no major national problems. Now, according to opinion expressed at the meetings, the industry has its hands full, labor being the problem. When the AFM question is settled there are bound to be others, such as the American Federation of Radio Artists' announcers' unions, engineers' unions et al. Broadcasters feel that a repetition of the running around in circles, endless meetings and general confusion which has been taking place since the AFM started the music question, should not be repeated. The industry, despite many interecine differences, claim the radio men, should again attempt presenting a unified front, and a unified front which can act for the whole industry.

NAB, it is claimed, realizes the keenness of the situation insofar as it is concerned. According to authoritative reports, there was considerable discussion, much of it heated, at NAB director meetings taking place this week, preliminary to IRNA's meetings at the Waldorf.

Broadcasters also feel that it is an ironic twist that an outside force, the AFM, started the ball rolling toward radio unification.

Philly Foreign Stations Tie

PHILADELPHIA, Sept. 11.—Pending FCC permish for the wedding, station resulting from the merger of WPEN and WRAX, reports have it, will blossom forth as an Italian language station. Sister stations splitting time on the 920 spot present program policy calls for Italian, Jewish, Polish and German language programs, with a smattering of English. Operated by John Irael, single call letters have been recommended and the final word is expected to be handed down early next month.

Sales chart shows over 30 hours weekly of Italian shows, for the most part sponsored. Jewish shows take up about 14 hours of the broadcasting week, with seven hours apiece to Polish and German. Reports have it that the Polish and German shows will be dropped pronto, with the commercial Jewish shows carried until the Italian biz picks up. Fillers will be taken from WOV and WBLI, Irael's New York foreign language stations.

Concentrating on the Italian angle, way will be left open for WDAS to expand its foreign language policy. Formerly housed under the same roof with WPEN and WRAX, WDAS has entered the competitive foreign language market, developing programs for each language group, including Negroes and Irish, that show local commercial possibilities.

MB'S Yale Sustainers

BOSTON, Sept. 11.—Colonial network plans to feed the Yale football games to Mutual on a Coast-to-Coast hookup on a sustaining basis.

Saturation Point Talk Is in Again, But It's Still Talk

NEW YORK, Sept. 11.—Where's the saturation point and who's got it are again favorite topics due to increases in business and scrambles for good available spots. But as far as the actual saturation point being reached there's no definite answer. Two years ago it looked as tho the saturation point for time had been reached. Tho there's less time available today than before, and national spot business is increasing, it still isn't evident that the peak has been reached.

Even tho the time peak may be hit some day, this doesn't arbitrarily mean that network grosses have reached their top marks. Increased rates and more stations will continue to swell web intakes. While some time periods will probably always be allotted to sustaining shows to satisfy public service demands and to decorate FCC reports, desirable available periods started to dwindle years ago.

All webs have experienced increases in amount of available time sold. The following table illustrates the demand on CBS and many be taken as typical of network gains. Amount of time sold in 1935 is contrasted with times sales for 1936.

Morning	% of total
1935—26.6	
1936—33.6	
Afternoon	
1935—30.4	
1936—17.1	
Total	
1935—29.1	
1936—22.2	
Evening	
1935—68.6	
1936—72.0	

Even more noticeable on Columbia books is the trend toward fewer but better spending sponsors. In 1935 \$179,977 was spent, while in 1936 \$255,292 was spent by the average client. In 1935 sponsors used 38.5 per cent of the Columbia stations, while in 1936 the figure rose to 47.4 per cent.

While talk may continue about a time or volume saturation point, local indie stations or potential new webs will probably take care of any overflow business. Volume saturation is still far off, while it's still possible to add new links and up rates.

Full Radio-Newspaper Harmony Is Urged at ARNEW Convention

CHICAGO, Sept. 11.—Perfect harmony between radio newscasters and newspapers for the aggregative benefit of the paper-reading listener is the aim of the members of the Association of Radio News Editors and Writers who held their first convention at the Sherman Hotel over the week-end. Voiced opinions on this matter during yesterday's interchange of ideas discussion was strengthened by Boake Carter's paper read at the banquet in the College Inn this evening, in which he stated that there should be "a burying of the hatchet between the press and the radio over the question of news—for the very sake of the preservation of the American principle of democracy.

"Let those two mediums bicker, fight and brawl with one another," Carter continued in his paper, "and the forces which are let loose in the world today, the forces of absolutism which lurk like hungry wolves around the encampment waiting for the first opportunity to leap in and make a kill, will take instant advantage of the divided counsel and destroy the two greatest bulwarks of democracy that remain today." He rated radio as the newest and most powerful medium which is here to stay and continue to stimulate a desire for news. As a result, he stated, radio is not only not a competitor to newspapers but on the contrary is the best advance guard the press has in whetting the public appetite for current events.

He concluded that radio news should be handled only by trained newspaper men independent in thought, that radio should maintain its own news-gathering staffs and should fight the slightest suspicion of attempted censorship of the freedom of the air. Carter's paper hit newspaper publishers who condemn sponsored news shows, claiming that newspapers are as much of a business as radio and that news shows do not have to be influenced by the dictates of a sponsor.

During the open forum the boys urged UP and INS representatives to consider the needs of radio news shows more carefully and feed the wires with spot news first, particularly during early morning and late evening hours, before sending thru the customary reshapes of old stories directed for newspapers.

It was concluded that newscasters have no right to comment on news unless the individual is hired and paid by the sponsor to do so.

The carrying of local news held the front of the opening session. It was pointed out that this condition is purely a local problem, as smaller stations would naturally carry more local news and more powerful stations reaching out-of-State listeners would carry a good bit of news of interest to the outsider.

Treatment of sex stories should be minimized, it was concluded, as well as any other topics of a salacious character. This in view of the fact that the show goes into homes and reaches listeners of every age.

Ken McClure, of WOAI, San Antonio, was elected president, succeeding John Van Cronkhite, who was named to the executive board. Other officers elected include Beckley Smith, WJAS, Pittsburgh, first vice-president; Ken Miller, KVOO, Tulsa, Okla., second vice-president; Jack Harris, WSM, Nashville, Tenn., third vice-president, and Al Hollander, WJJD-WIND, Chicago, secretary and treasurer (re-elected).

The five-point code of ethics adopted by ARNEW subscribes to the broadcasting of all news in good taste as represented in freedom of American thought and public interest, recognizes responsibility of a radio news broadcast as being restricted to nothing but consideration of public welfare, contends that as radio news editors and writers they are free from all obligations except that of fidelity to the public, condemns promotion of any private interest on a news program except one designated as a paid commercial and subscribes to the freedom of speech and that it be guarded as a vital right of mankind. Next year's convention will be held either in San Antonio or Nashville.

On the executive board with Van Cronkhite are Bob Hurligh, WFBR, Baltimore; John Hughes, Don Lee network, news editor; Foster May, WOW, Omaha, and Roy Brant, KFVR, Bismarck, N. D.

Among those in attendance were Charles Glenn, WNAX, Yankton, S. D.; Ken Ellington, WBBM, Chicago; John Van Cronkhite, Stuart Hayden and Sam Knott, of Van Cronkhite Associates, Chicago; Al Hollander, WJJD-WIND, Chicago; Allan O. Brophy, WROK, Rockford, Ill.; Paul Ringler, WTMJ, Milwaukee; Benedict Hardman, Iowa network, Des Moines; Ed Brant, United Press, Chicago; Bert Smith, KSOO, Sioux Falls, S. D.; Beckley Smith, WJAS, Pittsburgh; Ken

Air Briefs

New York By BENN HALL

PLUNK in the center of its symphony program. General Motors will spot a science chat by John B. Kennedy. Bill Laurence, of *The Times*, will write it at \$100 a shot. May seem somewhat out of place in such a program, but then autos are scientific and there will probably be the chance to weave in a plug. . . . Jean Ellington signed for another 365 days by NBC. . . . Max Hage out of NEA Service. E. R. McGill now working on 15-minute scripts for the newspaper syndicate's new radio department.

WGN gets that Voice of Experience show half hour before WMCA because of time clearance for out-of-town stations. . . . Williams Sisters, trio, on NBC's *Air Breaks*, hail from *Carefree Carnival* on KPO, San Francisco. This their first New York network appearance. . . . Frankie Lewis, crime authority for *Gang Busters* and other shows, crashing the pulpa regularly. Sold six years to *Ten Detective Aces*. . . . Bob Berkov, UP Shanghai correspondent, resigned to return to do lecturing and possibly radio

commentating. . . . Bob Taplinger left for the Coast on a three-hour notice. . . . Ray Lee Jackson, NBC portrait photographer, honored with a certificate of merit from the Photographers' Association of America.

Shifting of more radio shows to Hollywood relieves local radio editors of plenty of headaches. Those pests who hint and ask for ducats are now told: "Sure, I'll get you two for that show. No trouble at all. But it's from Hollywood, you know, so you better buy your plane tickets soon." . . . Jean Sablon got a third renewal on *Magic Key*, making almost a dozen appearances on the show. First time for a third renewal on *Key*. . . . Shep Fields guesting on WNEW's *Make Believe Ballroom* September 30. "Records come to life" each week on this broadcast with a name band there and off the wax. . . . Naylor Rogers, former KNX, Los Angeles manager, looking over the town before going to Washington.

Chicago By SAM HONIGBERG

LORD & THOMAS auditioned a Mr. Deeds *Goes to Town* type of show for the Pepsodent execs here last week and if okehed will have Gary Cooper in the lead and originate on the Coast. The tooth paste peddlers who are now looking for a stand-out program to succeed *Amos 'n' Andy* in January wanted to buy a *Thin Man* talk show, provided William Powell and Myrna Loy would play the leads. Cinema celebs turned thumbs down. . . . Despite the fact that the performers who are now being organized by George Heller, associate secretary of the American Federation of Radio Artists, try to be as secretive about this activity as possible, radio talent buyers are plainly worried over expected demands. Some of the serial show owners casting for fall and winter time are preparing to up salaries even before formal protests over the currently low figures are made. Looks like a boom

year for dramatic talent, due to the many shows listed here and the limited number of people available.

Add marriages: Truman Bradley, WBBM newscaster, and Evelyn Jane Esenther, and Dick Wells, of *Kitty Keene, Inc.*, and Teresa Hubbs, of Kansas City. . . . Martha Crane and Helen Joyce are conducting a new morning show over WGN labeled *Feature Foods*. . . . M. M. Blink and Jerry King, of Standard Radio, left for New York to attend union conferences. Jerry recently came in from the Coast. . . . Jolly Gillette, the songstress set for the Campana show, has some previously booked theater dates to fill and will be unable to make a weekly appearance here. . . . Sack-Cable landed the *White the City Sleeps* account. . . . Eddy Duchin claiming two sponsors for the fall, but keeping mum on names.

From All Around

WESLEY WALLACE, of WPTF, Raleigh, N. C., is now program director. Mary Ellen Lawrence is the new secretary. . . . Bob Hurligh, WFBR, was one of the youngest delegates to the ARNEW convence in Chi. The Baltimore newscaster is 25. . . . Edmund Linehan is new assistant program director at KSO-KRNT, Des Moines. Jimmy Randolph is now in the continuity department. And Harriety Ristvedt is new to that department. Ken Brown heads the new special events department. . . . Eddie Wise, WBBQ, announcer and manager of the Artists' Bureau, "discovered" a new attraction. He booked Wild Bill Westbrook and his Arizona Trail Riders to the Harrisburg, Ill. station and the bookings are climbing fast. . . . Marcus Bartlett, of WSB, will be Atlanta's football spokesman for the Atlantic games.

S. A. Cislak Jr., formerly with KSO, Des Moines, has been named general

manager of KTHS, Hot Springs, Ark. . . . Gladys Greenburg, manager of promotion of KSO and KRNT, Des Moines, will be married September 16 to Henry J. Smith, of Drake University. . . . Gene Shumate, Iowa network sportscaster, left Des Moines by plane for his second annual tour of football training camps, with Bert McGrane, sports writer, and George Yates, photographer, of *The Des Moines Register* staff. The sendoff was aired over the local stations as a buildup for the Iowa football schedule, starting October 2. . . . Phil Murphy is the new Yankee and Colonial Network news man. . . . George and Juanita, hillbilly radio duo, are scheduled for a second p. a. within a month at the Pannacock (N. H.) Theater. . . . Tony Russell, NBC-WBZ and WBZA romantic baritone, has been gifted with a marmoset monkey, which Arthur S. Feldman, WBZ and WBZA, special events manager, will guest star shortly.

Miller and Porter Randall, KVOO, Tulsa, Okla.; Ken McClure, WOAI, San Antonio; Sims Guckenheimer, Transradio Press, Chicago; Bob Hurligh, WFBR, Baltimore; Millard Dunkirk, WDAY, Fargo, N. D.; Foster May, WOW, Omaha; Burl Ely, INS, New York; Roy H. Brant, KFVR, Bismarck, N. D.; L. G. Collison, WDWB, Champaign, Ill.; Brooks Watson, WMBD, Peoria, Ill.; George Voss, WOC, Davenport, Ia.; Jack Harris and Earl S. Rogers, WSM, Nashville, Tenn.; and Eugene S. Pullian and Bill Frosch, WIRE, Indianapolis.

ARNEW Sidelights

Bob Hurligh, an active ARNEW member from WFBR, Baltimore, was a former correspondent of *The Billboard* in Washington. . . . For making news comments disliked by some of his listeners, Ken

McClure, of WOAI, San Antonio, got into a few flistic encounters which cost him several of his teeth. . . . Ken, incidentally, presided over Friday's session, while John Van Cronkhite conducted Saturday's meeting. . . . All the boys admitted the pronunciation of some proper names, particularly at this time when the Japanese and Chinese battle is in the limelight, has them guessing over time. . . . Roy Brant, of Bismarck, N. D. was the first to reach town, coming in last Sunday for an early start. . . . What to be called on the air, that's the question that is puzzling many of newshawks. Commentator? Editorialist? Newscaster? Or just announcer? . . . Late broadcasts have the greater audiences. It was brought out, listeners anxious for news after the last evening newspaper edition reaches the street.

SCRIPT LIBRARY BILLBOARD

CLUES A GREAT MINUTE ANNOUNCEMENT STUNT PROGRAM

A Mystery and Solution, Presented in 2 One-Minute Announcements.

With "Time Out" for Commercials.

The SCRIPT LIBRARY A Division of RADIO EVENTS 535 Fifth Avenue, N.Y.C.

"CALLING ALL MEN" THEORY

Angell to Europe On Educational O.O.

NEW YORK, Sept. 11.—National Broadcasting Company's new "educational counselor," Dr. James Rowland Angell, ex-Yale prexy, announced at a press meeting yesterday that he intends to "start at the bottom" to learn radio. Angell will leave for Europe in October to stay several months to study British and Continental educational measures. He is particularly interested in viewing the Scandinavian system, which has been described to him as particularly successful.

While "little success has been experienced in the use of radio as part of the regular technique in schools," Angell said that he believed that best advances could be made in the field of popular and adult education. Actual classroom use of radio, he stated, would probably follow and might be combined with films.

When asked, "Do you believe adults want to be educated?" the NBC education chief replied, "No, or children either." Problem, according to the ex-college president, is to make such educational problems interesting so that people will listen to them and not "dial for Pat Rooney if he's on the wire."

While it is understood that the policy of sustaining educational programs will continue Angell mentioned a West Coast half-hour musical program, sponsored by Standard Oil, as a sample of radio education in the classroom. Some 3,000 schools tune in regularly on the series, with the sponsor getting the benefit of the group listening.

Time Policies on N. Y. Elections Vary on Webs

NEW YORK, Sept. 11.—With the local election nearing, politicians are after stations and networks for time to spiel, which means a headache to stations, particularly because of the conflict of policies. During the presidential campaign it was a web practice to offer time cuffs until the conventions were held. After conventions were over, spieles paid for time.

Web and indie policies are varied now. Columbia is giving time gratis till primary while National and Mutual are collecting fees for political orations. Other stations follow mixed policies, with most trying to get all they can from the potential office holders.

Why Sell Time?

NARRAGANSETT RACE TRACK. R. I., Sept. 11.—Charles Pheland, Yankee network (Boston) sales manager, has added a new horse to his stable named Black Thorn. Phily came in to pay \$48 on Labor Day at Narragansett.

ACCOUNT PLANS

De Soto Motor Corporation is making a series of one-minute e. t. with Ted Husing. Will probably be used as part of a dealer promotional tieup and placed locally.

Schattner's shoe shop and Darrigo Bros. Company have signed for time on WNEW, New York.

WHN, New York, has new and renewed business from Musterole, Chevrolet, Eaton Paper Company, Adam Hat Stores, Confidential Personal Loan Company, Father Charles E. Coughlin and others.

Union News Company, Hammond Organ Company, Pomay Cosmetics and Ford Motor Company have placed programs and spot announcements on WQXR, New York.

New and renewed Des Moines accounts include: American Tobacco Company (Rol Tan). Five chain break announcements weekly on KRNT and WMT. Thru Lawrence C. Gumbinner Agency. Sherwin-Williams Paint Company. Participating on KRNT and WMT for 10 weeks. Thru T. J. Maloney Agency. Sterling Casualty Company, Chicago. Thru Presba, Feller & Presba, Inc. will be on the WHO Musical Clock. Health Research Foundation (Vim News Bulletin), thru the Andrews Advertising Agency, Detroit, will have a 10-minute news period three times a week on WHO, Des Moines, for one year.

Pittsburgh business includes: Philadelphia Company resumed its half-hour weekly writer series September 7 at 7:30 over KDKA. Liberty Baking Company will start a thrice weekly transcribed series over WWSW. Pennsylvania Publicity Commission has started a program over WCAE to glorify State's scenic beauty. Walker & Downing handle the account. Rhea's Bakery return to the air September 12 with a weekly 10-minute reporting and interpretation of the day's news by Elsie Lichtenstul.

Oldsmobile Company, Inc., spots a transcribed series on KYW, Philadelphia, starting October 12. Account placed thru D. P. Brother & Company. National advertisers starting spot announcement campaigns this week on KYW include Colgate-Palmolive-Peet, for Super-Suds, thru Benton-Bowles, Inc.; Bartlett Pear Advisory Board, for canned fruit, thru J. Walter Thompson, and Lewis-Howe Company, for Tums, thru H. W. Kastor Agency.

DURKEE-MOWER, Marshmallow Fluff-ferettes due back to the airwaves Octo-

"Irritate 'Em, Then Sell 'Em" Basis of Barney's Sales Gain

Largest local advertiser in New York uses reverse of sales appeals generally used on radio—direct mail used to follow up radio leads—corn pays

NEW YORK, Sept. 11.—"Negative appeal" is the force back of Barney's, this town's largest buyer of time. In a nine-year period, the merchant who based his radio advertising on this theory has more than doubled his business. Most of the expansion has been done since 1933, when Barney Pressman started using radio; started with one program. Now he spends \$100,000 yearly on radio advertising, less on direct mail and newspapers to advertise his men's clothing store. Much of the direct mail expenditure is directed toward leads secured from radio promotion. The slogan, "Calling All Men to Barney's," is credited with doing a large part of the selling job.

25% Biz Boost Seen on WNBC

BOSTON, Sept. 11.—An increase of 25 to 30 per cent above last year's \$300,000 is seen for John Shepard III's Yankee and Colonial networks' WNBC outlet. This is the second year of a five-year contract with National Broadcasting Company making the station its Red outlet and the second year for the Yankee network.

While rate cards for 1937-'38 have not been issued as yet, contracts are based on the Yankee rates that became effective September 27, 1936, when the NBC affiliation swung into operation and the new network came into being. Yankee and Colonial networks now total 15 stations each. WNLC, New London, Conn., and WNBX, Springfield, Vt., having been annexed recently.

Among accounts inked are Penn Tobacco, Hecker Products, Lydia E. Pinkham Medicine, Beaumont Laboratories, Thomas D. Richardson, Sterling Products, Lever Bros., Canada Dry, Delaware, Lackawanna & Western Coal; Sherwin-Williams and other local and national advertisers.

KYW Cornerstone Laid

PHILADELPHIA, Sept. 11.—Alfred H. Morton, manager of the NBC-managed and operated stations, comes here Tuesday (14) to officiate at the cornerstone ceremonies for KYW's new building site. Jan Savitt's Top Hat swingers will swing from the fourth floor scaffolding to amuse workmen at rest while Morton heaves the mortar.

ber 17 with an augmented station hook-up. Novelty program is scheduled for a network of five Yankee stations, WNBC, WEAN, WTAG, WICC and WCSE. Agency is Harry M. Frost Company, Inc., Boston.

Daytime Serials Get Name Itch; Talk of 6 Instead of 13 Weeks

CHICAGO, Sept. 11.—Radio's newest talk on serials here is in favor of short serials to run from three to six weeks instead of the usual 13. It is bringing into the industry the old battle of what is the most important ingredient to a show, the story, the actors or the direction and production.

In the main serial programs now filling daytime hours are of the dime-a-dozen type, and in the opinion of several radio and agency men the source of the mediocrity is in the story, which they say should be shorter and of higher quality, preferably written by name authors. One prominent agency man stated that he would rather take a \$2,500 advertiser's budget and split it, with the two grand going for the story by an established author and the \$500 for the rest of the nut.

Idea behind all this is that the story would be the real draw, and by cutting it down to six weeks in length the listeners not getting in at the start would be lured into tuning in for the next

story by teasers, as it's done in magazines, and would not have to wait for a new story. With a new batch of fans for each story and a good percentage of repeaters from the previous opus, it is believed audiences would far outnumber those of long serials.

Talent for these shows would be secondary, but still important enough to require good stock actors and not the amateur variety, agencies say. In other words, the vehicle and the way it's produced would carry the show. Spending the heaviest sugar for the story instead of the talent has been talked of before, but its actuality will probably be stimulated by this type of show.

Time element will be an important factor with this embryonic brain child when it reaches its earlier stages and a great deal of experimenting will be done before a happy medium is found. Some think that even six weeks is too long, and others say that if serials are cut too short they will be on and off the air before more than a handful have discovered them.

Most radio advertisers use a direct appeal, or a positive appeal. This, of course, even includes commercials, especially certain spot commercials which are negative because of their text and delivery. Barney's, however, takes the slant that by concentrating on "negative appeal," they'll get more results, with this theory seemingly substantiated by the growth of the store. Many of those familiar with the slogan, and the intonations used in its delivery, consider it to be a direct irritant. This is "negative appeal," the appeal which implants the name of the advertiser firmly in the minds of potential customers. Then, even tho they may have been irritated at the time or times they heard the slogan, the irritation is forgotten when the need for clothes occurs. In other words, it might be—get 'em temporarily sore but make 'em remember the store. It seems to work. Plenty of customers have complained about the irritating qualities of the trade-mark. Some New York stations have emitted more polite, genteel squawks.

Barney's is probably the leader in the "negative appeal" school of thought. A few scattered firms use a similar device, but without getting the attention Barney has received. I. J. Fox, furriers, use a nasty-sounding telephone operator to get attention. A Cleveland coal dealer opens with horrible noises resembling an artillery attack. Then listeners are coolly informed that "another ton of coal has just been delivered." But Barney tops all in this field.

All radio programs paid for by Barney's use the same trade-mark. This includes flesh, transcriptions and spot announcements. Newspaper advertising will soon use another slogan, "I Found Barney's," but "Calling All Men" will continue on the air.

Barney's uses a mixture of shows, Irish, Negro and other types of programs are on WMCA, WHN and WNEW. Barney's is WNEW's oldest account. WMCA's newest audience participating show, *You Don't Say*, a spelling and definition contest, starts next week, with Barney paying the bill.

Concern figures local stations, without too much power, are the best buys. No great results have been secured thru bonus coverage offered by higher-powered stations, according to Walter E. Kelly, store's ad manager. While programs are general in nature, the personal touch predominates and there's an edge toward the lady who actually buys hubby's suit. Records are played or songs warbled and the name of the requester is mentioned. If there's a birthday party in progress, a greeting card is sent the next day. This name also goes on the mailing list. Fan mail, without use of pullers, averages 50 a day for the Irish show and 50 a day for the combined other programs. Women form an important buying portion of the audiences and are kept in mind in buying time, a spot on the Uncle Don program aiding sales considerably. Store is a cash house and aims at middle-class prospects with ready cash for clothes and who need not buy from credit houses.

Account recently shifted from Schillin office to Alvin Austin Company.

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

DON ROSS
Writing, Singing and M. C.
JELLO SUMMER PROGRAM,
Sunday, 7-7:30 P.M., EDST.
WEAF and RED NETWORK.
For Mgt. DEL PETERS.
Tel.: Room 7-2497.

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

WINDOW CARDS
14x22, 22x28 paper and
cardboard posters, one sheets
heralds, etc. for all occasions.
Quick service, low prices.
Write for free catalog.
BOWER SHOW PRINT CO., FOWLER, IND.

Program Reviews

EDST Unless Otherwise Indicated

Tommy Riggs

Reviewed Thursday, 8-9 p.m. Style—Double voiced comedy. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson Company. Station—WEAF (NBC network).

Tommy Riggs is to be another performer to achieve an important reputation as the result of bookings on the Rudy Vallee program. Former vaude and radio singer, Riggs is now under contract to the advertiser and is very likely to wind up on the Chase & Sanborn show, with his young girl character, Betty Lou, playing a love interest to Charlie McCarthy. A smart stunt.

Riggs plays himself and Betty Lou. His voice on the girl is excellent and his material has been holding up surprisingly well and strongly. The character has vast amounts of appeal—she's endearing, as a matter of fact. Riggs probably couldn't sustain an entire program, even a quarter hour in length, but used for short shots as he is on the Vallee show, his popularity should last a long time.

J. F.

Al Jolson

Reviewed Tuesday, 8:30-9 p.m. Style—Variety show. Sponsor—Lever Bros. Company. Agency—Ruthrauff & Ryan. Station—WABC (CBS network).

Here's a half-hour show, boasting a couple of high-priced names, which will not cause any eyes to pop, but which moves along pleasantly. It packs some laughs and a lot of sentiment—hoked up, of course, the way the indefinable "they" probably like it.

Georgie Jessel guested on the opening show and this gave Jolson all the more opportunity to hark back to the "good-old-days" business. When this calls for song, there's a punch in rememberin' when, even for the generation that doesn't remember riding a bicycle built for more than one. *Toot, Toot, Tootsie*; *Goodbye*, and *Give My Regards to Broadway* were put over in typical Jolson-Jessel delivery. Martha Raye's lungs were in their usual robust condition and Miss Raye entertained with a bit of shouting. This young lady doesn't get in the folks' hair; she just tears thru their ears. Parkyakarkus got his quota of laughs, but a visit to a new gag-maker is in order. Some of the veterans exhibited should have been pensioned off after the war between the States ended.

Vic Young's Ork went to town in a lively way. Nothing stiff or formal about Young's musicians, and they helped the half hour to move. *Lady Is a Tramp* particularly effective.

B. H.

"Hollywood Mardi Gras"

Reviewed Tuesday, 9:30-10:30 p.m. Style—Variety show. Sponsor—Packard Motor Car Company. Agency—Young & Rubicam. Station—WEAF (NBC network).

Packard has put a sizable chunk of coin in this production and, to insure proper clicking, is tossing in guest stars. Hello number combined comedy and music. Regulars Lanny Ross, Charlie Butterworth, Florence George, Ray Paige's Ork and chorus, Don Wilson and guests, Amos 'n' Andy, assembled a neat vehicle hitting on all cylinders, but still not an absolute socko—or a close second to the current Chase & Sanborn job.

But it's a good show. Amos and Andy exhibited their skill at mimicry and showed those who aren't regular fans anymore that they still possess something. As a special treat, they said a few words in "their natural voices." Paige's 40-piece ork and 72-people chorus took care of the musical assignment in acceptable fashion, tho the chorus number calling for effects of instruments was just a bit out of place in this show. Charlie Butterworth opened rather mildly but got into the spirit of the thing after the first few minutes. Lanny Ross, with his rounded, almost rich piping, soloed *Serenade in the Night*, while Florence George let out *Song of India*. Miss George's voice seemed almost strained or of rather thinnish timbre.

It's a good, solid show, showing much hard work. It needs a trifle more gas to give Packard the speed it should have and a few more punchier and sharper gags to wow the potential Packard buyers.

B. H.

"Romance Backstage"

Reviewed Thursday, 7:45-8 p.m. Style—Story and songs. Sponsor—Jerome Wolk Fur Company. Station—WCAE (Pittsburgh).

Combining songs by Jack Sherwood with interwoven love episodes between the singer and an unnamed femme, all set to background organ hits by Johnny Mitchell, the program hits the mark in sales appeal for listeners the sponsor wants. It's definitely gauged for the romantics.

Mitchell starts with the Hammond electric, then come alternate vocals of pop numbers and wailing lines tossed to and fro between boy and gal, in semi-pilot fashion.

Two plugs are innocuous and might even help the advertiser. And that's not so common with local programs here.

M. F.

"Coca-Cola Songshop"

Reviewed Friday, 10-10:45 p.m. Style—Musical show. Sponsor—Coca-Cola Manufacturing Company. Agency—D'Arcy Advertising Company. Station—WABC (CBS network).

It is extremely doubtful if Coca-Cola will get, either in good will or direct sales, the money it is putting into this show. Every once in a while a radio program of this type crops up—a program musically excellent, but minus either a sock or a drawing name. One good thing about the show is that it follows Hollywood Hotel, which ought to help in getting an audience. The Coca-Cola program is strictly, in its conversational segments, handled by m. c. Frank Crumit, a corny proposition. But really corn. That applies also to some of the musical numbers, especially the ace harmony singing of the Songsmiths. It applies further to the introductions

accorded by Crumit to the various performers.

Talent on the show is Gus Haenschen and a 50-piece orchestra; Kitty Carlisle, film and stage soprano; Reed Kennedy, a fine baritone, and Alice Cornett, rhythm songstress. Crumit, of course, essays a few refrains in the style well liked by the public. With Haenschen musical director, the bulk of the show, the music, was bound to be well handled, and it is. There's only one thing missing, a kick.

Commercials are corny, too, some delivered by Crumit, others by announcer Del Sharbut. Whole tenor of the show is "Pull up your armchair and have a song, or drink."

J. F.

"Curtain Time"

Reviewed Tuesday, 2:30-3 p.m. Style—Musical repertory. Sustaining on WMEX (Boston) and the Inter-City network.

WMEX has mustered up a musical repertory company of seven to air a weekly session of classical productions. It is the station's second edition of *Curtain Time*, the first, starring Jack Edwards, Pearl Morris and Company, by far the better.

Six stations are being fed this program, which seems to be microphonically unbalanced and very much in need of stronger direction. On the whole the voices are adequate, but the ensemble harmony is off. It is obvious that the singers have had little mike technique.

Company consists of Patricia Lyons, 17-year-old coloratura soprano; Annina Katzman, coloratura soprano; Marion McCarthy, contralto; Daniel Healy, tenor, formerly with the Philadelphia Opera Company; Paul Joyce, baritone; Gertrude Eckstein, concert pianist; and John Kiley, organist. John E. Reilly, WMEX program director, is the narrator.

At times, individual voices, particularly in the soprano groove, don't ring true. More time off under expert musical conduction, plus mike technique and control room understanding, could make this unit into a well-organized aggregation for music appreciation patrons.

S. J. P.

Quin Ryan

Reviewed Friday, 11:30-11:45 a.m. Style—News show. Sponsor—The Bath-sweet Corporation. Agency—H. M. Kiesewetter Advertising Agency, Inc. (New York). Station—WGN (Chicago).

Ryan, plugged as the only newscaster in the Windy City who is a former Chicago newspaper man, is doing a new thrice-weekly news show, paying more attention to subjects of interest to women. While he highlights the news of the day, he elaborates on features with feminine appeal. A good idea, as the product plugged is directed to the femmes. Show on the whole, however, is not as unified as a little more preparation can make it. Also, Ryan should not interrupt his own news pipings with a lengthy plug for the sponsor, as the announcer's opening and closing commercials are more than enough to inform the listener of the product and where he may obtain it.

Hon.

Myra Kingsley

Reviewed Thursday, 11:45-12 p.m. Style—Talks. Sponsor—Hecker Products. Agency—Erwin, Wasey & Company. Station—WOR (MBS network).

Myra Kingsley dishes out astrological nonsense in a fashion to evade any FOG squawks. Her program, slanted to sell H. O. cereal products to superstitious housewives, is ammunition for radio critics. A program of this type actually uses a modern miracle, radio, to put across stuff that should have taken the count with the Dark Ages.

Show is built around a "Daily Information Service" gag. Telephone-operator voice gives news of the service, then Misses Kingsley and Eve De Verka go into their song-and-dance. Miss De Verka spoke on beauty problems and was inoffensive except that frog-in-the-throat delivery hindered her.

Astrological stint has no direct horoscoping on the air. Program caught had Myra reading a letter from a bank teller who made good without taking home samples. Neptune helped him. To secure your own personal horoscope you just send in two box tops, your birth date, the size of your corset and an impression of your Aunt Minna's false molars and, zip, you get an inkling of what the stars have in store for you. Just like that.

B. H.

Current Program Comment

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

For a second season production head Ed Wallace continues his nightly five minutes on WIP, Philadelphia, of local chatter and gossip. Presumably about kinkfolk who make the smart news, only the town's Chestnut rue has never held the same inspiration for reader or listener as Gotham's Broadway. As a result, program interest is narrowed down to the few names mentioned on each shot. With the p. a. rather getting the plug on a printed page, it's the same names coming up. And hardly any news. Script is penciled in Broadway lingo but doesn't listen as smart. Wallace fumbles too often on the word-weavings or reads too fast to make the thought fully understood. A sustaining with no commercial possibilities as it stands.

WILKENS' AMATEUR HOUR, in its second year over WJAB, Pittsburgh, is an example of what a policy of hony emseing can do with fair material. One of the major marvels of the Steel City's airwaves, the every-Sunday-at-three hour has welded informal Brian McDonald, one-time Earl Carroll singing star but now boss of this show; pianist Jerry Mayhall, announcer Jack Logan and 13 auditioned acts into one of the most popular local programs on the air. Interest is whetted by a weekly flow of cash prizes, plus an overflow audience that watches the proceedings. Different from most amateur stints is the weekly mystery drama that uniquely introduces plugs for the sponsor's jewelry and a "Rajah" question period wherein plugger Logan answers audience queries a la Wynn and Allen.

Full, solid background is not sacrificed by Gabriel Heatter to put over a human newscast. Heatter, on most occasions, can be relied upon to give more than a quick refresh of the latest editions. His stuff is meaty without being ponderous. At the same time his intelligent and sharp delivery send his material

over graphically. Currently he is talking for Rogers Peet, men's stores. The sales spels are well fitted to the product and program. Done in good taste, the commercials are pointed to men and possess masculine appeal. And in those specifically addressed to the gals the store is sold as an ideal place to buy toys for the growing boy in a manner designed to bring in the missus. These commercials get over the character of the store. It's too bad, tho, that the news-commentator has to do them. It would do Heatter no harm if he were confined to newscasting and a staff announcer did the selling. Editorial columnists on dailies don't write ad copy.

Some time a big news flash may break while the boss is away and Patricia's newspaper mettle will be tested. Fans of *Girl Alone* are, theoretically anyway, wondering if she will make the grade. But it took a full quarter hour to build the picture and the 15-minute period lacked action. Equipped with a thoroly competent cast, good dialog, the script needs some more physical action to pep it up. Straight talk with slow suspension development is not enough, at least to those who aren't fairly ardent fans. And the spirit of a newspaper office with its alleged glamour and color might have been brought out more sharply with sound effects, such as phones, typewriters and teletypes—or, if the plant is very small, lintotype machines or presses might have done the trick.

Joe Rubin is a comedian of Benny Rubin's clan. His "Discoveries" on WMEX, Boston, constitute a lively well-balanced production. Joe warbles *Ida* in the hello and good-by sections in lusty vaudeville style. It's more than the usual amateur show, as "Discoveries" have been planted in real paying spots. Audience decides by means of letters, postals and boat ride tickets. These tickets are turned over to unfortunates.

Promotion Shorts

Thru a tieup with a sponsor WHN is focusing attention on itself as well as the sponsor's show. Parmelle taxi firm recently signed for a show on the MGM station. Its 2,300 cabs carry 75,000 passengers daily and all cabs are radio equipped. A sticker reading "WHN—Dial 1010" is being pasted on all radio sets. The program and station will also be plugged on a card facing passengers.

Out in Kansas KFBI keeps its fans aware of what goes on thru a four-page printed newspaper. The first three pages contain news of station activities, while the last page lists programs for a month.

The new program schedule issued by KFEL to time buyers and sponsors lists highlights and features on the first of its four pages. "Hot Spots for Chain Breaks" was a recent special. The listing included the available spots and what they preceded or followed. Rates were also included.

International News Service has issued a mimeographed bulletin slugged "Night Wire." It tells of the changes since INS took over the Hearst feature wire, Universal Service. An analysis of a "typical INS" night news report is included in the promotional material.

The two Atlanta Journal stations, WSB and WAGA, take bows in a carefully edited football "dope book" consisting of 50 pages of pigskin news and background material.

In grabbing off exclusive airing of the monthly awards for heroism made by *The Philadelphia Inquirer* to a uniformed man, WCAU is now planning to tie the special event with a program. Meritorious deed will be dramatized in the studios, concluding the program with a switch-back to the newspaper office for the actual award.

Musicians Don't Play Show; Too Busy Doing Bartending

DETROIT, Sept. 11.—Doubling in beer instead of brass is the latest for local musicians. At a picnic attended by several thousand persons at the Whitmore Lake Pavilion, near here, last Sunday the Michigan Truck Drivers' Association found itself short of help on handling the refreshments. As a result the band was asked to lay off the tunes for the afternoon and put in their time passing out the beer and cheerfully complied.

A full vaude show went on "cold" and the acts played without music. Program included Sandy Lyle, Werner and Marjorie, Louis Arley and Oliver Sisters and the Musical Alberts.

Pubs May Drop Lawyer McKee

Contract ends Oct. 15—probably not be renewed—SPA rumpus still on

NEW YORK, Sept. 11.—The troubled music industry is expected to be relieved of the talents of Joseph V. McKee, counsel for Music Publishers' Protective Association, October 15. McKee's contract with the publishers' group expires on this date, and a meeting of MPPA's board is not expected to negotiate for an extension of his services.

Attitude of some pubs, on McKee's activities concerning MPPA is that he did little more than promote a couple of rides to Washington and draw up a music code.

Meanwhile negotiations between A. M. Watenberg and John Schulman for the publishers and writers continue, with some writers reported as damning Songwriters' Protective Association for creating a deadlock in business.

Irving Caesar, SPA president, this week let loose a blast against pub-writer relationships in this country, saying the tunesmiths were victims of knavery. "A group of writers with guts," he added, "are willing to take the fight to the Supreme Court in order to settle transcription and synchronization rights."

Caesar further stated that no matter how the present fracas terminates, SPA would set up a legislative committee with offices in Washington for the purpose of pressing for legislative reform of the copyright act, a piece of parchment admittedly moldy and moth-eaten as far as the music industry is concerned. SPA's ideas on the subject are in line with "divisibility of rights," that is, a concrete apportionment of certain rights to the writer, the handing over of which would be forbidden by law.

Caesar admitted that if the pubs negotiated a new 10-year pact with American Society of Composers, Authors and Publishers, the complexion of the squabble might change.

Detroit Agency Adds School

DETROIT, Sept. 11.—Duane Sawyer Musical Enterprises are adding a school department. Plans call for doubling the present size of the office, with probable additions of students before the booking staff.

Sydney Ballroom Converted

SYDNEY, Australia, Sept. 11.—J. C. Bendrook, well-known dance hall manager, has acquired the Palais Royal and will convert it into an ice-skating rink after the next Royal Easter Show.

Bruno Kern's Forecast

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

This week's selection:

THE LADY IS A TRAMP, from the musical comedy "Babes in Arms" at the Shubert Theater, New York. Published by Chappell.

Charlie Green Sees Big Year Ahead for Bands Playing Ballrooms, Theaters and Hotel Spots

Detroit Band Season Blooms

DETROIT, Sept. 11.—A good season for orchestras, according to the major booking offices here, was indicated this week. Del-Ray Orchestras and Attractions and the Mike Falk office are working on a list of fall dates and handling local representation for major name bands.

Bernard Besman, manager of the orchestra department of the American Attractions, reports Doc Bolhofer's Orchestra moving this week from the Trianon Ballroom here to the Merry-Go-Round, night club in Hamtramck, Mich., with Lynn Hall following Bolhofer at the Trianon. The Aragon will open in two weeks with Milton King's Orchestra. Booking also by Besman.

Schirmer Makes Film Musical Ties

NEW YORK, Sept. 11.—Acquiring the score of *Firefly* and *Something To Sing About* is not considered by G. Schirmer, Inc., a startling innovation. The G. Schirmer house claims it has been watching developments in music and that its decision was taken to adapt the firm to the changed order.

Schirmer claims it has always been kindly disposed toward modern composers, but waited for a more propitious moment to annex them. Schirmer is still on the Coast negotiating with producers, having lined up RKO's coming *Music for Madame*. An exploitation office will be opened in Chicago to assist those in New York and Hollywood.

Petrillo Extends 6-Day Rule

CHICAGO, Sept. 11.—The six-day musicians' ruling inaugurated Labor Day by James C. Petrillo, CPM czar, is being extended into the second and third-class cafes and niteries using musicians a full week. Large Class A spots at which the ruling was originally directed are employing smaller second-string orks on the seventh night since the rule became effective, but it is expected that spots in the lower brackets will handle their band men on the stagger system, laying off one or two a night thruout the week.

Australia Wants Conductor

SYDNEY, Australia, Aug. 28.—Australian Broadcasting Commission announces it is having trouble in obtaining a good overseas orchestra leader for a long engagement as leader of the commission's orchestra. Leading English and American band leaders will only sign short contracts.

Stroller Combos Favored as Basis for Full-Sized Bands

CHICAGO, Sept. 11.—A number of strolling combinations and other small musical outfits have of late been graduating into the regular band field in this area, adding men and landing important club dates. Spots here display no aversions to former trios and quartets who only of late have enlarged their aggregations, so long as they furnish satisfactory music and keep the customers happy. While in recent months only smaller clubs have been known to be a market for ambitious strollers invading the band field, the booking of similar outfits by the famed Continental Room in the Stevens Hotel and the Medina Country Club here seems to indicate that the practice is being followed by the larger spots.

The Stevens Hotel signed up Sande Williams, leader of a four-piece com-

CRA president expects more ballrooms will operate than at any time since depression—also sees beginnings of vaude revival—ballroom openings heavy

NEW YORK, Sept. 11.—Judging by indications gleaned from a trip that took him to the CRA branch offices in Chicago, Cleveland and Dallas, as well as spending some time in in-between territories, Charles Green, president of CRA, expresses the belief that the coming season will be one of the best in many years for ballrooms and hotels. Also noted by Green were the faint stirrings of a revival of flesh in theaters that for a long time optimistic outlook was held out for the ballrooms. Thru talks with operators and information gathered by CRA road men and thru advance bookings, it is estimated that more ballrooms will be in operation this coming year than at any time since the depression. In anticipation of a boom year, operators all over the country have shown a tendency to spend more money for remodeling, alterations and publicity for their spots than ever before. Earlier fall openings are also being tested. Strassberg's Grande Ballroom, Detroit, with a complete new facial, broke the ice yesterday. C. S. Rose's Futuristic Ballroom, Milwaukee, opens the 15th and the Trianon, Cleveland, also remodeled and redecorated, joins the swim September 19, with Don Bestor's Band. Other spots that look forward to an active winter and have unloosened purse strings in preparation are the Sunnybrook, Pottstown, Pa.; the George F. Pavillon, Johnson City, Pa., and the Hershey Park Ballroom, Hershey, Pa. Promises of a roseate fall have induced Tom Archer, head of the Tom Archer chain of ballrooms in Omaha, Sioux City, Des Moines, Sioux Falls and St. Joseph, to move his headquarters from Omaha to the Tromar in Des Moines, from which he can better handle his increased activities.

Coogan Band Unit Draws Big Crowd

CHATTANOOGA, Tenn., Sept. 11.—The *Hollywood Hit Parade Revue*, headed by Jackie Coogan, drew a crowd estimated at 2,500 to Chattanooga's Memorial Auditorium for a show and dance last Wednesday night.

"The Kid," now leader of a 10-piece band, was the center of attraction and was swamped by autograph hunters, little time being left for his baton wielding.

Lila Lee, movie actress, added little more than her name, but Princess Luana drew a big hand with her hula dance which she had performed in *Waikiki Wedding*. The dance team of Edde and Tours also met with much favor following their *Invitation To Dance* with a "Suzy-Q" exhibition that was even more popular. Billy Jo and Lindy Lou Davis, local singing and dancing team, were guest stars.

Jackie attempted one song, but his voice hasn't quite come of age as yet. As for orchestra leading, he wasn't given much of a chance by the autograph seekers. M. W.

Muzak Prepares Pact With Union

NEW YORK, Sept. 11.—Musicians' Local 802 and Muzak, wired music service, are trying to negotiate an amicable agreement without recourse to the American Federation of Musicians. Angle is that Muzak comes under the general problem of mechanization and recording, which is the sphere of the AFM, the Musak service at present is confined to New York. Ben Selvin, Muzak spokesman, today said that the local was preparing a document which would be submitted to his company when completed.

Local 802, in the event it cannot negotiate a satisfactory agreement, intends to put Muzak on the unfair list.

Whiteman Returns to Denver

DENVER, Sept. 11.—Paul Whiteman and band have been engaged for a one-day appearance here for a combined concert and dance October 9 at the auditorium. This is Whiteman's first engagement in his native city for several years.

To substantiate his belief in the possibility of a slight increase in the use of flesh in erstwhile pix houses and to better cope with the increased demand for presentation units built around bands, Green has authorized Leo Balkin, of the Chicago CRA office, to set up a special theater department. Ed Kirkeby, of the New York office, will devote time to the handling of acts. The Jackie Coogan unit is opening a new house, the Cathedral, New Castle, Pa., this coming week and Rita Rio has been booked for the Astor Theater, Reading, Pa., September 25 and 26, with six or seven weeks to follow in Warner Houses.

PHILADELPHIA, Sept. 11.—The ballrooms are now beginning to brighten up. Studio Ballroom unshutters with Hudson-Delange doing a guest shot. La Casa brings back Jack Delmar for the preem shindig. The Oakes, Lyons', Wagner's and Strand, open all summer, get back to their regular winter schedule.

In near-by communities, Sunnybrook, at Pottstown, Pa., using name bands on Saturdays, is scheduling the barnstormers several times each week.

At Oaklyn, N. J., the Dansorium lights up again, rotating the music of Jimmy Turner, Eddie King and Henry Hendrickson.

The Dance Palace, a newcomer to the ballroom field at West Collingswood Heights, N. J., takes on Ray Cathrall for the house band.

More Detroit Ballrooms

DETROIT, Sept. 11.—Whitfield F. Jackson has taken over New Garden Center and New Hollywood ballrooms following resignation of Harry Olson, who becomes manager of the Arcadia Ballroom.

Bob Norton's Orchestra is still at the New Garden Center in its fourth year with the Jackson organization. Old-time dancing remains the rule here. Gotsch Hughes' Band is now in its third month at the New Hollywood. The Prince Edward Ballroom has been closed.

Pitt Musicians Contribute

PITTSBURGH, Sept. 11.—Musicians' Local 60 will donate \$2,000 to the \$300,000 civic drive in progress for Pittsburgh Symphony. President Claire Meeder has announced. Last week Buhl Foundation handed over pledge of \$50,000 to the symphony society.

Local 802 Plans Changes

Annual meet considers more pay for officers, rise in scale, higher benefit sum

NEW YORK, Sept. 13.—Annual membership meeting of Local 802, American Federation of Musicians, will take place this afternoon at Palm Garden, the chief points to come up being changes in the constitution and by-laws and revision of the price list. Changes in the constitution and by-laws fall into two groups, those submitted by the administration and those advanced by the membership. Matter of salaries of the officials of the union will be a prime topic of discussion, one suggestion being that the stipends of all elected officers be increased to the same standard that the national executive board set when the officers of Local 802 were appointed by the Federation. Briefly, these terms are \$250 per week for the president, \$165 for the secretary and \$165 for the treasurer. Local's executive board has neither expressed approval or disapproval on these figures, but desires to leave the decision squarely in the laps of the membership.

Other suggested changes are that the vice-president receive a salary of \$75 per week and not be permitted to play or contract for a professional engagement during his term of office. Executive board has declined to comment on this, but has reported unfavorably on the proposal that each member of the trial board receive \$75 per week and devote all his time to the local. Board reported unfavorably on suggestion that each member of the executive board, including the vice-president and other than the president, secretary and treasurer, receive a salary of \$75 per week. Same resolution asks that the president, secretary and treasurer receive \$100 per week for their term.

Amount of death benefits to be given members in good standing up to the time of their decease will be aired. Proposal by membership is that the figure be \$1,000, and not subject to decrease except by an affirmative two-thirds vote taken at a special meeting. Board has disapproved this proposal, its contention being that the local now has an adequate regulation which fixes the insurance at \$750 and permits the board to increase the amount whenever finances permit.

Other problems include revision of the price list, open balloting on the executive board, junking of political parties in the local's voting system and consideration of the relative advantages of a one and two-year term for elected officers of the local.

Chi Music Notes

CHICAGO, Sept. 11.—Ray Zaher, of Forster Music Company, back from a flying vacation to the North Woods and busy narrating how he and his wife lost all their personal belongings on the first leg of the trip when Long Lake Lodge at Alpena, Mich., burned to the ground, leaving nothing but the shirt on Ray's back.

The Big Apple hysteria has not hit this sector yet, altho Larry Clinton's arrangement of Crawford Company's tune by Buddy Bernier and Bob Emmerlich is being aired here by Andy Kirk's Ork and also Frankie Masters and Dick Casparre's boys. Milton Samuels, local Crawford head, looks for the craze to strike soon and is busy getting ready for Chi's Big Apple.

McKinley Music Company has just published Charles Kallen and John Bach's *Toyland Marching By*, which is due soon to be introduced over the ether by WGN's Tom, Dick and Harry.

Tell Taylor, father of *Down by the Old Mill Stream*, is back in the Forster Music catalog with a new ditty, *Rock Me to Sleep in an Old Rocking Chair*.

MITCHELL AYRES, orchestra leader, has placed a new tune with the Mills Music Company entitled *Sunset in Autumn*. Lyric by Aaron Goldmark and Joe Dale.

Music Items

MY CABIN OF DREAMS is the best seller on every music sheet counter in Boston and Providence, according to Henry Homeyer, New England's leading music jobber.

CAN'T WE BE SWEETHEARTS AGAIN?, collaboration of Chris Gilbert, Sam Bretigan, Ace Pancoast and Frank Capano, has been assigned to the Jewel Music Company, New York, by the Tin Pan Alley Company, Philadelphia.

GEORGE DALIN, Philadelphia professional manager for the Robbins Music Company, and Marian Saprala have arranged an October 9 wedding.

THE MAYER-RICHMOND consolidation, rumored a few weeks ago, is now definitely off. The two leading sheet music distributers had been warm to the idea of pooling, with a view to cutting overhead. Offices had been expanded during the boom '20s to a point which present business doesn't justify. Altho sheet music sales, according to J. M. Donlan, Sheet Music Dealers' Association secretary, have risen at least 25 per cent in the last two years, total sales are still way below those 10 years ago. Ashley Music Supply, however, is understood to be the only large-scale middleman to be coining any real money, having actually expanded their personnel and space recently. Why sheet music sales haven't kept pace with the sensational rise in piano purchases is still a major trade mystery.

BELIEVED TO BE the first time a publisher has had anything to do with government owned music, Mills has acquired the rights of the Federal Theater's *Swing It Score*. Right now they're plugging *Ain't We Got Love?*, *Green and Blue*, *Huggin' and Muggin'* and *Sweat of Your Brow*. Two other songs from the Negro musical may be released later. Writers were Eubie Blake, Milton Reddie and Cecil Mack.

BERNARD PRAGER, Robbins dynamic sales manager, left Sunday for a two-month swing around the country. Trip will combine vacation, sales promotion and professional contacts. Expects to hit Montreal, Boston, Toronto, Detroit, Chicago, Kansas City, St. Louis and, of course, Hollywood. Back on Seventh avenue November 10. Prager leaves the office busy with the Schwartz-Stillman score from *Virginia*. Of the seven songs, *You and I Know*; *Good-bye, Jonah*; *If You Were Someone Else* and *An Old Flame Never Dies* are already in *The Billboard* major plugs tabulation.

LEONARD GREEN, of the Sam Fox office, is away for a week. A business and pleasure dual.

SAMMY SMITH has joined the Braun Music Organization as professional manager.

SAM SERWER, of the Music Publishers Holding Company, has gone to Boston to arrange exploitation tieups.

PROFESSIONAL MUSIC MEN'S Association, Inc., composed of employees of the various music publishers in New York and elsewhere, held its third annual golf tourney at Beth Page links, Farmingdale, L. I., September 11. Twenty-five members competed for three prizes, the Abe Lyman Cup and two others donated by Buddy Morris, of the Music Publishing Holding Company, and Guy Lombardo. Charles Warren, of Remicks, was the winner in 1935, and Chester Cohn, of Felst's, Inc., took the honors in 1936.

E. B. MARKS has just issued a new series of books for the piano accordion. One is by Galla-Rini arranged in treble and bass clefs, and another by Pietro DiCro arranged in bass clef.

BENNY ALBERTS is now associated with the Kalmar & Ruby Music Company as Eastern manager.

BEN EDWARDS, last with the Pioneer Music Company, is now local professional head of the Wolfe Gilbert Music Company, replacing Max Roth.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAJ (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 3, thru Thursday, September 9; and also, for comparative purposes, from Friday, August 27, thru Thursday, September 2. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs	
			Sept. 3-9	Aug. 27-Sept. 2
			Net. Ind.	Net. Ind.
1.	So Rare	Robbins	37	19
2.	Whispers in the Dark (F)	Famous	35	23
3.	I Know Now (F)	Remick	34	21
4.	That Old Feeling	Feist	32	27
5.	Have You Got Any Castles, Baby? (F)	Harms	31	24
6.	Yours and Mine (F)	Robbins	29	16
7.	My Cabins of Dreams	Berlin	24	27
7.	Remember Me (F)	Witmark	24	15
8.	Can I Forget You? (F)	Chappell	23	16
8.	Moon Got in My Eyes (F)	Select	23	12
9.	Harbor Lights	Mario	20	11
10.	Sawdust on the Moon	Marks	19	22
10.	Afraid to Dream (F)	Miller	19	23
10.	Stop, You're Breaking My Heart (F)	Famous	19	17
10.	Smarty (F)	Popular	19	12
11.	Me, Myself and I	Words & Music	17	25
11.	First Time I Saw You	Santley-Joy	17	21
12.	Lovellness of You (F)	Miller	16	23
13.	You've Got Something There (F)	Harms	15	4
13.	So Many Memories	Shapiro-Bernstein	15	3
14.	Caravan	Exclusive	14	17
14.	Moon at Sea	Mills	14	2
15.	Satan Takes a Holiday	Lincoln	13	21
15.	The Big Apple	Crawford	13	16
15.	In a Little Carolina Town	Crawford	13	17
15.	It's the Natural Thing to Do (F)	Select	13	10
15.	You Can't Stop Me From Dreaming	Remick	13	8
15.	Cause My Baby Says It's So (F)	Remick	13	8
15.	You and I Know (M)	Robbins	13	7
15.	One Rose	Shapiro-Bernstein	13	6
15.	Moonlight on the Highway	Morris	13	10
16.	If I Can Count on You	Ager, Yellen	12	15
17.	Gone With the Wind	Berlin	11	14
17.	Posin' (M)	Chappell	11	14
17.	Sailboat in the Moonlight	Crawford	11	13
17.	Lovely One (F)	Feist	11	11
17.	Am I in Love	Witmark	11	9
17.	The Snag	Ager-Yellen	11	8
17.	Ebb Tide	Popular	11	8
17.	You Can't Have Everything (F)	Miller	11	7
18.	Heaven Help This Heart of Mine	Chappell	10	17
18.	Where or When (M)	Chappell	10	14
18.	I'm Feelin' Like a Million (F)	Robbins	10	11
18.	Roses in December (F)	Berlin	10	8
18.	Josephine	Feist	10	1
18.	Blossoms on Broadway (M)	Famous	10	0
19.	We'll Ride the Tide Together	Paull-Pioneer	9	11
19.	Peckin' (F)	Mills	9	10
19.	I Won't Take No for an Answer	Shuster-Miller	9	6
19.	Miller's Daughter, Marianne	Shapiro, Bernstein	9	5
19.	Don't You Know or Don't You Care (M)	Feist	9	5
19.	When You Dream About Hawaii	Kalmar, Ruby	9	1
19.	Make a Wish (F)	Feist	9	0
19.	Diane	Miller	9	0
20.	Love Me?	Red Star	8	13
20.	Love Is on the Air Tonight (F)	Harms	8	4
20.	Here Comes the Sandman (F)	Witmark	8	4
20.	Folks Who Live on the Hill (F)	Chappell	8	3
20.	Am I Dreaming?	Davis	8	1
21.	Vieni, Vieni	Witmark	7	8
21.	Study in Brown	Lincoln	7	7
21.	Goodbye, Jonah (M)	Robbins	7	7
21.	Till the Clock Strikes Three	Shapiro, Bernstein	7	3
21.	Moonlight Madness	Southern	7	0
22.	Life of the Party (F)	Berlin	6	12
22.	You're My Desire	Mills	6	11
22.	Old King Cole (F)	Harms	6	11
22.	All You Want To Do Is Dance (F)	Select	6	8
22.	My Secret Love Affair (F)	Movietone	6	7
22.	It Looks Like Rain	Morris	6	6
22.	They All Laughed (F)	Chappell	6	5
22.	At a Little Country Tavern	Superior	6	4
22.	Dartown Strutters Ball	Feist	6	3
22.	An Old Flame Never Dies (M)	Robbins	6	3
22.	Marie	Berlin	6	2
22.	Vienna Dreams (F)	Harms	6	1
22.	Cuban Pete	Fox	6	1
22.	Perfect Song	Chappell	6	0
22.	If You Were Someone Else (M)	Robbins	6	0

Plugs on minor stations were omitted for Sunday, September 5, in the Accurate report.

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 September 13.

Jackson Takes Over Two Dover, O., Ballroom Opens

DOVER, O., Sept. 11.—Again under management of Lew Platf, who has been managing director of the dance pavilion

at Summit Beach Park, Akron, the Spanish Ballroom here has reopened for the fall and winter. Sessions will be held three times weekly, with change of bands nightly. Vince Weber, who for many years operated the ballroom, will retain an interest in its operation. Marty Lake Band was the opening attraction.

No Tax for Pickup Bands

NEW YORK, Sept. 11.—Recent ruling by the Internal Revenue Department that only leaders of name bands are responsible for payment of the Social Security tax is regarded by the American Federation of Musicians as the logical solution to a problem which has been harassing the bandsmen since the inception of the Social Security laws. Bert Henderson, AFM exec, points out that the term name band is taken to mean a permanent organization which is sold or employed as a unit. For all traveling bands, including pick-up outfits, playing hotels and short engagements, the leader is exempt and the tax is paid by the so-called "real" contractor, usually the hotel proprietor or whoever "purchases" the music.

Federation regards the decision as a victory, inasmuch as name bands comprise only a small percentage of the union's membership. General Samuel Ansell, who had pressed for Washington reform of the original interpretation of Social Security laws, had angled for a decision which would relieve the rank and file of the levy.

Decision as it stands now is definite, and all local administrators of the Internal Revenue Department have been informed of this. For some months the question as to who was responsible for the tax was simply in abeyance pending investigation by Washington of contracts submitted by the Federation for its different branches.

No word forthcoming from Washington yet on clarification of the Social Security laws as applied to other phases of show business.

WASHINGTON, Sept. 11.—Commissioner Guy T. Helvering, of the Internal Revenue Bureau, has written a memo on Social Security liability to tax collectors stressing that whether or not a particular orchestra is a "name" band may be difficult to determine in some cases and in those cases a ruling can be made if all information sufficiently detailed is sent to Revenue headquarters in Washington.

Memo is to clarify the application of Social Security taxes so that distinction can be made between contractors, musicians, purchasers, name bands and just plain orchestras.

Sheet-Music Leaders

(Week Ending September 11)

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. Whispers in the Dark (Famous) (3)
2. My Cabin of Dreams (Berlin) (2)
3. Harbor Lights (Marlo) (5)
4. So Rare (Robbins) (1)
5. First Time I Saw You (Santly) (6)
6. Sailboat in the Moonlight (Crawford) (4)
7. It Looks Like Rain (Morris) (8)
8. I Know Now (Remick) (7)
9. That Old Feeling (Feist)
10. Afraid to Dream (Miller) (13)
11. Have You Got Any Castles, Baby? (Harms) (14)
12. Stardust on the Moon (Marks) (11)
13. Loveliness of You (Miller)
14. Josephine (Feist) (10)
15. Moon Got in My Eyes (Select)

PHONOGRAPH RECORD best sellers will be found on page 81.

Reviews of Records

By M. H. ORÖDENKER

Decca

Dance faves cut these sides, making right rhythmic rockings on their own score. WILL OSBORNE, bearing the vocal burdens, slides ultra smoothly for a dance stimulator in *Remember Me?* and *Am I in Love?* (1383). MAL HALLETT cuts it clean for *Moonlight* and *Highway and Turn On That Red Hot Heat* (1384), Jerry Perkins and Teddy Grace, swing canary set to get her own build-up on this label, split the wordage. WOODY HERMAN goes heavy on the sugary stuff for *Stardust on the Moon* and shuffles it for *The Lady From Fifth Avenue* (1385), the maestro dropping his sax for song selling on the choruses.

With Donald King's royal piping to break up his electric guitaring, ROY SMECK and his Serenaders strum it slow and smooth for *The Moon Got in My Eyes* and *On With the Dance* (1386). From British shores HARRY ROY sets a fast tempo for a spirited weaving of the old faves, medley of *Doggone I've Done It, I've Found a New Baby and I'm Somebody's Sweetheart* platter-mated with *My Sweetie Went Away, Where's My Sweetie Hiding and Somebody Stole My Gal* (1387). LIL ARMSTRONG and her clambake clan beat it out fast for her song shoutings on *Lindy Hop* and *When I Went Back Home* (1388).

Victor

For real musical charm HAL KEMP, undoubtedly at his best, has the dandiest of doubles in his musical romance, *Lamplight*, and the livelier liltin', *Got a Date With an Angel* (25651). Both are familiar opuses in the Kemplan folio and have Skinny Ennis giving 'em the story body.

RICHARD HIMBER, still insisting upon the Ritz-Carlton billing, plays 'em with socko and gusto for the lively stepping in *Make a Wish* and *My Campfire Dreams* (25650). Stuart Allen makes the most of the wordage and hot vbe hammerings are featured where once the harp did the interluding. TOMMY DORSEY, Edythe Wright and Company subdue their swinging for a smooth *You and I Know*, cutting loose when they go in reverse for *Good-Bye, Jonah* (25648). Mince et Freeman riding high.

FATS WALLER surrounds his Steinway with trumpet and clarinet, sets up his own manuscript and the threesome give frivolous for his *Fractious Fingering*. Platter partner carries TOMMY DORSEY and his seven scholars, including coed Edythe Wright. Tell about that tonic to keep the medco away, *The Big Apple* (25652). It's a right rhythmic vocal lesson in the newest dance madness, with teacher Tommy tooting a page for the exercise.

Bluebird

The smart and distinctive dancapation of RUDY VALLEE is heard to good advantage in the *Virginia* show tunes, *If You Were Someone Else* and *An Old Flame Never Dies* (7120). JESSE and HELEN CRAWFORD, balancing brass with their bellows, set a proper tempo for the *Varsity Show* flickerflutters, *Love Is on the Air Tonight* and *On With the Dance* (7117).

Even if you won't dance you'll certainly find yo'self toe tapping for the four stompy sides cut by ROD WILLIAMS with *Old King Cole, Williams' Swing, The Big Apple* and Larry Clinton's *Shades of Hades* (7118, 7104). Boys play 'em as written, but clean. *Apple* opus is an original by Williams and Wally Harwood, the copyrighters having also protected *The Big Apple* for Buddy Bernier and Bob Emmerick, which Dorsey cut in the current Victor list.

Have you ever wondered what BING CROSBY and the late RUSS COLUMBO would sound like back to back? Re-pressings split the label for a battle of barys, Crosby for *Just a Ghgolo* and Columbo for *Sweet and Lovely* (7118). Both were originally cut during their prime and both have the advantage of a smooth string backing. Our nod goes to Columbo.

THE SWING BILLIES have a special for the coin machine operators with a definite swing yo' partner incentive. With fiddle scratchers and banjos to keep the yodeling tune-fun, barnyarders cut a hoedown *Frankie and Johnnie* which shows up as *Leavin' Home* and a hay-seed sobber on the shooting of McKinley which is dubiously labeled *From Buffalo to Washington* (7121).

A Symposium of Swing

RCA-Victor has given the waxcut something to really shout about. Spreading their stuff on 12 inches of wax and pocketed in an album dressed up with concert notes by swing-critic Warren Scholl, candid camera shots of the wand wavers and personnel of the tooters, Victor hall-of-fames *A Symposium of Swing* (C-28) featuring TOMMY DORSEY in *Stop, Look and Listen* and *Beale Street Blues* (36207). FATS WALLER for *Honeystickie Rose* and *Blue, Turning Gray Over You* (36207). BENNY GOODMAN taking both sides for *Sing, Sing, Sing* (36205) and BUNNY BERIGAN with *I Can't Get Started*, from the *Ziegfeld Follies of 1936*, and *The Prisoner's Song* (36208).

Rather than an anthology of swing, this four-part opus gives us the musical motif as it has evolved today. Hardly scientific jammmin' at its best, but the best culled from the Victor camp, altho we suspect Bert Shefter would have had plenty to offer on this account. The Goodman gates are free and liberal in their offering, undoubtedly the crispiest of platters to tempt a cat. All the boys in the band had a hand in the arrangement, with Gene Krupa getting the lion's share. In fact, it's a frenzied drummer man beating out a swing concerto, for the most part of his tomtoms, with the rest of the band interluding. Most outstanding passages, apart from Krupa's solo beats, are the tomtom accomps for teacher Benny's inspirational lickings, Vido Musso's top tenoring and Harry James' jived trumpet tooting. No question of the pagan and cannibalistic family tree of swing on this one.

That Tommy Dorsey is right up there in swing, his *Stop, Look and Listen* lesson is one of the better sermons of the days in up-lifting by a musical beat. Nor do these Dorsey dandles take a back seat to anyone on the individual improvisations. Its solo takeoffs are by the maestro's slide, Johnny Mince's clary, Pee Wee Irwin's mighty horn and Bud Freeman's tenor ride. Delight in the stop and go rhythms for Freeman's fingerings and then start comparing Davie Tough's uplifting drumastics with the power-house of Krupa. Dean Kincaid's arrangement of the W. C. Handy classic, *Beale Street Blues*, makes an appropriate platter-partner, with Tommy, Pee Wee and Bud hep on the heatings.

Berigan goes barrel house to belittle the title *I Can't Get Started*. Makes it count as much as the trumpet show-off when the band goes to town for the *Carnival of Venice* opus, tonguing swing cadenzas to prelude his chorus take-offs. And to make it a ducky day for Bunny he chants the wordage in the slow and easy jam style. In a more spirited tempo, *The Prisoner's Song* permits the elite of Beriganders to blow free with a coupla choruses sentenced to the tenor sax of George Auld, Joe Dixon's black stick and Sonny Lee's slider.

Waller is one of the poorer examples of the John Hammond-Marshall Stearns school of harmlemese swing. It's a far cry from the days when Waller whipped the organ pipes in a Harlem cloister. This session is strictly gin-mill jivin' that overstays its welcome. The usual handul surround the piano with the most interesting work turned in by Al Casey and his git-box strummings.

HEAVY CAFE

(Continued from page 4)

no opening date set. Among the midtown intimate clubs most of them braving the summer spell, Biff Belfel relighted his 21 Club, with word still to come from Latimer Club and Boo Boo Hoff's 1214 Club.

Upped nuts hitting the nabes hardest, Frankie Palumbo carried on at his cabaret on Labor Day, and the Little Rathskeller, open all summer, resumes Monday with the return of Marty Bohn and Nancy Lee. Reopening of the Coccoanut Grove last Wednesday never materialized, the new owners still having a debt to settle with the musicians' union.

DETROIT, Sept. 11.—Grand Terrace Ballroom, completely redecorated, opened for the fall season Wednesday.

Lee (Slick) Walters and orchestra played for the opening, their first appear-

ance at the Grand Terrace, and will continue for two weeks. Rosemary Calvin is featured vocalist.

BIRMINGHAM, Ala., Sept. 11.—Bangor's Cave Club reopened last Saturday with Coleman Sachs' Orchestra and floor show. Built inside large cave in the Sand Mountains, the unusual club conducts occasional sightseeing tours thru the cave and natural rock setting between shows and dances. Entertainers are known as Cave Dwellers.

CANTON, O., Sept. 11.—The Hofbrau at Meyers Lake Park is now operating four instead of seven days a week. Carl Sinclair, manager, says the same high standard of entertainment will be maintained, with the six-act and band policy scheduled for continuation. Frank Senne, Cleveland booker, will provide the talent as usual.

SALT LAKE CITY, Sept. 11.—Club Heidelberg opened for the winter season Saturday, featuring Lyle Warburton and band. This is the first of the local cabarets to open for winter.

Brass Rail Cabaret has kept open all summer, something never before attempted. An air-conditioning system was installed and Manager Jensen booked traveling stage acts and bands.

Melody Lane, outside the city, remains the only cabaret of its kind here, catering mainly to dancing patronage with By Woodbury's Orchestra.

CITIES LIKE

(Continued from page 3)

their option next year the city will become a direct partner in the project, destined to share 30 per cent of the profits. From gross receipts the city's cost of operation will be given preference and deducted. If anything is left after the Shuberts subtract their expenses the producers will retain 70 per cent.

Contractual details for 1936 and 1937 have been experimental. When the Park Department leased the stadium last year rental was fixed at \$600 per night for a minimum of four nights a week. When weather permitted performances were held six nights weekly. No Monday shows fulfilled Equity obligations. Since the stadium then cost the city about \$300 a night, the municipality was in the dough. The producers, however, lost \$20,000 when two weeks of performances were washed out by rain. This season the Shuberts struck a better bargain. For the flat rental of \$200 per night, minimum four nights a week, the Park Department furnished physical equipment, ticket takers and ushers (about '75). In return for the lower rent Shuberts spent \$4,500 on advertising the first two weeks of the season to exploit the stadium. Exclusive of the initial investment of \$225,000, the city's share in the million-dollar arena built by federal funds, the pay roll expenses per night currently ranged between \$240 and \$260. The 10 per cent of grosses turned over by the Union News Company for the candy and food concession helps the Department of Parks to break even over the eight-week season. On the premise that publicity promoted by Shuberts this year will bring added business next year when the city is to share profits, the D. of P. justifies its present business dealings with the producers.

Employment Upped

To the trade this financial boost from the governmental agency means this: An average of 16 principals, 22 dancers, 20 members of the chorus and 40 singing boys and girls are employed weekly at each of the stadia—Randall's and Jones Beach, where Messrs. Shubert and Gallo stage musicals in co-operation with the Long Island State Park Commission. Some of the cast have had continuous employment in the outdoor shows.

To the Shuberts, backers, and Gallo, impresario, each production costs on the average of \$5,100 or 87 per cent of the gross income. At Randall's, where capacity is 10,000, the average weekly attendance of 43,050, and receipts of \$60,000 to \$70,000 are 25 per cent better than last year's. 350,200 persons attended 52 performances staged at Zachs Bay Stadium, Jones Beach, last year. Up to August 28, 1937, 53 performances attracted 294,500 patrons.

Upon the invitation of the Long Island Commission, Messrs. Shubert and Gallo experimented with musicals in 1936. On the basis of these tryouts the commission entered into contract with the producers for 1937 and option for renewal in 1938 and 1939, "stipulating that the com-

(See CITIES LIKE on page 22)

Boston Agents Claim Scarcity Of Comedy, Novelty Turns

Salaries not high enough to bait better acts—good local turns prefer club jobs—bookers eager for team and single novelties, chorus girls, girl singers

BOSTON, Sept. 11.—Talent bookers agree that Boston is in dire need of comedy acts—novelty, primarily, mixed teams and singles. Good, versatile emcees run second. Lou Golden, booker, asserts there is a decided lack of good, clean comedy acts. Hoofers from dance schools are crowding out real performers. Because of the chiseling of small agencies, Golden said the real trouper could not be blamed for staying away from Boston. As in other cities Boston has to contend with competitive practices of chiseling agents who cut money and talent and therefore crowd out the good talent. Jerry Mann feels there is a definite lack of comedy in every branch, particularly novelty acts for night clubs. Comedy has been restrained or confined to comedy ballroom teams (eight, not talk acts).

All agents agree there are not enough new acts, that out-of-town acts aren't baited by the money offered and that Boston is too small a city for big turn-overs. They claim that nitery owners are afraid to play comedy or to try something different than the stagnant policy of "ballroom team, tapster and singer."

Artists' Amusement Agency claims that hanging on to a spot after getting it was the most important item. The AAA further says that money can get anything into Boston, provided the standard is maintained by fellow bookers.

Lou Walters not only avows the shortage of comedy, but bemoans the utter lack of chorus girls. He says there is too little of smart, youthful talent. Private entertainments gobble up the better local acts, leaving the Hub bookers at a loss, since an act can play four spotted evenings a week, thruout the season, at good money.

Van Sheldon, manager of the Yankee and Colonial Networks Artists' Bureau, finds no place to book comedy.

Cleon B. White, manager of the NBC Artists' Service, declares that mixed team, musical novelty and single acts are the most difficult to secure. Any such act is soon lost to New York, Chicago and Hollywood, even if it can get good money at home or not. White also cites a scarcity of flash acts.

John F. McNamara, WBZ program director, says there is plenty of talent, but little sure-fire star material. WBZ conducts auditions from October thru May, hearing all applicants. If within that period WBZ can find one to five persons with traits of artistry the season is considered successful.

Joe Rubin, talent scout on WMEX, says there is a big demand for girl singers. He also finds a dearth of comedy acts and emcees.

Chez Paree Options French Casino Acts

NEW YORK, Sept. 11.—The Chez Paree, Chicago, has taken an option on all the talent of the present French Casino show, to be exercised following the show's local engagement. Deal was arranged by Paul Small, of the William Morris office, who acted for Joey Jacobson, of the Chez Paree. Small has also signed Raye and Naldi thru Jack Davies for the Chez Paree following their run at the Rainbow Room. Sunny Rice has been booked for the Chez Paree, starting October 8.

Small has also set Lou Holtz for the Pan-American Casino in Dallas, opening September 19. Other Small bookings include Wini Shaw for Ben Marden's Riviera, September 7; Mitzi Green, Versailles here, September 16, and Stroud Twins, renewed at Rainbow Room for another two weeks.

Met Op Tenor and Swing Band Both at Detroit Club

DETROIT, Sept. 11.—Carmine Di Giovanni, tenor with the Metropolitan Opera Company, is appearing nightly at the San Diego Club in a limited engagement. Floor show includes Dick Gale, Marge Manzel, Four Beatrice Gardner Girls. Italian Singing Sam is in charge of the show. Swing music is provided by the King Rhythm Rascals.

Dog Bites Man, Tha's All!

SALISBURY BEACH, Mass., Sept. 11.—Just another dog bites man item, but this time the dog gave Lee Steele's left leg a serious chewing. Lee is the impresario at The Frolics, nitery. Out to gather some props from the dark dressing room of Arturo and Evelyn, slave adagio act, and while Lee was groping for the light one of the act's two dogs tore at Steele and ripped his leg wide open. Lee was treated for rabies.

Atlantic City Cafes in Slump

Better spots fold—summer season was poor — few names used—outlook bad

ATLANTIC CITY, Sept. 11.—This resort's night life was considerably curtailed this week and the majority of the name places either folded or went into winter schedules. The season has been nothing to boast about for many of the spots. The "hot" type have been blaming movies for the sudden change in public's attitude, stating certain exposes didn't help. Whereas in former seasons the places where a bank roll went fast were always packed, this season the neighborhood places and the steady year-round spots got the biz.

Places like Babette's, which featured supper shows and a high-class revue; the Dude Ranch, where Tom Endicott presented his cowboys and Indians; the Paradise, where Ralph Welfoff had a big sepla show at pop prices, were among the tops of the season as far as the cash drawer was concerned.

There was a curious lack of big names both in bands and shows this season, most of the clubs trying to build up names. Heading the list of attractions of the season were Wille and Eugene Howard for a couple of week-ends. Many of the clubs tried to build up attractions such as "second Gene Raymond," etc.

The hotels also failed to go into the name field this year. All filled with smaller outfits. Among the orchestras playing the entire season were Eric Correa, Babette's; Sid Applegate, Dude Ranch; Joe Frassetto, 500 Club; Charle Johnson, Paradise; Etzi Covato, Renault Tavern; Al Francis, Bath and Turf; Billy Overton, Chiquot Club; Eddy Bradd, Merry-Go-Round, Ritz; Nano Rodrigo, Traymore.

Detroit Spot Continues

DETROIT, Sept. 11.—Cocoanut Palms, local night spot at Eastwood Amusement Park, will continue open for at least two more months, according to Jim Bennett, producer, if weather permits. The spot can be moved indoors into the huge ballroom, which has a heating plant. In that case a line of 22 girls will be installed.

Cooper Joins Boston Agency

BOSTON, Sept. 11.—J. Francis Cooper, local publicist, has affiliated with the Golden Amusement Agency as publicity and field man.

Benny and Tomei Make Up

PHILADELPHIA, Sept. 11.—When Benny the Bum and Musikers' Prez A. A. Tomei put on the kiss-make-up act, it's time to stop the presses. Negotiations between Tomei and Benny have generally been characterized by flying fists. However, the dove must have sprayed each with a sprig. Most recent meeting at City Hall wound up with peace pipe puffings, Benny expressing satisfaction on at putting his nitery in a Class-A wage-scale grouping. Tomei had prepared to put the spot on the black-list.

Detroit Cafe Scale Goes Up

AFA ups minimum scale as Michigan and Ohio bookers compete for spots

DETROIT, Sept. 11.—Plans for a second \$5 raise in night spot minimum wages were disclosed this week by Walter Ryan, local representative of the AFA. Present scale is \$30 in the city and \$35 out of town.

Difficulties on standards of pay are coming to a head between Michigan and Ohio bookers. Cleveland agents favor a \$40 scale in Detroit offices for out-of-town dates, enabling the Cleveland offices to handle Ohio spots at \$5 to \$10 under the proposed Detroit rates and still pay prevailing AFA minimums.

This interstate conflict has arisen in recent weeks in several situations and can evidently be solved only by an agreement between bookers and AFA in both territories.

Ralph Whitehead, secretary of the AFA, is expected to visit the city in a few days and will take up these problems at that time.

Chez Paree Options French Casino Acts

NEW YORK, Sept. 11.—Chez Paree, Chicago, has taken an option on all the talent of the present French Casino show, the option to be exercised following the show's local engagement. Deal was arranged by Paul Small, of the William Morris office, who acted for Joey Jacobson, of the Chez. Small has also booked Raye and Naldi thru Jack Davies for the Chez following their Rainbow Room run. Sunny Rice goes into the Chez October 8.

Small has also set Lou Holtz for the Pan-American Casino in Dallas, opening September 19. Acts set by him for the new Paradise Restaurant show, opening September 21, are Diamond Boys, in conjunction with Larry Puck; George Tapps, Redding Twins and Lydia Sue. Small has also set Harriet DeGoff for the Hollywood here to open early in October.

Iodice Adds Leonard; Increases Cafe Bookings

DETROIT, Sept. 11.—Peter J. Iodice, manager of the Amusement Booking Service, has appointed Johnny Leonard, known in the magic world as Hadji Baba, as office manager.

Amusement Booking Service added a number of new spots thru the new branch office at Columbus, O., this week, including Joy Club, New Castle, Pa.; Half Moon, Steubenville, O.; Torch Club, Canton, O.; Kenny Mara Club, Bridgeport, O.; Palm Gardens, Columbus, O., and Dublin Inn, Columbus.

Bardwell Grill Begins Season

RUTLAND, Vt., Sept. 11.—Bardwell Hotel Grill opened its fall season last Saturday night to a good crowd. Bill Davis Ork, comprising besides Davis, Bill King, Ken Raynes and Lowell Guerin, will play nightly. Norma Pryor, tap dancer; Johnny Blanchard, singing waiter, and Frank Fox, emcee, furnished the entertainment. Bardwell Hotel Grill is managed by N. J. Louis Nicklaw, of Rutland, Vt.

Club Chatter

New York:

ELEANOR ETHERIDGE, sailing for Europe with her sister Helen September 16, is scheduled to open at the Scala, Berlin, October 1. . . . ABBOTT AND MARCIA expect to be at the Mayfair, Boston, by October 5, following the closing of their season with Kay Parson's Show Boat. . . . MARIO AND FLORIA are returning to New York from a Midwest theater tour. . . . MRS. F. FARRAR, mother of Jane Farrar, night club singer, is taking her first trip to Atlantic City this week. . . . CAB CALLOWAY will render a hi de ho satire on the Romeo-Juliet romance and balcony episode. . . . THREE PEPPERS, whose contract at Hickory House has been renewed for the third time, have had 3,000 discs of their Variety recording Yes, Yes, sold. . . . AMY JOHNSON, one of the MCA secretaries, returned from a tour of Europe with the report that night club business is good, with demand for talent constant.

Chicago:

FRANCES MCCOY booked in for the opening Royale Frolics show. . . . YVETTE closed at Colosimo's and moved to the Chateau, Milwaukee. On the same bill are Don Arden and his six-girl line and Sid Walker. . . . LEE MORSE left town to open a two-week date at the Commodore, Detroit, Friday. . . . DOROTHY BLAINE departed for the same town to headline the new bill at Sak's. . . . LORAS LORRAINE is scheduled to go into the Stork Club following her season's stay at the Sky Rocket ending this month. . . . RUTH PETTY followed Frances Faye into the Yacht Club. . . . JOHNNY SANNA joining the Hollywood Ingenues unit October 17. . . . JOE WALLACE back to the emcee ranks, stating the booking end is a greater headache than he had anticipated.

BARBARA PARKS joined the Chez Paree show last week and will remain there until early next month when a complete new bill will come in. Spot, incidentally, is dickering for Jimmy Savo. . . . GERALDINE ROSS closed at the Bismarck Hotel and left for Detroit. . . . ALBERT BOUCHE closed the Villa Venice Sunday and will open his similarly named spot in Miami following a European jaunt. . . . NAN BLAKSTONE has delayed her appearance at the HI Hat until September 22.

Here and There:

ROY CAMPBELL'S AMBASSADORS will be at the Hollenden, Cleveland, for two weeks, beginning September 20. . . . GIVENS AND KAROL are back at the Lotus, Washington. . . . SHARLAN AND ALDYTH will be featured in the opening show of the Green Mill Cafe, Saginaw, Mich., September 6. . . . JOHN LONAS is starting his 12th week at the Earl Club, Baltimore. . . . JACK POWELL will keep an engagement at the Folk Theater, Stockholm, thru September 30 before returning to USA.

MITZI JOYCE's holdover at the Chittenden enables her to double for banquet dates in the same house. . . . BELDEN HOTEL, Canton, and CHITTENDEN HOTEL, Columbus, achieved novelty for their Labor Day entertainment by swapping acts, the Arabian trio going to the Canton spot and the Continentals to the Columbus one. . . . HAL, of HAL AND HILDA RAYWIN, recently pitched in to emcee the show at McVan's Club Padio, Buffalo, besides handling his own spot. . . . JACK GERMAINE has been put in charge of social activities at Lake Shore House, Hurleyville, N. Y. . . . ELIZABETH LOVE and her harp have had an audience in the home of Chiang Kai-Shek when he was president of China, aboard the SS President Jefferson, SS President Grant and SS President Adams, in a broadcast from Bombay, India, and WFBL, Syracuse, N. Y., and the Chittenden Hotel, Columbus, her current engagement. . . . SHARLAND AND ALDYTH closed September 5 at the Silver Slipper, Mansfield, O.

For News Only

The Club Chatter column is not concerned with lists of bookings, as these will be found in our Routes Department. Contributors to Club Chatter should stress news, in addition to mentioning the spot they are playing.

State's Gross of 84Gs in Two Weeks

NEW YORK, Sept. 11.—Loew's State here grossed close to \$40,000 on the second holdover week of the Ed Sullivan and Harvest Moon Dance winners, which with the first week's gross of \$44,388 represented two of the biggest consecutive weeks in the theater's history. While the stage show held over the picture changed, with *Captains Courageous* on the first week and *Stella Dallas* on the second.

Manager Al Rosen of the State is making plans for the celebration of the house's 17th anniversary, starting September 23. Lobby will have huge dummy birthday cake containing 25,000 pieces of cake, a tieup with the Drake Baking Company. Each 17th piece of cake will contain a gift order, with several thousand dollars' worth of merchandise having been promoted by the house.

The event will be broadcast daily over WHN, with the contributing merchants sharing the expense of the time. There will also be broadcast from the lobby, and Rosen is trying to get Rudy Vallee to cut the cake since Vallee is holder of the house record of \$44,468.

Switch Chicago Showings

CHICAGO, Sept. 11.—Showing nights, conducted by the William Morris office here, have been shifted from the Stratford to the Ogden and the night changed from Wednesday to Friday. Move made to afford acts on view to pick up a week-end date sooner at the Stratford, which formerly kept acts waiting between two and five weeks before giving them a two-day engagement.

Vaudeville Notes

WENDELL HALL, of the Gillette air show, has been booked by the Morris Agency for an appearance at the Fox, Detroit, next month. . . . Eddie Peabody is coming east from the Coast to play theaters. He will go into the Chicago, Chicago, October 15 and follow with two weeks at the Fox, Detroit. . . . Earle and Josephine have been booked for two weeks at the Savoy, London, opening September 27. . . . Ernest Gann and Bob Broder have collaborated on a story, *Nickelodeon*, which is being considered by several picture companies. . . . Benny Fields has been booked for Loew's State, New York, again, going in there October 28. Wini Shaw is also repeating at the State, playing there October 14. . . . Cookie Bowers has been signed by the Shuberts for *The Show Is On*, Harry Kaufman and Lee Shubert catching him at Loew's State. . . . Peg-Leg Bates has returned from European dates and the William Morris office is lining up bookings for him here.

SEVEN LORIA BROTHERS are being considered by Paramount for the *Ensenada* film, which is to be done around the first of next year. . . . Willie, West and McGinty have been set by Billy Rose thru Herman Citron for his big show, *Show of Shows*. . . . Lou Goldberg, with the William Morris office on the Coast, came into New York last week for a two-week visit. . . . Elmore Vincent, radio comedian known as Fishface, has been booked for three days at the Majestic, Paterson, N. J., starting September 21. . . . Sammy Walsh, emcee-comedian in cafes, goes into the Capitol, Washington, Friday, his first theater date in six years. . . . Harry Richards, of Richards and Martin Twins, is now preparing a unit for the Cushman Circuit, figuring to be ready by next month. . . . Jack Wright is going into the Michigan Theater, Saginaw, as singing emcee, booked by Lionel Kaye, of Detroit. . . . Reg (Sax) Langworthy broke in a new musical act at the Lyceum, St. Paul, last week. . . . Lloyd C. Rudy, manager of the Highland Park Conservatory, Detroit, has appointed Rex Young to head the vaude department of the organization. Young is a former vaudevillian. . . . George Puget, veteran booker, joined the staff of American Attractions, Detroit, this week as office manager.

SID STANLEY is back again to manage Fay's, Philadelphia, Comerford house showing flesh. . . . Marjorie Gainsworth, who turned to vaude from the Chicago

What a Car Means

CHICAGO, Sept. 11.—At least one act here was aware of the importance that car ownership plays in the selling of talent for a small road unit. The other day he walked into a unit producer's office, produced a picture of his car and said: "Here is the latest picture of my car. When do I go to work?"

Merman Getting 3Gs From GM for 1 Show

DETROIT, Sept. 11.—General Motors will stage a big show here October 6, with the talent being supplied by the Music Corporation of America in New York. Set for the show so far are Ethel Merman and Al Trahan.

For just one performance Miss Merman is to get \$3,000 net. Trahan's salary for the one show will be \$1,500 net.

B. & K. Ease 30-Day Rule

CHICAGO, Sept. 11.—Balaban & Katz office has let down the bars on the 30-day protection clause, which prohibits acts-working in the B. & K. Loop houses from going into the neighborhood theaters for at least 30 days. Vince Barnett and Jack LaRue, who filled an engagement at the Oriental Theater last week, moved into Warner's Stratford today for a week-end date. Action is surprising in view of the fact that it involves a couple of name players who have been brought into town by the local chain.

Opera Company, is being screen-tested by Warner. . . . Dorothy Rogers, vocalist with Will Osborne, left the band in Philadelphia last week, preparing for a blessed event.

CHICAGO NOTES: Murray, King and Roberta go into the State-Lake week of September 24. . . . Dorothy Martin and Company and Cookie Bowers signed with Jack Fine's unit. . . . Primrose Seamon, of Joe Dorris and Primrose, hurt her leg opening day at the State-Lake last week and continued under the handicap for the remainder of her engagement. . . . Tommy Trent, before opening at the Trocadero, London, late this fall, will follow his current Oriental engagement with week at the Tower, Kansas City, Mo., and a night club date on the Coast. . . . Harris and Shore, in from London, reached town just in time to fill the current week at the Chicago. . . . McConnell and Moore concluded a 12-week stay at The Bowery at the Pan-American Exposition, Dallas, September 6. They were originally booked in there for four weeks.

Talent Seekers Have Little Luck in the Chorus Field

CHICAGO, Sept. 11.—In their search for new acts to reduce the current shortage talent buyers have come to the conclusion that the demand will not be filled by line girls who want to step out of the chorus and shift for themselves. A checkup and interviews with line producers reveal that not a half dozen acts have graduated from the chorus ranks, which list several hundred girls in this territory yearly. While many of the cuties have ambitions to do bigger and better things on the stage, few of them ever get started.

The villain in this piece is Dan Cupid, who spears the kids before they get enough will power to shape an individual act. Fred Evans, producer at the Chicago Theater, and Muriel Kretlow, director of two leading lines in the city, state that many of their girls on the verge of leaving line work for an act break-in give it all up for a ring and a promise of security. Working as they do with many acts, line kids have decided that the trouble and inconveniences an average act encounters these days are

Treks to Coast on a Gamble No Way of Cracking Pix Field

Studios advise against it—percentage of breaks that way very small—look upon New York as the market for specialties—more and more acts bought

NEW YORK, Sept. 11.—Vaude specialty acts are unwise in trekking to the Coast on a gamble that they will be able to crack the movie field, according to local agents, talent scouts and occasional visiting picture producers. As pointed out by these people in the know the percentage of acts getting breaks in this way is very small. Furthermore, there is no need for it, inasmuch as the studios are leaning more and more toward use of specialty acts in pictures, finding that the injection of this talent into a feature usually gives needed socks.

Oriental, Chi, Goes Grade A on Product

CHICAGO, Sept. 11.—Talent is in for a break by the decision of Balaban & Katz to switch its Oriental Theater to an "A" grade picture and stage show policy. Starting yesterday, house upped its scale to the same level as the classy Chicago and opened with Sam Goldwyn's *Stella Dallas* for a two-week run. Flesh portion includes Tommy Trent, Ross and Bennett, Wilfred Engleman, Vic Hyde, King, King and King and the house line of girls. On September 24 stage bill will feature a "battle of swing" between Clyde McCoy and Earl Hines orchestras in addition to several acts. The screen will have Walter Wanger's *Vogues of 1938*.

This policy is the latest of several attempts to dig this house out of the red. Management believes that the three-week tryout of names on the stage was handicapped at the box office by poor picture support.

Romm Doing Two Units

NEW YORK, Sept. 11.—Harry Romm has set the first of two units he will produce this season. His first effort is tagged *Candid Camera Capers* and opens Friday at Fay's, Philadelphia. Cast comprises Joe Besser, Lee Royce, Sybil Kaye, Louis Sherry, Rita Raye, Jack Starr, Diane and Duval, Kanako Sisters and Boyce and Ladd. Bobby Stanford staged the show, with the dances put on by Howard Montgomery. Romm's next unit will be the *Hollywood Restaurant Revue*.

Chicago's Super Films

CHICAGO, Sept. 11.—Chicago Theater's hand policy, which has proved successful during the last five weeks, will be given a brief rest Friday when Columbia's *Lost Horizon* moves in at popular prices. House plans to hold it two weeks and augment the bill with several vaude acts. Return of bands in October may be delayed by the big pictures which are available for this house.

Woolfolk's Two Units

CHICAGO, Sept. 11.—Boyle Woolfolk, local producer, opened his first unit of the season at the State Theater, Sandusky, O., and is rehearsing another to break in at Richmond, Ind., next Saturday. First show, *Around the World Revue*, is routed south over the Kemp Time and includes in its lineup Ernest Hiett, George Hendry and his Scotch Lassies, Dakota Trio, Carl Thorsen, Marie Ciolek, Leo and girls. Second unit, *Hilarities of 1938*, will play five weeks for Gus Sun and then head south. Engaged for this show are Belle and Bedine, Harry Rose, Gaston and Andre, the DaMargo Sisters and two other acts.

Spokane Flesh Registers

SPOKANE, Wash., Sept. 11.—This city has regular vaude again for the first time since July, 1934. The Post Street Theater, formerly the Americana and originally built for legit, went on the Bert Levy Circuit last Saturday. Manager Arthur O'Neil reports capacity attendance at all performances opening day and night. The house seats 1,000. Box office was closed twice opening night as foyer and vestibule were packed. Attendance records were not broken as many in the audience would not leave, sitting thru two first-run pictures to see stage show a second time.

Zasu Pitts for Personals

NEW YORK, Sept. 11.—Zasu Pitts, film comedienne, is being submitted for theater dates, this being the first time that she has been available for personal appearances. William Morris Agency is submitting her, and it is expected that the engagements will start late next month.

Vaudeville Reviews

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LOEW'S STATE THEATER, NEW YORK—Week Starting September 16
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EDDIE WHITE
Week September 9—Emsee Loew's State Theater, New York
September 24—Michigan Theater, Detroit, Mich.
Representatives—CHARLES V. YATES—MILTON BERGER
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Loew's State, New York

(Reviewed Thursday Evening, Sept. 9)

State keeps punching away every week in an effort to keep to its consistency of good shows and good grosses. This week is another good one, the screen offering *Artists and Models*, which moves here after four weeks at the neighboring Paramount. Vaude is five acts headed by the Jimmy Dorsey Ork, a 69-minute show paced by an emcee, that grinds out suitable entertainment, the kind that keeps audiences here happy.

France and LaPell handle the opening honors, and do well with their perch act. Dressed and routined nicely, while the tricks themselves are all strong interest holders. Male understander handles the large poles skillfully, while his femme partner works with ease atop them.

Eddie White starts his emcee chores after the opener. He followed every act to tell a story or so and to sing an occasional song, and in general conducted himself very nicely. It's effective when an emcee doesn't hog things or make himself too noticeable. Eddie's stock of stories is okeh, and he's able to get you on his side as he goes along. Sings and sells his parodies nicely also. While he was on between acts, he had the next-to-closing spot as his longest inning. His work caught on and he was received nicely all the way.

Dolly Kay went over very well. She's a much improved singer since her last appearance here; seems her long Chicago stay did her much good, for her voice has added strength and more quality. Made a nice appearance in a black gown. Handled *Wake Up and Live* and *That Old Feeling* in grand voice, and the audience responded nicely.

Walter and Paul Briant are a sock act, a pantomime novelty that's unusually clever and amusing at the same time. They work as a pair of bums, with one of them doing rubber-legged acrobatics to the pushing around of his partner. A skillful touch all the way, with everything timed beautifully. It's an act that'll be snapped up by other fields.

Jimmy Dorsey and his ork do excellently in the closing spot. A great musical aggregation that's staged well for a theater, employing good and sufficient specialties and routined, dressed and lighted well. With Dorsey leading

quietly with either the clarinet or sax, his 12 boys swing out swell, the instrumentation comprising bass, piano, guitar, drum, three saxes, two trumpets and three trombones. Best at their *Parade of the Milk Bottle Oaps*, a swingy item. Bob Eberle is the band's baritone, and he pipes very well besides making a handsome appearance. Ray McKinley gets the spot quite a few times for his clever work at the traps. For specialties, June Richards, colored gal, is a show-stopper with terrific blues shouting. She's a personality, aping Martha Raye most of the time, and despite all her effectiveness she didn't seem to fit as a specialty with this ork. Frieda Sullivan is the other act and does very well with her acrobatic dancing.

Sidney Harris.

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 10)

De May, Moore and Martin, comedy dancers, did not belong in the opening, as spotted here. A preceding number by the house line would have helped. Their work is not particularly outstanding, although some of the familiar tricks in stock of competitive teams are executed in an accepted manner. One of the two men also singles at the piano and with a tap-acro number before joining his partners in a comedy exit. Paul Kirkland in the next spot scored as well as he did here recently with the sock ladder and paper cone tricks. It is a good novelty that has few imitators and is, as a result, a welcome offering on any bill.

Harry Ross and Edwards, two men, do a talk and song session much in the same manner as in the faded two-a-day period. The boys are clever workers despite the dull material, particularly in the early minutes of the act. A few fresh gags and another song or two to substitute some of the chatter should improve the turn immensely.

Paul Rosini, showman and magician, show-stopped with his sure-fire routine. An expert at attracting attention and holding on to it as long as he pleases. His act here is augmented decoratively, with the house line used for a couple of tricks. Closed with the never-falling roped thumbs feat that netted him four returns for bows. Is now using Beverly Jean Britton, attractive blonde in the act.

Johnny Berkes, with Isabelle Dwan, in the next spot, scored best with their dancing. While Miss Dwan makes an excellent straight in the talk session, Berkes is not funny with a dry, out-of-key voice. A rerouting of the turn, moving Johnny's eccentric dance at the end, should improve the team's reception. As it stands, Miss Dwan closes with an excellent high kick routine, but undeservedly puts Berkes in the back-ground.

House line closes the show with some low-down strutting in flashy briefs and feathered top hats.

House fair opening show. On screen, *Flight From Glory* (RKO-Radio).

Sam Honigberg.

Earle, Philadelphia

(Reviewed Friday Evening, September 3)

Vaude's sudden turn here to a favorable light is one of the phenomena of show biz. Once again the entertainment-hungry fans tax the limitations of the house; and this time records topple. Running schedule calls for the initial show at 1 p. m., yet the SRO sign was shingled at noon. Instead of four shows daily, new schedule calls for five, and a half dozen on Saturday.

Horace Heidt, making his first theater appearance in many moons, and his Alemitte Brigadiers are the big guns this week, and they roar mightily. Opening grosses established a new all-time high and present indications point to the topping of Fred Waring's house high of \$24,000 for the week.

For the past weeks, Earle mobs have been educated to expect more than a band concert for the stage fare, and that's exactly what Heidt has on the ball. A rapid succession of sock specialties, instrumental and otherwise, makes the organization ideal for the assignment of keeping 'em thoroly satisfied. In addition to the 14 playing members, Heidt organization includes a

Glee Club of seven male voices, the Four Kings (King Sisters and Charles Goodman) and Burton Pierce, whose talents are invested in tap terping.

Bugle Call Rag serves as an appropriate curtain-raising instrumental number, marking the fast pace of the ensuing fare. Four Kings lend their harmonizing for *Please Pardon Us, We're in Love*, and Alvino Rey steps to the foreground with his singing guitar, the band's identifying characteristic. Makes for sweet music with *Sweet Leianni* and then demonstrates his wizardry of the regulation git-box with fast pickings for *The Flight of the Bumblebee*, the fiddlers and saxers three picking up the theme.

Bob McCoy, basso profundo with the glee men, steps down for a well piped *Wagon Wheels*, the entire organization adding vocal embellishments. Lads next step with their toy instruments, lining the foots with miniatures for a sock toy band specialty. Yvonne King, youngest of the fem family, takes the spot on her own for a swingy-singy *It's So Much Fun To Be Bad*. Glee Club, several bandsmen swelling the ranks, next crash thru with neat novelties in the laughgetting Schnitzelbank style, *The Green Grass Grew All Around* and *Johnny Smoker*.

A medley of current pops highlights the various members of the band and the soft-voiced tenoring of Larry Cotton. Third trumpeter Jerry (Musclebound) Browne registers with light mugging for *Today I Am a Man*, and Art Thorsen in his best dead-pan phiz adds another vocal specialty about the wide open spaces. The triple-tongued trumpet trio, another instrumental highlight of the Heidt Band, toot teletype-like for *A Carnival in Venice*.

A newcomer to the organization, 19-year-old Burton Pierce, cleats out a show-stopping tap turn. Cute it clean and sold. There is a dash of Nick Long Jr. in his anking, but enough individuality in his airy terps to make it a solo outstander. The building of a band to the tune of *The Bells of St. Mary*, another familiar air-opus, rings down the curtain in alert and happy manner. A nod is very much in order for Horace Heidt for his masterful fronting. Special mention must be made of the fact that here is one wand waver who neither takes nor shares the bows with the others.

Flicker filler is *On Such a Night* (Paramount). Oro.

Oriental, Chicago

(Reviewed Friday Evening, Sept. 10)

The B. & K. brainmasters are giving this house a new lease on life, bringing in higher-priced pictures and costlier stage shows at tilted prices. A winner. If the third show house is any indication, it's been capacity even in the shelves, a prosperity wave that has kept away from this house for months.

Sammy Goldwyn's revival of the tear-jerker *Stella Dallas* has been brought in for two weeks as the initial screen attraction. The stage bill has four entertaining acts and an augmented chorus of 28 girls. The B. & K. generosity has even made way for a runaway, giving the front-row customers an eye-popping close-up of the cuties.

The kids come out for the opener with a precision number, making quite a spectacle on this stage. A peppy precedence for King, King and King, as fast a tap trio as they come. Their unison work to *Love Is Everywhere* and vicious competition steps used for a bow-out label them as first-rate foot performers.

Vic Hyde, recently at the Chicago, followed with an improved act, due to the scissoring of some of the talk. Now his one-man band playing is given the rated highlight and has little trouble garnering himself a hand-mitting storm.

The girls follow with a moody production number to *The World Is Mine Tonight*, which Wilfred Engleman mikes in good voice. It is an impressive routine, altho the circular formations become a bit involved midway due to the crowded stage.

Tommy Trent show-stopped with his highly amusing marionette and puppet turn that is as clever as it is individual. Act is now smoother and seemingly faster. His puppet's amazingly natural takeoff of *Truckin'* is the best around.

Ross and Bennett, mixed comedy and dance team, have a fairly amusing routine despite some stilted gags. Work of the giggling girl and man's facile acro tricks are good and shade some of the dry talk that gets nowhere. The big

house gave them a good sendoff, however.
The finale, a rumba strut by the chorus, makes a colorful scene. The girls in varied and elaborate-looking Latin costumes makes a striking closing flash.
Sam Honigberg.

Michigan Theater, Detroit

(Reviewed Friday Evening, Sept. 10)
Despite rain most of the evening, the Michigan had a well-filled house for this show, with bulk of the credit going to Phil Spitalny's Hour of Charm Girls rather than to the picture, Kay Francis in *Confession*.

Eduard Werner's Michigan Symphony opens with a singfest rather than the usual overture. For some reason this feature, usually expected in a neighborhood house, has long been a popular part of the Michigan program.

Spitalny's girls then come on for the balance of the show. A classically moderne setting with columns and vertical drapery emphasizes the ensemble, with all players dressed in white satin evening gowns. The Three Little Words, in dark blue at one side, offer the only contrast.

Spitalny himself keeps out of the spotlight, being almost invisible, but obviously doing a good job directing the group without a letdown. Some of his announcements were hard to catch, however.

Band is soft and sweet, despite the tuba player's cute blasts. Eight-strong violin section in the middle gives the timbre of the band, with the percussionists and string pluckers just a bit too anxious to show activity. A bit of gypsy-like music proved just the style for the band, as did a clever version of *The Bee*.

Singing *Johnny One-Note* as a glee club, with Maxine's strong contralto filling out the deep tones, the girls prove their ability at fine part singing as well as instrumental work. Evelyn, first violinist and arranger, does a delightful bit of *Stardust*, with other specialties by the violin octet. Three Little Words have some heavily encored numbers, including a mock operatic *Frankie and Johnnie*. Maxine singing *Memories* and a version of the *Merry-Go-Round Broke Down* in Oxford English, Italian and in Zasu Pitts styles were other highlights.

Spitalny's girls, chosen for looks plus talent, can fill a long program pleasantly.
H. F. Reeves.

Stanley, Pittsburgh

(Reviewed Friday Evening, Sept. 10)
Glen Gray led some toe-tickling hot tunes for his Casa Loma Band. Bob Hall cracked and sang wise, Marjorie Gainsworth sang opera, Anita Jacoby turned somersaults—but where is a good novelty act? Name bands, name bands, name bands, singers and dancers, then some more name bands. They're good, yes, but it gets monotonous. Still as long as they'll stand in the aisles like they did tonight the theaters won't kick.

Handsome Glen Gray, emceeding as a personable but little more than a name-announcing smiler, started off with *I Got Rhythm* and *Let 'Er Go*, the latter pepped up by Pe Wee Hunt's distinctive vocalizing. Both tunes got hot hands.

Then Bob Hall extemporized on songs, which was good, and made the folks out front laugh on some stock jokes which weren't so good. His windup of versifying from current events spawned by the audience in answer to his query for lyric inspiration netted an encore.

The eve's dance bit showed a gay, seemingly jointless Anita Jacoby, whose rhythm-across, plus wholesome appearance, was rewarded with better-than-average applause.

Ork singer Kenny Sargent hugged the mike for *I Cried for You*, *I Love You Truly* and *Out of the Blue*, all tunes rarely heard on Stanley bills except more than once every other week. The crooner, even when he's hitting his falsetto that the gals seem to love, looks nice, and his warblings produce Grade B plus applause.

Next one of Gray's most famed numbers, the original *Casa Loma Stomp*, followed by Marjorie Gainsworth, who may be billed as the "blcmbe bombshell" but certainly looks like she's trying a Grace Moore. Her magnetic personality, lustrous tresses and clarion-clear pipes should make her a top in variety. Yet to this reviewer she falls just short of being a dependable show-stop. Highlight of her four numbers tonight was her *Opera Vs. Jazz* medley, which incidentally she also delivered in her first

engagement at the Stanley six weeks or so ago. Best hand went to the aria from *La Traviata*.

Crack ork opus was *Big Boy Blue*, novelized by a trumpet versus trombone duel, played by "Big Boy" and Pee Wee Hunt. For curtain the *Bugle Call Rag*. Screen feature, *Knight Without Armor* (UA).
Morton Frank.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Sept. 9)

RKO Keith dropped into its winning stride today with what the press lads have tagged the *Academy Stage Show of 1937*, highlighting Ina Ray Hutton and her Melodears Ork. The blond bombshell of rhythm blew up the house with her tantalizing pulchritude and excellent vocal and tap work. Band (14) opens with a hot interlude behind the curtain and suddenly the curtains yawn to reveal this bundle of versatile and talented fem. La Hutton has four fetching changes. She warbles *Born To Swing* and *If You Ever Should Leave Me* and taps in shimmering white satin pajamas to *One o'Clock Jump*.

Stan Kavanaugh ripped the house to pieces with his bag of juggling tricks, solvent with laughs galore. His precision juggling includes working over the pit boys with clubs and distinctive bits, including a triple-pin leg throw, a pin juggle coupled with balancing and a host of laughable bits. He can sell. Socko to a terrific hand.

Mitzl Mayfair got a well-earned hand in spite of the Melodears' missing on the music and tempo. First effort to *St. Louis Blues* is a tap stint with a tricky snag exit. In her second number, her best, she goes to town with swell cake walk. Good hand.

The Winsted Trio is back with its expected good work, harmonizing *Cherry Blossom Lane* and *Organ Grinder's Swing* (click). The girl and two lads with guitar accompaniment have good arrangements and take advantage of every note's significance.

Buster Shaver, with Olive and George, Lilliputians, start off slow but wind up for several curtain calls following the mitey pair's snatches of adagio, tap and ballroom, which netted them good applause. Shaver also has a swell session of terpsichore with Olive, tiny blond miss.

Elaine Merit, brunet contralto, sings a good arrangement of *All God's Chillun*. Her voice needs a bit more body, but that will come.

The band is in for a swiny version of *Trees*, with a solo by the blond trombonist. Okeh. Other band number, *Hocus Pocus*, needs polishing. Finale tune, with Hutton strutting, is *Angry Ina*. Miss Hutton is a show woman and stops them cold. This week she's playing opposition to the Metropolitan Theater's band booking, Mal Hallett.

Eddie Rosenwald is back in the pit and opened with a medley of *Rain* tunes. Show, clocked at 45 minutes, unusually short but entertaining.

Pix is *It Happened in Hollywood* (Columbia). Business good.
Sidney J. Patne.

Al Marney Resumes

CHICAGO, Sept. 11.—Al Marney, former booking agent for the Medinah Club here, has returned to that position after leaving in 1935 to take his own band on a road tour.

Besides handling all entertainment for conventions held at the Medinah Club and booking floor shows and bands for the club's Tally-Ho Room, Marney will also maintain his own booking business.

Lincoln's Flesh Starts Oct.

LINCOLN, Neb., Sept. 11.—Vaude is due to start here about October 1, according to tentative word given the stagehands and musicians. A key Cushman Circuit stand for the last three years, it will very likely again be aligned with the \$150-a-day circuit. City Manager Wait Shutee and Orpheum Manager Kenny Mead have decided to pass the hot weather in September, altho all previous vaude seasons started here with State Fair (September 5-10) week.

ATC ROAD

(Continued from page 3)
Four A's exec, feels the road is doomed if the American Theater Council is not successful in shaking the managers out of their lethargy. Dullzell has always maintained that the road did not die, but was assassinated by managers who

were satisfied to restrict their activities to Broadway and sell their productions to the movies. When a legit show did go on tour, according to Dullzell, it often had to battle its own screen version. Success or failure of a road drive, as Dullzell sees it, will depend upon whether the managers will send out solid productions with capable casts at reasonable rates. Judging the road by Katharine Cornell companies, etc., is no indication of conditions. In any event, weaning the road back to legit, according to Dullzell, will be a long process, in view of the fact that the stix have been gypped so long and have become accustomed to movies and other entertainment forms.

COAX LEGIT

(Continued from page 3)
Behind the scheme, and promotional literature has already been drawn up. Playgoers is a non-profit group, all funds to be administered by an executive committee. Administration calls for a committee of 25 to work with 100 sponsors, the latter to be responsible for the sale of a certain number of seats.
Members of Playgoers will pay \$25, covering one seat to each of the 25 shows, and will also pay \$1 for dues. For two seats to each of the shows the amount will total \$51, etc. Deposit of the money is to be credited to the member's account, and drawn against each week as tickets are taken. Member will be notified when the balance runs low and will be asked for additional funds.



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Moulin Rouge, Paris

Sandrini and Dubout, operators of the Bal Tabarin, have taken over the Moulin Rouge dance hall, in the Montmartre cabaret belt here, and are presenting elaborate stage and floor shows similar to those offered at the Bal Tabarin.

Initial show offers Ray Ventura and his Collegians, who are okeh musically but not so hot on comedy, which they stress too much. Dance ensembles put on by Percy Athos, whose troupe of English girls are easy to look at and score with acro and precision bits.

Vaude numbers are interpolated, with honors going to the Manginis, two bronzed huskies who excel in hand-to-hand routines. Juliette Bridgman clicks solidly with her acro dance solos and Myrio and Descha score with neat ballroom dancing.

Two dance combos alternate with Ventura's boys in dishing out music for dancing.

The Moulin Rouge has been entirely redecorated and sports a flashy new front. Spot is doing big business, with entrance fee of 15 francs (about 60 cents) and drinks at usual night spot rates. *Theodore Wolfram.*

New Colony Club, Chicago

The latest and one of the brighter small-seaters in Windy City's near North Side. Dollie Weisberg operating it again, and the strikingly modernistic appearance creates a cheerful atmosphere. Room, seating only 150, is brightly illuminated with indirect lighting and is separated from the adjoining O-shaped bar by an insulated wall that eliminates the noise from the imbibing patrons.

There was plenty of racket to pester the performers at show caught, however.

Strange how so many patrons are indifferent to floor show entertainment.

Opening bill has some good talent but does not add up as a fast entertaining show because it is overburdened with tap dancing and is not routinized to the best advantage. As an example, the modernistic cigaret number opener by Muriel Kretlow's nine-girl line is followed with three tap specialties. Helen Pammer, a shapely cutie, taps; Bob Edwards, a nice appearing kid, taps, and Jimmy and Nora Bell, youthful rhythm team, tap. Last-mentioned team, next to Toni Lane's spot, suffers as a result, despite the fact that their work is fast and refreshing.

Toni Lane, featured songstress, was the most successful of the crop to get a few listening ears with her vivacious personality and engaging work. Girl is an individualist when it comes to selling a song, each of her properties properly arranged to fit her makeup. Bobby Kroll, her arranger, accompanies her at the piano.

Jackie Green doubles as emcee and contributes as good a job as is permissible under the circumstances. In his own spot, he still has top take-offs of such notables as Cantor, Jolson, Jessel, Arliss and Richman. While his carbons are among the most overworked in the business, he instills new life into them because of his uncanny mimicry.

The *Posin'* finale brings the line back for a Harimesqué strut with a Susti-Q

walkoff. A lively finish.

Frankie Quartell and his seven-piece orchestra played a commendable show and furnish tuneful dance music that is attracting a good many of the customers on the floor. Early evening intermission strollers are the Three Kings of Swing, replaced in the early morning hours by a pinaist and two table singers.

Three and four shows nightly, depending on business. A \$2.50 minimum in effect. *Sam Honigberg.*

Eddie Peyton's, Pittsburgh

A 25-cent person minimum, plus three acts and the personalities of owner-entertainer Eddie Peyton and his pretty wife, are regaining for this suburban Pittsburgh spot some of the popularity it held a few years ago. It was one of Western Pennsylvania's busiest niteries until a lawsuit involving the head man brought the shutters.

Located on Steubenville Pike, main highway Route 30, about seven miles away from downtown, the club is large enough to seat 800 without crowding. Lighting successfully gives the illusion of informality and intimacy.

The folks at the tables usually feel gay, too, since a few bucks allows them to buy enough food and drink to get merry. Steadiest patrons are the white-collar workers on a binge, in addition to a few industrial tycoons and college youngsters.

Piece de resistance of the show when reviewed was Sally Rand, in for a one-nighter with Don Pebble's Band. The house was jammed, and La Rand didn't disappoint. She passed out both fan and balloon numbers, ending a la nature, to the appreciative palm-pounding of wide-eyed males, while the skirted folks leered as they peered. She was reason for an extra \$1.10 per head admission tonight too.

Tops for the program was not the gal who aspires for legit laurels, however, but Bert and Adele St. Clair, novelty comedy dance duo, who scored with a Bowery number novelized by the lad's grimacing and graceful gawkiness.

Also taking a nice hand for her Nautch dance was Mildred Segal.

Shows booked by Jayne Jarrell, Pittsburgh, who mixes home talent and imports. Peyton's own band supplies the tunes. *Morton Frank.*

Corktown Tavern, Detroit

This is one of the principal downtown spots in the popular class, with a fairly heavy appeal to oldtimers from the old Irish settlement. It is operated on a pop price policy by Manager Ike Thomas. Three one-hour shows nightly—about the heaviest program of entertainment to be found in this territory. Show is booked exclusively by Peter J. Iodice, of the Amusement Booking Service, Detroit.

Al Alexander's Ragtime Band is furnishing the music with plenty of zip for dancing and ability to keep up with the variety act program. The Six Corktown Debutantes give three ballet numbers, one a clever chair number. The ballet could stand better timing.

Phil Kals emcees and gets thru his job competently, being able to gauge the type and length of his stories to his audience. He does a very dramatic *Brother, Can You Spare a Dime?*, with effects.

Tommy Healey has the ace act with a lighting tap number, adding some spectacular buck-and-wing effects. Only trouble is that both this and his later appearance are too short.

Marino and DeVoll do a tango with specialties in the apache and rumba tradition, going thru the act with dead pans and getting a voluptuous effect by dance alone. They have some remarkable holds used for fast whirls that got a hand. Later they return in a graceful individualization of the Carlos.

Billee Rae is an acrobatic dancer who goes thru her number with zest and gets close to a contortionist style in some of her twists, working largely on mounting steps.

Betty Bowman, singer, gives *All by Myself* and others. Maybe it was the public-address system, for her voice had so much volume it sounded shrill. She has a following here.

Musical Bentleys follow with what is claimed as the world's largest marimba, both appearing in Spanish costume.

They get both speed and delicate slow tones out of their unique instrument. Rhythm is marked, but is only staccato when intended—there is no sloppy playing. They were especially good in *The Glowworm* and in *Poet and Peasant Overture*, which Bentley plays alone, getting the full pyrotechnics and dominating an orchestra unusually heavy on brass.

Four Rhythm Maniacs, a wholly spontaneous colored string quartet, give the impression of successful ad libbing on the instruments, with vocalization and dance effects. Destined to go places in swing.

Ballard and Rae turn in a fast knock-about dance duo for the closing spot. *H. F. Reeves.*

Havana Casino, Buffalo

This cozy, intimate spot, garbed in semi-Spanish decorations and atmosphere, is located in Buffalo's mid-town East Side. Well known for its sunken dance floor, it is modest in its floor and musical presentations, food and prices. George Cecala is manager.

A four-piece band, powerful and rhythmic for such a small unit, supplies the dance music and gives the entertainers good accompaniment. Outfit is known as the McRae Brothers, all colored. Led by Bill McRae, piano leader and arranger. Includes Floyd McRae, sax and clarinet; Paul Johnson, trumpet, and Phil Keeble, drum and vibraphone.

Charley Flamini, emcee, is comical and highly entertaining. Altho quite young, Charley knows what the crowd wants and gives it to them in large quantities. Pudgy, plump Babe Flamini, a kid sister, gives a real show with the big brother in a Bowery dance. She is also adept as a tapster.

Judy Bently bends all over the place in her high kick acrobatic number. Usually a sister team, but the other member was not present in this show.

Two Allen Sisters do an interesting rumba of graceful technique and attractive costumery. Virginia is rather good in her toe solo, but Mary Anne, as a singer, should stick to her dancing. She's pretty, but too stiff and mechanical in both her voice and gesticulations.

A radium dance by Rose Marie is a very exotic and sensuous affair, executed with lights out. Her butterfly veil and anatomical points of interest are given sparkle with the opalescent crystals on her costume.

Clarence Babcock, colored character singer, is a hard-working boy who does well with *Chloe* and other old popular numbers. *Harold J. Warner.*

**Marya ^N Martyn**

"Marya and Martyn, headlining, are a personable dance team whose graceful ballroom routines were well received. They have an easy style of working and offer a pleasing variety."—NAT GREEN, The Billboard.

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Roosevelt Hotel Patio Grill, Jacksonville, Fla.

The remodeled Roosevelt Hotel Patio Grill, an air-conditioned, street-floor spot in midtown, is proving highly popular. No couvert and no minimum. Seats 300, and 11 o'clock show was a turnaway.

Joe Roman, ex-baton welder, is director of entertainment and is all over the place mitting murching maidens and glad-handing gay Lotharios. In addition, he capably emcees the show.

Clyde Gardner's seven-piece ork is a versatile outfit, pleasing the particular with *Poet and Peasant* or going to town with *Dark Town Strutters' Ball*. Plenty sweet for the mooning waitzers or hot stuff for the jazz maniacs.

Floor show is short, but budget will be expanded to permit more acts as tourist season approaches.

Jinny Bigelow, "Ripleyized" twice for his 2-hour continuous playing of the banjo, opened with a fast peppy medley of pops that started feet tapping. A swell opener.

Dot Sheridan, a cure for myopia and flashing magnetism like an electric transformer, slammed over *Marie* in great style, encoiring with *Little Coquette*. A fine set of pipes.

Roberta Jonay, recent headline maker by reason of her friendship with Mrs. Roosevelt, did two modernistic dances, the *Temptation* routine being exceptionally well done. Plenty pretty and graceful. She's gone places since working the Silver Slipper in Miami three years ago.

Tiny Rivers, 300-pound ex-footballist, explained the steps in the new dance craze, *Big Apple*, a combination of Paul Jones and Virginia Reel. He and Miss Jonay demonstrated and then called out five couples from the tables who ex-

cutted the number. Customers ate it up. This demonstration would pull up the b. o. in any town. Steps are the old basic Charleston, Suzi-Q, Rabbit Hop and Truckin'. W. H. Colson.

Berkeley Continental Terrace Berkeley-Carteret Hotel, Ashbury Park, N. J.

One of New Jersey's most novel night clubs, this popular shore spot is reminiscent of the famous Continental terraces and is therefore aptly named. Playing under a star-lit sky not more than 200 feet from the Atlantic, Charley Eckel and his crew have a spot that would fiddle on the heartstrings of any group of musicians.

Aside from the usual music offering, the Terrace presents a "Broadway floor show" Saturday nights. Bill caught consisted of Bertie and Young, society dance team; Jean Jordan, specialty dancer featuring an animated toe dance; Jack Carr and Company, some more dancing, and English and English, comedy acrobatic team. All come in for a repeat except the last duo, which, incidentally, walked off with all the honors.

Eckel and his band really go to town. A sweet, harmonious group, they pour out rhythm-a-tics in a style that would make your grandfather get up and dance. Instrumentation: Herbert Gordon, piano; Eddie Harris, drums; Rudy Berson, bass; Lou Chesoff, accordion; Ozzie Caswell, trombone; Al Weber, Morey Karver and Sam Horne, sax; Harry Plotkin and Bob Knapp, violins.

Knapp and Eckel handle the vocals with ease and satisfy nicely. WOR, of the MBS, has a wire for the band and airs frequently.

No cover, but a \$1.50 minimum is in effect over the week-end. C. Waltz manages the Terrace. Bruno M. Kern.

Nomad, Atlantic City

One of the really "different" night spots here has just terminated a successful summer season and is making plans to continue as one of the leading winter resort night clubs, keeping its revue intact. Most spots close down after Labor Day until the Christmas holiday season.

Sixteen months ago Charlie Goodman and Sy Nathanson conceived the Nomad Club and without any previous experience put in a big revue and good orchestra. They brought in Jack Rich, former straight man for the Three Stooges, as emcee the opening week. Rich's popularity kept 'em coming and now he boasts of being the only night spot emcee to ever stay at an Atlantic City place for three seasons and preparing to go into his fourth.

Closing show was headed by Shirley Herman, handling comedy, and JoAnn Carroll, the blonde who caused such a furor in France, doing a new version of the strip.

The Ross Twins scored with a double fan number, while a classical line was added to the revue by Lita Moya in interpretive dances. Purcell sang a few good pop numbers. Pagano and her violin added a novelty touch. Sid Rose, formerly of Hotel Ambassador, furnishes music. W. H. McMahon.

El Gaucho, New York

El Gaucho is one of the best known of the Greenwich Village atmospheric spots. A smallish, comfortable, softly lit club, it is now one of the standard Latin clubs in town and this summer, for the first time, kept open right thru the hot spell. A new cooling system made it possible.

Its sixth annual "reopening" revue is a pleasing affair. It is not elaborate, but each artist is a good one and each suggests Spain authentically. Three dancers and a singer (all women) comprise the floor show, with a four-piece Latin orchestra and a two-man strolling guitar duo rounding out the entertainment.

Dolores, shapely, contributes a couple of Cuban rumbas, the first a captivating strut and wiggle affair and the second a fancy Congo rumba, highlighting her excellent body and lithe movements. Chiquita, a delectable charmer, offered a Mexican hat dance and also a toe number to the music of *The Blue Danube*. Her sweet personality and ability to achieve so much flowing movement in such small space put her over easily.

Carmen Lita, a plumpish and dignified singer of South American songs, was too cold and distant for this intimate room. Her voice is pleasant enough, but it lacks

expression. Nena, a diminutive senorita, is on first in glittering costume for a haughty yet fiery Flamenco castanet dance and then returns for a bullfighter number featuring the manipulating of a gleaming cape. All the three dancers made a solid impression.

Vaccaro (accordionist) is backed by his Gauchos (violin-guitar, guitar-voxals and piano) in providing show and dance music. They are surprisingly successful in achieving fullness and color for such a small combination. The strolling guitarists sometimes join the band for added effect.

Proprietor Dimitri is away at present, but Manager Pedro Valli takes care of things more than capably. In fact, he emcees and with professional poise, too. Diner is from \$1.50 and the food is excellent. For a moderate-priced night out this spot is a bargain.

And on your way out charming Dorothy Raven will give you a great big smile from the checkroom whether you've checked your hat or not.

Paul Denis.

Palumbo's, Philadelphia

Since 1884 the Palumbo family has held sway over this hotel-restaurant down in the heart of the burg's little Italia. Frankie Palumbo's good-will routines, plus the press agency of Mort Schwartz, has built up a considerable following for this Bohemian boite. Without pretentious decors, it's dining and wining that count here. Patronage appeal is directed to family trade, particularly private-group reception and testimonial, the management dressing the table with a party cake for each celebrating clique.

In spite of the much ado over the floor show, offering caught when the spot unshuttered Labor Day can be passed by as a negligible side dish. A movable platform, installed during summer alterations, now focuses the attention of the large room on the performer. Talent will out under such circumstances, but the preem show carries nary a spark to ignite enthusiasm.

Weakness is the lack of novelty and diversification, particularly an overdose of hoofing not overly well hoofed. Line of six gals, the Marionettes, makes two brief appearances for the elementary dancing school stuff, adding up to nothing in particular either sartorially or terpsichorically. Patti Cranford gives vent to the torchy tunes, with style and delivery of the usual run of nitery warblers. Two mixed terp teams on tap, neither able to distinguish themselves. Travis and Grey indulge in the usual medley of ballroomatics. Miller and Millard show to better advantage with a couple of precision rhythm taps. Well groomed and operate diligently, but with no individuality in their hoofing.

Show's lone asset is emceeing Eddie Thomas. Gives the acts a friendly build. Has an infectious smile and fairly strong bary pipes that are more than adequate here. In spite of his limited range, he does justice to the musical comedy arias, contrasting the seemingly high-brow stuff with ditties that inspire a community sing. Show and dance music is adequately handled by a six-piece combo, Drummerman Bobby Morro leading.

At least three shows presented nightly, starting with the dinner-hour. Others spotted as house biz warrants, each "edition" rarely exceeding the half-hour mark. Side room houses bar for lone eagles, wall screening from the main room. Moderate tariff for the snacking, with sipping menu geared high.

M. H. Orodener.

Benny the Bum's, Phila.

It's a far cry from the Intime back-room Benny the Bum's, where the playboys played in privacy, to the Piccadilly toned pattern of the moderne-room Benny the Bum's, where Johnny Q. Public is attracted by the magnetism of the trademark. Not since the Bucket of Blood and Gyp the Goon bath-tub gin days has there been such ribald nomenclature to tickle the fancy of ringsiders.

Circumstances brought Benny Fogelman (Benny the Bum) out of his off-street nook to the main highway, finding him solidly shingled in the ultra aura appointments of a room that housed Philly's smartest supper club in the pre-speak age. As the Piccadilly Cafe it was last operated by Meyer Davis.

Current show is in keeping with the stateliness of the picturesque place. It's the conventional diversissement, with each specialty registering.

Muriel Thomas starts with a neat rou- (See NIGHT CLUB on page 21)

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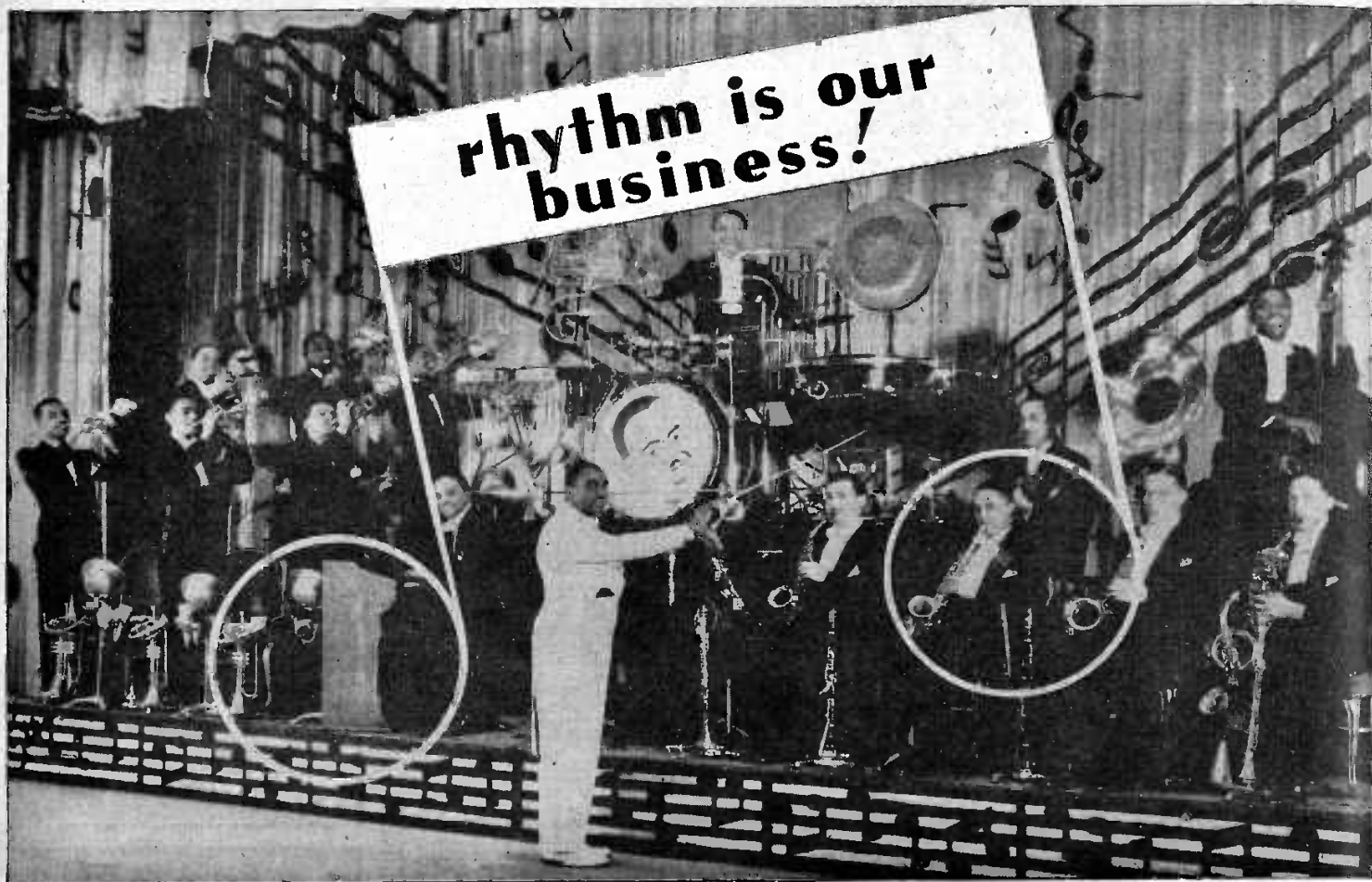
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Orchestra Notes

DON DUNHAM and ork concluded a 16-week stand at the Dellwood Lodge, Buffalo, Labor Day and open at Tony Cavallo's Million Dollar Mansion, Youngstown, O., September 18 for 10 days. Band will be aired thru WKBN from the latter spot.

STUDIO BALLROOM, Philadelphia, inaugurates the fall season this week with Hudson-Delange setting the tempo.

HAPPY FELTON makes it a return engagement for the fall opening, October 1, of the Arcadia International House, Philadelphia.

PAUL TITUS, singer at WIP, Philadelphia, opens with his own combo at Hess' Tavern, Haddonfield, N. J.

DANSORIUM, Oaklyn, N. J., ballroom, has set for its opening week the music of Jimmy Turner, Eddie King and Henry Hendrickson.

COCOANUT GROVE returns to the Philadelphia nitery ranks, with Al Mayo taking over the music assignment.

BILL BILGER ushers in the new season at Yorktown Tavern, Elkins Park, Pa. Return engagement for the Bilger Band.

BROAD ST. RATHSKELLER, Philadelphia, brings back Vincent Normand for a return engagement.

BUS WIDMER for the third time in six months is booked at the Rendezvous, Battle Creek, Mich., this time for a five-week period.

EDDIE KUBAKO temporarily deserted his trumpet to take in enough golf practice and win the men's open tournament at Hulet's-on-Lake George, N. Y., where he is a member of Jan Campbell's Band.

DEE PETERSON'S engagement at the Club Edgewood, Albany, N. Y., will run indefinitely.

GUS ARNHEIM will be the first of the name bands to go into the Los Angeles County Fair at Pomona, Calif., since the fair adopted the policy of featuring name bands and acts. He opens September 17 and will be followed by others managed by Rockwell-O'Keefe.

NYE MAYHEW'S assignment at the Statler Hotel, Boston, starting September 30, will be piped over CBS's WEEL.

JERRY GILBERT closed a six months' date at the Edgewater Gulf Hotel, Biloxi, Miss., to go into the Emerson Hotel, Baltimore.

BOB CLAYMAN will feature as vocalists Elaine Grey, Ohio State beauty contest winner, and his brother, Milt, during his stay at the Willow, Chicago.

BLUE LAZERS and 10-piece all-girl ork, now at Vic Mire Club on Airline Highway, near Baton Rouge, La., are from Miami.

JACK DENNY'S Orchestra will be heard over KDKA, starting September 24, when it opens at the New Penn Club, Pittsburgh, under the CRA mast.

LES BROWN and his Duke Blue Devils are this week making six records for Decca and a program transcription for NBC.

DR. EDWIN FRANKO GOLDMAN, who has been conducting his Central Park Band for 25 years by himself, will henceforth be assisted by his son, Richard Franko Goldman.

SWING WILL reign again at the New York Hotel Pennsylvania's Madhattan Room, starting October 11, when Benny Goodman opens for the season. Meanwhile Happy Felton and his orchestra are playing.

TOMMY DORSEY and band open at Boston's Metropolitan Theater September 23, following the end of their summer session at the Penn Roof. Back to New York September 30, and the Commodore Hotel this time, where the boys settle down for the fall and winter.

THE KING OF JAZZ returns to Manhattan September 28, which is two days after the Fort Worth Frontier Fiesta takes down the lanterns. Whiteman is also talking over an NBC commercial with Oldsmobile.

THE BIG APPLE is getting them out on the Coast, too. Herbie Kay and his outfit polished it off at the Catalina Island Casino, and it must have caught Adolph Zucker's fancy, because Herbie has been signed to make a two-reeler for Paramount built around *The Big Apple*.

JACK TILSON and orchestra are winding up their seventh consecutive summer at the Spink-Wawaseo Hotel, near Lake Wawasee, Ind. It's a six-man combo plus a gal vocalist, and they play both concert and dance music. They're a young and personable crew, according to a snapshot, and the warbler is pretty, but Tilson didn't send her name along.

CHARLIE BRINCKLEY and his 13-piece Dixieland Swing band opened at the Log Cabin Club, Aurora, Ill., for the winter. Instrumentation: saxes, John Shiell, Earl de Hart, Freddy Stiles; trumpets, Dale Anderson, Freddy Smith, Cully Schultes; trombones, Orville Robins; Willis Clark; piano, Howard Bestul; bass, Don Miller; drums, Jack Murphy; vocals, Montess Miller, Charley Brinckley and Freddy Stiles.

ALTO SAXMAN Harold Washington has joined Wait Woolford's Orchestra.

WHEN LUKEWELA and his Royal Hallans close their engagement at the Hotel Roosevelt, New York, September 28, another "royal" band, Guy Lombardo and his Royal Canadians, will follow.

BERT FINCHER'S 12-piece band is including three trombones and a vocal trio on its present one-night stand tour thru Florida.

VERDI BREINHOLT and orchestra closed their second season at Lagoon in Salt Lake City and may go to the White City in Ogden for the winter. Two of his men, Dave Farrin, trumpet player, and Orrin O'Bray, drummer, have joined Henry Halstead's Band.

GLENN LEE will finish his engagement at Starlite Gardens, Salt Lake City, September 17. This Utah boy, who made good with his orchestra in the East, has gone over big in Salt Lake City.

COMMODORE PERRY Hotel, Toledo, kept its Casino Room open this summer for the first time. Marvin Frederic's Orchestra was brought in from the Book-Cadillac, Detroit, to hypo business—which it did successfully.

CHIC SCOGGIN and orchestra have opened the fall season in the Club Continental of the Hotel Jefferson, St. Louis, with a nightly airing over KMOX and CBS.

JACK WARDLAW Ork is featuring a *Big Apple* waltz from Jack's own pen. Wardlaw is the author of another new tune, *Every Time I Look at You I Fall in Love*, which he introduced last week at the Coal Carnival in Hazard, Ky.

NIGHT CLUB

(Continued from page 19)

tine of kicks and whirls. How she flits with ease on high spiked slippers is beyond this reviewer's apprehension. Turns up later as the senorita for a very well executed Spanish dance.

Diana and Del Campo terp twain are well groomed for gliding, adding a classic tone with a ballroom turn set to a Rachmaninoff opus. Latin-American leanings dominate their other routines.

Standout torchy tonsil wavings are turned in by Lee Bartell. Carrot-topped chantress is strong on the song-selling, with a nice display of pipe ability that's helped no end by a s.-a. figger. Crumples the customers with a smartly styled song lyric about a strip teaser, followed by a heated rumba and a sugary pop.

To break the song-and-dance pattern, Ossie Wells is on for legerdemain Hickings. Instead of the suave or slinky soothsayer, spotlight turns on a mere lad. And in spite of his boyish frankness, he has no trouble keeping 'em both fooled and entertained. Routine is familiar, yet smoothly patterned and executed, snatching from the ozone cards, golf balls and lit cheroots, grabbing a lit havana wrapper and pipe for the bow-off.

The ubiquitous ceremony mastering is in the keeping of Frank Hall. Introductions all spieled in workmanlike manner. An affable sort of chap whose phiz reminds one of Harry Richman in his younger days. Has beaucoup power and range in his bary pipes to ring the bell nicely for the musical operetta renditions. With proper tonsil tutoring should go far in the field. Distorting his features when straining for the upper notes is a distracting element that should be overcome.

Music is in the capable hands of seven muskies, billed as Benny's Troubadors. Venuti-bound leader is the standout, tearing off some mean fiddle scratchings. Rhythmpations are remoted via WIP.

Menu scale is in keeping with the tenor of the room. Shows presented at dinner and supper with a special mat for stengos on Saturday. Bar for standee quaffers, basement housing a cocktail room where sepla entertainment holds forth.
M. H. Orodener.

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Reviews of Acts

Lorna Tompkins

Reviewed at Village Grove Nut Club, New York. Style—Singer.

Miss Tompkins is a comely brunet who has been around in vaude, legit and pictures and who is now doing a pleasing strolling act in cafes.

Possessor of a pleasant contralto voice, competent delivery and an ingratiating personality, she is okeh for table-to-table strolling. Does requests mainly, with Ben Lawrence at the piano. Her voice is not exceptional, but her personality is warm and she works with ease, entertaining customers successfully without being overaggressive. She is at her best at rhythm singing and should shun slow numbers. P. D.

Le Varre Brothers

Reviewed at Oriental Theater, Chicago. Style—Comedy hand balancing. Setting—In two. Time—Eight minutes.

Two boys in sailor suits working behind a steamship drop with a somewhat different hand-balancing routine. Do two drunks thruout the act, affording them several comedy bits. Have several stand-out tricks, particularly the closing chair feat, but act on the whole is not tied up properly. The music used also slows up the act considerably and some lively tunes would be more fitting than the waltz notes on hand. Hon.

Sally Jo Nelson

Reviewed at Oriental Theater, Chicago. Style—Singing. Setting—In one. Time—Seven minutes.

A nice-looking radio blues songstress who, like most air warblers, needs training in sight salesmanship. Her pipes are on the job, but her shapely body and attractive face loaf all the way thru. Also poor selection of songs hinders the proper reception. All in moody key, including the slow opener So Rare, Night Over Shanghai and Message From the Man in the Moon. Should be encouraged to catch up on showmanship, as the kid's voice is considerably better than average. Hon.

Thelma Kingsbury and Kenneth Davidson

Reviewed at Radio City Rainbow Room, New York. Style—Exhibition badminton game. Time—Eleven minutes.

Badminton is not very well known in this country, but in England and on the

Continent it is supposed to be a popular outdoor and indoor game. Miss Kingsbury, world champ, and her partner, Davidson, introduced as a holder of many titles, are presenting a swell exhibition of this game and making their local debut in this swank spot.

Badminton is much more full of action than table tennis. It is played like tennis except that it requires less room due to the use of lighter rackets and of a shuttlecock that doesn't bounce. The rackets are only five ounces and the shuttlecock is a leather-covered ball of cork encircled by goose quills. When hit it sails like a bullet and compels a fast game. Score is kept as in handball, and the game played here was for 11 points. Jyles O'Connor introduces the game and provides the running comment. But he's not much help, being too genteel.

The game held close attention here, the trick shots of Davidson arousing comment. On a bigger floor and with a more exciting commentator this exhibition game could be terrific. P. D.

Charles and Helen Stone

Reviewed at Oriental Theater, Chicago. Style—Tap dancing. Setting—In one. Time—Seven minutes.

A young tap team obviously attempting to be different by not working to pop tunes. However, their music is now old and while the customers may still like it, bookers will think differently. Tap to Trees Poet and Peasant and close with their conception of Truckin'. Should get to work on new routines. Their work is lively and some of their steps still display freshness despite the too familiar musical strains. Hon.

Five Co-Eds

Reviewed at Rory Theater, New York. Style—Dancing. Setting—Special. Time—Six minutes.

Five-girl line of hoofers. Damsels open with a song, which might as well be omitted, and break into a tap. Go on to acro work, mostly twists and turns, with solo and group performances spotted thruout.

Act is fair, and attains a good turn of speed and flash during its second half. Hyping the tap work or introducing some type of novelty would lift it to a more even entertainment level. P. A.

The Debonairs

Reviewed at Rory Theater, New York. Style—Dancing. Setting—Special. Time—Nine minutes.

Line of six male tappers with highly stylized routines. Boys have plenty of skill and have worked up a marked military precision. Material, performed with such facile perfection, is more pleasant than the usual run of break-leg tap turns. Synchronization between a solo performer and the remaining line is quite showy, particularly a panto army drill and takeoff on the sit-down strike. Windup is fast.

Debonairs have a nice turn right now and should take care to keep the substance of the act fresh. Giving it a topical twist as occasion demands will keep it out of a rut. P. A.

Flying Whirls

Reviewed at Palace Theater, Chicago. Style—Roller skating. Setting—In two. Time—Five minutes.

A fair roller-skating trio, this time two girls and one man. Turn on the whole lacks the speed and polish compared with the many excellent trios around these days. Its top tricks need rehearsing. A good bit is one of the girl's tap dance on skates with a Russian finish. Rest of routine just average. Hon.

Edith Fellows

Reviewed at State-Lake Theater, Chicago. Style—Singing and talking. Setting—Full stage. Time—Eight minutes.

A screen starlet who gained some rep with pain-in-the-neck characterizations in recent Claudette Colbert and Bing Crosby films. Her personal appearance act is a disappointment, however, having

spent very little time in getting up a turn that would remotely resemble satisfactory entertainment.

Displays poor taste with talk sandwiched in between songs. Here she miked an operatic selection with a fair soprano voice—fair because of her age—*I'll Never Leave You, Granny Darling*, which she informs is dedicated to her grandmother, and closes with *Peannies From Heaven*. Also tapped to latter tune. Hon.

Al Gordon and Racketeers

Reviewed at State-Lake Theater, Chicago. Style—Dog act. Setting—In three. Time—Ten minutes.

A peach of a canine act, presented with showmanship by Al Gordon. Opens on a bare stage and performs with his trained animals one at a time. Forte here is not the difficulty of the tricks the dogs perform, but the funny way each of them has in doing them. A solid laugh getter is the racketeer who scrutinizes the pit men from one end of the stage to the other and then stops at a point and keeps barking at one individual. Spinning-table routine used for finish. Hon.

Fayne and Foster

Reviewed at State-Lake Theater, Chicago. Style—Musical. Setting—In one. Time—Nine minutes.

A novel musical glass and cowbell act offered by a mixed team to the utter delight of the customers. Too few of its like around these days. The man has a highly amusing line of patter thruout the turn which brings many good laughs. Both open playing on glasses, set up on a xylophonelike contraption. The man singles next with his impression of a country fiddler and then the partner returns for an accordion number, using her feet on a musical oddity at the same time.

Close with cowbell offerings, the most hilarious being the final number in which they "borrow" bells from each other for its timely continuation. Hon.

CITIES LIKE

(Continued from page 13)

mission receive a percentage of the gate receipts over and above a stipulated amount, approximately equaling the necessary expenditures in connection with the staging of these events, basing this percentage on an increasing sliding scale as the total business increased." Because of the windy, cool evenings and rain "income has not quite equaled the estimated cost and at this time it appears that no direct return will be received by the commission from revenues obtained thru the sale of tickets, programs, etc." The commission expects to negotiate a contract for 1938 along same lines as those of 1937.

Fortune Gallo has been in partnership also with the city of Toledo in its Toledo Municipal Opera Company enterprises and next year plans to enlist the aid of Cleveland and Washington for summer runs. The Shuberts, similarly, had produced shows over a five-year period for St. Louis, which in itself has been in show business for 19 years as the St. Louis Municipal Theater Association. Its 1936 season of 87 performances drew 748,054 attendance and for the first time in its history it completed a season without a canceled showing. Seventy-one thousand, three hundred and sixty-five persons saw seven performances of Victor Herbert's *Babes in Toyland* last month to break all attendance records for the city's alfresco opera.

Radio Costs Plenty

As owner and operator of a radio station New York City spends and spends with nary a cent in return. Since establishing WNYC in 1924 the administration has dished out \$710,183.83. Present annual budget allowance of \$42,000 will be raised to about \$70,000 (near the \$75,000 Walker extravagance) because of the new transmitting facilities at Greenpoint. Not a dime of these sums hires talent. All shows are gratis, and unlike Atlantic City's own station, WPG, New York's does not sell time. Hence the station's existence costs taxpayers \$10.60 per broadcast hour. Last year WNYC, manned by 21 civil service employees, was on the air 5,460 hours.

To offset the radio burden the city has been able to chalk up a profitable income from its two night clubs. Instead of leasing park property outright for a fixed rental the city farmed out the spots on a partnership basis. At

present the city receives from the concessioner of the Tavern-on-the-Green and the Riverside Claremont 10 per cent of all food and liquor sales over the counter and bar and 5 per cent of sales at tables where waiter service becomes an added expense to the concessioner. In cold cash this has given to the treasury from October 20, 1934, to July, 1937, a net of \$34,500 from the Tavern and \$35,000 from the Claremont.

As a partner the city has other prerogatives. It dictates the type and quality of talent employed and supervises prices, health of employees, sanitary conditions and uniforms of waiters. It requires the concessioner to pay in full at the first of the year his fire and liability insurance premiums and carry workmen's compensation protection. In addition the city oversees bids and installation of fixed equipment. By making allowances on grosses over the period of the license the Park Department acquires ownership of the equipment, so that in case of death or change of operators the city can keep the spot going without a hitch. The contract gives the city power to increase its share of gross receipts commensurate with added business of the clubs.

Participation Widespread

Elsewhere government agencies are becoming program sponsors. By buying time on CBS's Coast-to-Coast network over 59 stations, for an 18-week period at the price of \$100,000, the State of Pennsylvania hopes to attract a large enough order of vacationists, tourists and money spenders to make a profit on its investment via better business thruout the State. Its returns will be conjectural. Nevertheless the expenditure will buy a lot of radio talent.

Within the realm of fairs and expositions government agencies are indulging on a wider scale, losing money in most cases, but making possible the hiring of acts. New York State has appropriated \$2,000,000; New York City, \$7,000,000, and the federal government (subject to the President's signature) \$3,000,000 for the coming New York World's Fair, 1939. New York City may never realize a return on this \$7,000,000, but the performers will have been paid. The Sesqui-centennial in Philadelphia, 1926, became a \$15,000,000 loss to that city, but the private ventures within met their salary obligations as far as performing talent was engaged.

Texas Expos

A different arrangement prevails at the Pan-American and Greater Texas Exposition in Dallas, the Frontier Fiesta at Fort Worth and the Great Lakes Exposition in Cleveland—all recipients of lavish government contributions. Exposition officials have been guaranteeing a salary or commission to Billy Rose to stage theatrical attractions. The impresario is handed also a fund with which to hire talent. These bookings have proved profitable for many acts which later can cash in on the exposition publicity by touring the country single handed. Without the assistance also of \$250,000 rendered yearly by the State of New York the annual Syracuse fair could never come to pass.

It has been estimated that 3,000 performers, concessioners, talkers and other professional show people were employed during the two-year run of the Century of Progress in Chicago. Tho the fair was a private enterprise and the most successful of world fairs in spite of its being held during the depth of the depression, 1933-'34, vast sums were spent directly for it by governments for buildings and displays without which the fair would have had much less to offer. Upon liquidation the project's financial statement reported a surplus of \$150,000 and a total 38,634,936 attendance.

Perhaps the largest single theatrical enterprise supported by a government agency is the Canadian National Exhibition, financed by the Dominion of Canada annually. During its two weeks the exhibition packs in on an average of 2,000,000 visitors.

Supplementing these show business activities of official government bodies are the little theater groups sponsored by the Chambers of Commerce and high-brow concert programs held under the auspices of semi-official institutions such as New York's Museum of Art. Indirectly the city contributes the museum's facilities, but private donors supply the wherewithal to pay the musicians. In 1936, for example, contributions of \$13,080 gave employment to 65 musicians. The single-night attendance record for such a program was 18,798, an evening in March, 1935.

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EAST LIVERPOOL, O.

Reviews

Irving Place, New York

(Reviewed Thursday Evening, Sept. 9)
Despite a rather colorful show staged by Grover Franke, biz was way down at this two-a-day. About a hundred payees on the ground floor. House is being picketed by two unions, Theatrical Protective Union No. 1 and the musicians' union, which may account for the low in receipts at this Union Square house. Flood of Legionnaires will probably be the needles for this and other flesh houses.

There's a male chorus of five boys, a line of 16 kids and six showgirls. While none of the gals are much in the way of beauty, except the principals, careful training, interesting costuming and colorful sets make for a nice production. Three femme principals include Marie Cord, Marie Joyce and Roxanne (Mrs. Kingfish Levinsky). There's more than tableau nudity here. There's an attempt at the old-fashioned stripping business, tho it's toned down plenty. But the evening's highnote of interesting sensuality was struck with a mixed dance team, St. Claire and Yvonne. *Rendezvous With Death* and *Black Fantasy* tied up the house. *Death* had the Grim Reaper ravishing a classy blond looker and with plenty of handwork, which was duck soup for the mob. Both dancers are lithe and possess plenty of s. a. May-be classy, sensual dancing of this type is the answer to the ban on stripping. Probably as provocative and far more subtle.

In this transition stage of burlesque, the trend toward comedy increases. And it doesn't have to be dragged up from the sewer to get guffaws. Baseball, without a dirty line, equaled anything as a laughgetter. Crazy house and sheep ranch numbers went over in good shape. Comics Eddie (Nuts) Kaplan and Charles LaFord did the funny business. Kaplan, in his sputtering and hand-working moments brings to mind Joey Fay, but Kaplan loses by the comparison. Better when he works without the silly mouthing. LaFord, working clean, easily topped the comedy share of the show. Allen Forth, well-poised as ever, straightened for both comics in good fashion.

Tenor Chat Atland and a seven-piece orchestra took care of the musical assignments in fairly good order. But Miss Joyce, who soloed two numbers, should stick to dancing. Voice is harsh and unpleasant to say the least, and her pronunciations actually burlesque the songs. Better stick to the torso waving and forget the vocal routines. Flash and Dash, kid and

man colored dance team, went thru some ordinary hoofing routines to a mild hand.

Show opened very slowly, but after the center of a long first act, let off steam. Elaborate scenes, and comedy all dragged until the *Death* dance awakened the house. Bit more personality on the stage toward the beginning would probably enhance Franke's interesting sets. There was a crying need for variety toward the early portion of Act I. But playing to an almost empty house is not fun and probably caused some listless scenes. But more action toward the hello section was needed.

Benn Hall.

Gayety, Baltimore

(Reviewed Wednesday Evening, Sept. 8)

Evelyn Myers and her *Merry Models* should make a hit at every stop on the Hirst wheel. With few exceptions, show is well rounded out with comedy, song and burlesquitude. Show ran 125 minutes before a fair-sized crowd.

Comedy is in the capable hands of Harry Evanson, Harry Meyers and Harry Seymour. This trio, with little trace of smut in their lines, provoke considerable laughter from the patrons. Particularly amusing was the scene, "The Hereafter," in which Evanson, seldom changing his facial expression, provided the highlight of the comedy.

Joan Delees and Evelyn Myers provide an eyeful of nude dancing and had the customers yelling for more. Miss Delees, a tall stately brunet with curves galore, does a tantalizing slow routine, but in contrast Miss Myers, a blonde with a figure that would put the celebrated Venus to shame, produces the most torrid action seen on this stage in years.

Ben Hamilton and Dorothy Sevier dish out some excellent warbling, both having good voices and also handling their talking roles well. Max DuVol and Harry Jackson take care of the straight parts satisfactorily. Vaude team of Harry Cornish and Jan Dean put forth several high-powered tap routines for which they were well rewarded with applause. Cornish also soloed playing a sax while tapping.

The chorus of 16 youngsters perform with much vim and vigor. These chorines, all nice lookers, execute their numbers with extreme precision. By the use of clever routines, conceived by Frank Bryan, along with fresh and unique costumes, they present a most pleasing spectacle to the eye. Mildred Tolle, leading the chorus in several dances, has her own peculiar style of ballet dancing or something, and while this style may be all right, it is distinctly out of place in this fast moving show.

Like most opening engagements this (See REVIEWS on page 30)

Herk-Minsky Give Up Fulton

NEW YORK, Sept. 11.—L. & M. Theater Corporation has given up its lease on the Fulton Theater, a property that it had possession of since May 1, 1937. Corporation is the same outfit that operated the Galety Theater with burlesque, namely, Abe Minsky and I. H. Herk. Clevelanna Realty Corporation is again in possession of the building.

Orpheum, Oakland, Resumes

OAKLAND, Calif., Sept. 11.—Old Orpheum Theater, Twelfth and Clay streets, Oakland, has been reopened with burlesque and pictures by Allen King after being dark for 10 years. House has been renamed the Follies. Paul Locke is producer, and Hermie Rose and Jack Romig, comedians. Bob Strahle is house manager.

Jaffe Clicks on Opening

PITTSBURGH, Sept. 11.—Smoky City folks are going for the vaudeque formula that has succeeded burlesque, as evidenced by the business at the Casino here. George Jaffe, operator of the house, piled in 3,300 people at 55 cents a head into his 1,800-seat house on its Labor Day midnight opening, turning away another 1,500. The customers stood not only in the aisles, balcony and orchestra but even on the heaters fastened to the back wall.

Hirst Wins Out On Troc, Philly

PHILADELPHIA, Sept. 11.—Issy Hirst's deadlock with the IATSE was broken Wednesday (8), with his Troc Theater set to open either Monday or Thursday, depending on the availability of a show. Planning on two afternoon shows instead of a single matinee, stagehands held out for an additional man. Three-week impasse finds the IA giving in, with five men to remain on the pay roll as last season.

However, there is still a score to settle with the musicians' union, who were not sympathetic to the stagehands' lock-out, demanding back salaries since the heralded opening on August 21. A. A. Tomel, Local 77 prez, is bringing the matter to the attention of Joseph N. Weber, AFM head, in an effort to get strike benefits for the tooters. Until then, Tomel has agreed to take a full week's salary as a down payment, with the remaining two weeks to be arbitrated between the house management, union and the pit crew involved. Back salaries for the silenced music amounts to \$1,200.

Follies, San Francisco, Launches Combo Policy

SAN FRANCISCO, Sept. 11.—New Follies Theater, formerly the Capitol, is clicking with a combo policy of flesh and pictures, and Eddie Skolak, manager, is making an effort to clean up burlesque here.

This week the 16 line girls are augmented by a chorus of 10 midgets. Darold Davis, until recently one of the featured comedians at the house, is now producing. In the cast are Tiny Fuller, Garrett Price and Art Gardner, comics; Teddy Blair, straight; Joe Lyons, character straight, and Bill Austin, juvenile. Principals women are Madge Carmyle, Dolores Dawn, Marie White, Margie Lee, Linda Barrett and Mary Gardel.

Hymie Sellman is supervisor here in charge of the Follies. Orchestra is under direction of Bobby Worth. Word burlesque has been omitted from all newspaper ads.

Minsky Sued for Split Of Henry-Stone Team

NEW YORK, Sept. 11.—Sid Stone filed suit yesterday in New York Supreme Court against Herbert K. Minsky and his operating corporation, Memmore Theaters, asking for \$25,000 in damages and \$2,500 in back salaries.

Stone claims he and his partner, Hank Henry, were signed to a contract at the Oriental Theater, starting in January, and that Minsky gave him (Stone) notice to close in March and then induced Henry to remain by giving him a new contract as a single act. In this manner, Stone claims, Minsky caused the act to split.

Oxford Folds in a Week

NEW YORK, Sept. 11.—The Oxford, Brooklyn, shut its doors Thursday night after one week of its vaudeque policy. Quick shuttering of the policy was occasioned by lack of business. Several principals, particularly Shorty McAllister and Harry Fields, are left holding contracts and will take the matter up with the American Federation of Actors.

Another Hirst Unit Opening

NEW YORK, Sept. 11.—Another new unit for the Hirst Circuit will open September 20 in Allentown on the Pennsylvania one-nighters. Cast comprises Jack Diamond, Harry (Shuffles) LeVan, Hayes, Haig and Howe; Chick Hunter, Olive May, Ethel DeVoe, Honey and Toddy, Mimi Lynn and Patricia Page.

AFA Gets Irving and Casino

NEW YORK, Sept. 11.—The Irving Place on 14th street and the Casino, Brooklyn, have signed with the American Federation of Actors. Tony Miccio signed for the Irving, while Sam Briskman did the signing for the Casino.

BEVERLY CARE was sole producer of the *Frisky Frolics* unit on the Hirst Circuit, which was recently reviewed at the Old Howard, Boston. Dot Knapp had nothing to do with the producing of chorus numbers.

U-Notes

By UNO

BILLIE SHAW leaving the Eitings, New York, to open September 20 in Newark with Jules Leventhal's road edition of *Behind Red Lights*.

PHIL SILVERS and Marjorie Ray were added to the Irving's (New York) cast September 7.

JERYL DEAN and Jean Caton opened September 5 at the Broadway, Toronto, for three weeks, after which they go to Detroit for another three.

RENY BROTHERS open at the Eitings, New York, September 17, and Sterling and Silver at the Oxford, Brooklyn, September 10. Both acts hooked by the Empire Agency.

NAT ZIEGLER, show promoter, returned to New York Labor Day via the Queen Mary after six weeks of a European pleasure tour.

MURRAY AUSTIN and his ork shifted from the Eitings, New York, to the Casino, Brooklyn. Nick Aversano, one of the Austin crew, now doubling between the Nora Bayes Theater and the Hipp.

JOE WARD (HILL), comic, has moved from the Catskills to the Sky Club, Wilkes-Barre, Pa., where other ex-burlesquers are Babe Cummings and Norma Niles.

GROVER FRANKE'S chorus at the Irving, New York, includes Frankie Faye and Mickie O'Day, acro duo; Sissy Flood, Sue White, Paity Lee, Betty Igleise, Jerry McKay, Doris and Elsie Mardelle, Gertie Hart, Shirley Edwards, Ethel Nelson, Mona Leonard, Pat Callahan, Babe King, Molly Gorman, Marcella Max-

(See U-NOTES on page 30)

Briefs

EVLYN MARIE ELLIS, daughter of Marie Dietz, chorine, last week began her first year of school at St. Peter's Cathedral, Cincinnati. Leo Schuster, brother of Milt Schuster, is back on the stage door at the Gayety, Cincinnati.

DICK ZEISLER is now located at the Embassy, Rochester, N. Y., which opened Sunday as a part of the Hirst Circuit. Tom Phillips returned last week from his trip out West, where he looked in on some of the Hirst shows. Annette, now at the Oriental, New York, has had three offers already thru her manager, Nat Mortan, for commercial modeling. Issie Hirst left Philadelphia Wednesday to attend the opening of his Louisville house. Phil Rosenberg left New York Friday to attend the Rochester opening. Morris Zaidins, of the Gayety, Cincinnati, is making the jump to Louisville each week to catch the Hirst shows at the National there before they move into his house.

MILT SCHUSTER got acquainted with Jack Benny in Waukegan, Ill., over Labor Day week-end when the comedian flew into his home town to spend the Jewish New Year with his parents. . . . Cell Von Dell follows her current week at the Roxy, Cleveland, with the Gayety, Minneapolis, as added attraction. . . . Zorita (See BRIEFS on page 30)

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"MEET THE GIRLS"—
HIRST CIRCUIT
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Direction—PHIL ROSENBERG

"Reported Missing"

(UNIVERSAL)

Time, 63 minutes. Release date, August 15. Screen play by Jerome Chodorov and Joseph Fields, based on story by Verne Whitehead. Directed by Milton Carruth. Cast: William Gargan, Jean Rogers, Dick Purcell, Hobart Cavanaugh, Michael Fitzmaurice, Joseph Sawyer, Billy Wayne and Robert Spencer. Reviewed at the Palace, New York.

Tallored for lower spot on double bills, Missing is a hackneyed yarn attempting to cash in on the supposed yen for airplane thrillers. Steve Browning, former pilot, invents a gadget to make flying safer, but when tried out the instrument is seemingly responsible for many airplane accidents. There is, of course, some malign conniving going on somewhere, and the villain is ultimately unveiled as Browning's rival in love.

Two or three reporters are incorporated in the business, and succeed in speaking dull lines with proper dullness. Unfolding of the simple plot is done without any finesse, the players being unable to inject any hypo into the proceedings. Chief temp quickener is a flying scene, the plane doing better than the cast in it.

William Gargan and Jean Rogers stagger thru the leads. Paul Ackerman.

"Double or Nothing"

(PARAMOUNT)

Time, 90 minutes. Release date, September 17. Producer, Benjamin Glazer. Director, Theodore Reed. Screen play by Charles Lederer, Erwin Gelsey, John C. Moffitt and Duke Attiberry, based on story by M. Coates Webster. Music by Arthur Johnston and John Burke, Sam Coslow and Al Siegel, and Ralph Freed and Burton Lane. Cast: Bing Crosby, Martha Raye, Andy Devine, Mary Carlisle, William Frankey, Benny Baker, Sam Hinds, William Henry, Fay Holden, Gilbert Emory, Walter Kingsford, Harry Barris, Jimmy Notaro, Bert Hanlon and others, with specialties by Alphonse Berg, Tex Morrissey, Frances Faye, Ames and Arno, Ed Rickard and Steve and Andre Callgary.

The usual in Paramount musical pictures, lightweight in most respects, but in the final summing up a box-office tonic, which is what counts. Story is of the anemic variety, just an excuse for comedy innings, singing and a parade of specialties. At times the plot goes ridiculous, even for the field of make-believe. Still there's a box-office cast, headed by Crosby and Raye, and the pic is knitted together cleverly to provide much enjoyment. Latter qualities help in overlooking the ineffectiveness of the story.

Crosby is at his best in this, performing as tho he enjoyed every bit of it and singing as only he can. Raye is not so well off, her comedy seeming forced and her singing not helped by the songs she's handed. Rest of cast clever, with specialties by Faye, Ames and Arno, Rickard, Callgary Brothers and Berg all registering heavily. More of these vaude turns in musical pic would do a lot to raise weak sisters to worth-while product.

Story, what there is to it, sees the carrying out of an eccentric's will, with 25 purses thrown away to test the public's honesty. Only four return the purses, each receiving five grand, which if doubled honestly in 30 days would bring them the entire estate. Brother of the deceased conspires to beat the quartet, for if they lose the money goes to him. He almost succeeds, but he didn't reckon with the brains of the chap who

opens a night club, who makes it a go and doubles his investment. Goes even a step further by capturing the heart of the scoundrel's daughter. Surprising, tho, what the folks can do with five grand, putting on things that would do justice to a Billy Rose.

Pix like this are a cinch for average audiences, with added b.-o. pull from Crosby and Raye. Sidney Harris.

"One Mile From Heaven"

(20TH CENTURY-FOX)

Time, 65 minutes. Release date, August 13. Screen play by Lou Breslow and John Patrick, based on stories by Judge Ben B. Lindsey, Robin Harris and Alfred Golden. Directed by Allan Dwan. Cast: Bill Robinson, Claire Trevor, Sally Blane, Douglas Fowley, Joan Carol and others. Reviewed at the Palace, New York.

There may have been an idea here to start with, tho there was no evidence of it after the first few feet were unreel. A silly story, weak cast and the possibility of squawks from the Confederacy will keep One Mile From Heaven miles from anything like satisfactory b.-o. grosses.

A young lady reporter (sob sister) uncovers what to her simple mind is a great mystery. A Negro woman claims to be the mother of a white child. The girl sets out to solve the mystery and scoop her contemporaries. The poor fans learn how the child, the daughter of an ex-con, was believed dead by her rightful mother. She is restored, her foster-mother is taken on as governess and, as far as the cast is concerned, it's all over. As far as the audience is concerned, it was all over 60-odd minutes before this.

Bill Robinson does some notable hoofing as a friendly cop. But Robinson would have probably been played to better advantage in a short rather than this excuse. The rest of the cast is peculiarly anaemic and artificial, particularly in the newspaper scenes. These are even sillier than the usual film conception of newspaper work. Benn Hall.

"Gangway"

(GB)

Time, 91 minutes. Release date not given. Screen play by Sonnie Hale, from a story by Dwight Taylor. Music and lyrics by Sam Lerner, Al Goodheart and Al Hoffman. Directed by Sonnie Hale. Cast: Jessie Matthews, Barry Mackay, Olive Blakeney, Nat Pendleton, Noel Madison and others. Reviewed at the Roxy, New York.

GB's best bet has yet to show to advantage in the two or three films she has appeared in the last year or so. She has demonstrated in the past that she has dancing talents, a personality and somewhat of a singing voice, but the vehicles she has been handed were never intended, or if they were intended, they did not turn out to her advantage. Her chances at displaying dancing ability in this picture are spotty and inconsequential. Her songs are mediocre and the story does not adhere to musical film pattern, but veers into a light comedy-detective hunt. The British conception of American gangster methods is ludicrous without meaning to be.

Miss Matthews is cast as a reporter who is sent after an interview with a famous actress who turns out to be a notorious jewel thief. The quest takes her aboard ship as the actress' maid and she is immediately spotted by the young Scotland Yarder, Mackay, as the real sparkler-snatcher. There naturally follow many episodes of mistaken identity, a mixup with American gangsters and her abduction by their leader, Pendleton. She

is deposited at the night club run by the "chief," affording Jessie a few chances to sing and dance. But our hero, Mackay, is there to save her at the end. After much gun fighting and siren whistling, as well as folling a grand gyp, and getting identities straight, there is nothing left for him to do but marry the gal. George Colson.

"Vogues of 1938"

(UA)

Time, 106 minutes. Release date, September 17. Producer, Walter Wanger. Directed by Irving Cummings. Screen play by Bella and Samuel Spewack. Music and lyrics by Lew Brown and Sammy Fain, Frank Loesser and Manning Sherwin and Louis Alter and Paul F. Webster. Show staging by Seymour Felts. Cast: Warner Baxter, Joan Bennett, Helen Vinson, Micha Auer, Alan Mowbray, Jerome Cowan, Alma Kruger, Marjorie Gateson, Dorothy McNulty, Hedda Hopper, Walter Wanger Models, Georgie Tapps, Virginia Verrill, Gloria Gilbert, Wier Brothers, Olympio Trio, Fred Lawrence, Four Hot Shots, Victor Young and ork and others. Reviewed at Radio City Music Hall, New York.

Ladies are going to clamor to see this one, but the men folks will balk as their purses will be nicked when the better-halves get a look at the latest in clothes that's paraded in this picture. That's what this film is about, a fashion show done in revue style. It is a commendable effort, a thing of beauty thruout, highlighted by the outstanding Technicolor treatment. Wanger went to town on this, beautiful girls and clothes overshadowing everything else, but at the same time employing a light but nice enough story, amusing comedy touches, talent specialties and good music and lyrics.

Story deals with a Fifth avenue couturier who's exceptionally successful in business but not so well off in home life, saddled with a wife who's only interested in getting into a show. He meets up with a broke but pretty deb who jilts a money man, the girl finally working as a model for the fashion expert. She sticks to him all along, even when her ex-boy friend uses his money to almost break her boss and also when the wife walks out on him. She's repaid, tho, for the couturier wins back his success and also realizes he's in love with the girl, which is the happy fade-out.

Baxter and Bennett fit their roles grandly, with Bennett showing off as a swell light comedienne. Auer still a comedy highlight, and other principals okeh also. The Wanger models are all stunners, adding much to the film's beauty. Of the specialties, Tapps shows great with his one, tap inning. Verrill does well with her singing, Wier Brothers click with their novelty and Young's Ork gives a good account of itself. Technically, the film couldn't have been handled better, altho the story could have been given more weight. Direction of Cummings is the last word, the Spewack play is interesting, and the music and lyrics are good. Thru it all the expert touch of Wanger is obvious. Sidney Harris.

"Borneo"

(20TH CENTURY-FOX)

Time, 75 minutes. Release date, September 10. Produced by the late Martin Johnson and his wife, Osa. Supervised by Truman Talley. Narrative by Lowell Thomas and Lew Lehr. Reviewed at the Rialto, New York.

Martin Johnson was killed and his wife injured in an airplane crash out West shortly after they had negotiated with 20th Century-Fox for the production of Borneo. Others have spoken of the irony of fate which brought the explorers safely thru the wild, impenetrable and never-before-approached jungles and then dealt so harshly with them upon their return to civilization. However, the tragedy is a selling point, coupled with the far-flung reputation of Borneo and the popularity of the Johnsons.

As a travelog it is far less exciting than have been the verbal accounts of the Johnson expeditions. The only pictorial tension herein reports the capture of a 300-pound orang-utan. There are few action shots to prove the struggles man has had against the Borneo natives or nature. On the other hand, the picture is loaded with educational data, biological and ethnological phenomena, the weird and the seeming inconsistencies of nature such as tree-climbing fish. Humorous interludes in

Professor Lehr's descriptions offset some of Thomas' dull narration.

If shortened Borneo could be fitted into any house's program for diversion. Sylvia Weiss.

"The Lower Depths"

(ALBATROS)

Running time, 92 minutes. Release date not given. Screen play by E. Zamiatina and J. Campanez, from the play by Maxim Gorki. Adaptation of dialog by Jean Renoir and Charles Spaak. Directed by Jean Renoir. Cast: Jean Gabin, Louis Jouvet, Suzy Prim, Jany Holt, Vladimir Sokoloff, Junie Astor, Robert Le Vigan and others. Previewed in the projection room, New York.

Despite a half dozen splendid performances and brilliant photography, The Lower Depths fails to achieve a powerfully unified effect. And this is a pity, because the original intention was serious, and seriousness is a quality we cannot have enough of in pictures. Said Director Jean Renoir at the world premiere: "I have tried to reveal a human drama, a drama of the degradation of a class, a drama of the loss of human dignity." This is close to the spirit of Maxim Gorki's great naturalistic drama, Na Dnie, upon which this French film was based. But in front of the camera something happened to disrupt Renoir's praiseworthy intention.

Gorki's play leaves a single, unified, overwhelming impression of "the degradation of a class." The set is confined to the gloomy flophouse of Kostylev, a Tartuffean sort of hypocrite, who buys stolen goods and keeps up a religious pretense. Gorki held his action to the types rotting away in the flophouse: the alcoholic actor, the prostitute, the tramp, the cobbler, the gambler and the other assorted social riffraff. No individual case-history was stressed; the play concerned a group and the final meaning was social.

Renoir, first of all, has diffused his background. He has allowed the camera, whose wonderful mobility is at once a glory and a handicap, to roam over a broad periphery. There are sequences in an aristocratic gambling casino, a bourgeois beer garden, an open field. So that the fierce singleness of Gorki's flophouse set, with its bluish shadows and mood of hopeless inaction and melancholy, is gone. Likewise diffused is the action, with Renoir emphasizing bedroom involvements and building up a love story between Pepel, the thief, and Nastia, sister of Kostylev's wife. The love story, in its mood and the train of feelings and thought it arouses in the spectator, is at odds both with the scenes "in the depths" and with M. Renoir's intention to depict the "degradation of a class." Pepel's conversion to nobility is sudden, unprepared and dubiously motivated.

Renoir has attempted to bring sunshine into Gorki's shadows, thereby merely weakening the shadows. Fade-out has Pepel and Nastia walking hand-in-hand into the country, away from the dark underground, free and happy in the sunshine. It is an ending, and a romantic affirmation, that Charlie Chaplin has often relied upon as a solution for the woes of his suffering tramp.

Vladimir Sokoloff (who is a very watery Anatole France in Warners' Zola) gives a ferociously keen performance as old Kostylev. Suzy Prim (as Vassilissa, his peroxide-haired wife in love with Pepel) and Louis Jouvet (as the impassive baron) are also impressive.

Film has English titles, which are better than adequate.

In spite of the fact that Renoir's intention was finally blurred and weakened, this film is serious enough and has enough beauty of setting and dramatic climaxes to make it perfect fare for the arty cinemas. And the Gorky tieup should draw the Russophiles, who make up a large percentage of the cinemarties. Universities, also, will find The Lower Depths interesting and enjoyable. Maurice Zolotow.

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Philly Books Getting Full

Plenty of attractions penciled in—town looks for exciting and busy season

PHILADELPHIA, Sept. 11.—Late release of the season's bookings augurs an unusually attractive and exciting season in prospect for the Forrest, Chestnut and Erlanger, remains of Philly's legit forts. Not since the early '20s have the books been so crowded with promising attractions.

Unshuttering Labor Day with *Room Service*, Chestnut has a steady stream, with *Leaning on Letty* opening September 20 and Max Gordon following with the preem of Clare Booth's newest script. Others set here include *Having Wonderful Time*; *Yes, My Darling Daughter*; the Abbey Players' repertoire, *Brother Rat* and *Masque of Kings*.

First definite date for Forrest is October 11, house having booked more musical comedies than at any time during the last six years. Curtain raiser marks initial showing of *Between the Devil*, other musicals including *Babes in Arms*, the new *Ziegfeld Follies*, *The Three Waitresses* and the London import of *Bala-lacka*. Following the opening musical will be the first local showing for *Victoria Regina*. Promised for the Forrest, but not dated, are two Shakespeare productions, *Antony and Cleopatra*, with Tallulah Bankhead and Conway Tearle, and Maurice Evans' *Richard II*.

Listed to be presented at either Forrest or Chestnut, both houses flying the Shubert banner, are the Theater Guild productions, including the dramatization of *Jane Eyre*, with Katharine Hepburn; *Madame Bovary*, with Constance Cummings; *The Ghost of Yankee Doodle*, with Ethel Barrymore; *High Tor*, with Burgess Meredith, and an untitled play which will bring Ruth Chatterton back to the stage. Sam H. Harris' production of *Of Mice and Men* is also included on the undated list.

Erlanger, operated independently by Sam Nirdlinger, lights up September 20 with an umpteenth return of the hardy perennial, *Tobacco Road*. The Noel Coward series, *Tonight at 8:30*, originally billed to start this playhouse off, has been delayed until November.

Elich Gardens Close After Banner Season

DENVER, Sept. 13.—With grosses held above last year's figures most of the season and dipping only the last two weeks when the weather cooled, Elich Stock Company closed the season with a \$4,500 week on *Ecurston*. No sellouts the last two weeks.

Personal popularity of the company had much to do with the sustained grosses, with the direction of George Somnes drawing favorable comment. Somnes and Helen Bonfills, his wife, of Bonfills & Somnes, have again leased the Little Theater in New York for the 1937-'38 season and have several plays under consideration.

Kenneth MacKenna, Barbara Robbins, Walter Gilbert and Madeline Clive have gone to New York; One Munson, James Spottswood, Mina Phillips and Frank Jaquet have gone to Hollywood, some to work in pictures, others, for screen tests. Philip Ober is bound for Maine for a vacation.

Conn. WPA to Hartford

BRIDGEPORT, Conn., Sept. 11.—The Federal Theater Project in Connecticut announced recently that following the two-week run of *Help Yourself* at the Park Theater here the Bridgeport unit will be discontinued and the State base be transferred to Hartford, with all activities there, whereby it is hoped to save over 50 per cent in rental, travel and similar expenses. At present administrative offices of the project are in New Haven, while a workshop, dramatic company and several other units are located in Bridgeport, while a Negro dramatic unit is in Hartford. In view of the fact that this is a State-wide project, all present members of the personnel will be offered the opportunity of transferring to Hartford.

From Out Front

By EUGENE BURR

When an actor looks at an audience it is, like the classical case of the gentleman who chewed a hunk of puppy, news. Of course Miss Gertrude Lawrence did it literally during the run of *Tonight at 8:30* last season (there were moments when she almost seemed to be counting the house), without any undue comment in the press; now Henry Hull does it, but figuratively, in an article appearing in *Cue*.



EUGENE BURR

Some of his remarks are highly interesting and very much to the point. It seems that when *Cue* asked him to write the article it also asked him to list spectators' crimes. At any rate, all thru his thesis Mr. Hull is obviously engaged in a vain search for criminal tendencies in average customers. Being both an actor and a showman (a combination not nearly so common as it may appear at first glance) he is unable to find any, until the final line of his brochure. Then he hits on one: "To stay at home." Earlier he says with uncommon good sense—uncommon at least among actors, a breed which, with still more good sense, Mr. Hull manages to dissect very neatly and justly—that there is no such thing as a bad audience. "If a play be well written," says Mr. Hull, "well directed, closely knit, amusing or thrilling or tragically absorbing, if the actors performing that play know their jobs, have a right to be on the stage, are skillful, deft, or commanding of attention—there will be no coughing, rustling of programs, itinerant rattlings, restlessness, whispering, putting on of rubbers or reaching for hats, or the thousand and one ills that audiences are heir to. I never blame an audience for showing symptoms of any of these. I blame only myself."

That's good, hard-boiled, common sense of the kind that is called common only by a process of wish-fulfillment. It's as uncommon as it is excellent. It puts in their proper places (a spot midway between the greenroom and the boudoir) all those Great Ladies—and Gentlemen—of the Stage who have stepped before curtains to berate cash customers for the shortcomings of play and players. It is firmly based on the fundamental conviction, necessary to every true actor, that the player becomes the servant of the public as soon as he elects to appear upon a stage. It should be learned by heart by every young player and by all those who want to go upon the stage.

Mr. Hull, in his defense of audiences, also has this and that to say concerning the problematical comfort provided by our legitimate playhouses. The theatergoer, he says, "proceeds to run the gamut of insults from the time he sits down to dinner in his own house—or worse still in a public eating place—clean thru elevator men, hall boys, taxi drivers and garage men (if he's fool enough to drive his own car), policemen, door openers, treasurers, on—and on and up until he is casually directed to his dearly bought seat by a slightly blondined Grand Duchess made up as an usher. They are" (and a harried drama reporter, who is forced into nightly contact with ushers, asks you to underline this) "the hardest women, bar none, in the world. Crash—down goes his seat; he sidles, shimmies and apologizes to his appointed place; he turns to bow with a pallid smile to an acquaintance or two and steps on his own hat. He hasn't checked it because he's going to be in a hurry to get out when the curtain falls. He then proceeds to do an imitation of a cross between Errol and Fields with hat, gloves, muffler, stick and legs. Finally he settles down into a cozy nest of the above articles, and proceeds to look at the program he has previously captured in a scavenger hunt.

"After he has lighted a few matches his eyes become accustomed to the crepuscular gloom. He has read the *Who's Who in the Cast* as far as to find out that the leading lady got her start with Walter Hampden in *Cyranos*, when it gradually pierces his subconscious that his knees have gone to sleep and rats are gnawing at them. He was so busy quarreling with his wife when he first sat down that he didn't realize that the architect designed the seats for a troupe of Singer's Midgets. He scrunches sideways and proceeds with the *Who's Who*. By the time he has read his way passionately down to near the end, where it informs him that the man who plays the butler in the third act is a Peke and Princeton '33. Hasty Pudding, and also played in the Duluth company of *Boy Meets Girl*, he has uncoiled himself five times, pulled in his stomach at the risk of strangulation, his stick has rolled away and hidden itself two rows down, he has picked up his wife's bag four times and mangled her elbow (once is enough) on the seat arm between them. The lights go down, the foots come up, the curtain wheezes its way into the darkness above.

"Now I ask you in what frame of mind is he to fall under the spell, the magic spell, that is supposed to exist in a theater?"

No comment is needed.

Mr. Hull also glances with something less than pleasure at first nights. He discusses them chiefly from the actors' viewpoint, and in so doing does much to support a contention that has long been held in this corner: that it is manifestly absurd for newspaper reviewers to catch a play on opening night, when everyone is at fever pitch, when little if anything is set, when effects are consistently destroyed by first-night phonies in the auditorium, and when a good performance is an actors' miracle rather than an expected job. Reviews of plays—as distinct from news stories of their openings—are not things of immediate import. Far better that they appear a little later, and give both plays and players a fair chance. By second night almost everyone is set.

In any case, Mr. Hull advises customers (with rare judgment) not to go to opening nights. "These much discussed occasions," he says, "savor somewhat of a combination of a Roman Arena, a fashion parade, a bullfight and a psychopath's convention and just plain hell for the actors—a jittery, thrilling, chilling, exciting hell. To begin with, we (the actors) are all so unbalanced that we alternately underplay and overstrut, the degree depending on our nervous susceptibility. The presence of the genus first-nighter, the wise guy, the over-enthusiastic well-wisher and the critic, is not conducive to a smooth, well-blended performance."

Mr. Hull takes his uncommonly common sense and his thoroughgoing, hard-boiled showmanship into a discussion of critics. "Having shared, like the just and unjust alike, in their rain of praise and blame," he says, "I don't much care any more, provided the management has enough reserve bank roll to keep the play running long enough for the public to make up its own mind." That's good horse sense, and the theater would be better off if more people, instead of blaming critics for their own mistakes, shared Mr. Hull's attitude.

He also speaks of actors: "An actor is—must be—a case of arrested development. No sane, adult-minded man or woman" (and again a reporter who has had this and that to do with actors asks you to underline triply) "no sane, adult-minded man or woman with a sense of true self-appreciation would learn a lot of words someone else had written and try to make them sound like his own. I know politicians do it, but they aren't quite human either. No well-balanced grown-up, unless he's slightly pickled or a small town cut-up, likes to dress up in papa's hat and spats and tail coat, paint his face a sallow salmon color, and cavort, disport or bestrew himself in front of an audience, take himself seriously, and discuss his inner mature forces or unbroken line of communion. I

(See FROM OUT FRONT on page 26)

Plenty Shows For Memphis

Col. McElravy sets 10, with others expected—concerts planned—hopes are high

MEMPHIS, Sept. 11.—Col. Charlie McElravy, managing director of the municipal Ellis Auditorium, has returned to Memphis from New York with a bagful of contracts and a bosomful of optimism over prospects for the fall and winter season. The colonel has announced dates for 10 attractions, with several others in the "maybe" stage.

Dates and shows are as follows: *Tonarrich*, with Eugenie Leontovich, October 15-16; *Antony and Cleopatra*, with Tallulah Bankhead and Conway Tearle, November 18-19; *You Can't Take It With You*, December 17-18; *Room Service*, December 24-25; *The Women*, December 31-January 1; *Billy Rose's Show of Shows*, January 7-8; *King Richard II*, with Maurice Evans, January 17-18; *Charlotte Greenwood*, in *Leaning on Letty*, March 4-5; *Frederika*, March 25-26, and *Victoria Regina*, with Helen Hayes, March 28-29.

Also expected to have *Brother Rat* somewhere on the schedule.

The Cortese Brothers have added a dramatic attraction to their musical subscription series, also scheduled for the Auditorium. It is Morris Gest's *Lady Precious Stream*, set for February 15. Other Cortese attractions are John Charles Thomas, baritone, October 20; the Wagnerian Festival Singers, November 3; Walter Gieseking, pianist, November 23, and the Don Cossack Russian Chorus, December 2.

The Beethoven Club will present Richard Crooks, tenor, October 18; the Vienna Choir Boys, December 9; Eugenia Buxton, pianist, January 4, and the St. Louis Symphony Orchestra and Rose Bampton, soprano, in March and April.

Another entry in the field is that of Mrs. Martha W. Angier, who will offer a concert by Fritz Kreisler at the Auditorium November 16.

This is the largest number of theatrical and concert bookings the auditorium has had at this stage of the year for any season in its history. The attractions are also coming much earlier than usual, the season actually getting under way at least a month in advance of custom.

With cotton money beginning to flow in abundance thruout this territory, prospects are bright for the touring companies. A bumper crop is being harvested and the price is good, both factors pointing to fine business for Memphis shows this fall and winter.

Colonel McElravy is working on several projects to extend the touring time available for New York shows and is already studying the situations in Evansville, Ind., and Meridian, Miss., with an eye for added playing dates.

New Orleans WPA Sets Heavy Production Plan

NEW ORLEANS, Sept. 11.—In spite of the lingering heat, activity and excitement prevail at the headquarters of the Federal Theater Project here. Walter Armitage, new directing producer of the unit, has announced that the theater will present 12 shows before the year is brought to a close. The unit took a jump on the season by putting on a splendid 15-act vaudeville and minstrel show last week, which drew full capacity of the unit's own little theater each of the five nights.

The first legit play, Armitage said, will be *Boy Meets Girl*, scheduled for next week. The unit will follow with Shakespeare's *Winter's Tale*, plays by Shaw and O'Neill, a musical show, two evenings of Grand Guignol, a new play by Armitage himself, H. M. Harwood's *These Mortals* and *Ecurston*.

Albany Books Legit

ALBANY, N. Y., Sept. 11.—President William W. Farley, of the Lodge Street Corporation, owner of the Capitol Theater here, today announced his plans for the booking of legitimate road attractions at the Capitol the coming season. George Abbott's production of *Room Service* will appear September 30, to be followed by other legitimate shows.

OUT-OF-TOWN OPENINGS
"Wild Violets"

MUNICIPAL OPEN-AIR THEATRE
(St. Louis)

A musical play by Bruno Hardt-Warden. English book by Hassard Short and Desmond Carter. Lyrics by Desmond Carter. Music by Robert Stolz. Staged by Zeke Colvan. Orchestra under the direction of George Hirst. Dances directed by Theodor Adolphus and Al White Jr. Settings by Raymond Sovey.

Cast: George Meader, Violet Carlson, Erika Zaranova, Phil Porterfield, Guy Robertson, Wilbur Evans, John Ehrle, Helen Raymond, Ruth Urban, Vicki Cummings, Annamary Dickey, Elizabeth Houston, Joseph Macaulay, Margaret Daum, Robert Pitkin, Gus Howard; Harris, Claire and Shannon.

Wild Violets had its world's premiere at this theater Monday night, August 23, and played to 70,151 people during the seven nights it was presented. While the new musical play is reminiscent in many moments of *The Student Prince*, primarily due to the fact that the male chorus of 30 sings many ensemble numbers in college student garb, it should nevertheless be a hit when it is presented on Broadway this winter, as it has much relishable comedy, some luring melodies and a melange of music and dancing, all interwoven with an interesting story. Leading players are well cast in their respective roles, with Violet Carlson, a clever comedienne, carrying off applause honors. Noteworthy also is the exceptionally clever dance trio of Harris, Clair and Shannon, a male and two girls.

The story of *Wild Violets* begins at the Stone Jug Inn in the winter of 1936. Hans Katzen, the innkeeper, and his wife, Augusta, have a daughter named Greta, with whom young Carl Hoffman is in love. Carl's father objects to the idea of an engagement, and Hans whimsically contrasts this stern parent with the youthful Paul Hoffman he used to know in the old days. Hans indignantly refutes the suggestion of the two young people that romance and excitement were unknown when he and Augusta were courting, and as he recalls past history the lights grow dim and the time moves back to 1900. Hans is now the potboy at the Stone Jug Inn, timorously worshipping the redoubtable Augusta, who acts as housekeeper at the Chateau Violette Finishing School for Girls. Young love is in the air, for a students' college is close to the Chateau, and Paul Hoffman, with his two friends, Otto and Erik, are the sentimental ring-leaders. Three young ladies, named Liesel, Mitzl and Lena, are temporary objects of their affections, and the young men call at the Chateau ostensibly to see Madam Hoffman, the autocratic head mistress, who happens to be Paul's aunt. The girls are all a-flutter over the imminent arrival of Dr. Franck, a new master, and having intercepted a telegram from the worthy doctor announcing that he has been delayed en route, Paul decides to impersonate him with the aid of a beard and unlimited audacity.

Meanwhile a new pupil, Mary Rutherford, is on her way to the Chateau accompanied by her ancient but sportive grandfather. Mary met and fell in love with Paul during his recent visit to England, so that when she finds him kissing Liesel (the outcome of a harmless wager) she is very unhappy. But Liesel explains the situation to her later, and after she has given Paul some uncomfortable minutes Mary relents and the lovers are reunited. That night the students plan to give a celebration supper at the Stone Jug Inn, and, taking advantage of the absence of Madame Hoffman, they invite the entire girls' school. Mlle. Dupres, who has been left in charge of the girls, is lured into accepting a supper invitation from Mary's irrepressible old roue of a grandfather.

and they, too, join the festal board. But in the midst of the fun Madam Hoffman suddenly appears, accompanied by the real Dr. Franck. Paul is unmasked as an impostor and severely reproved by his aunt, while Mary is ordered to leave the Chateau the next morning. Madam Hoffman's rage is somewhat quelled by a glass of the punch for which the inn is famous. But Paul and Mary decide not to wait until the morning. With the connivance of her friends Mary climbs down a ladder from the dormitory and elopes with Paul. The schoolgirls are waving farewell to the romantic pair as the scene slowly recedes into the darkness.

Back in 1936 history repeats itself. Greta, excited by the tale recounted by Hans and enacted for our benefit, whispers to Carl that he might well take a leaf out of his father's book. When Paul, Otto and Erik, now middle-aged, arrive with their wives (whom we recog-

nize without much difficulty as Mary, Liesel and Lena) for their annual reunion meeting, a note dispatched from the village reveals that Carl and Greta have eloped. Paul is angry at first, but when the others point out the illogicality of such an attitude he laughingly relents and the curtain falls on a toast to the future happiness of the young people.

Frank B. Joerling.

"Honor Bright"

SHUBERT THEATRE
(New Haven)

A new three-act play by Micaela O'Harra. Presented by the Shuberts. Staged by Louis M. Simon. Opened September 8 for five performances. Production designed by William Kline. Production built and painted by Studio Alliance, Inc. J. Brainard Daniels, stage manager.

Cast: Katherine Alexander, Giles Kel-

logg, Edwin Mills, Walt Draper, Richard Clayton, Edna Hagan, Muriel Whyte, Victory Abbott, Mary McQuade, Francesca Lenni, Judson Laire, Kathryn Givney, Roman Bohnen, Angela Atwell, Edmonia Nolley, Janet Allen, Jeanne Temple, Elizabeth Laurence, Leslie Bingham, Hildur Lanmark, John Alexander, Edward Butler, Madeleine King and Herbert Fisher.

Honor Bright, a new play by a new playwright, revealed Katharine Alexander in a show that can be made interesting. Altho at times the dialog lagged, the action of the play was kept alive by clever episodes which gave the various members of the cast an opportunity to do their best. On the whole *Honor Bright* proved well written, and with some improvements can be made appealing for its Broadway debut.

The story involves the trials and tribulations of Kathryn Darrow, a teacher in a small-town high school. Miss Darrow singles out a girl with an inferiority complex and a boy with the wrong knowledge of life for personal attention. Her belief in school teaching is that the teacher's work should extend beyond the classroom, giving friendly advice and even love, if necessary.

The play starts off rather slowly but gains momentum in the first act as the plot begins to be outlined. The first-act curtain reveals that Sophie Krakow, one of the students, is to have a child. She accuses Mark Taylor, but Miss Darrow comes to the rescue and saves this lad by getting Sophie to tell the truth—that Mark wasn't the boy.

The personal attention to both Julianna Marshall and Mark Taylor from Miss Darrow is ordered stopped by Principal Worthing. When Miss Darrow does this the result is that Julianna becomes so melancholy that she commits suicide by running in front of a truck. The second-act curtain closes with Julianna in Miss Darrow's arms in the classroom as she is dying.

As the story unwinds further, Mark has fallen in love with his school teacher and is ordered out of home when he refuses to apologize for his defense of the teacher's personal interest. The board of trustees of the school has decided to look into the Julianna suicide. Mark visits Miss Darrow at her apartment the evening of Julianna's death and explains to her his trouble with his dad. He also declares his love for his teacher. At first Miss Darrow is hesitant, but later complies.

The investigating meeting goes along all right the next morning and facts pile up against the principal until the fact that Mark has spent the night with Miss Darrow at her apartment is disclosed. All the board save one seem to be against the miss and leave the room to discuss the matter. Mark continues to swear his love to Miss Darrow, and as the play closes he declares he will do big things and come back to her. Miss Darrow awaits the decision of board, fully satisfied that she has started the boy out right by telling him there would be another girl like her whom he'll love.

Andrew T. Colawolpe.

Stage Whispers

Touring shows have been forced to change and cancel engagements because of a feud of the stagehands (the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the United States and Canada, to give it its full title—which nobody ever does) are having with Montreal theater managers. Montreal theater managers have banned IATSE film operators, so in return the IA has forbidden its members to accompany shows into Montreal. As usual, the legit producer, the guy in the middle, is the one to take it on the chin. . . . The first show announcing a change of plans because of the IA's private war is *Tovarich*, which will play Providence instead of Montreal the week of September 20. . . . Sam Byrd, the original Dude Lester of *Tobacco Road* who later turned producer, has "indefinitely postponed his announced production of Paul Green's *Star in the West*, and will instead go ahead with production plans on a dramatization by Alfred Hayes and Leon Alexander of Erskine Caldwell's *Journeyman*; Caldwell wrote the novel from which *Tobacco Road* was dramatized; Byrd won't be in the new one. . . . Ina Claire got back to New York this week to talk over with Guthrie McClintic the forthcoming dramatization of Anthony Trollope's Victorian best-seller, *Barchester Towers*, in which she's scheduled to appear. . . . According to reports, McClintic may do the first solo playwrighting job from Sinclair Lewis, tho it's still in the talk stage. . . . *They Too Arise*, which was presented by the Detroit FTP last week, is the play that won the \$1,250 Bureau of New Plays scholarship for its author, Arthur A. Miller, who was a junior at the University of Michigan when he wrote it.

The new season, late enough even if all the announcements had come thru, will be even later than expected. Three setbacks were recorded during the week, making it the latest season in the annals of modern legit. *Honor Bright*, which the Shuberts were to bring to the Broadhurst Wednesday, won't open until September 20, with performances of the try-out tour suspended next week. Leonard Sillman's musical, *Calling All Men*, which had a summer tryout for itself, won't be in until next month, to give time for the recasting of some of the male leads; it had originally scheduled September 30 at the Windsor. *Angel Island*, a late starter for George Abbott, having been scheduled for October 13, won't come in until a week after that. If there are many more postponements the season will be lucky if it manages to get under way by Christmas. . . . The Mercury Theater, which has taken over the old Comedy for the presentation of classical revivals (discriminating legit-lovers greeted the announcement with cheers), has set November 6 as the opening date for *Julius Caesar*, the first show on its list; Orson Welles will be the Brutus, George Coulouris the Antony, Martin Gabel the Cassius, and Eric Wolcott the Caesar; also, it may be that Aline MacMahon, a splendid actress for too long lost in films, will be in three of the Mercury's later shows, *The Duchess of Malft*, *Heartbreak House* and another; also, connected with the Mercury there'll be the *Worklight Theater*, to give experimental Sunday night performances, and combination tickets can be bought to the productions of both organizations. . . . The Actors' Repertory Theater is considering a few items, including a dramatization of *Washington Jitters*, a new play by Ruth Morris, and a program of one-acters.

From Out Front

(Continued from page 25)

venture to say this with all due respect for, and awe of, Mr. Stanislavsky." Bravo!

Mr. Hull also mentions another of this corner's pet theories: the suggestion that latecomers, instead of annoying other spectators and sometimes disrupting the show, should be forced to wait for their seats until the curtain is lowered. As Mr. Hull says, "The remedy for latecomers is simple and has been used successfully in Europe." It would be equally successful here.

Mr. Hull also gives advice to audiences—good, solid advice that should be incorporated in all textbooks of the theater. "If they (audiences) only knew how important they are to the proper presentation of a play," he says, "they would, I feel sure, take their jobs as seriously as we are expected to take ours. All things mystic run in trines, and the confection of a perfect evening in the theater is a white magical proceeding demanding equal participation on the part of author, actor, and audience—the director in this case taking the role of high priest. If the average audience knew of the close rapport that must exist, and realized their own importance to their own enjoyment, they would play their part and get much finer acting."

It is an article filled with sense and showmanship. On the strength of it I'm even willing to forgive Mr. Hull for daring to impersonate Edgar Allan Poe in *Plumes in the Dust*.

Winwood-Henderson Tour

HOLLYWOOD, Sept. 11.—Estelle Winwood, Helen Chandler and Bramwell Fletcher will co-star in the complete series of Noel Coward short plays collectively titled *Tonight at 8:30* when they are presented by Robert Henderson at the Biltmore Theater for a two-week engagement, beginning September 20.

The engagement at the Biltmore will mark the beginning of a transcontinental tour, for Henderson and Miss Winwood have acquired the rights to present the plays thruout the nation. Sets for the local production are now being designed by Norman Rock.

Florence Cunningham reports a successful season for her Gloucester Players at Gloucester, Mass. Florence Evans directed the players this season.

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BROADWAY RUNS
Performances to September 11, inclusive.

Dramatic	Opened	Perf.
Brother Rat (Biltmore)	Dec. 10	314
Having Wonderful Time (Leveum)	Feb. 10	335
Room Service (Bard)	May 19	334
Tobacco Road (Forsyth)	Dec. 4	33,1612
You Can't Take It With You (Booth)	Dec. 14	315
Women Thou (Bard)	Dec. 26	300
Yes, My Darling Daughter (Playhouse)	Feb. 0	245
Musical Comedy		
Babes In Arms (Shubert)	Apr. 19	175
Virginia (Center)	Sept. 2	12

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Thru Sugar's Domino

WHILE the present tendency to raise admissions in film theaters thruout the country might not be directly attributable to the realization on the part of exhibitors that the depression is definitely over, this trend does show that most exhibitors feel they can get away with the higher scales. We would be the last to deny showmen the right to charge for their intangible product as much as the traffic can bear. Sometimes—as in this case—we wonder, however, whether there isn't a law that operates in the show business as in any other business and which can be stated somewhat as follows: "When you ask more you've got to give more."



E. E. SUGARMAN

Our point can best be illustrated by doing a reverse reconnoitering operation on the present trend. In other words, to examine rather closely the operation of the process that dragged down admission scales or, to put it another way, to examine into what resulted from the lowering of admission scales when depression hit the theater industry. If our records are straight the obvious picture presented by the process in retrospect is that the theater men were forced to cut admission scales in order to cater to the public conveying badly depleted pocket-books. As a means of staying in the black, despite the lower admission prices, exhibitors were forced (so they claimed) to cut down on or eliminate altogether stage attractions and other adornments of what was basically a picture show. After the stage shows—and frequently simultaneously with them—went orchestras, organists and various other divertissements introduced over a period of years while the theaters were climbing up to the perilous peak of prosperity.

When the panic came the adornments were eliminated, the box-office scales were lowered and for a time the exhibitor was tolerably happy. He was making less money but losing less and he didn't have any of the headaches that assailed him in the uncertain days when he was carrying a heavy load of show with odds piled against him in the game to grind out returns from the box office.

* * *

Instead of administering wholesome remedies to their box offices in the form of better shows and stage entertainment, exhibitors went thru their next phase of sustaining public interest in their theaters by employing chance games, giveaways and other unshowmanly devices. For a time most of them lost track completely of their showmanly background and the basic purpose and relation of their theaters to the general business setup.

Now we have arrived at an era where most exhibitors feel that the public will respond favorably to increases in box-office scales. So far as we have been able to determine, very few of the optimistic theater men have indicated definitely that they expect to give the public more for the additional money that they expect the public to plunk down at their box offices. This is a mistake and it can be a disastrous one.

The public is tolerant; frequently forgetful. But not tolerant to the point of complete submissiveness to the greedy whims of exhibitors—and not always forgetful. The depression has taught many theatergoers facts about the value of the dollar that few knew before. It also taught them to shop for their clothes, luxuries and entertainment. The public will not forget that it had been deprived during the depression of the embellishments that combined to make the downtown theater an important factor in the apportionment of its spending-dollars. The public will eventually demand all of the embellishments of which it had been deprived during the era of low admissions. In one form or another the public will show an interest in theaters that exhibit fewer films quantitatively but far better in quality.

The public will definitely revolt against double features and other substitutes for good shows by patronizing theaters that exhibit fewer but better films; either by themselves with stage or live musical embellishments or with shorts and undisguised vaudeville policies. The exhibitors are right about their complaints of rising costs and other factors that would seem to prompt raising admission scales without giving the public any more than they do now. But the public will have to say something about that, too.

Housewives are paying considerably more for edibles and household goods and the whole family is digging down deeper for clothes and various luxuries. They are not going to permit theaters to join the troop of marauders invading their pocketbooks unless the exhibitors can prove by deeds that they are giving them more for their rapidly disappearing spending dollar.

* * *

THE former burlesque houses in the New York area now taking pot shots at public interest with a bastard form of entertainment that is neither vaude, burlesque, tabs nor revues but something of all of these are paving the way for an interesting development in the show business.

Whether or not vaude makes any kind of a comeback is one thing. While this issue is being decided by the fickle gods that rule the show business these erstwhile burly houses are doing a commendable job of reviving certain departments of the quiescent vaude field. There are better opportunities for capable producers or staggers than there have been in many years. There is a healthy demand for specialty people of the type that have been working in recent years in second-grade clubs and the few remaining vaude theaters. Costumers and scenic houses are being given a fair play and supply firms in general are reaping benefits from the strange, untried form emerging from the ruins of the holocaust visited on burlesque by the City Fathers. If this new form is successful it will undoubtedly spread to other parts of the country, where burly operators are getting to be sick of censors, coppers, grafting politicians and reformers. These theaters bear watching by those who have been looking these last several years for the first definite sign of renewed activity in the lower depths of the stage. If the chastened burly boys have their heads about them and if they blanket their greed with a good tosspail of common sense they may be on the way to making things hum for themselves and various other depressed departments of the "flesh" industry.

The Broadway Beat

By GEORGE SPELVIN

NEW YORK looks good after a couple of months of vacationing, with the new cool weather making even the subway crowds seem spruce and happy—or at least as happy as anybody can seem on a subway. . . . Faces are bright along the Stem, too, because of generally nice business everywhere reported; even legit, which so often tries to prove that there's no money in art, is looking up, with four of the nine shows on Broadway selling out their Labor Day matinees. . . . And land-office business is expected all along the street as soon as the American Legion Convention begins swinging along. . . . Dan Walker, who'll take over Ed Sullivan's Broadway column on *The News* when Sullivan goes to the Coast, used to be on *The Billboard* staff—which makes both tab sheet columnists alumni of *The Billboard*, Winchell also having served as a Spelvin predecessor. . . . Altho *The News*' switch is a break for Walker, who's a swell newspaper man and a grand guy, it was rough on Sid Skolsky, who'd gone to the Coast for the sheet with the understanding that his assignment would be permanent; soooo, Sid bought a house for his wife and kids and settled down; when *The News* announced that he and Sullivan would switch assignments he refused to come back east and finally resigned. . . . Lou Irwin has returned to the Street after the job that he did for the Ritz Brothers in Hollywood, but he'll only stay long enough to unearth some new talent. . . . RKO has made a tieup with Arthur Murray, the dance instructor who grabs so much publicity, for the presentation of Big Apple dancers on the stages of many of the city's New York and Westchester houses. . . . Irving Sherman is another who's returned from the Coast; he spent five months out there looking after the affairs of Gypsy Rose Lee (or Louise Hovick, as she's known to the over-laundered minds that run the Hays office).

It looks now as tho Margaret Sullivan won't go out on tour with *Stage Door* after all, tho the Harris office had said that it would hold her to her contract no matter what happened. . . . The handball court, showers and gymnasium of the Friars have been completed and are now open to members. . . . Bill Fields, out ahead of *Victoria Regina* for Gilbert Miller, has gotten out a smooth itinerary in pamphlet form, with all dates, stops, theaters and mileage; the tour, which will last 41 weeks, will play 46 cities in 25 States and two Canadian provinces, and will cover 13,836 miles, including the return to New York from the Coast, where it closes. . . . Altitude note: Radio City Rainbow Room may be air-cooled, but it's not air-conditioned, the architects who built it never thinking that the 65th floor would need air-conditioning—but they've since discovered that air can be just as stifling high up as it is way down. . . . Ben Collada went fishing Labor Day week-end and caught a lot of brook-trout, while his press agent went hitch-hiking and caught a cold. . . . It cost the Capitol \$160,000 to remodel itself. . . . Bandleader Eddie LeBaron, a great tango dancer, tells of a friend who, after watching him on the floor, commented admiringly: "Boy, if you could only lead a band as well as you dance!" . . . Stem sights: Irving Caesar, SPA prez, strolling along Broadway in striped trousers and tails—en route to the funeral of Henry Hadley, at which he was one of the pallbearers. . . . A general air of relaxation has replaced the tense uneasiness of Federal Theater Project workers, those who retained their jobs feeling secure—for the time being.

Chicago Chat

By NAT GREEN

WHEN something goes awry with plans for a new Federal Theater play, preventing its presentation at the scheduled time, the stock official announcement is that the play was omitted "because of the sudden illness of one of the leading players." The excuse has been used so many times that it is now taken with several grains of salt. The WPA's promised renaissance of one-act drama scheduled for last week did not get off to an auspicious start and its quota of four plays was cut to three because of "the sudden illness," etc. Perhaps it's just as well for the trio of offerings got anything but a favorable reception. One, titled *Blocks*, an allegory of pacifism and its preachments, was characterized by one critic as "an exceedingly inept affair except, perhaps, for those who prefer the cruder forms of propaganda against capitalism." The rhymed lines, said the critic, "sound like a high-school girl's exercise in prosody." One thing we have never been able to understand about these WPA theater projects is that for the most part they choose propaganda plays that have but a limited appeal and strike at the very sources from which the actors and directors obtain their sustenance. Their crudeness usually destroys whatever effectiveness the plays might have.

The new Balaban & Katz Cine Theater, resplendent in crystal and bronze and neon lighting, opened last week with the U. S. Signal Corps manipulating huge anti-aircraft searchlights to give the effect of a Hollywood opening. . . . To apprise the proletariat that the name of the house is not "Sign-E" the B. & K. ads carry under the Cine title its correct pronunciation, "See-NAY." . . . Clark Rodenbach, *Daily News* movie and night club critic, squinting Zorine about town. . . . Avis Kent, vocalizing "girl on the magazine cover" has a manager, a press agent and an accompanist. . . . At current salaries for singers she must be going plenty in the red! . . . Production of the new Helen Gahan serial, *Love for a Day*, will be handled by Kirby Hawkes, of the Blackett-Sample-Hummert Agency. . . . Hawkes is now in Hollywood. . . . Ralph T. Kettering, whose "mellers" were a highlight of the local rialto a couple of decades ago, has written a new opus on the life of Guy de Maupassant. . . . Carol Frink, *Examiner* movie critic, has left the sheet for a job on *The Washington Herald*. . . . Don Koehler, of the *Young Hickory* air show, has been signed for the new WPA show at the Blackstone. . . . Don on September 1 entered the holy bonds of matrimony with Constance Willis, of Lansing, Mich., who is on the Rube Appleberry air program. . . . James C. Petrillo has again hit in *Time* magazine, this time in an article on *Machines and Musicians*, dealing with his activities in restricting recordings.

In their search for theaters here producers have been casting eyes at the old Majestic, one of Chicago's ghost theaters. . . . Located in the heart of the Loop, tho a little off the rialto, it doubtless could be developed into a paying legit house. . . . However, the Lehman family, owners, are interested in real estate rather than the theater angle and do not seem interested in reviving the house. . . . Theater has one of the finest stages in town, but it probably would cost a season's profit to remodel the house and no one seems inclined to take the gamble.

Weather Fails To Hurt Brownie Biz

MIDVILLE, Ga., Sept. 11.—Brownie's Comedians, which showed here this week, is now in its 19th week of the season, with business, according to Manager Paul Brown, far above expectations, considering the fact that the show has encountered more than its share of bad weather.

It has rained almost continuously for the last two weeks and the cotton farmers in this section are raising the merry ned, as they can't pick the crop in wet weather and it's on rainy days that the boll weevil gets in its best licks. Roster of the show remains the same as at the opening.

Manager Brown reports that his wife, Selma, has shown a vast improvement in health and expects to be able to troupe again next season. Mrs. Brown and family were visitors on the show in Virginia recently.

Billroy Briefs

MARION, Ind., Sept. 11.—This week has been a hectic one. So many things happening on here that it is almost impossible to keep up with them. Can't write about them because Mr. Billroy is on one of his perennial visits and censors everything.

Some of our crack truck drivers, not satisfied with starting a race riot over in Ohio, have started running into each other just for pastime. Mayo Holland, who holds our lives in his hands every day, was very successful in demolishing a new Chevrolet with the bus a few days ago.

Saturday in Greenville, O., broke all attendance records, but when Mr. Wehle goes to check up he finds that Art Farley's relatives made up the entire audience. During the candy sale everyone was thrown a nice bally with the exception of Uncle Ben, whom Archo dislikes very much indeed. When Uncle Ben comes up to cash his coupon he is handed one of those phonograph records that closely resembles a Mexican tortilla, which makes him very mad and he threatens Archo's life. Art Farley is spending the winter in Florida.

Lots of visitors the past week. In Springfield, O.: Bill Martin and family, Gus Sun Jr., Kewpie Chandler and wife, Habb and Denton. In Muncie, Ind., we saw Earl Young, Paul Johnson, Walter Bowker, Ray King and Forrest Brown. In Anderson, Ind., we were paid a welcome visit by Jack and Opal Moore, who are now fighting and working at the Mutual Theater in Indianapolis.

Always knew that Toby Eastman leaned a little to the distaff side, but didn't think he would hide under the pseudonym of Sally. My, what a common name. WAYNE BARTLETT.

Blythe Quits Tents Sept. 18

MILLVILLE, Del., Sept. 11.—After a pleasant season under canvas along the Eastern shore to fairly good returns the Billy Blythe Players wind up their tent trek at Bridgeville, Del., September 18. After a week's vacation Manager Blythe plans to reorganize and then go into rehearsal for the fall and winter. He is purchasing a new house-trailer for the indoor season.

ROBERT PERRY, who has been playing character roles with the Guy Palmer-ton Manhattan Players during the summer, has been signed with one of the road companies of *You Can't Take It With You*.

WANTED

People in all lines. Team—Man, G String and Toby; Woman, General Business, Single and Double Specialties. Those playing some instrument given preference. Man, Piano and Double Stage. Make your lowest salary for the fall and winter season. Home-sears welcome. BILLY BLYTHE PLAYERS, week of September 13, Bridgeville, Delaware.

Rep Ripples

CARL WHYTE, pianist, is closing with *The Drunkard* Company at the Great Lakes Exposition, Cleveland, September 26.

DAN F. ROWE and Edwin O. Bailey have dissolved partnership in the Bailey, Rowe & Walsh Show. Rowe has taken the job of advertising manager with the Dr. N. F. Tate Medicine Company. Business in Texas, Rowe reports, has been none too good, but recent rains after a long drought period have put the farmers in an optimistic mood. He predicts a good fall season for shows in that territory.

JIMMY AND EILEEN REGAN closed the season with the Rosalie Nash Players at Barryton, Mich., September 11.

KENNEDY SWAIN posts from Henrietta, Tex., that he's still with Harley Sadler's Own Company and that business continues excellent.

CECIL HAINES closed with John R. Van Arnham's Radio Barn Dance tent show last week to resume his studies at Columbia University. He was replaced by Frank Sullivan at Stamford, N. Y., Labor Day.

MRS. RAY S. VAN NOY, who recently underwent a major operation, is recuperating at 204 Eighth street, Columbus, Ind. Friends are urged to drop her a line.

J. W. MENKE'S Golden Rod Showboat is slated to begin an indefinite stock engagement in Alton, Ill., this week.

THE STUDIO PLAYERS, circle group operating out of Worcester, Mass., will resume their fall and winter season about October 1.

Kansas City Jottings

KANSAS CITY, Mo., Sept. 11.—Freddie and Lilyan Poole closed their summer engagement last week with the Silvers Comedy Company.

Eddie and Mona Hart Players are slated to close the tent season September 18 at Weeping Water, Neb.

Edgar Jones, former manager of the Popular Players and now manager of the Orpheum Theater, Marion, Ill., was a village visitor recently to attend a convention of Fox theater managers.

Hal Stone Players are scheduled to close their tent tour this week at Hooper, Neb. It is said the management will spend a week reorganizing before starting south to play the regular winter route.

Carl Fleming and Bob Brewer have formed a partnership for a circle stock which they will open in Eastern Iowa about October 2.

Bieh Sisters' Stock Company, after many weeks in Missouri and Kansas, has invaded Oklahoma.

Barney Barnett, veteran agent, who has been confined in a local hospital for several weeks, has been released and is said to be making a nice recovery.

Larry and Madlin Nolan, after closing with the Jack Kelly Show, are visiting friends in Chicago. They are expected to arrive in the city ere long.

Fred Stein, former director for Dubinsky Bros.' Attractions, is directing *Are You a Mason?* for the Shriners here. Howard Johnson is said to be organizing a circle to play in and around Springfield, Mo. Arrangements are being made to open late this month.

Aulger Bros. are scheduled to close the tent season September 18. They

Van Arnham Tent Show

STAMFORD, N. Y., Sept. 11.—Many changes are being made for the Southern tour, as they plan on an entire new show for that territory.

Billie (Ma) Ailen and son, Harold, had a tough break last week. After purchasing a new car they left at Plattsburg, N. Y., to spend Sunday with some friends and had their car wrecked. Ma hurt her back and they had to close with the show.

Maggie (Texas Peggy) Smith left in Louisville, N. Y., to get married to an arm of the law, a policeman by the name of Pollock, in Syracuse, N. Y. It's a love affair since they both were kids.

I have told about those leaving, so I will now tell of the big surprise last Friday at Northville, N. Y. Northville is Van Arnham's home town and when he drove in, who do you suppose he brought with him? None other than Mack Ferguson, who closed with the show this spring to enter the newspaper field. Mack was glad to get back to his first love, show business, and everyone was glad to see Mack back. He filled a big hole in the show that was never really filled since he left.

The Magee Sisters joined at Middleburg, N. Y., and again the show seems to be all set for the Southern tour. I wish I were going along, but I want to be a doctor, so its back to school for me. CECIL HAINES.

Frank Ginnivan Winds Up

BUTLER, Ind., Sept. 11.—Frank Ginnivan Dramatic Company closed its tent season here last Saturday night after 18 successful weeks thru Indiana, Michigan and Ohio. Roster at time of closing included Frank Ginnivan, manager; Grace Ginnivan, Dad Ginnivan; Jack Parsons, director; Lola Belle Parsons, leads; Frank Scott, Marion and Dot Grimes, Pete and Amber Wight, Eddie Creed, Ed and Iris Hoover, Deac and Nellie Hoose, Tony and Nellie Bloom, Albert Hoover, Gus Currie and Charles Moore.

will play houses for three weeks, followed by a short vacation, after which they will open two circles for the fall and winter.

Jack Hart, manager of Hart's Comedians, is reported to be opening a one-nighter of *Uncle Tom's Cabin*.

Walter Nixon and Madge Norris were recent village visitors after six months of theater dates.

Dot and Marion Grimes have joined Frank Wilder's circle in Minnesota after closing the season with the Frank Ginnivan show.

Bradley Alexander and Terry O'Sullivan made a hurried trip to the city from the Hazel McCowen Show in Nebraska to bring Brad's young son to school here.

Erstyn King and Dan Benton recently joined the Jimmie Hull Show in Louisiana, making a long jump from Northern Wisconsin.

Harry Hugo Players are showing indefinitely at Cheyenne, Wyo. It is said they will continue to play there until the weather gets cold.

Wally and Betty Wallace are finishing a year's engagement with the Hank and Ruby Neal Players in Colorado next week.

Skippy Lamore's Comedians are scheduled to close the tent season this week at Deshler, O.

Fred Harris, recently with the Neal Stock Company, is organizing the Radio Players in Chicago to play one and three-night stands in the Northwest. They will open September 30 at Minot, N. D.

Mrs. Jimmie Griffin, who was admitted to Baptist Memorial Hospital, Memphis, Tenn., August 24 for a major operation, is reported to be getting along nicely. Mr. and Mrs. Griffin were recently with Ed Ward's Princess-Stock Company.

Reported here that William L. Oliver is making tentative arrangements to open a large *Uncle Tom's Cabin* production.

P. Agar Lyons, who recently closed with the J. W. Menke Golden Rod Showboat, has joined the Toby Players in Missouri.

Amber and Pete Wight, brother and sister team, who closed last Saturday

Tolbert Tattles

MOULTRIE, Ga., Sept. 11.—All kinds of visiting during the past week. Dixie and Paul Herbert drove from Milledgeville, Ga., to Sparta, Ga., to see Paul's parents on the Heffner-Vinson Show. Pat and Stan Stanley accompanied them and visited with Alice and Slats Randall and Dolly and Herman Lewis. Saturday in Cordele, Ga., Gretchen Nordrig's parents and two sisters from Miami spent the day and caught the show. Annette and Buddy Hale drove to Dothan, Ala., returning Monday and bringing back with them Johnnie Hale and Lillian Hale Ferguson, Buddy's sister, who will stay on for the remainder of the season as Buddy's secretary. Johnnie's stay was rather short. She left the next day to rejoin her husband, Robert Hale, on the Tolbert No. 2 show.

Red Jenks' mother, Mrs. L. J. Thagard, from Montgomery, Ala., and Earl McClendon's mother and sister and Charlie Barr's mother were all on here Monday.

Harvey Covington's little blond wife, Kessie, is now trouping with the show and seems to be enjoying it.

The newest rage on here is the late dance sensation, the Big Apple. We're using it for concert finale, and the different versions of truckin' and other steps are really funny. Best is Honey Wild's Sissy Britches; a close second is Wiley Kilpatrick's Loose Legs and Lois Mason's Black Mammy Cake Walk. I missed Toby Eastman. What's the matter, Toby?

Clyde (Smoky) Jewell seems to be having the time of his life, and what a lady's man he turned out to be.

Henry Ferguson and Jack Hutchison are the new advance agents since Ollie Hamilton has taken charge of his own show. SALLY THE SLEUTH.

Tolbert No. 2 Tent Show

SLOCUM, Ala., Sept. 11.—Lost Blakely, Ga., second night of our fourth week out, due to inclement conditions. Aside from this one unfortunate setback, business since opening has been all that anyone could ask for.

Colquitt, Ga., August 27, which incidentally is winter quarters and Manager Ollie Hamilton's home town, provided jam-up capacity and the banner concert holdover thus far.

Owner H. D. Hale, of Dothan, Ala., and son, little Hale, paid us a visit in Colquitt, but due to a long drive ahead of them left before show was over. Norman and Ivy Hinkle, Mr. and Mrs. Mac Smith and Mr. and Mrs. Jack Way, all of Thomasville, Ga., were also recent visitors in Colquitt, remaining for dance given by Tommy Burns and his Swing-o-Pators, company's band.

Things I sometimes wonder about: If Edith (Stripper) Farley, of the Billroy aggregation, regrets the recent collapse of burlesque. If Mayo Holland still does the waitz-over-kick. If any other producer is as good to his people as Frank (Red) Fletcher. JOHN D. FINCH.

with the Frank Ginnivan Players, were spotted on the main stem here this week.

Norma Ginnivan is scheduled to close the tent season tonight at Milan, Mich. Henry and Ruby Neal Players are closing their third successful season of rotary stock in Colorado. After a vacation the company will reopen for the fall and winter.

Carl and Helen Grandi, well-known rep team, are playing night spots in and around Santa Fe, N. M.

Jack Vinson, after a season with the Famous Players in Iowa, is rejoining the Selman Shakespearean Players in Georgia.

Margie Bash, of the Ray and Margie Bash Players, was in the city recently on business. The show will continue under canvas as long as the weather permits and then will circle in Nebraska.

Clint Robbins, former manager of the Clint and Beanie Robbins Show, is reported to be in a hospital at Hot Springs, S. D.

Allen Bros.' Comedians, after many weeks in Missouri, have invaded Arkansas.

Mrs. Hal Stone, of the Hal Stone Players, who has been ill in a Council Bluffs (Ia.) hospital, was released this week and has rejoined the company.

Red McConaughy has closed with the Frank Smith Players. His place was taken by Blackie Spear, recently with the Princess Stock Company.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

SOCIETY OF DETROIT MAGICIANS will hold its first meeting of the season Sunday, September 26, at Lola Park in the form of a picnic and roast for members, their families and friends. Formal meetings will be resumed October 1 at the Polish Century Club. A group of 12 Detroit magicians left Saturday (11) to attend the annual program staged by Percy Abbott at Colon, Mich.

BEN CHEAVEZ and Company, mystery turn, who have been working Michigan territory for the last six weeks, are current at the Club Hollywood, Kalamazoo, Mich., where Ben is also doing the emseeing.

GENII, official organ of the Pacific Coast Association of Magicians and a comparative newcomer to the ranks of the monthly magic mags sponsored by a magical organization, continues to win the admiration of magicians everywhere for its frank and fearless handling of problems affecting magic and magicians. The September issue, just received, contains a wealth of interesting matter for both the professional and amateur magish, including an article on the exposure evil by W. C. (Dorny) Dornfield.

JIMMY MUIR, member of the Oakland Magic Circle and the Pacific Coast Association of Magicians, has recently been appointed manager of the California Hotel, Oakland, Calif. As a result of Jimmy's transfer the hotel is the new meeting place for the OMC.

FRANK MARSHALL, Chicago ventriloquist and vent figure manufacturer, was pictured in a recent issue of *Picture News*, a colored gravure sheet distributed by the Sinclair Oil Company at all of its stations. Marshall was labeled "Charley McCarthy's Dad" and was shown in his Chicago shop surrounded by a number of his completed dummies.

MRS. BEATRICE HOUDINI will play in a picture entitled *Mme. Houdini Speaks* under a deal closed last week by Fanchon Royer with Mrs. Houdini and Frank O'Connor. The latter has prepared a script in which Mrs. Houdini will refute claims that communication has been established with her late husband's spirit.

JOAN BRANDON, girl magician and a looker, with it, was a visitor at the home office of *The Billboard* early last week after winding up an engagement at Arrowhead Inn, Cincinnati. The comely blond mystery worker is slated to sail for England September 16 for an indefinite engagement at the Savoy Hotel, London.

HADJI BABA, magician, opened last week as office manager of the Amusement Booking Service, Detroit booking office, where he goes under his own name of Johnny Leonard. He will play a number of dates in the territory thru the same office.

TOMMY MARTIN was dismissed from Deaconess Hospital, Cincinnati, Sunday (12) after a two-week stay there following an emergency appendectomy. Tommy left Cincinnati Sunday afternoon for Kansas City, Mo., accompanied by his wife, Rosemary Dering, dancer, who be-

gins an engagement at the municipal auditorium there this week. Martin will rest for several weeks before resuming his bookings. Miss Dering last week concluded a fortnight's engagement at Arrowhead Inn, Cincinnati.

WILLARD THE WIZARD, after a week's successful engagement in downtown Monroe, La., under sponsorship of Missouri Pacific Boosters' Club, moved his canvas over to West Monroe, La., close to the Illinois Central depot for another week's run. Willard climaxed his Monroe engagement with an escape from steel tank in which he was imprisoned by machinists from a local welding works. Local daily carried big story commending Willard on the feat.

HASKELL, "prince of magic," opened in the Blue Room of the Roosevelt Hotel, New Orleans, last week, heading the floor show with Al Donahue's Orchestra.

RALSTON AND COMPANY have just closed their cottage on Lake Nipmuc in New England to open the fair season for the George Hamid office. Ralston has labeled his new offering *Shanghai Mysteries*, featuring *The Invulnerable Lady*, *The Morrill Cage Illusion*, *The Devil's Torture Chamber* and *The Mignon Illusion*. Before opening on the fairs Ralston and his helpers worked a show at the DuPont estate, their third return engagement there.

HENRY HAVILAND, paper-tearing magish, is currently appearing with the floor show at the Rio Rita Cafe, Wilmington, Del.

MIDWEST MAGICIANS' CONCLAVE, honoring The Great Nicola, of Monmouth, Ill., will be held at the Hotel Jefferson, Peoria, Ill., October 1 and 2. Other prominent magic figures who have signified their intention of attending the two-day fest are Abbott, Berg, Cecil, Coleman, Felsman, Ireland, R. W. Hull, LePau, Adrian Smith, Don Sweet, Dr. Sheelor, Marvelo, Zola and others. A number of dealers will have displays. A 10-act magic show will be presented on Saturday night and an amateur and "free-for-all" show, also has been arranged. Registration fee, including all sessions and performances, will be \$1, with 50 cents extra for the wife or sweetheart. Al Buesch, president of the Peoria Magicians' Assembly, has charge of the arrangements.

OZZIE WELLS takes his feats of magic to Benny the Bum's, Philadelphia, for the new fall show.

SILVER LAKE INN, Clementon, N. J., brings in a female conjurer to baffle, new floor show featuring Rita Del Gardi and Company.

HANDSOME TROPHY awarded to Tom Osborne for presenting the best exhibition during the recent annual IBM convention at High Point, N. C., is being displayed in the show window of the Cantor Magic Shop, Philadelphia.

AN OPEN LETTER by Jack Handy, of Lynchburg, Va., to John H. Davison, president of the International Brotherhood of Magicians, regarding the proposed concurrent and succeeding gatherings of the IBM and SAM in Cincinnati next spring, appears on *The Forum* page in this issue. Don't fail to read it.

JOHNNY PLATT, after a week at the Gayety, Minneapolis burly house, is current at the Beacon Theater, Winnipeg, Man. Johnny has been emseeing recently at Curley's Bar in Minneapolis.

CARTER, card wizard, is at the Royal Variety in Stockholm, Sweden.

BARON RINALDO and Thelma Del Sol, comedy illusionists, are on tour in Switzerland.

QUITTA, fem illusionist, is at the Palais d'Ete in Brussels, Belgium.

MISS MADGE, prestidigitator, is at the Orpheum in Carlsbad, Germany.



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

JACKIE MARSHALL—nut comic now doubling from trombone with Benny Meroff's Band. Has any number of hilarious routines, does scat singing, mugging, etc., and is said to have a wealth of material, which he writes himself. Personality is extremely likable and ingratiating. A cinch for a musical film.

CHARLES MARTIN—radio director of the Blow ad agency. Is one of the most capable radio writers and directors. Writing ability alone should indicate that there's room for him in pictures, either on adaptations or screen plays. Has a fine sense of drama and can turn out the hoke that film audiences go for. Directorial ability is an additional angle.

EMIL COTE AND MEYER RAPPAPORT—arrangers and conductors of,

among other organizations, the Modern Choir, topnotch radio group. Are among that very select few whose orchestrations and arrangements show originality. Have also done arrangements for the Men's Glee Club at the Radio City Music Hall. Their talent seems highly adaptable for films.

For LEGIT DRAMATIC

BLANCHE FELDER—young actress seen recently at the White Roe Lake summer theater, Livingston Manor, N. Y. Excellent artist whose talent covers wide scope. Primarily a comedienne who can handle comedy parts for maximum effect, she can also do heavy dramatic roles excellently. Her speaking voice is good and she's extremely attractive.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

AL TINT has been with the WLS National Barn Dance since August 26, playing fair and theater dates.

HABERKORN AND DENTON, for years a well-known minstrel team, were callers at the home office of *The Billboard* early last week while visiting friends in Cincinnati over the week-end. Hab and Denton have been concentrating on night clubs in recent years. They are at present resting up for a few days at Carl's home in Lancaster, O.

RODY JORDAN, formerly featured with a number of the leading minstrels and last summer with the Billroy and Van Arnam tent shows, is reported to be in a serious condition at a Massachusetts sanitarium.

BERT SWOB, comedian and song and dance man; born Memphis, Tenn., January 9, 1871. First minstrel engagement with Haverly's Chicago Minstrels, doing a song and dance with John King. Subsequent engagements Nankenville's Haverly Minstrels, William West's Ricaby Minstrels, one time part owner and principal comedian with Neil O'Brien Minstrels, and many seasons in musical comedy, burlesque and vaudeville. Address care *The Billboard*, Cincinnati.

"I NOTICED WHERE Prof. Walter Brown Leonard (August 21 issue) asked about William (Billy) Barlow," writes W. F. Fortson from Little Rock, Ark. "From 1905 to 1911 I was employed here with the first picture and vaude show as orchestra leader and manager of stage attractions. During this time we booked a minstrel performer who claimed to be Billy Barlow, of the Barlow Minstrels. If I remember correctly he was around 50 years old. He was a fine performer and we used him several times, as he was located in North Little Rock and there married a young woman and became the father of a boy. We were grieved to learn that he was murdered in North Little Rock some time later. This man claimed to be the Billy Barlow, of minstrel fame, and by the performance he gave none of us doubted him in the least."

TOM WATERS, minstrel vet of Shamokin, Pa., pencils in under date of

September 6: "In a recent issue *Al Tint* wanted to know if I remembered the chicken dinner he and I enjoyed in Swain's horse car. Well, Al, I have eaten with many a jackass in my time, but I don't ever remember having dined with the horses. I believe you have me mixed up with another Tom Waters. I regret to say that you and I have never met. If ever we do cross paths, tho, we will have a good feed just the same and it won't be in a horse car."

THE 80-YEAR-OLD WIDOW of Frank Dumont has turned over to Joe Murphy her husband's scrapbook, which contains a comprehensive history of minstrelsy from 1843 to the present. Murphy is now working in the booking department of the Federal Theater Project in Philadelphia, and was formerly a player with the Dumont troupe and headed the Dumont Music Company, which published most of the numbers sung at Dumont's Theater, Philadelphia. The scrapbook, which is four feet long and two feet wide, recounts how the minstrel show evolved from the circus, when the Three Ethiopian Delineators, Dick Pelham, Billy Whitlock and Dan Emmett, circled the sawdust rings of the various big tent shows in burnt cork and satin breeches, playing and singing plantation melodies. On accepting the historic documents, Murphy opined, "Minstrelsy is dead. And I don't see why. It is a swell form of entertainment. If revived and brought up to date, I believe it would prove a big success. All we need is another Dumont to start the ball rolling."



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More Headaches!

NEWARK, N. J., Sept. 11.—State Alcoholic Beverage Control Commissioner Burnett, who "always thought that magicians conjured up their viviparous cocktails full born from Minerva's brow," promised not to seek out the secrets of the trade, but ruled, first, that no legerdemain in summoning up and dispensing alcoholic drinks is permissible upon unlicensed premises; second, if the feat is accomplished on licensed premises you must take out a special permit for yourself to charm the spirits and for your bewitching assistant to dispense them. Both of you must be of age and good citizens. Then he asked: "Why wouldn't a cup or two of strong tea do just as well?"

Tab Tattles

By BILL SACHS

WALTER SNYDER, formerly with Bill Martin *Buzzin' Around* Company piloted by Max Golden on the Sun Circuit and who gave up show business nine years ago to join the army, stopped off in Cincinnati last week for a visit with Al and Anita Freeland, veteran performers. Wait is en route to New York to take a fling at radio work. He wound up a double enlistment in the army last March with the rank of second lieutenant. In recent months he has been doing radio work in the Pacific Northwest. . . . Eddie Mason, ex-country store magnate, now associated with the Music Hall Company, Cincinnati, as a seller of exhibit space, is spending his spare moments selling a mouse game to picnics and celebrations in the Cincinnati area. . . . Virginia Mylie, formerly Mrs. Billy (Boob) Reed, is now a chorine with *Babes With Charms* on the Hirst Circuit. She was until recently with the tab stock at the Ramona Park Theater, Grand Rapids, Mich., and says she will be married soon to Virgil (Buck) Weaver, scenic artist, also until recently with the Ramona troupe.

CHARLES V. TURNER is now with Al Spink ahead of Charlotte Greenwood in *Leaning on Letty*. Turner is best remembered in tabs for his many years of successful management of the old Burns & Paden attraction. . . . Claude H. (Kid) Long, another veteran tab agent and manager, is still selling farm service and keeping hid at his home on Jeffery street, South, Chicago. . . . A third oldtimer from the tab field, Charles A. (Kid) Koster, is in his 48th week in advance of George Abbott's attractions. He has handled the advance for *Boy Meets Girl* and *Room Service* and now is in his fifth week ahead of *Brother Rat*. The Kid pipes that he's feeling in the pink and going strong at the last quarter. . . . Curley Burns—shoot in your route to the desk. Have an important message for you. . . . Lew Green writes in to inquire what has become of Jimmy and Mildred Tubbs, the Billy Franzes, Guy Douglas, Louie Paran. Bumps Wallace, Jack Bogart, Chuck Morrison, Diane King, Sylvia Caldwell, Joice Burke, George Reno and Charley Grow. Shoot in a line, folks, and let your friends know what you're doing.

U-NOTES

(Continued from page 23)

well and Marie Casey. The Franke show-girl eyelets comprise Mary Radin, Tony Clark, Mildred Cory, Yvonne Lynn and Olive Bougeau.

FRANCES RHEA and Frank Brooks, Empire bookings, were added to the Oxford, Brooklyn, opening cast. Frank Montgomery is the new number producer.

FRANK BELMONT spotted Rulena at the Eltinge, New York, September 3, and then to the Hirst Circuit, opening September 12 in Buffalo; also Olive May, prim, to open September 16 in Reading, Pa., with another Hirst show, and Charles Bristol, colored dancer, September 10 at the 42d Street Apollo, New York.

JOAN COLLETTE returned to the National, Detroit, last week after a brief visit to Chicago.

MILDRED CLARK has been booked by Dave Cohn as extra attraction at the Star, Brooklyn, for an indefinite stay.

ED (8) AND FANSY DALY made their annual New York visit Labor Day weekend from their Reading (Pa.) home.

WALTER JOHNSON, former burlesque straight man and producer, is putting on the open-air legit plays on Randall's Island, New York, for the Shuberts.

GEORGE PRONATH, assisted by Madeline Hart, found time between producing ensembles at Colosimo's, Chicago,

and elsewhere to also put on the numbers in Gertrude Avery's current *Diamond Revue*.

AL COOPER, of the Eva Collins costume shop, has been appointed manager of the Bennie (Wop) Moore show on the Hirst Circuit.

HAZEL PAXTON will soon leave her South Norwalk (Conn.) home, where she tacked on 20 pounds (now 130), to return to New York.

MIKE AZARRA and an eight-piece orchestra in the pit at the Oriental, New York.

JACK KRAMER back at the Eltinge, New York, September 10 after acting in two films, *Cocktail Bar* and *Why Women Lie*. George Tuttle joins September 17.

PAUL KANE, producer at the Star and Century, Brooklyn, assisted at the former by Dottie Kane, makes weekly trips to Washington and Boston to inspect incoming Hirst shows. House show-girls at the Star comprise Sheila Grant, Ann Purcell, Shirley Corkins, Bobbie Foster and Jan Valery Wassau.

REVIEWS

(Continued from page 23)

show has not escaped some rough edges which should be smoothed out. Comedians ad libbed in several scenes to increase running time, which resulted in the show running overtime, and several numbers were ended abruptly while others were deleted entirely in order to wind up the performance on scheduled time. Theater has installed new seating, received fresh coat of paint both within and without, while stage displayed some changes in the form of beautiful new curtains and drops. *Phil Lehman.*

Oriental, New York

(Reviewed Friday Afternoon, Sept. 10)
From burlesque to colored shows and now to "the Frenchiest girl shows" on Broadway" is the span of the Oriental's life. This latest effort of the Minsky Brothers is subtitled *Folies Brassiere* and is presented by the *French Folies*. It is nothing more than the usual burlesque formula, sans the stripping and heavy doses of smutty dialog, and it is extremely dull, which for a lengthy stretch of two hours is quite aggravating. Excellent production and a good cast cannot lift the appeal of this show so long as the formula of a production number, comedy scene and specialty is used.

Main fault of the show is having ex-strip women trying to be ingenues or specialists other than what they are. They are disrobers, and when attempting other chores their appeal is lacking. Queenie King fares the best, for she can offer suitable sensuous dancing. An-

nette just looks pretty, especially under a prop shower, but her song-talk number is weak. Barbara Doane does some fair dance innings. Gladys Fox is okeh in her song number, and Julie Bryan gets by with her gardenia audience number.

The laugh dispensers are funny people, but they go in for old bits which are too familiar with audiences. Among the bits are the anti-women group, *Flugel Street*, Steve Mills' pantomime item, and *Lamb Chop*. Mills dips into the blue, and sometimes goes a bit too far. He's funny, tho, but Hank Henry is the funniest, and he's a clean worker. Al Parker is a fair comic, straight. Al Golden Jr. and Johnny Kane are outstanding. Sylvia Simms helps out ably as the talking woman.

For the production numbers, of which there are about six, there are 12 chorines and eight showgirls, all making a nice appearance and doing well at their work. Jimmy Di Palma sings the production numbers in not-so-good voice, but a sock in her several appearances is Elise, a blond acro dancer, who is a fast performer and does some corking gymnastics. Walker and Walker, colored dancers, provide another specialty and their hoofing goes over solidly. Jeanne and Gloria get by with their sensuous dance routine, which they label *Dance of the Violets*. Military finale is a great flash, with the girls beating drums—shades of the Roxy.

Mike Azzara is leader of the seven-piece pit crew, which plays the show well. Eddie Lynch staged the show, while Mischa Salmon provided the scenery, and Eva Collins, the wardrobe. Dave Rosen is house manager and Johnny Kane stage manager.

Sidney Harris.

Casino, Pittsburgh

(Reviewed Wednesday Evening, Sept. 8)

With nudity modified, a 16-girl chorus dressed a bit classier than last year, a dance team that gets more than polite applause and two comedians whose fun seems just a bit fresher, *Manhattan Madcaps* opens the Smokey City's only ex-burlesque house to business that augurs big box office for vaudeque, almost as rosy as the early 1937 burly boom here.

Chorines are green, yes, but that might be allowed for due to this being their first week of the season. They are young, easier to look at than most of the lines that showed here last year and dance fair enough.

A couple of novelty acts in addition to the pretty decent comedy and so-so singing would make the show easier to take and soften the formula of black-out, specialty, chorus, etc., that becomes a little monotonous for the fans who

come to see a heralded revival of vaudeville.

If palm-pounding is taken as sole judge, comedians still take first prize here for popularity, with Red Marshall and Hap Hyatt in this show good reasons why. They're funny. Murry Leonard and Tom Bundy manage to be straight men without being sticks, too, which helps the fare.

Sharing second honors were the terp duo of Maurice and Marie, youngsters who twist and twirl, and Val Williams, whose *Limehouse Nights*, song-and-dance specialty, tho no marvel of dramatic interpretation, curtailed with his idea of a coke's jitters to a good hand. His singing and other hip-singing dancing could be shortened to the bill's benefit.

Heralded as the queen bee of the show and a "recent London sensation," Diana Raye, cute looking, but carrying a cocky stage attitude on the performance reviewed, fared fair. Maybe the just-better-than-lukewarm reception was due partly to this town's smugness on disrobers. Edna Dee, after making a song that for her own advantage should be eliminated, also took only a grade B hand for her toddling accompanied by nudity.

Likewise in the cast were Alice Hazlett, specialty dancer, and Claire Stone, better-than-average straight woman, who doubled in song.

As a unit the show ran smoothly, and the sets, mostly quick-change drops, dressed the stage nicely.

Morton Frank.

BRIEFS

(Continued from page 23)

moved from Buffalo into the Howard, Boston. . . . N. S. Barger, Riato, Chicago, operator, back from his New York visit. . . . Mit Schuster booked Carrie Fennell into the Riato, Chicago, September 17; Charmaine into the Casino, Toronto, and Dorothy Dee into the Garrick, St. Louis.

George Clyne is back in Chicago after a North Wisconsin vacation. . . . Conchita is recovering from a serious illness at her home in Buffalo. . . . Jimmy Rose opened a stock engagement at the Avenue, Detroit. . . . Lew Fine is in Minneapolis, where he will soon join a Hirst unit. . . . Jack Kane will continue with stock at his Gayety, Milwaukee, starting Friday, when the Hirst shows exit. . . . Business over the holiday week-end was big at the Riato, Chicago. Ditto at George Jaffe's Casino, Pittsburgh, whose opening midnight show turned away several hundred.

Endurance Shows

DON KING writes that he and his Californians are doing fine on "Ray (Pop) Dunlap's show in New Jersey. "Would like to hear from the music boys on the Pughe show as to how they weathered the fire," Don typewrites. "The season will soon be over for the present with Pop, but 'tis rumored he has another show up his sleeve for later in the year."

INQUIRIES WERE RECEIVED the past week on Herman Cassell, Herb Smart, Murray Herman, Ruth Nichols, Eddie Leonard, Jo-Jo Pavlik, Dick Yale, Arthur Bays, Bud Hoffman, Pat Webster, the Radke Sisters, Luman J. Beede, Bobby Gilbert, Lew White, Harry White, Francis A. (Whitey) Woods, Jack Kennedy, White Stock, Freddie Hall, Dick Lanac, Montie Hall, Bonnie Taylor, Anethia Brown, Bee Villion, Bill Silvers and Bill Hale. Shoot in a line and let your friends know what you're doing.

DEWEY PHILLIPS, of Alexandria, La., who made the show at Opelousas, La., and Indianapolis, is now located in Little Rock, Ark., where he is working as advertising man for the Jackson Brewing Company of New Orleans. Dewey pencils that Gayle Brooks is operating a beer emporium in Little Rock.

DON'T SEND IN a list of names asking that we ask the people to write you. If you are anxious to contact your friends write them in care of *The Billboard*, 25 Opera place, Cincinnati, and we will ad-

vertise the letters in our Letter List, which is published in each issue of *The Billboard* free of charge. When they see their names there they will send us their routes and we will, in turn, forward your letter on to them.

COLISEUM WALKATHON, Chicago, which opens next week, promises to be one of the biggest shows of the year under the management of Sid Cohen. Staff of emcees will be headed by Chic Snider. From all indications the show will get off to a good start, Erskine Tate's orchestra will furnish the music.

FRANK LAURICELLA, talker and trainer, is now working as a bartender at NaLani Village, San Francisco. Frank pencils that he plans an early return to the endurance field, as the bartender grind is becoming boring.

WILLIAM A. WHITE, known in the endurance world as No. 28, is at present located in Elkhorn, Wis.

L. D. (TIGER) TIPTON is confined at Veterans' Hospital, Alexandria, La., recuperating from injuries sustained in a recent auto crash. He would appreciate a line from all his friends, including the kids who were in the last Chicago show.

"HOOK" SKINNER writes in to say that he has retired from the endurance field and is now residing on his ranch at North Bend, Ore.

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The Final Curtain

ACKERMANN—Rudolph O., 72, veteran band musician; who played under the leadership of most of Milwaukee's popular music masters, September 3 in that city. He was a charter member of the Milwaukee Musicians' Association and an honorary member since 1923. Survived by his widow, a son, a sister and a brother.

BURGESS—Jay Pettitt, 81, billed in vaudeville as "Handsome Danny Mann," September 7 in a hospital at Haverhill, Mass. His professional career, which stretched over 50 years, began in stock and road companies in the early '80s. Survived by his widow, Mrs. Bessie Burgess; a son, Ben C. Burgess, of Kansas City, Mo., and a brother, E. H. Burgess, of Columbus, O.

CHENEY—George K., 66, pioneer phonograph recording engineer, September 4 at Meadowbrook Hospital, Hicksville, N. Y. Twenty-five years ago Cheney became recording engineer for the Victor Talking Machine Company Services September 6. Survived by his widow, Mrs. Georgiana Cheney; a brother, a sister and five daughters.

CONNELL—Richard A., 65, known as "Dare Death-Defying Dick" in his circus days, September 5 in Providence Hospital, Detroit, from a heart attack. He started his career at 17, doing an 85-foot dive into a tank of water with Ringling Bros. Circus. He was later in the Royal English Circus, playing an engagement at Tattersall's Arena, Chicago, and later appeared in Falne's Siege of Vickburg at the 1893 World's Fair at Chicago. In a practice dive at Chetaham Beach, Chicago, shortly afterward a high wind blew him away from the mark and he broke most of his ribs and retired. In 1895 he gave Chicago its first public bathing beach. Survived by widow and a son. Burial in Woodlawn Cemetery, Chicago.

DAVIS—J. J., 58, well known among outdoor showmen as Jake Davis, August 23 at Ft. Miley Hospital, San Francisco. Davis conducted a wholesale novelty company in San Francisco for the last 30 years.

DEVANEY—James W., September 10 at his home in Newport, Ky., after a short illness. He was well known in the Middle West as a musician and band leader, having played with the John Weber and Smittle bands of Cincinnati. He later formed the Devaney Band. Survived by four daughters, Mrs. Alice Ungeheuer, Mrs. Mabel Gelsen, Mrs. Louise Webb and Mrs. Margaret Gillming, and three sons, William, Edward and James J.

DEVINE—Walter B. (White), 56, carnival griddle man, in General Hospital, Cincinnati, August 4 of dropsy and asthmatic heart. He had been in show business for a number of years and was with Curl Greater Shows in 1836.

DONALDSON—Mrs. Imogene Hammach, 38, former carnival ball game concessioner, August 28 in Jackson, Miss. Survived by her husband, Bert Donaldson; Daisy Donaldson and two children by a former marriage.

ENOCH—Harry, 56, sheetwriter, representing *The Hunter, Trader and Trapper*, in an automobile at Darke County Fairgrounds, Greenville, O., of heart disease August 26. Survived by his father and three brothers. Services from Jackson Funeral Home, Bellefontaine, O., August 29, with interment at Mt. Calvary Cemetery, Tremont City, O.

FERGUSON—Frank, 74, actor, playwright and lecturer, September 8 in the

Bronx, N. Y. Born in Boston, Ferguson began his professional career as a light opera singer, but soon switched to dramatic criticism until, in 1897, he had become dramatic editor of *The Chicago Saturday Evening Herald*. While in Chicago he authored 40 one-act plays which served as vaudeville vehicles. Of his longer plays the best known are *Lucky Jim* (which played for nine years here and in England), *Catherine of Russia*, *The Minister's Wife*, *The Velvet Glove* and *Forest Farm Folks*. At one time Ferguson managed and acted with a vaudeville dramatic unit. For two years he was dramatic director for the Brooklyn Institute of Arts and Sciences and worked with stars like Minnie Maddern Fiske, Rose Coghlan and Mary Shaw. In recent years Ferguson had done considerable lecturing on the theater. He was a member of the council of the Episcopal Actors' Guild and belonged to the Actors' Fund of America. Survived by a sister, Alice Ferguson.

FILKINS—Jessica Ray, former dramatic actress, at her home in Chicago August 23 after a long illness. She had appeared with the Kilroy Britton attractions, Chase-Lister Company, E. H. Sothern and the Wolf companies. Survived by her husband, Ernest C. Filkins, and three brothers. Interment at Luther, Okla.

FLECK—Henry T., 74, composer, conductor and teacher, September 6 in Rockaway Beach, Queens, N. Y., from heart disease after a three weeks' illness. Formerly head of the music department of Hunter College, Fleck had acquired a reputation as one of the most distinguished instructors in musical theory and appreciation. Less known were his efforts at conducting and composing. Popularization of standard music among the masses was his chief aim and he helped make free concerts an important feature of New York's cultural life. Radio lectures were another medium thru which Dr. Fleck spread his musical theories. He was president of the American Art Education Society and a member of the Lotos and Town Hall clubs. Survived by two sons and a daughter. Services September 8 and burial in Fairview Cemetery, Union City, N. J.

FREE—Earl, 49, showman, August 30 in Ottawa Hospital, Ottawa, Kan., from cancer of the stomach. He had been in show business for 27 years, having been connected with a number of large carnivals. Prior to his illness he had been with the Greater United Shows and was employed by Carey Jones (Snake Old), with whom he had been associated for 22 years. Survived by a sister, Ruby McConnell, of St. Louis. Burial in Centralia, Ill.

GRIFFITH—Mrs. Edith Norton Reuswig, 64, musician and music patron, in a hospital in Utica, N. Y., September 2. She had aided many promising young musicians and is said to have discovered the Metropolitan Opera Star, Anna Case.

HADLEY—Henry, 68, composer and conductor, at his home in New York September 6 after a long illness. One of America's foremost composers of standard music, Hadley despised jazz in all its forms. Creator of such operas as *Cleopatra's Night*, *Bianca*, *Azora* and *Safite*, Hadley also wrote more than 150 songs and piano pieces, four symphonies, seven operettas, several tone-poems, suites and cantatas. He was a founder and honorary president of the National Association of American Composers and Conductors. Survived by his widow, Inez Barbour Hadley, concert soprano, and his mother, Mrs. Samuel Henry Hadley, Boston. Services September 8 and burial in Mount Auburn Cemetery, Cambridge, Mass.

HEFLBOWER—Mrs. Clara K., concert singer and movie censor, September 6 in Falmouth, Mass., of heart disease. She had once served on the Will Hays motion picture censorship board. Survived by her husband and a son.

HOWARD—Richard (Slim), 49, owner of the Sky Club, Akron, O., and Club Continentale, Canton, O., and for the last 10 years associated with night clubs in that area, suddenly in a hotel in Bermuda recently. He started his career with a tent show some 20 years ago and had successfully managed theaters in Pinehurst, N. C., and on the West Coast. For three years he toured the Orpheum and Keith

circuits. Body was sent to the West Coast for cremation.

JOHNSON—Harry, 58, for many years French horn player in the Chicago Symphony Orchestra and formerly of Des Moines, in Chicago September 3. Survived by his widow, a sister and a brother, William, Des Moines musician.

KELL—John W., 60, Milwaukee actor, in a Watertown (Wis.) hospital September 8 of a skull fracture sustained in an automobile accident September 4 near Waterloo. Kell had been an actor on a Milwaukee WPA project. Survived by his daughter, Mrs. Adela Jones, who was critically injured in the accident.

LITTLEFINGER—Mrs. Anna K., 65, at the home of C. Jack Shafer in Vassalboro, Me., August 20 of pneumonia after a week's illness. She was in retirement at the time of her death, but had appeared with major carnivals since 1911 and for the last six years had been with C. Jack Shafer's shows as "Smallest Mother in the World." Services at the home and interment in Mount Pleasant Cemetery, Augusta, Me. Survived by her husband, Blusy Thompson; a son, Buster; two brothers and a sister, of Hartford, Conn.

MCGINNIS—M. J., manager of River-view Park, Des Moines, many years ago and prior to 1927 manager of several Des Moines theaters, at his home in Chicago September 2 after an extended illness. Survived by his widow, former Genevieve Noland, of Des Moines. Funeral and interment in St. Joseph, Mo., September 6.

MOORE—Mrs. Gladys C., 78, who played character parts in Hollywood 10 years ago, September 5 in Jackson Heights, N. Y. Survived by a son and daughter.

MOSER—Earl J., 44, member of American Federation of Musicians and brother of Hap Moors, tab and burlesque comedian at his home in Cincinnati September 5 after a long illness. Burial in Spring Grove Cemetery, Cincinnati, September 9. He was a member of the Masonic Order and Brotherhood of Railway Clerks. Survived by his widow, two daughters, a brother and a sister.

NELSON—Forrest, son of Leonard Nelson, electrician, formerly with Great Sutton and Gold Medal shows and this year with the Groves Shows, killed in a truck accident near Kennett, Mo., August 24. Survived by his parents.

OWENS—Barney, for many years backstage doorman of the Star Theater, Brooklyn, at his home on that city September 3.

PAULDING—Dr. Frederick, 78, actor and lecturer, September 8 at his home in Rutherford, N. J., following a heart attack. Known as "The Boy Hamlet," because of his success in this role while still in his teens, Dr. Paulding played many Shakespearean parts before his retirement from the stage in 1910. His Romeo opposite Margaret Mather's Juliet and his Cassius opposite Richard Mansfield's Brutus were outstanding in their day. During the last 27 years Dr. Paulding lectured and gave readings and recitations before schools, colleges and clubs thruout America. Holy Cross College conferred an honorary Doctorate of Letters upon him. Burial in Sleepy Hollow Cemetery.

ROBERTS—Jeany, younger brother of Boyd Roberts, who is on the midway of Great Lakes Exposition, Cleveland, August 8 from causes unknown.

SAUERBORN—Mrs. Helen, known professionally as Helen Osborne, 25, orchestra leader, killed in an automobile accident as she was returning to Schenectady from Maraville Lake, N. Y., September 4.

SAYMAN—T. M., 83, former med pitcher and widely known as Doc Sayman, in his sleep of infirmities of age at his home in St. Louis September 6. Sayman, millionaire manufacturer of soap and patent medicines, founded his fortune on the profits of a traveling one-horse med show over a wagon circuit of Southwest Missouri, Northern Arkansas, Eastern Kansas and Indian Territory. He was in ill health for the last year and bedfast for a week before his death. Services September 9 from his residence, with burial in Bellefontaine Cemetery, St. Louis. Survived by his widow, two sons and three daughters.

STALDER—Charles, 52, for more than 25 years identified with the operation of motion picture theaters, September 7 in

St. Thomas Hospital, Akron, O. He owned and operated the Nixon Theater and was former operator of the Southern and People's theaters in Akron. Survived by his widow, a son and two daughters. Burial in Holy Cross Cemetery, Akron.

STANZLER—Abraham, 57, theatrical producer and owner of theaters in Wakefield and Narragansett Pier, R. I., September 3 in Narragansett Pier.

STROHM—G. Ernest, 72, September 7 at his home in Trenton, Mich. He was superintendent of building construction at the Chicago World's Fair in 1893 and was a member of the Masonic Order and the Order of the Eastern Star. Survived by his widow, Isabel; a son and a daughter. Burial in Oak Ridge Cemetery, Trenton.

VIGILANTE—Thomas, 39, of Morris-town, N. J., at Parkersburg, W. Va., August 16, the result of an accident while loading the train of the Mighty Shesley Midway. Known as Tommy Mix, he had been tractor driver and had been with the show 18 years.

WOLANDI—Edna, 23, member of the Wolandi Duo, high-wire act that has been working for George A. Hamid, Inc., this summer, in Providence September 6 from blood poisoning and heart failure. Mrs. Wolandi injured a foot while working July 28. Blood poisoning set in later, necessitating amputation. She did not recover from effects of the operation. Body cremated in Providence. Survived by her husband, who will continue to work fair dates.

WARD—William J., 70, banker and owner of Ward's Baths at Coney Island, N. Y., in Brooklyn September 7 of a heart ailment after three weeks' illness. Ward, an active figure in Coney Island real estate, had been vice-president of the Bank of Coney Island, one of the founders of the Half Moon Hotel there and for five years was president of the Coney Island Hotel Corporation, which operated the Half Moon. A former president of the Coney Island Chamber of Commerce, Ward was a member of its executive committee when he died. He inherited the baths from his father 40 years ago and had improved and enlarged them. Survived by his widow, Mrs. Sadie E. O'Brien Ward; three daughters, Mrs. John P. Carey, Mrs. John J. Hyland and Mrs. Francis McGratty; two sons, William Jr. and John G.; a sister, Annie T. Ward. Requiem mass was celebrated September 10 at St. Francis Xavier Roman Catholic Church, Brooklyn.

WELANSKY—Abraham, 43, associated with his brothers, Barnett and James, in the ownership of Coconut Grove, Boston nitery, September 4 in his suite at the Hotel Metropolitan, Boston, of a heart attack. Survived by his mother and another brother, David (Duffy) Williams. Services and burial September 5.

YEAGER—Otto, 70, retired musician, at Westerly, R. I., of a heart attack September 8. He was with the old Scribner & Smith, the Wallace and the Original Gentry Bros.' Shows and Barlow Bros., Elmrose, West and other minstrel attractions. Services and burial in Westerly.

Marriages

ARNOLD-McEVoy—Charles (Chic) Arnold, well-known Australian comedian, and Jean McEvoy in Sydney, Australia, recently.

BRADLEY-ESANTHER—Truman Bradley, radio commentator at WBBM, Chicago, and announcer for Ford's Sunday Evening Symphonic Hour, and Evelyn Jane Esenther, nonpro, in Chicago September 8.

BRADY-STERLING—James Brady, nonprofessional, and Phyllis Sterling, night club entertainer, in Yeadon, Pa., September 3.

CHILDS-GROFFEL—Dominic Childs III and Marjorie Groffel, both members of the *Casa Manana Revue* chorus at the Fort Worth Frontier Fiesta, at the church on the fiesta grounds September 4.

FACENDA-HUNGER—John Faenda, chief announcer for Station WIP, and Dorothy Hunger, nonprofessional, in Philadelphia September 11.

GRAVES-OMARA—Arthur H. Graves, nonpro, and Hortense O'Mara, dramatic staff member of Station WMMF, Plattsburg, N. Y., in that city September 6.

JACOBS-STEWART—Donald Jacobs, of Cleveland, former assistant manager of the Ohio Theater, Canton, O., now with the new Lake Theater, Cleveland. (See MARRIAGES on page 73)

Milton D. Mitchell

Milton D. Mitchell, 76, at the home of his son in Covington, Ind., August 29 from infirmities of age. He was well known in show business and had been on the road for 50 years.

Prior to 1900 he and H. E. Tipps organized the Royal Amusement Company. Later Mitchell sold his interests in the show and formed a partnership with Major Redell. In the fall of 1900 he toured Florida with an eight-car show, then formed the Monarch Shows, which he managed for over 10 years. In 1900 W. E. Sullivan brought out the Big Eli Wheel and joined the show. With it were Jack Shields, Capt. W. D. Ament, Buckskin Ben; Frank Bostock Animal Show, which featured Madam Patricia; Lane and Suzetta, and Capt. Pearson's high-diving dogs.

Survived by his son, Charles, and a sister, Mrs. Lenora Titus, of Russellville, Ind. Funeral services were conducted from the Presbyterian Church and interment in Mt. Hope Cemetery, Covington.

ACTS, UNITS AND ATTRACTIONS

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

A

Abbott Dancers (Palmer House) Chi., h.
Adams, Dell (International Casino) NYC, no.
Adams, Irma (Kit Kat) Phila., no.
Allis, Roscoe (Colosimo's) Chi., no.
Allen & Parker (Great Lakes Expo.) Cleveland, Pa.
Allen & Kent (Pal.) Chi., t.
Almon, Marie (Le Mirage) NYC, no.
Aloys & Hula Hula Girls (Leon & Eddie's) NYC, no.
Alpert, Pauline (Radio City Rainbow Room) NYC, no.
Alvarez, Sofia (Hollywood) NYC, re.
Amsterdam, Morey (Villa Modern) Chi., no.
Andrews, Avis (Gotton Club) NYC, no.
Andrews, Jo (Road to Rio) Dallas, Tex.
Ardelle, Billy (Village Barn) Virginia Beach, Va.

B

Arabian Trio (Belden) Canton, O.
Arden, Dolly (Villa Venice) Chi., ro.
Arnolda (Hi-Hat) Chi., no.
Arnold, Jack (Gay '90s) NYC, no.
Arnolds, Thers (Tower) Kansas City, Mo., t.
Aren & Broderick (Pal.) Chi., t.
Artini, Sonya & Elizabeth (International Casino) NYC, no.
Ates, Roscoe (Lyric) Indianapolis, t.
Auld, Aggie (Hawaiian Paradise) Hollywood, no.
Aurette, Les (French Casino) NYC, no.
Austin, Gene (Pal.) Cleveland, t.

C

Bachelors, Four (Savoy-Plaza) NYC, h.
Baligay Bros. (International Casino) NYC, no.
Balsom, Mark (French Casino) NYC, no.
Baptie & Lamb (New Yorker) NYC, h.
Barric, Gracie (Earle) Washington, D. C., t.
Barrison, Lou (Amber) Dallas, no.
Bartrow, Dick & Edith (Beverly Hills) Southgate, Ky., cc.
Barnes, Ruthie (Yacht Club) Chi., no.
Barto & Mann (Paramount) NYC, t.
Bates, Scooty (Drake) Phila., no.
Bauer, Marie (Red Gables) Indianapolis, no.
Bell & Grey (Trail Ends) Vienna, O., no.
Bell, Jerry (Eddie Peyton's) Uniontown, Pa., no.
Belmont Bros. (Ash Trumbull Cafe) Detroit, no.

D

Bemis, Billy & Beverly (Chez Paree) Chi., no.
Bennett, Ethel (Old Roumanian) NYC, re.
Berg, Alphonse & Co. (Pal.) Chi., t.
Berkes, Johnny, & Isabella Dwan (State-Lake) Chi., t.
Berman, Henry (Cavdrier) NYC, no.
Bernard & Henriette (Rose Bowl) Chi., no.
Bernhardt & Graham (Copa Cabana) Rio de Janeiro, no.
Berns, Al (Paramount) New Haven, Conn., t.
Berry, Bob (Eastwood) Phila., no.
Bert & Jay (Colonial Village) Peoria, Ill., no.
Bert, Lynn, & Myla (Adelphia) Phila., h.
Bowen, Sibyl (Pan-American Casino) Dallas, Tex.
Bris & Bil (French Casino) NYC, no.
Bisher, Fred (Gay '90s) NYC, no.
Blackstone, Nan (Hi-Hat) Chi., no.
Blaine, Dorothy (Biltmore) St. Louis, cc.
Blair, Francis (Driftinn) Bremerton, Wash., no.

E

Benders, Four (Embassy Club) San Francisco, no.
Block & Sully (Pal.) Cleveland, t.
Blue, Johnny (Essex House) NYC, h.
Borne, Lynn (Barrel of Fun) NYC, no.
Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, no.
Booth, John (Jermy) Scranton, Pa., h.
Boran, Arthur (Hippodrome) Baltimore, Md., t.
Borg, Inga (Colosimo's) Chi., no.
Bouche, Nevia (Edgewater) Lafayette, La., no.
Bowers, Leonard (Harlem) NYC, no.
Bowers, Major, Unit (Grand Albany N. Y., t.
Boyettes, The (Wonder Bar) Cincinnati, no.
Bradford, Barbara (Paradise) NYC, re.
Bradford, Eloise (Biltmore) NYC, h.
Breen, Bobby (Pal.) Chi., t.
Brian, Melba (Road to Rio) Pan Amer. Expo., Dallas, no.
Brown, Danny (Club Lido) Youngstown, O., no.
Brown, Evans (Red Gables) Indianapolis 6-25, no.

F

Brown, Ada (Grand Terrace) Chi., no.
Brown, Shirley (Promenade Cafe, Rockefeller Center) NYC, re.
Bryant, Johnny (Riverside) Milwaukee, t.
Buckley, Dick (Planet) Chi., no.
Burke Sisters (Yacht Club) Chi., no.
Burton, Effie (Club Alabam') Chi., no.
Byton, Dorothy, Girls (Beverly Hills) Southgate, Ky., cc.

G

Calgary Bros. (International Casino) NYC, no.
Callette, Maxine (Beckley) Beckley, W. Va., t.
Callman, E. J. (Eastwood) NYC, h.
Cameron, Yukonah (St. Regis) NYC, h.
Campbell, Roy (Hollenden) Cleveland, h.
Capps, Kendall & Junior (Tower) Kansas City, Mo., t.
Carnegie, Lino (French Casino) NYC, no.
Carleton & Lullister (St. Louis) NYC, h.
Carmen, Millian (Paramount) New Haven, Conn., t.
Carney, Al (Stattler) Boston, h.
Carolmans, Four (Capitol) Washington, D. C., t.
Carpenter, Imogen (Weylin) NYC, h.
Carr, Billy (608 Club) Chi., no.
Carr Bros. & Betty (Capitol) Washington, D. C., t.

H

Carroll, June (Capitol) Washington, D. C., t.
Carroll, Marie (Harlem) Milwaukee, no.
Casey, Emmett (Gay '90s) NYC, no.
Castello, Diosa (Leon & Eddie's) NYC, no.
Carter, Bette (Half Moon) NYC, h.
Challis, Beth (Silver Lake Inn) Phila., ro.
Chandler, Hope (Paradise) NYC, re.
Chiquita (Gaucho) NYC, no.
Chocollateers (Cotton Club) NYC, no.
Claire, Jean (New Yorker) NYC, h.
Clare & Sanna Sisters (Earle) Washington, no.
Clark, Meno (Hollywood) NYC, re.
Clark, Coleman & Co. (College Inn, Sherman Hotel) Chi., h.
Claudet, Marguerite (Totem Pole Ballroom) Boston, h.
Clayton, Pat (Bartel of Fun) NYC, no.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
NYC—New York City; Phila.—Philadelphia; Chi.—Chicago.

Olaman, Milt (Willow) Chi., h.
O-Eds, Five (Roxy) NYC, t.
Cole, Sheila (Belmont) NYC, h.
Collette & Barry (Plantation) Indianapolis, no.
Comique Continentals (Capitol) Lancaster, Pa.
Condos Bros. (Paramount) New Haven, Conn., t.
Continental's, The (Chittenden) Columbus, h.
Cook & Brown (Kit-Kat) NYC, no.
Cordero, Lita (Village Barn) NYC, no.
Cordes, Melba (Palmer House) Chi., h.
Corline (French Casino) NYC, no.
Corless & Palmer (Leon & Eddie's) NYC, no.
Correa, Eric (Babette) Atlantic City, no.
Cossacks, Three (Paradise) NYC, re.
Cotton, Larry (Biltmore) NYC, no.
Courtney, Ann (Gay Nineties) NYC, no.
Cowan, Tom & Verne (Hollywood Club) Kalamazoo, Mich., no.
Crane, Thurston (Weylin) NYC, h.
Crawford & Craskey (Piccadilly) London, h.
Crip, Big Time (Topcoat) NYC, no.
Cummings, Alker (Biltmore) NYC, h.
Cummings, Don (Paramount) New Haven, Conn., t.
Cunningham & Bennett (Marcell's) Flushing, L. I., re.

D'Angelo & Porter (Biltmore) NYC, h.
D'Avalos, Rodolfo (El Chico) NYC, no.
Dash & Flash (Cavalier) NYC, no.
Darcy, Jean (McAlpin) NYC, h.
Dare, Virginia (Half Moon) Coney Island, N. Y., t.
Dario & Diane (Piazza) NYC, h.
Davis, Eddie (Leon & Eddie's) NYC, no.
Davis, Lois (Edorado) Detroit, no.
Davidson, Kenneth (Radio City Rainbow Room) NYC, no.
Davies, Mary (Red Gables) Indianapolis 6-25, no.
Davis, Johnny (Drake) Chi., h.
Day, Tiny (Fritzler's Fiesta) Crystal Lake, Ill., ro.
Day, Gloria (Dorchester) London, Eng., h.
Day, Ruth (Paradise) NYC, re.
De Costa, Vincent (Fallard) NYC, c.

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

De La Grange, Chrysis (International Casino) NYC, no.
De Marcos, The (Palmer House) Chi., h.
De Ring, Trudy (Avaton) Cleveland, O., no.
De Witt & Vehr Lane (Club Continental) Kansas City, no.
Dea, Shannon (Paradise) NYC, re.
Debonairs, The (Roxy) NYC, t.
Del Rio, Jose (Club Piccadilly) Baltimore, no.
Dell, Jack, Troy (Marcell's) Flushing, L. I., re.
Delmontes, Nena (El Treador) NYC, no.
Denet, Bill (Fulton Royale) Valley Stream, N. Y., re.
Denizon, Helen, & Twelve American Rockets (Lyric) Indianapolis, t.
Denning, Ruth (Mirador) NYC, no.
Dennis & Sayers (Bob Thompson's Grill) Washington, D. C., t.
Devereaux, Jeanne (International Casino) NYC, no.
Diamond Boys (Pan-Amer. Casino) Dallas, no.
Dillon & Farlow (Cocoanut Grove) Phila., c.
Dillon, Jean (Paradise) NYC, re.
Dixon, Gay (Colosimo's) Chi., no.
Domonde Brothers (French Casino) NYC, no.
Dover, Jane (Edison) NYC, h.
Downing, Dee (Stork Club) Chi., no.
Draper, Paul (Chez Paree) Chi., no.
Drew, Charlie (Lombardy Bar) NYC, re.
Du Shane, Dolores (Wonder Bar) Cincinnati, no.
Duchin, Eddie, & Band (Chicago) Chi., t.
Duffy & Wait (New Yorker) NYC, h.
Dulo, Ginger (Hi-Hat) NYC, no.
Duse (Falm Beach Cafe) Detroit, no.
Dumont, Valeris (Queen Mary) NYC, no.
Dunn, Francis (Barrel of Fun) NYC, no.
Dunn, Vera (Famous Door) Boston, no.
Dupont, Bob (Roxy) NYC, t.
Duskin, Joyce (Paradise) NYC, re.
Dural, Dorothy (Brevoort) Chi., h.

Eberle, Bob (Eastwood Gardens) Detroit, no.
Elliington, Duke, & Orch. (Orph.) Minneapolis, t.
Elliott, John (Biltmore) NYC, h.
Ellis, Jeanne (Lobby Cafe) Juarez, Mex., c.
Elsworth, Don (Village Barn) NYC, no.
Elton & Gilrone (Cleveland Exposition) Cleveland, Pa.
Eltons, The (Hollywood) NYC, re.
Engelman, Wilfred (Oriental) Chi., t.
Esquires, Three (Pennsylvania) NYC, h.
Evans, Steve (Pal.) Cleveland, t.

Fitzpatrick, Jimmy (Stattler) Boston, h.
Fletcher, Bluz (Ball) Hollywood, no.
Florence & Alvarez (Pan-American Casino) Dallas, no.
Florence, Cleo (Wivel) NYC, re.
Flores, Marissa (Waldorf-Astoria) NYC, h.
Flowerton, Consuela (Chateau Moderne) NYC, no.
Foote, Herbert (Edgewater Beach Hotel) Chi., h.
Forbes, Marla (Weylin) NYC, h.
Ford, Nora (608 Club) Chi., no.
Forrest, Helen (Rosevelt) New Orleans, h.
Francis & Wally (The Oasis) Detroit, no.

Gaby Bros., Tom & Joe (Roxy) Salt Lake City, t.
Gardner, Marjorie (Stanley) Pittsburgh, t.
Gale, Diana (Bertholotti's) NYC, re.
Gall-Gall (Versailles) NYC, no.
Gangi, Connie (Chez Ami) Buffalo, no.
Garcia, Lucio (Bismarck) Chi., h.
Gardner, Muriel, & Marvin Kane (Carlton) London, h.
Garron & Bennett (Bismarck) Chi., h.
Garun, Murray (Essex House) NYC, h.
Gary, Alice (Beverly Hills) Southgate, Ky., cc.
Gast, Florence (New Yorker) NYC, h.
Gaston & Andre (Meyfair) Detroit, no.
Gay, Granville (Hollywood) NYC, re.
Gaylene Sisters (Villa Venice) Chi., ro.
Gaylor, Ruth (Hollywood) NYC, re.
Geraldine & Joe (Capitol) Washington, D. C., t.
Gerritts, Paul (Chez Paree) Chi., no.
Gibson, Virginia (Bagdad) Miami, no.
Gilbert, Esther (Gay '90s) NYC, no.
Gilbert Bros. (Earle) Washington, D. C., t.
Girard, Adele (Hickory House) Larchmont, N. Y., ro.
Gleason, Jackie (Cavalier) NYC, no.
Glory, June (Blackhawk) Chi., no.
Glover & Lamae (Radio City Rainbow Grill) NYC, no.
Golden, Les (Brown Derby) Boston, no.
Gomez & Winona (Piping Rock) Saratoga, N. Y., no.

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

Gonzales, August (McAlpin) NYC, h.
Goodman, Benny, & Ork (Pan-Amer. Casino) Dallas, no.
Gordon & Rogers (Colonial) Dayton, O., t.
Gray, Alexander (Palmer House) Chi., h.
Gray, Glen & Cassa Loma Orch. (Stanley) Pittsburgh, t.
Green, Al (Pioneer) NYC, no.
Green, Jackie (Colony Club) Chi., no.
Green, Mitz (Versailles) NYC, no.
Gregory, The (Lobby Cafe) Juarez, Mex., c.
Greig, Elaine (Willow) Chi., h.
Griffith & Wells (Florida Inn) Sacramento, no.
Grisha & Brona (Villa Venice) Chi., ro.
Guarecillas, Les (El Chico) NYC, no.
Guy, Vernon (Farrish) Phila., no.
Gyldenkrone, Ebbe (Wivel) NYC, re.

Hacker & Sidell (Palm Beach Casino) Cannes, France, no.
Haines, Tate & Simpson (Leon & Eddie's) NYC, no.
Hale, Chester, Girls (Pan-Amer. Casino) Dallas, no.
Hall, Bob (Stanley) Pittsburgh, t.
Hallat, Mal, & Orch. (Met.) Boston, t.
Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City, no.
Harrington, Pat (18) NYC, no.
Harris, Bill (Casino) Dallas, no.
Harris & Shore (Grosvenor) London, h.
Harrison, Spike (Gay '90s) NYC, no.
Heath, Ann (Pierre) NYC, h.
Held, Horace, & Orch. (Earle) Phila., t.
Held, Irene (French Casino) NYC, no.
Heller, Jack (Sherman) Chi., h.
Herbert, Arthur (New Yorker) NYC, h.
Hixon, Hal (1214) Phila., no.
Holland & Hart (Pal.) Cleveland, t.
Holt, Maymo (Lexington) NYC, h.
Hooton, Don (Arrowhead) Westchester, N. Y., no.
Horton, Bernice (Queen Mary) NYC, no.
Hudson, Ann (Marcell's) Flushing, L. I., re.
Hudson, Dean, & Florida Clubmen (Byrd) Richmond, Va., t.
Huff, Tiny (Barry of Fun) NYC, no.
Hutton, Ina Ray, & Band (RKO Boston) Boston, t.
Hyde, Herman, & Co. (French Casino) NYC, no.
Hyde, Vic (Oriental) Chi., t.

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

Jarrett, Art (Pan-Amer. Casino) Dallas, no.
Jeffers, Dorothy (Hollywood) NYC, re.
Joffe, Ruth (Famous Door) Chi., no.
Johl Jr., Wally (Coronado) St. Louis, h.
Johnson, Elinor (608 Club) Chi., no.
Johnson, Lucille (Paradise) NYC, re.
Jones, Ray (Queen Mary) NYC, no.
Jones, Bobby (Talk of the Town) Peoria, Ill., no.
Jordan, Jane (Parody) Chi., no.
Joyce, Mitz (Chittenden) Columbus, h.
Julio & Sylvia (Yumuri) NYC, no.
Juvelys, Les (French Casino) NYC, no.

Kane, Allen, & Boys (Monte Carlo 845 Hotel) Chi., h.
Karol, Magician (Sun Dodgers) Chi., no.
Karre Lebaron Trio (Paramount) New Haven, Conn., t.
Karson, Marie, Musicales (Onesto) Canton, O., h.
Kavanagh, Stan (RKO Boston) Boston, t.
Kaye, Jane (Blackhawk) Chi., no.
Kellam, Norris (Great Lakes Expo) Cleveland, no.
Kelly Margee (Harry's New York Cabaret) Chi., no.
Kennedy, Chick (Lyric) Indianapolis, t.
Kennedy, Phyllis (Park Central) NYC, h.
Kent, Avis (Stevens) Chi., h.
Kevan, Alice (Stevens) Chi., h.
Khadovic, Nicolas (Russian Art) NYC, re.
King, Kenn (Village Barn) Virginia Beach, Va., no.
King, Mickie (Harry's New York Cabaret) Chi., no.
King, King & King (Oriental) Chi., t.
Kingsbury, Thelma (Radio City Rainbow Room) NYC, no.
Kinney, Ray (Lexington) NYC, h.
Kirk & Lawrence (Riverside) Milwaukee, t.
Kirkland, Paul, & Co. (State-Lake) Chi., t.
Knight, Doris (885 Club) Chi., no.
Knight, Hilda (White Mansions) Pittsburgh, no.
Kradocks, The (Pal.) Chi., t.
Kretlow, Muriel, Girls (Drake) Chi., h.

L

LaRue, Bobbie (Village Barn) Virginia Beach, no.
Ladd, Vincent (Bossert) Brooklyn, N. Y., h.
Laida, Aicha (French Casino) NYC, no.
Laird, Ruth (Lookout House) Covington, Ky., no.
Laird, Henry (Gay '90s) NYC, re.
Lamb, Gil (Pan-Amer. Casino) Dallas, no.
Lamont, Don (Hollywood) NYC, re.
Lani, Sandra (Cavalier) NYC, no.
Lane, Toni (Colony Club) Chi., no.
Lane, Friscillo (Drake) Chi., h.
Lane, Mary (Jimmy Kay's) NYC, no.
Lathrops & Lee (Met.) Boston, t.
Lavarr Bros. (Mounds) St. Louis, cc.
Lawlor, Terry (Frollos) NYC, no.
LeRoy & Sharp (Summit) Uniontown, Pa., h.
LeRoy, Howard (Totem Pole Ballroom) Boston, h.
LeVere, Earl, & Helen Warc (Colonial) Dayton, O., t.
Le Vess & Margo (Gottz) Baltimore, Md., no.
Le Vone, Jane (Harry's New York Cabaret) Chi., no.
Leamy, Jimmy & Dad (Great Lakes Expo) Cleveland, no.

Lee, Albert (Lobby Cafe) Juarez, Mex., c.
Lee, James (Leon & Eddie's) NYC, no.
Lee, Sisters (Lobby Cafe) Juarez, Mex., c.
Leonard, Jack (Tower) Kansas City, Mo., t.
Leonard, International Casino NYC, no.
Leonidoff, Leon (Wivel) NYC, re.
Leslie, Lee (Jimmy Kelly's) NYC, no.
Lester, Jerry (Stork Club) Chi., no.
Lester, The Great (Wivel) NYC, re.
Lewis, Tex, & Hillbillies (Village Barn) NYC, no.
Lewis, Nancy (Hollywood) NYC, re.
Lewis, Joe (Proles Club) NYC, no.
Lewis, Francis (Lobby Cafe) London, no.
Liljan, Dania & Malo (French Casino) NYC, no.
Lisa, Mona (Gaucho) NYC, no.
Lombard Sisters (Biltmore) Providence, h.
Lombard, Walter (Lobby Cafe) NYC, re.
Lons, John (Earle) Baltimore, no.
Loper, Don (Dorchester) London, Eng., h.
Lorlo Bros. (Lyric) Indianapolis, t.
Lorraine, Lillian (Bertholotti's) NYC, re.
Luzerne & Ashour (French Casino) NYC, no.

M

McConnell & Moore (Bowery) Pan-American Dallas, no.
McGoy, Frances (Riviera) Ft. Lee, N. J., no.
McDonald, Grace & Ray (Frollos) NYC, no.
McDonald, Sandy (Planet Mars) Chi., no.
McKay, Amy (Palmer House) Chi., h.
McKeener, Johnny (Park Central) NYC, h.
McKenna, Joe & Jane (Earle) Washington, D. C., t.
McKenzie, Red (Nick's Rendezvous) NYC, c.
McLellan, Rodney (Mt. Royal) Montreal, h.
Mack, Della & Billy (Pavillon Royale) Valley Stream, L. I., N. Y., re.
Madison, Rudy (Gay '90s) NYC, no.
Mae, Edna (Paradise) NYC, re.
Manoilta (Russian Art) NYC, re.
Mars, Ketty (French Casino) NYC, no.
Marcos, Sensational (Music Hall) Seattle, Wash., no.
Marla, Rose (Roxy) NYC, t.
Mason, Melissa (Chicago) Chi., t.
Marino, Joe (Famous Door) Chi., no.
Marshall, Jack (New Yorker) NYC, h.
Marras, Norva (Bal Tamarin) San Francisco, no.
May, Olive (Harlem) Paris, France, no.
May, Bobby (International Casino) NYC, no.
May, Kathleen (Leon & Eddie's) NYC, no.
Mayfair, Mitz (RKO Boston) Boston, t.
Mayo, Gus (Stattler) Boston, h.
Mayo, Betty (Steamship Zee) Chi., no.
Mayer, Jackie (Mirador) NYC, no.
Mey Ody (Jermy) Scranton, Pa., h.
Menschliss, Les (French Casino) NYC, no.
Mesa, George (Earle) NYC, h.
Merrill, Joan (Mayfair) Boston, no.
Miles, Gary (Paradise) NYC, re.
Mohamed, Maide Ben (French Casino) NYC, no.
Montes, Mone (El Chico) NYC, no.
Montmarre Boys (Jimmy Kelly's) NYC, no.
Moore & Revel (Frontier Fiesta) Ft. Worth, Tex., no.
Moore, Demay & Martin (State-Lake) Chi., t.
Moorehead, Jim (Mirador) NYC, no.
Morgan, Lorette (Steamship Zee) Chi., no.
Morgan, Rita (Club Alabam') Chi., no.
Morgan, Stuart, Dancers (Frontier Fiesta) Ft. Worth, Tex., no.
Morris & Mayes (Grand Terrace) Chi., no.

Morton, Alvira (Club Minuet) Chi. no.
 Mura, Corinna (Chez Paree) Chi. no.
 Murphy, Dean (Riviera) Chi. no.
 Murray & Alan (Bagdad Miami, no.
 Murray, Lyn, Singers (Pan-American Casino)
 Dallas.
 Myrus (College Inn) Chi. no.
 Myrtle & Pacaud (International Casino) NYC,
 no.

N

Nations, Evelyn (Congress) Chi. h.
 Negrete, George (Yumuri) NYC, no.
 Nelson, Nelle (Harry's New York Cabaret)
 Chi. no.
 Nomi Sisters (500 Atlantic City, no.
 Nunit, Evelyn (Wivel) NYC, re.
 Nona (Gaelin) NYC, no.
 New Yorkers, The (Open Door) Chi. no.
 Newman, Doug (Stalder) Boston, h.
 North, Kay (Famke's Casino) Chi. no.
 North, Wilma (Famous Door) Boston, no.

O

O'Dea, Sunnie (Tower) Kansas City, Mo., t.
 O'Neal, Cackles (Pavillon Royal) Valley
 Stream, N. Y., ch.
 O'Rourke, Nan (Elshy) Phila. no.
 Oliver, Vic (Riverside) Milwaukee, t.
 Orta, Rosita (Yumuri) NYC, no.
 Ortnes, Joe (Trocaador) London, no.
 Omar (St. George) Brooklyn, h.

Page, Ken & Roy (Mistral) Chi. no.
 Painter, Dixie (Rose Bowl) Chi. no.
 Palmer, Gladys (Three Deuces) Chi. no.
 Pammer, Helen (Colony) Chi. no.
 Paradise, Pat (Parody) Chi. no.
 Parish Sisters (Palmer House) Chi. h.
 Park & Clifford (Chicago) Chi. no.
 Parker, Bob (Lookout House) Covington, Ky.,
 no.
 Parker, LaRue (Brown Palace) Denver, h.
 Parra, Emile (Lido) Montreal, h.
 Paul Sisters (Club Alabama) Chi. no.
 Perkins, Johnny (Capitol) Washington,
 D. C., t.
 Perry, Frank (Tuxedo Club) Phila. no.
 Perry, Lou (Kasey Klub) Henderson, Ky.
 Petty, Ruth (Zachary) Chicago, h.
 Phillips, Wendell (Club) Chi. h.
 Plicks, Jane (Paramount) NYC, t.
 Pils & Tabet (Mayfair) London, no.
 Plaza, Trini (Chateau Moderne) NYC, no.
 Powell, Eddie (Avalon) Cleveland, no.
 Powell, Jack (Arens) Copenhagen.

Q

Queens of Heart (International Casino) NYC,
 no.

R

Raeburn, Bert (Queen Mary) NYC, no.
 Ramon & LeMayne (Eldorado) Detroit, no.
 Ramon & Renita (Riviera) Ft. Lee, N. J., no.
 Rancheros, Three (Weylin) NYC, h.
 Randall, Peter (Green Gables) Drums, Pa.,
 no.
 Raphael (Waldorf-Astoria) NYC, h.
 Ray, Joey (Hollywood) NYC, re.
 Ray, Allen (Commo) Buffalo, no.
 Raye & Naldi (Radio City Rainbow Room)
 NYC, no.
 Rays, Vivian (Mirador) NYC, no.
 Raymond, Three (Jimmy Kelly's) NYC, no.
 Read, Billy (Leon & Eddie's) NYC, no.
 Reeves, Billy (French Casino) Detroit, no.
 Renard, Jerry (Chicagoan) Chi. h.
 Reyes (Jimmy Kelly's) NYC, no.
 Renaud, Rita (Bertolotti's) NYC, re.
 Reyes, The (Chez Paree) Chi. no.
 Reynolds, Maude (New Yorker) NYC, h.
 Richards & Carson (Paradise) NYC, no.
 Richards, Harold (St. Moritz) NYC, h.
 Rider Sisters (Stork Club) Chi. no.
 Rips, Bob (Riviera) Ft. Lee, N. J., no.
 Robbins Family (Adelphia) Phila. no.
 Robbins, Les (French Casino) NYC, no.
 Robertson (French Casino) NYC, no.
 Robinson, Bill (Crown Club) NYC, no.
 Roger, Germaine (French Casino) NYC, no.
 Rohmer, Billie (Frontenac) Detroit, no.
 Roland, Mary (Paradise) NYC, re.
 Rolph, Wynne (Wivel) NYC, re.
 Ronald & Roberta (Blackhawk) Chi. no.
 Rossalind & Annette (Tokay) NYC, re.
 Roschini, Nico (French Casino) NYC, no.
 Rose, Jack (Place Elegante) NYC, no.
 Roselle, Mildred (Cavalier) NYC, no.
 Rosini, Carl (Mt. Royal) Montreal, h.
 Ross & Edwards (State-Lake) Chi. t.
 Ross & Bennett (Oriental) Chi. t.
 Ross, Frank, Trio (Royal Pines) Lake George,
 N. Y., ro.
 Ross, Dr. Sydney (Rainbow Grill) Radio City,
 NYC, no.

S

Sakura (Harry's New York Cabaret) Chi. no.
 Samuels Bros. & Harriet Hays (Riverside)
 Milwaukee, t.
 Sanami & Michi (Frontier Fiesta) Ft. Worth,
 Tex., no.
 Sautters, Dorothy (Kit-Kat) NYC, no.
 Schaps, Sid (Edo) Chi. no.
 Sedgley, Roy (Mirador) NYC, no.
 Seidel & Spotty (Frontier Fiesta) Ft. Worth,
 Tex., no.
 Seror Twins & Melita (Olmos) San Antonio,
 no.
 Seymour, Jack, & Co. (Earle) Washington,
 D. C., t.
 Sheg Team (Paramount) NYC, t.
 Shaw, Wini (Riviera) Ft. Lee, N. J., no.
 Shaver, Buster, & Co. (R.C.O. Boston) Boston, t.
 Shayne, Gloria (Mayflower Casino) Chi. no.
 Shea & Raymond (Paradise) NYC, re.
 Shea, Norma (Wivel) NYC, re.
 Skelton, Red (Pal) Cleveland, t.
 Shore, Willie (Hi-Ha) Chi. no.
 Short Waves (The Stevens) Chi. h.
 Siegfried, Grant (Ice Follies, Auditorium) At-
 lantic City Sept. 6.

T

Skyrockets, Four (Steamship Zee) Chi. no.
 Smith, Earle (Brevort) Chi. h.
 Solari, Willie (Marcel's) Flushing L. I., re.
 Son & Sonny (Grand Terrace) Chi. no.
 Soria, Miss (New Yorker) NYC, h.
 Southland Rhythm Girls (Open Door) Chi. no.
 Spitalny, Phil, & Orch. (Michigan) Detroit, t.
 Squires, Four (Swing) Hollywood, Calif., no.
 Stadler & Rose (International Casino) NYC,
 no.

U

Sterner, Kean & Lois (Bal Tabarin) Paris,
 no.
 Stevens Bros. & Big Boy (Colonial) Dayton,
 O., t.

Sticks, Billy (Mirador) NYC, no.
 Stone, Dick (Essex House) NYC, h.
 Storck, Allen (Pennsylvania) NYC, h.
 Stroud Twins (Radio City Rainbow Room)
 NYC, no.
 Strickland, Peggy (Chateau Moderne) NYC,
 no.
 Sue, Lyda (Riviera) Ft. Lee, N. J., no.
 Suzanne & Christino (Jimmy Kelly's) NYC,
 no.
 Swain Sisters (Jimmy Kelly's) NYC, no.
 Swann, Russell (Dorchester) London, h.
 Sylvester, Frederick, & Nephews (Riverside)
 Milwaukee, t.
 Sylvia & Clemens (Colonial) Dayton, O., t.
 Sylvia, Franco & Drigo (Mayfair) Boston, no.

T

Tappen, Maxine (Essex House) NYC, h.
 Taylor, Key (Hollywood) NYC, re.
 Texas Tommy (Mt. Royal) Montreal, h.
 Thompson, Helen (Clover) Hollywood, no.
 Thon, Dolly (Palmer House) Chi. h.
 Thury, Iona de (Tokay) NYC, re.
 The Two Sisters (Leon & Eddie's) NYC, no.
 Thiney, Dot (Black Cat) NYC, no.
 Tip, Tap & Toe (Cotton Club) NYC, no.

U

Titon Trio (Versailles) NYC, re.
 Torres, Carmen (French Casino) NYC, no.
 Toy, Ming (Howdy) NYC, no.
 Trump Band (Crown Club) NYC, no.
 Turner, Don (Green Hills) St. Joseph, Mo.,
 no.
 Trent, Tommy (Oriental) Chi. t.
 Troy, Theo (Harry's New York Cabaret) Chi.
 no.
 Tye, Valerie (French Casino) NYC, no.
 Twins, Watkins, June & Joel (1940 Club)
 Detroit.

V

Uppman, John (Adelphia) Phila. h.

V

Valo & Stewart (Gaiety Cabaret) Brussels, o.
 Van, Jack G. (Croswell) Adrian, Mich., 17-18;
 (Rialto) Cincinnati 19, t.
 Variety Gambol (Pal) Cleveland, t.
 Variety Boys, Three (Leon & Eddie's) NYC,
 no.
 Vaughan, Virginia (Pavillon Royale) Valley
 Stream, L. I., N. Y., re.
 Vernon, Dorothy (Place Elegante) NYC, no.
 Vernon, Edgar, & Corita (Mandarin) Babers-
 field, Calif., no.
 Vickers, Joan (Harry's New York Cabaret)
 Chi. no.
 Villani, Mario (Arcadia) Phila. re.
 Vinton, Renee (Bertolotti's) NYC, re.
 Vilos & Anita (Mayfair) Boston, no.

W

Wakefield, Oliver (Radio City Rainbow Room)
 NYC, no.
 Walders, Darlene (Sporting d'Ete) Monte
 Carlo, France, no.
 Walker, Alvera (Palmer House) Chi. h.
 Wallace, Frank (Blue Moon Gardens) Mil-
 waukee, no.
 Walsh & Barker (Berkeley) London, h.
 Walters, Valerie (Beckley) Beckley, W. Va., t.
 Walters, Charles (St. Regis) NYC, h.
 Walters, Walter (Hollywood) NYC, re.
 Walters, Gene (Jimmy Kelly's) NYC, no.
 Warren, Arthur, Orch. (Pavillon Royale) Val-
 ley Stream, L. I., N. Y., re.
 Washington, George, Dewey (Grand Terrace)
 Chi. no.
 Wences (Dorchester) London, h.
 West, Larry (Village Barn) Virginia Beach,
 Va., no.
 White, Jack (18 NYC), no.
 White, Belva (Yacht Club) Chi. no.
 White, Ann (Bertolotti's) NYC, re.
 White, Darny (Nixon) Pittsburgh, re.
 White, Joan (Eddie Peyton's) Uniontown, Pa.,
 no.
 White Bros. & Dot (Grey Wolf) Sharon, Pa.,
 no.
 White, Jack (Gay '90s) NYC, no.
 Whitney, Arline (Wivel) NYC, re.
 Whitney, Barney (Normandie Inn) Warren,
 Pa.
 Whitney, Maurine (Steamship Zee) Chi. no.
 Wicke, Gus (Gay '90s) NYC, no.
 Wilcox, Dorothy (New Yorker) NYC, re.
 Will, Ward (Gay '90s) NYC, no.
 Williams, Art (Club Alabama) Chi. no.
 Williams, Maxine (Onyx) NYC, no.
 Willis & Gilmore (Mayfair) Detroit, no.
 Wilson, Edna Mae (Westminster) Boston, h.
 Wilson, Jackie & Honey (Cavalier) NYC, no.
 Winthrop, Dale (Michigan) Detroit, t.
 Woods, Johnny (Paramount) NYC, t.
 Woods, Lorraine (International Casino) NYC,
 no.
 Worth, Grace (Dorchester) London, h.
 Wright, Edythe (Pennsylvania) NYC, h.
 Wright, Ruby (Beverly Hills) Newport, Ky.,
 no.
 Wyatt, Bob (Golden Spot) Chi. no.

X

Yost, Ben, & Varsity Eight (Riviera) Ft. Lee,
 N. J., ro.

Z

Zee Zee, Mlle. (Colosimo) Chi. no.
 Zig & Zag (Powell's) Antigo, Wis., no.
 Zudella & Co. (Hollywood) Milwaukee 11-24, t.

THE TITANS

(J. J. Ryan—A. J. Beck—F. L. Barker)
 "RHYTHM IN SLOW MOTION"
 Direction MILES INGALLS,
 International Theatrical Corp., New York.

A

Aces, Four: (Yacht) Chi. no.
 Adcock, Jack: (Manon Inn) Manoa, Pa.
 Adams, Johnnie: (French Village) Dayton, O.
 Agnew, Charlie: (Washington-Youres) Shreve-
 port, La., h.
 Albert, Bill: (Bartlett) Rochester, N. Y., no.
 Albert, Mickey: (Riviera) Ft. Lee, N. J., no.
 Angeles: (Bertolotti's) NYC, re.
 Arnheim, Gus: (Los Angeles County Fair)
 Pomona, Calif., p.
 Asbell, Jerry: (Brass Rail Tavern) Salem,
 Wis., no.

Asen, Bob: (Wivel) NYC, re.
 Atkinson, Connie: (Berkeley-Carteret) Au-
 bury Park, N. J., h.
 Auwater, Fred: (Flamingo Club) Orlando,
 Fla., no.
 Ayce, Mitchell: (Hollywood) NYC, no.

B

Baker, Fred: (Tropical Bar) Vero Beach, Fla.,
 no.
 Ballou, Dick: (Belmont Plaza) NYC, h.
 Bananas, Sharkey: (Nick's Rendezvous)
 NYC, c.
 Barst, Hughie: (Tavern-on-the-Green) NYC,
 re.
 Bender, Otto: (Outpost) Ridgefield, Conn., ro.
 Berigan, Bunny: (Meadowbrook) Cedar Grove,
 N. J., ro.
 Bergen, Maximilian: (Versailles) NYC, re.
 Berkeley, Duke: (Honkey-Dory) Stamford,
 Conn., no.
 Bernard, Phil: (Paramount) Goldsboro,
 N. C., t.
 Betzner, Jack: (Essex House) Newark, N. J.,
 re.

B

Biltmore Boys: (Wonder Bar) Detroit, Mich.
 Blaine, Jerry: (Park Central) NYC, h.
 Black, Bob: (Pete Marquette) Peoria, Ill., h.
 Blake, Lou: (Chez Paree) Omaha, no.
 Bonell, Michael: (Bond) Hartford, Conn., h.
 Bonnelly, Eddie: (Black Cat) Wilmington,
 Del., ro.
 Borr, Mischa: (Sherry-Netherland) NYC, h.
 Boulanger, Charles: (Mansion) Youngstown,
 Pa., no.
 Bova, Joe: (Wonder Bar) Cincinnati, no.
 Brandwynne, Nat: (Essex House) NYC, h.
 Bressie, Lou: (French Casino) NYC, no.
 Brooks, Alan: (Glen Park Casino) Williams-
 port, N. Y., no.
 Brown, K. A.: (Echo Lake Club) Echo Lake,
 Pa.
 Brunckley, Charley: (Log Cabin) Aurora, Ill.,
 no.
 Bunchuk, Yasha: (International Casino) NYC,
 no.
 Burke, Clarence: (Garden) White Plains,
 N. Y., re.
 Burns, Harry: (Kenmore) Albany, N. Y., h.
 Busse, Henry: (Chez Paree) Chi. no.

C

Caceres, Emilio: (Merry-Go-Round) Dayton,
 no.
 Calloway, Cab: (Cotton Club) NYC, no.
 Campbell, Jan: (Hulet's-on-Lake George)
 Hulet's Landing, N. Y., cc.
 Campus Jesters: (Cypress Arms) West Hart-
 ford, Conn., no.
 Cardulo, Harry: (Arrowhead) Cincinnati, no.
 Carlton, Duke: (Spider) Eagle River, Wis., no.
 Carpenter, Earl: (Lincoln) NYC, h.
 Carter, Jack: (Harbor Inn) Rockaway, N. Y.,
 no.
 Childs, Reggie: (Elitoh's) Denver, no.
 Chyoki: (Village Brewery) NYC, no.
 Claire, Stanley: (Le Maze) Hollywood, re.
 Clayman, Bob: (Willow) Chi. h.
 Coloban, Cornelius: (Radio City Rainbow
 Grill) NYC, re.
 Conn, Irving: (Arrowhead) NYC, ro.
 Cook, Ted: (Yacht Club) Chi. no.
 Costanzo, Ralph: (Friendship) Kenosha, Wis.,
 no.
 Costello, Pat: (French Casino) Atlantic City,
 no.

C

Courtney, Del: (Chase) St. Louis, h.
 Craig, Mel: (Bordewick) NYC, h.
 N. J., re.
 Craig, Carvel: (Utah) Salt Lake City, h.
 Crawford, Jesse: (Peabody) Memphis, h.
 Crest, Gill: (Westview) Pittsburgh, h.
 Cricket, Ernie: (Unique, Grill) Delawareanna.
 Cromwell, Chauncey: (Sagamore) Bolton
 Landing, N. Y., h.
 Cummins, Buddy: (Biltmore) NYC, h.
 Cummins, Buddy: (Crystal) Accord, N. Y., h.
 N. Y., ro.

D

Dann, Arthur: (Stork) NYC, no.
 Dare, Ronald: (George Washington) West
 Palm Beach, Fla.
 Darrell, Pat: (Wonder Bar) Zanesville, O., no.
 Dantzig, Ed: (St. George) Brooklyn, N. Y., h.
 Davis, Eddie: (Luxe) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, re.
 Davis, Fess: (House of Jacques) Oklahoma
 City, Okla., no.
 De Babary, Joska: (Biltmore) NYC, h.
 De Carlo, Joe: (Montgomery Royal Gardens)
 Brooklyn, N. Y., no.
 Deas, Eddie: (Sunbeam) Swampscott, Mass.,
 no.
 Di Bella, Angelo: (Armando's) NYC, re.
 DiBert, Sammy: (Wester Hall) Detroit, h.
 DiBert, Emery: (Radio City Rainbow Room)
 NYC, no.

D

Dictators, Four: (Rose Bowl) Chi. c.
 Dixon, Dick: (Gloria Palast) NYC, no.
 Donahue, Al: (Rossvell) New Orleans, h.
 Donaldson, Fred: (Lawrence) Erie, Pa., h.
 Doney, Jimmy: (Eastwood Gardens) Detroit,
 no.

D

Duces of Rhythm: (Moonlight) Phila. c.
 Duchin, Eddie: (Plaza) NYC, h.
 Duck, Don: (Village Brewery) NYC, no.
 Duff, Dolph: (Green Derby) Cleveland, no.
 Duffy, Ray: (Darling) Wilmington, Del., h.
 Dunn, Al: (Wagon Wheel) Monroe, La., no.
 Durst, Henry: (Nat Ballroom & Supper Club)
 Amarillo, Tex., no.

E

Edwards, Vince: (Mt. Marion Inn) Mt. Marion,
 N. Y., ro.
 Edmund, George: (Loyale) NYC, c.
 Engle, Freddy: (University Club) Albany,
 N. Y., no.
 Engle, Stella: (Willbank's Recreation Cafe)
 Prospect Park, Pa., no.
 Engle, Charles: (Harry's New York Cabaret)
 Chi. no.
 Ermelin, Fred: (Palm Beach Casino) Cannes,
 France.
 Ernie, Val: (Riviera) Ft. Lee, N. J., no.
 Euley, George: (Markey's) Westchester, N. Y.,
 re.

F

Farmer, Will: (Radio City Promenade Cafe)
 NYC, re.
 Felix, Don: (Pines) Newtown, Conn., h.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Ferdinando, Felix: (Mountaintop) Fort Kent,
 N. Y., no.
 Ferrat, Art: (Balconades) Pittsburgh, no.
 Feltis, Jim: (Steel Pier) Atlantic City, b.
 Fields, Shep: (Steel Pier) Atlantic City, b.
 Fledge, Cliff: (Lake Pier) Akron, b.
 Fields, Harry: (Royce) Monticello, N. Y., h.
 Fields, Jack: (Steuben) Boston, h.
 Fluke, Billy: (31) Phila. no.

Fogarty, Alex: (Weylin) NYC, h.
 Fosdick, Gene: (Shelton) NYC, h.
 Frassetto, Joe: (500 Atlantic City), no.
 Fray, Jacques: (St. Regis) NYC, h.
 Frederic, Marvin: (Commodore Ferry) To-
 ledo, b.
 Freeman, Jerry: (Paradies) NYC, cb.
 Funk, Larry: (Euclid Beach) Cleveland, p. G.

G

Gaspard, Dick: (Palmer House) Chi. h.
 Gaylord, Charley: (Bill Green's) Pittsburgh,
 no.
 Gee, Billy: (Continental) Canton, O., no.
 Gentlemen of Rhythm, Four: (Brown) Louis-
 ville, Ky., h.
 Gilbert, Jerry: (Emerson) Baltimore, h.
 Gilberto, Don: (Valencia) NYC, no.
 Gill, Jaquin: (Tavern) Lake Tahoe, Calif., o.
 Gill, Evelyn: (Coral Gables) Lansing, Mich.,
 no.

G

Gonales, Ralph: (St. Moritz) NYC, h.
 Goodough, Henry: (Laurels) Sackett Lake,
 N. Y., cc.
 Graff, Johnny: (Anchorage Inn) Phila. no.
 Gray, Len: (New Cedars) New Bedford,
 Mass., no.
 Gray, Glen: (Eastwood Gardens) Detroit, no.
 Grayson, Hal: (Meadowbrook) Cedar Grove,
 N. J., no.
 Grayson, Bobby: (Willows) Pittsburgh, no.
 Greig, Harold: (Hi Hat) Klamath, N. Y., no.
 Greene, Murray: (Embassy) Bronx, N. Y., no.
 Grest, Eliseo: (Yumuri) NYC, no.
 Grier, Jimmy: (Biltmore Bowl) Los Angeles,
 no.
 Gies, Johnny: (Half Moon Inn) Steubenville,
 O., no.

H

Hall, George: (Taft) New York, h.
 Hampton, Jack: (Knickerbocker Gardens)
 Flint, Mich., no.
 Hilde, Dick: (Club Frolas) Albany, N. Y.,
 no.
 Harris, Claude: (Joe's Stables) Detroit, no.
 Harris, Phil: (Casino) Dallas, Tex., no.
 Harrison, Will: (Rich's) Westchester, N. Y.,
 re.
 H. Little Joe: (Forest Park Highland) St.
 Louis, p.
 Harte, Carl: (Claremont) NYC, no.
 Hauck, Carlton: (Sak's) Detroit, no.
 Haven, Bee: (Catharine) Tallahassee, no.
 Hawkins, Jess: (New Penn) Library, Pa., no.
 Hawkins, Erskine: (Uproar) NYC, no.
 Hedrick, Pearl: (McHattan) Johnstown, Pa.,
 no.
 Helke, Fred: (Mayfair Casino) Cleveland, no.
 Herbeck, Ray: (Muehleberg) Kansas City, h.
 Herron, Woody: (Hunt's) Wildwood, N. J., b.
 Herron, Bob: (Trimbles 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.
 Hines, Earl: (Riverview Park) Des Moines, h.
 Hiram, La Rue: (Crown Club) Montreal, h.
 Hixson, Bruce: (Mont Royal) Montreal, h.
 Holden, Virginia: (Normandy Inn) Warren,
 Pa., no.
 Holmes, Herbie: (The New Casino) Walled
 Lake, Mich., no.
 Huntley, Lloyd: (Mount Royal) Montreal, h.

I

Irish, Mace: (Chanticleer) Millburn, N. J.,
 re.

J

Jackson, Paul: (Old Mill Tavern) Jackson-
 Mich., no.
 Jackson, Jack: (Dorchester) London, Eng., h.
 Jahn, Al: (Rhineclaud Gardens) Armonk,
 N. Y., ro.
 Jelesnik, Eugene: (Hollywood) NYC, re.
 Johns, Al: (Rhineclaud Gardens) Armonk,
 N. Y., ro.
 Johnson, Eunice: (Old Heidelberg) Medford,
 Wis.
 Jody, Harold: (Rosevelt) New Orleans, h.
 Jose, Senor: (Woodlawn) Shreveport, La., no.
 Juan, Don: (El Torrado) NYC, no.

K

Keating, Ray: (Murray's) Westchester, N. Y.,
 no.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Keller, Leonard: (Washington-Youres) Shreve-
 port, La., h.
 Kent, Erwin: (Chanticleer) Millburn, N. J., ro.
 King, Don: (Walkabout) Newark, N. J.
 King, Teddy: (Schroon Manor) Schroon Lake,
 N. Y., cc.
 Kings of Swing, Three: (Kentucky) Louis-
 ville, h.
 King's Jesters: (La Salle) Chi. h.
 Kirk, Andy: (Grand Terrace) Chi. no.
 Kirkham, Don: (Birkeland Inn) Denver, no.
 Klein, Jules: (Stalder) Detroit, h.
 Kraft, Joe: (Red Hill Inn) Pensacola, N. J.,
 no.

K

Kress, Andy: (Avon Inn) Asbury Park, N. J.
 Kristal, Cecil: (Dempsey) Macon, Ga., h.
 Krumin, Costya: (Russian Bear) New York,
 re.
 Kunder, Robert: (Martin's Rathskeller)
 NYC, no.

L

LaMar, Ayars: (Broadmoor) Denver, Colo.,
 no.
 LaMothe, Olive: (Rosegarden) Middletown,
 Conn., c.
 Lascor, Walt: (Rauif) Oklaohak, Wis., h.
 Laganan, Bill: (Club Trancon) Mobile, Ala., no.
 Lamb, Mary: (Craig Beach Park) Diamond, O.
 Lamb, Drexel: (Marine Room) Muskegon, Mich.,
 h.
 Lane, Eddie: (Lexington) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Lape, Brad: (Parkway Lodge) White Plains,
 N. Y., no.
 LeBaron, Eddie: (Radio City Rainbow Room)
 NYC, no.
 Lewis, Harry: (Wilshire Bowl) Los Angeles, b.
 Lucks, Hugo: (Three Mile Inn) Monroe, La., o.
 Linden, Udo: (Gloria Palast) New York, cb.
 Lishon, Henri: (Gunter) San Antonio, h.
 Livick, Joe: (South Bluff) Peru, Ill., cc.
 Livingston, Jimmie: (Seaside Casino) Virginia
 Beach, no.
 Lopez, Antonio: (Country Club) Coral Gables,
 Fla., cc.
 Loss, Jimmy: (Windsor) Michigan City, Ind.,
 no.

M

McCune, Bill: (Bossert) NYC, h.
 McElroy, Bob: (Macdi) Milwaukee, no.
 McFarlan, Frank: (Chateau Moderne) NYC,
 no.
 McHale, Jimmy: (Westminster) Boston, h.

McRae, Jerry: (Eagle Inn) Spread Eagle, Wis., nc.
 Malone, Don: (Golden Goose) Omaha, nc.
 Moreno, Frank: (Sweeney) Baltimore, c.
 Martel, Gus: (Stork) NYC, nc.
 Martell, Paul: (Lighton's Half-Way House) Stamford, Conn., r.
 Martin, Bob: (Chez Florene) Paris, nc.
 Martin, Freddy: (Meadowbrook) St. Louis, h.
 Martin, Ken: (Orchard) Pittsburgh, nc.
 Masters, Frankie: (College Inn) Chi, nc.
 Mayer, Ken: (Gunter) San Antonio, h.
 Mayhew, Nye: (Stabler) Boston, h.
 McH, Larry: (Lamb's) Phila., c.
 Merritt, Wendell: (Schmidt's Farm) Scarsdale, N. Y., nc.
 Meroff, Benny: (New Yorker) NYC, h.
 Messner, Johnny: (McAlpin) NYC, h.
 Middleton, Ken: (Nixon) Pittsburgh, c.
 Miller, Glen: (Rosevelt) New Orleans, h.
 Mills, Dick: (Rotisserie Club) Jackson, Miss., nc.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Montgomery, Jack: (Motor Inn Barn) Mt. Kisco, N. Y., r.
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.
 Morgan, Russ: (French Casino) NYC, nc.
 Moss, Stuart: (Capitol-by-the-Sea) Santa Cruz, Calif.
 Motely, Berk: (Casa Grand) Berwyn, Md., nc.
 Mowry, Ferde: (Embassy) Southampton, Ontario, b.
 Mullen, Dickie: (Mandarin) Memphis, nc.
 Munro, Hal: (Wanam) Chi, nc.
 Murray, Charlie: (Mon Paris) NYC, nc.

N
 Nagar, Pat: (4-H Club) Chi, nc.
 Nagel, Fred: (Del Monte) San Francisco, h.
 Nannette, Marie: (Royal Oak) Belmar, N. J., nc.
 Navarro, Al: (Belvedere) Baltimore, h.
 Neeld, James, Concert Band: (Fair) Columbia, Tenn.
 Nickles, Billie: (Cafe de Patee) Los Angeles, nc.
 Novak, Frank: (Warwick) NYC, h.
 Novick, Jules: (Saxon) Monticello, N. Y., h.

O
 O'Hare, Husk: (Andrew Jackson) Jonesboro, Tenn., c.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Olsen, George: (International Casino) NYC, re.

P
 Palermo, Billy: (Fallard) NYC, c.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Ken: (Barbee's) Isle of Hope, Ga., b.
 Parnico, Louis: (Chase) St. Louis, h.
 Fancost, Ace: (Sunset Inn) Drexel Hill, Pa., nc.
 Papalia, Russ: (Crystal Club) Natchez, Miss., nc.
 Pantone, Mike: (Loftus Ambassador Inn) Albany, N. Y., c.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
 Pendarvis, Paul: (Pal.) San Francisco, h.
 Perry, Lou: (Kasey) Henderson, Ky., nc.
 Peterson, Dea: (Epsy Villa) Albany, N. Y., nc.
 Pett, Emil: (Savoy Plaza) NYC, h.
 Pitman, Jack: (Fort Arthur) Providence, R. I., re.
 Pope's, Bob: (Oleantang Park) Columbus, O., b.
 Powell, Dick: (Inlet) Anglesa, N. J., c.
 Pryor, Roger: (Edgewater Beach) Chi, h.

Q
 Quartell, Frankie: (Colony Club) Chi, nc.

R
 Rand, Orville: (Bertolotti's) NYC, re.
 Rapp, Barney: (Beverly Hills) Newport, Ky., nc.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Reisman, Leo: (Waldorf-Astoria) NYC, h.
 Reyes, Chico: (Continental) Detroit, nc.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Ricard, Joe: (Cavalier) NYC, nc.
 Richards, Harold: (St. Moritz) NYC, h.
 Riley, Mike: (Gypsy Villa) Louisville, nc.
 Rinaldi, Nino: (Colosimo's) Chi, nc.
 Rio, Joe: (Blue Moon) Tulsa, Okla., nc.
 Rizzo, Vincent: (Adelphia) Phila., h.
 Roberts, Eddie: (Red Mill) Bronx, nc.
 Rochelle, Jimmy: (Bartlett's) Pleasant Lake, Mich., b.
 Rocco, Maurice: (Kit-Kat) NYC, nc.
 Rodriguez, Joe: (Versailles) NYC, nc.
 Rodrigo, Don Juan: (Shadowland) St. Joseph, Mich., b.
 Rodrigo, Nan: (Traymore) Atlantic City, N. J., h.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
 Rosenthal, Jack: (Versailles) NYC, nc.
 Russell, Harry: (Waco Pavilion) Syracuse, Ind., b.

S
 Sable, Marc: (Cavalier) NYC, nc.
 Sanders, Joe: (Blackhawk) Chi, c.
 Saunders, Bob: (Guernwood Bowl) Guerneville, Calif., nc.
 Savre, Dean: (Arlington) Pittsburgh, cc.
 Schafer, Ray: (Log Cabin Farms) Armonk, N. Y., re.
 Schellang, Augie: (Roosevelt) New Orleans, h.
 Scoggin, Chic: (Jefferson) St. Louis, h.
 Sevelio, Canto: (San Souci) Havana, nc.
 Sherr, Jack: (Ritz Gardens) Atlantic City, re.
 Silva, Frank: (Blossom Heath) Houston, c.
 Simmonds, Arlie: (Northwood) Denver, c.
 Simpson, Carl: (Carmen) Phila., t.
 Smith, Larry: (Ambassador) NYC, h.
 Smith, Stuff: (Famous Door) Hollywood, Calif., nc.
 Snyder, Billy: (Gibson) Cincinnati, h.
 Snyder, Dick: (Coral Gables) Lansing, Mich., nc.
 Soldwell, Dutch: (Wonder Bar) Grand Rapids, Mich., nc.
 South, Eddie: (d'Oleaux) International Expo., Paris, nc.
 Southern Gentlemen Orchestra: (Deahler-Wallick) Columbus, O., h.
 Southland Rhythm Girls: (Open Ooor) Chi, nc.
 Sprig, Jack: (Netherland Plaza) Cincinnati, O., h.
 Sprits of Rhythm, Six: (Onyx) NYC, nc.
 Stanley, Ken: (Dayton Tavern) Wildwood, N. J., c.
 Steel, Leonard: (Et. Shelby) Detroit, h.
 Steele, Bill: (Casino) Fort Worth, Tex.

Stenross, Charles: (Mission Inn) Latrobe, Pa., c.
 Stipes, Eddie: (Blue Moon) Toledo, nc.
 Stolz, Cole: (Catholic) Memphis, nc.
 Stolze, George: (Nightingale Club) Warsaw, Wis.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Swanson, Billy: (Edison) NYC, h.
 Sylvester, Bobby: (Carl's) Baltimore, p.

T
 Tanner, Frank: (Coral Gables) San Antonio, nc.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thomas, Eddie: (Nut Club) NYC, nc.
 Thorton, Ed: (Parade) Phila., nc.
 Tilson, Jack: (Wawasee) Lake Wawasee, Ind., h.
 Tinsley, Ted: (Parrish) Phila., c.
 Titus, Paul: (Hess) Haddonfield, N. J., re.
 Tracy, Jack: (Chez Maurice) Dallas, nc.
 Tras, Clyde: (Lookout House) Covington, Ky., nc.
 Travers, Ted: (Ault Park) Cincinnati, Md., nc.
 Travis, Jimmy: (Club Piccadilly) Baltimore, Md., nc.
 Truck, Charles: (Hollywood) Kalamazoo, Mich., nc.
 Tyldesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.

U
 Ulrich, Roberto: (Lobby) Juarez, Mex., c.

V
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind. Vagabonds Three: (Broadmoor) Denver, cc.
 Varone, Joe: (Van Buren Inn) Dunkirk, N. Y., nc.
 Vargas, Eddie: (Blsmarck) Chi, h.
 Vegas, Las: (Convention Hall) Wildwood, N. J., h.
 Vell, Tubby: (Bruno) Chi, re.
 Verba, Charlie: (Chelsea) Atlantic City, N. J., h.
 Vierra, Al: (Congress) Chi, h.
 Vogt, George: (Log Cabin) Gloucester Heights, N. J., re.
 Vorden, Vivian: (Midtex) Midland, Tex., nc.

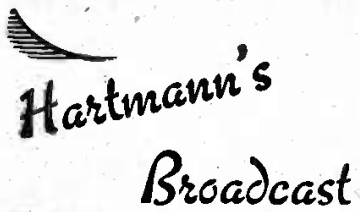
W
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Walker, Barry: (Stork Club) Chi, nc.
 Wardlaw, Jack: (Pavilion) Hendersonville, N. C.
 Wells, Fred: (Drake) Chi, h.
 Webb, Joe: (Queen Mary) NYC, nc.
 Welsler, Leo: (Michigan Tavern) Niles, Mich., nc.
 Wendell, Connie: McHenry, Ill.
 Westbrook, Henry: (Columbia) Columbia, N. J., h.
 Whiteman, Paul: (Frontier Fiesta) Ft. Worth, Tex., p.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Widmer, Bus: (Rendezvous) Battle Creek, Mich., nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Williams, Sande: (Stevens) Chi, h.
 Winston, Dave: (Plantation) New Orleans, nc.
 Winston, Jack: (Bal Tabarin) San Francisco, nc.
 Woodfield, Harry: (Hofbrau) Canton, O., c.
 Woodworth, Julian: (Arcadio) NYC, b.

Z
 Zatur, Joseph: (Biltmore) NYC, h.
 Zelman, Rubin: (Caravan) NYC, nc.

FAIR GRAND-STAND ATTRACTIONS

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

Ackermann's, Al. Six Tip Tops: Montevideo, Minn., 20-22.
 Albanis: Frederickton, N. B., Can.
 Aice, Edna & Co.: Calumet, Mich.
 Ahear, Charles: Reading, Pa.
 Arell, Orello: London, Ont., Can.
 Aristocratic Goats: Frederickton, N. B., Can.
 Arley, Louis, & Oliver Sisters: Montpelier, O., 15-18; Hartford, Mich., 17-18.
 Arlers, Peter: Harris, N. Y.
 Avery, Gertrude, Diamond Revue: Mitchell, Neb.
 Avalons, Six: Black River Falls, Wis.
 Balabanovs: Reading, Pa.
 Bano, Earl: Virginia, Ill.
 Bente Bros.: Hamburg, N. Y.
 Berle, Madam: Tunkhannock, Pa.
 Bernard's Elephants: Hamburg, N. Y.
 Bernhardt, Bobbie Jeanne: Indianapolis.
 Brengt's Golden Horses: Bath, N. Y.
 Brown's Farmer Figs: Doylestown, Pa.
 Cahill, Mike: Tunkhannock, Pa.
 Carlos Circus: Tunkhannock, Pa.
 Christy Circus: Welland, Ont., Can.
 Clarke, Jean: Plymouth, N. H.
 Clifton & Jules: Reading, Pa.
 Cogert, Henry: Harris, N. Y.
 Colicano, Winnie: Doylestown, Pa.
 Conley Trio: Arendtsville, Pa.
 Crooker, Dorothy: London, Ont., Can.
 Cunningham, Fery: Reading, Pa.
 D'Arcy City: Springdale, Mass.
 Dade, Elmer, Revue: Bath, N. Y.
 Dawn & Darrell: Reading, Pa.
 De Carlos, Six: Reading, Pa.
 Dennatt Arabs: Mansfield, Pa.
 Donahue & La Salle: North Wilkesboro, N. C.
 Donata Bros.: London, Ont., Can.
 Earles, Four: Morris, N. Y.
 El Rey Sisters: Centerville, Tenn.
 Elgins, Five: Frederickton, N. B., Can.
 Emerald Sisters: Du Quoin, Ill.
 Equile Bros.: Arendtsville, Pa.
 Erwing's: Hamburg, N. Y.
 Fenwick & Cooke: Plymouth, N. H.
 Fern, Pearl, & Co.: Farmer City, Ill.
 Fisher, Harry: Woodstock, Va.
 Francis Trio: Hamburg, N. Y.
 Full Troupe: Arendtsville, Pa.
 Gangler Circus: Nassau, N. Y.
 Geddes Duo: Glenwood, Minn., 15.
 Girton Girls: London, Ont., Can.
 Guthrie, Fred & Marie: Sunman, Ind.
 Hazy Family & Kids: Reading, Mass.
 Jackson's Bear Troupe: Reading, Pa.
 Jaydee, the Great: Farmer City, Ill.; Waynesburg, Pa., 20-25.
 Jordans, Six: Pomona, Calif., 17-25.
 Jumbo: Brockton, Mass.
 Kalamazoo Troupe: Harris, N. Y.
 Katzenjammer Kids: Brockton, Mass.
 Keaton, Billy: Brockton, Mass.



HERE'S something that should cause circus folks to throw out their chests. When Cole Bros. Circus played the State of Washington, Rufus Woods, publisher of The Wenatchee Daily World, spent his vacation on the show appearing as a clown. For 45 years, he said, he waited for this opportunity of running off with a circus. Woods' fellow Washington newspaper publishers who know him best were a bit surprised to see him appear in the role of a clown, and in Editor and Publisher for September 4 he explained it thus:

"Surprised to find me playing a circus clown? Why not? I think that the circus business is a whole lot saner than the newspaper business nowadays."

WE HAVE just learned that the Dexter Fellows Tent of the Circus Saints and Sinners Club will soon issue a monthly paper and that a committee appointed to handle this work has decided to call the house organ The Barker. Whether there will be conflict or objection cannot be said, but the Variety Club, with tents in a number of the larger cities, has been using The Barker as the title of its monthly publication since it was first issued some months ago.

J. H. CARMODY, manager of the Auditorium, Sioux City, Ia., was somewhat puzzled when on page 38 of our issue of September 4 he read an item saying that the Ringling-Barnum Circus was scheduled to play Fort Worth, Tex., August 29, and on the next page noticed in the R-B advertisement that the show was scheduled for Dubuque, Ia., August 31.

Immediately after noticing this he queried us: "When did they start using airplanes? How far behind the times am I, anyhow?" Most assuredly the R-B Show would have had to use airplanes to make the jump between Fort Worth and Dubuque with only a day intervening, but it was all a mistake, friend Carmody. The show made Dubuque but has yet to play Fort Worth, the date there being September 29—not August 29. The correspondent who sent the published item blames the mistake on the heat from which Fort Worth was suffering at the time. Anyhow, our apologies to J. H. and any others who were in a quandary and probably thought they were behind the times like Carmody.

TO CLEAR themselves of the blame for the merchant and newspaper trouble stirred up by Chase & Son Circus in Granite Falls and other Minnesota towns, as mentioned in this column in last week's issue, J. C. and Gladys Admire wired from Steele, Mo., September 9 that the circus held \$50 of the agents' salary back to reimburse the merchants in the four towns canceled that had made a payment on advertising. "Have letter here before us to prove same," they continue. "No agents owe any merchant any money—the \$50 clears the cost. Kindly clear any agent by notice thru The Billboard columns immediately. The show was to settle same, not agents. Naturally, show pays press bills."

IT LOOKS as if the lucky boys are going to be out of luck at the fairs in North Carolina this year. And not only that, but county sheriffs, a showman right on the ground informs, have been instructed to pick up any chance game where a prize is not awarded every time played.

D. HUGH GRANT ROWELL, dyed-in-the-wool circus fan and professor at Columbia University, New York City, has been on a jaunt in Switzerland. From Gletsch he penned the following, which should interest showmen in this country, especially circus and carnival folk, under date of August 27: "Up here at the Glacier where the Rhone begins. Landed at Oberbourg day before yesterday. Drove thru Normande to Orleans first day. Lots of paper of the following circuses: Pinder, Amar and Medrane (featuring the Fratellini). Most of them showed mid-July to mid-August. None, of course, up here in the Alps. You couldn't even get Ballyhoo Bros. up where I am tonight. Shows have attractive paper, but Roland Butler needn't come over to learn any tricks yet. Lots of tiny carnivals everywhere."

Kelly, Berniece, Circus: Edinboro, Pa.
 Kimrls, Les: London, Ont., Can.
 Kozak: Hamilton, Mont.
 Kressells, Four: Florence, Ala., 20-25.
 Laddies, Four: Mebane, N. C.
 Lamont, Laddie: Woodstock, Va.
 Lang & Lee: Tyler, Minn.
 La Vola, Don: Tacoma, Wash., 18-20.
 LaZellias, Aerial: Elwood, Neb.
 Lieser Trio: Arendtsville, Pa.
 Lodi Troupe: London, Ont., Can.
 Loyal's, Alf, Dogs: London, Ont., Can.
 Lucky Boys: Brockton, Mass.
 Mae Wilfred, Trio: Plymouth, N. H., 14-16.
 Malloy, Ullaine: Hamburg, N. Y.
 Marie, Flying: Reading, Pa.
 15-17.
 Merrill Bros.: Welland, Ont., Can.
 Monroe & Adams Sisters: Saginaw, Mich., 14-20.
 Morales Bros. & Little Daisy: Hastings, Mich.
 Moreen Troupe: Woodstock, Va.
 Morris, Will, & Bobby: Frederickton, N. B., Can.
 Need, James, Concert Band: Columbia, Tenn.
 O'Done, Mildred: Brockton, Mass.
 O'Nells, The: Mt. Vernon, Ill., 18-24.
 Olympic Girls: London, Ont., Can.
 Osaki & Park: North Wilkesboro, N. C.
 Otis, Flying: Reading, Pa.
 Fallenberg's Doberman Finchers: Morris, N. Y.
 Fallenberg's Bears: Morris, N. Y.
 Pollyanna Revue: North Wilkesboro, N. C.
 Queens of the Air: Four: Doylestown, Pa.
 Revelations Revue: Doylestown, Pa.
 Rexola Troupe: London, Ont., Can.
 Rexola Troupe: Bath, N. Y.
 Roberts & Co.: Sparta, Tenn., 16-18.
 Robles: Greenfield, Mass.
 Reynolds, Helen, Skaters: Brockton, Mass.
 Roxyettes: Reading, Pa.
 Sensations, Flying: Arendtsville, Pa.
 Skating Whirlwinds: Arendtsville, Pa.
 Smith's Superba Band: Woodstock, Va.
 Solomon, Sol: Welland, Ont., Can.
 Steiner Trio: Lebanon, Tenn.
 Sterling Rose Troupe: Florence, Ala., 20-25.
 Tanna, Harry: Reading, Pa.
 Termina, Joe: Doylestown, Pa.

Thomas, Joe A., Saxote: Huron, S. D.
 Tip Top Girls: Frederickton, N. B., Can.
 Tokawa: Greenfield, Mass.
 Valencia: Greenfield, Mass.
 Wagner, A. J., Concert Band: North Wilkesboro, N. C.
 Waldorf's, Willie, Boxing Bear: Mansfield, Pa.
 Watkins' Dog & Monkey Show: Eaton, O., 15-17.
 Wells, Billy, & Four Fays: London, Ont., Can.
 White's Troupe: McMinnville, Tenn.
 Winter Garden Revue: Brockton, Mass.
 Wolandi: Bath, N. Y.
 Young Ladell Troupe: Mansfield, Pa.

DRAMATIC AND MUSICAL

Blow Ye Winds: (Shubert) Boston.
 Brother Rat: (Shubert) Chi.
 Brother Rat: (National) Washington, D. C., 13-18.
 George and Margaret: (Royal Alexandra) Toronto 13-18.
 Hays, Helen, in Victoria Regina: (Horace Bushnell Aud.) Hartford, Conn., 16-18.
 Room Service: (Chestnut St.) Phila.
 Room Service: (Geary) San Francisco 13-18.
 Star-Wagon: (Erlanger) Buffalo 16-18.
 Tobacco Road: (Shubert) Newark, N. J., 13-18.
 Women, The: (Cass) Detroit 13-18.
 You Can't Take It With You: (Harris) Chi.

MISCELLANEOUS

Barton's Society Circus: (Legion Circus) Pittsburgh, Pa., 13-18.
 Birch, Magician: Mingo Jct., O., 15; Columbiana 16; E. Palestine 17-18; Midland, Pa., 20; Beaver 21; Aliquippa 22; Coropopsis 23; Erie, Pa., 24-25.
 DeCleo, Magician: Genoa, O., 13-18.
 Grady, John, Attrs.: Duncan, Okla., 15-17; Marlow 18-22; Lawton 25-26.
 Lewis, H. Kay, & Hollywood Varieties: Cody, Wyo., 19-20; Basin 21-22; Shoshoni 24-25.
 Modern Noah's Ark: (Fair) London, Ont., Can., 13-18; Jamestown, N. Y., 20-23.
 (See ROUTES on page 84)

Humphries To Have Show

All-Canadian and English organization to tour Canada next season

TORONTO, Sept. 11.—Len Humphries, English showman and Canadian representative of *World's Fair*, now a resident in Toronto, is organizing an all-Canadian and English circus to tour Canada next season.

A well-known English circus owner is interested in the show, also a number of prominent Toronto financiers, who are putting up most of the money.

Well-known English acts are being looked over, also a few Canadian acts now in the States.

Top will be made in England and will be a 90-foot round top, with three 40-foot middles. The show being motorized, efforts will be made to run it on English lines. Lighting effects will be new and novel to Canadian circus audiences. Show will have a 10-piece Canadian band.

Mr. Humphries will sail for England early in October to further the interests of his undertaking. Montreal is likely to be headquarters.

Sheriff Hughes Gives Dinner to H-W Members

SHREVEPORT, La., Sept. 11.—Sheriff T. R. Hughes of Caddo County, Louisiana, in which the city of Shreveport is located, gave a remarkable dinner Thursday night to a party of over 50 members of the personnel of the Hagenbeck-Wallace Circus, headed by General Manager Howard Y. Bary. The dinner was given in the Court House, Shreveport—a real Southern chicken dinner. Together with the circus people were a number of distinguished guests, including Assistant Chief Deputy Sheriff J. A. Wynn, Deputy Sheriff C. H. Messer, Chief of Fire Department S. J. Flores; Mrs. Nellie Jones, matron; Joseph Leslic, jailer; W. J. Somardyne, of the Wilson Packing Company; Velda Skinner, secretary of district attorney; Dr. Frank H. Walke, Parish of Caddo physician.

Sheriff Hughes, a real friend of circus people, asked the guests to rise and pay respects to the memory of the late Frank Cook, intimate friend of all present, by one minute of silence.

At the close of the sumptuous repast Manager Bary spoke briefly, thanking Sheriff Hughes for his kindness and hospitality to the members of the Hagenbeck-Wallace Circus and to all circus people. After the dinner Sheriff Hughes and his party were guests at the circus.

Seils First in Four Years at Leavenworth

LEAVENWORTH, Kan., Sept. 11.—Art Miller, representing the Seils-Sterling Circus, was a visitor here for several days.

He placed the circus for a showing on September 25. This will be the first circus to appear in this city in four years and the first in 20 years to show in the corporate limits. They have always shown on government ground.

STANLEY P. DAWSON sends following from Cole Bros. "Johnny Kent and wife, Red Ball, Doc Walker, William V. Hill and James V. Chloupek visited the show at Sacramento. Mike Nagle and family spent the day with show at San Jose, driving in from their ranch at Gilroy. Butch Geugus, Ted Healey, Harry Baker and wife were on hand for the opening at San Francisco. Captain Ito and party, including Charley Armitage, of the S. S. Tatsuta Maru, were recent guests of the management. Eddie Allen recently made some broadcasts. He is working on a book containing a Glossary on Elephants and the history of show elephants for the last 100 years, both in this country and abroad. Jimmy Reynolds, elephant trainer, is about to go east to manage a herd of elephants at fair dates. The news of the death of Chick Bell was received with sadness by his many friends with this show."



CARL O. ROBINSON, who directs the band on the Tom Mix Circus.

WPA Biz Picks Up in Brooklyn

NEW YORK, Sept. 11.—The WPA Federal Theater Project's circus closed the first of its Brooklyn dates September 4. Show played under auspices of the Brooklyn Bureau of Charities. Biz was light on opening night but picked up during the rest of week with a straw house Saturday matinee. Walter M. Buckingham, CFA, was on hand for the opening. Show obtained a nice break in all of Manhattan and Brooklyn papers and opening night found several reporters on hand to cover the opening.

Other visitors included T. A. Mauntz, director of the department of information of the Federal Theater Project; Ethel Fagin, official greeter of the project; Eleanor Barrie, a member of the cast of *A Hero Was Born*, and several members of the CFA, reports Wendell J. Goodwin.

Whitehead, Barnhart To Visit Cole To Discuss Union Further

NEW YORK, Sept. 11.—Ralph Whitehead, executive secretary of the American Federation of Actors, and Hugh H. Barnhart, president of the Cole Bros.-Clyde Beatty Circus Corporation, are planning to visit the show September 20 when it plays Los Angeles for further discussions of the closed-shop agreement reached on that show last week. Besides continuance of negotiations with the circus management, Whitehead plans to iron out a few details in connection with the organization of personnel. Further negotiations

Big One Under Gainesville

Probably first time one big top plays under auspices of similar show

GAINESVILLE, Tex., Sept. 11.—Gainesville will have its first Sunday circus engagement September 26 when Ringling-Barnum Circus exhibits here under sponsorship of the Gainesville Community Circus. It is probably the first time in circusdom that one big-top aggregation has played under the auspices of a similar organization.

The Big One will come here from Greenville, Tex., over the M. K. T. Railroad and will break in a new lot owned by the Santa Fe Railroad, only two blocks from both the Katy and Santa Fe sidings.

Al Butler made the contracts here and was assisted by Leon Gilmore, Roy Stamps, J. K. McCann and A. Morton Smith, of the community circus. Members of the community show to the number of 135 will be guests of Manager Sam W. Gumpertz at the performances here.

It will be the first visit of the Ringling-Barnum Circus to Gainesville since 1930 and the first professional circus to exhibit here since 1933.

Several private parties are being planned by local circus fans to entertain members of the Ringling-Barnum personnel. Local fans also expect to catch the show at Ardmore, Okla., September 18 and Paris September 19-20.

The Gainesville circus will exhibit in Tyler September 24 and 25 at the East Texas Fair and will close its outdoor season with performances at the Wise County Fair in Decatur September 30-October 2.

Labor Day Turns Out Big for Wallace Bros., Hoxie Shows

COLUMBUS, Ga., Sept. 11.—Wallace Bros. Circus had straw houses both afternoon and night here on Labor Day. It was one of the biggest day's grosses of the season.

The show used the fairgrounds lot instead of the usual Bellewood lot. Thru arrangements made by Manager Ray W. Rogers, the show was the feature of the Labor Day celebration staged at fairgrounds by the Central Labor organization.

Standing-room-only sign went up long before the night performance was scheduled to start. Matinee had hundreds on the straw.

Tom Tyler, screen star, returned to show here following his Hollywood wedding to Jeanne Martel, auburn-haired screen beauty. The circus honeymoon of the couple received much space on national wire services as well as Georgia newspapers.

Publicity showing for Columbus was especially good. Harold Lengs, general press agent; Dory E. Miller, story man, and Julien West, press agent back, concentrated on a number of effective stunts for Labor Day date.

Show moved into Georgia from Alabama, where business was reported good,

will center chiefly around wage increases for members of certain departments, and the general working conditions existing on the show.

The contract signed last week by the AFA and circus calls for all performers and workmen to be members of the union. Staff members are the only ones excluded. Agreement is identical with the one signed early in the season by S. W. Gumpertz, of the Ringling-Barnum show, with the exception of differences in wage increases and a couple of minor clauses.

Montgomery having given the show an exceptional day's business.

FORT SMITH, Ark., Sept. 11.—This city celebrated Labor Day with a mile-long parade in the morning and by filling to overflowing the Jack Hoxie big top at both afternoon and evening performances. The circus band led the local marchers in the morning procession, and several Hoxie floats were in it.

W. G. Shipley, owner of the Holsum Baking Company and a live-wire advertiser, gave the show his commercial periods on KFPW. The big-show band and Slim Cox and his Broken Arrow Cowboy Band made broadcasts. The Holsum people plugged the coming of the circus on all their broadcasts a week prior to Labor Day.

At almost every stand played by the show local firms have large newspaper advertising space upon the coming of the show. Newspapers have been extremely liberal and have co-operated with special supplements, and in several cases "circus extras" have been published. Merchants' tickets have been discontinued and the circus prices have been raised.

Barney Kerns is in charge of the ad-

Horse Apples

CINCINNATI, Sept. 11.—The following appeared in *The News and Observer*, Raleigh, N. C., with a Washington, N. C., September 5 date line: "The current 'Big Apple' craze has hit the circus, and with a bang, even reaching to the dancing horses with Downie Bros.' Circus.

"Introduced at Greenville, S. C., on Saturday during the afternoon performance, the 'apple' became an instant sensation. After a staid and stately minuet the horses changed their steps to the music of Rodney Harris and his band to the 'apple,' which was sustained in a swing prance all over the vast arena, resulting in peals of applause.

"It was a most amazing hoof illustration of the Negro's newest delight of polished pedal exaggeration. The feats that fashion schools are now teaching were immediately grasped by the equine wonders."

Barton, Trees, Pence Join Barnes

JOPLIN, Mo., Sept. 11.—Paul Barton joined the Al G. Barnes & Sells-Floto Circus at McPherson, Kan., and has taken over duties of trainmaster. The show has been having early loadings and arrivals. Eddie Trees joined at Eldorado and is taking tickets on the front door. Tommy Pence joined as Side Show ticket seller.

Virginia Butterfield, of the Slide Show department, entertained the entire personnel on her birthday anniversary. There was plenty of cake and a tub of ice cream.

Low Hershey, clown, visited with friends in the backyard and says he is leaving on a booking trip for fall and winter dates.

Judge Cummings, well known to circus men, drove over with a party of friends from his home at Paola and caught matinee performance at Fort Scott.

Maury Butterfield, of the Jack Hoxie Circus, was a visitor at Fort Scott. This was also the home of Ira Watts and his brother-in-law, Eddie Parker, was around the lot during the day.

Superior, Neb., was without a doubt the dirtiest lot of the season, but the folks in the backyard got a break by (See BARTON, TREES on page 65)

Burial of "Chick" Bell

COLUMBUS, O., Sept. 11.—Charles A. (Chick) Bell, who died at Cedar Rapids, Ia., September 2, was buried here Monday in Green Lawn Cemetery. From circus executives, performers and workers thru-out the country came floral designs, baskets and sprays which filled three rooms at the Denton & Donaldson funeral home for the final rites.

The outstanding design was a "vacant chair" made of red roses. Others included a five-foot cross of lilies and purple asters, a five-foot broken column of pink and white broken wheel and large pillow. Attending the services were representatives from various circuses with which "Chick" had been associated. One of the mourners was a Chinese cook from Ringling-Barnum Circus, with which Mr. Bell was connected for many years.

Main Truck Upsets; No One Seriously Hurt

CHESTER, Pa., Sept. 11.—Fifteen of Walter L. Main Circus employees were hurled out on the highway when their truck got out of control as it descended a steep grade, crashed into an embankment and upset on the Concord road, near here, last Friday. None were seriously hurt. They were proceeding to the fairgrounds at West Chester, Pa., after showing here.

The injured were given first aid by members of the Lenni Heights Volunteer Fire Company and continued on their way.

vance; Elmer Jones is brigade manager; Julius Katz is 24-hour man, and George Marquis is press agent ahead of the show. All routing is done by R. M. Harvey.



With the Circus Fans

By THE RINGMASTER

President OFA Secretary
 MELVIN D. HILDRETH W. M. BUCKINGHAM
 716 Evans Bldg., Thomas Bank,
 Washington, D. C. Norwich, Conn.
 (Conducted by) WALTER HOHENADEL, Editor
 "The White Tops," care Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 11.—Walter M. Buckingham, national secretary, attended the WPA Circus in Brooklyn September 1 as guest of W. J. Goodwin, press representative, and enjoyed it very much. The program consists of some 20 presentations in two rings and one stage, mostly ground and aerial work, but also trained dogs and one elephant act. Carries a large number of people. Band of over 50. Last week was its 98th consecutive week, and it has not yet been out of the New York district.

A new miniature circus builder has been discovered in Connecticut. He is William R. Brinley, of Wallingford, Conn. He had his show on exhibition in Northford, Conn., September 3-8 and in Meriden, Conn., September 10 and 11.

Bugs Raymond is confined to his bed on

account of an injury to his leg. Expects to be out and about again shortly.

At a concert play in Norwich by the Robert Fletcher Post American Legion Band August 31 one of the selections was *The Harper Joy Triumphal March*.

Joe M. Heiser Jr., Houston, Tex., writes: "The circus season hasn't started yet in this part of the country, but the Big Show has 'warning' signs up on posters advertising space along all the highways near Houston. I understand RB-B&B is scheduled to show here October 4 and 5, arriving on the 3d. No definite word as yet from other circuses, but I am hoping that both Barnes-Sells-Floto and Cole Bros. come near enough for me to reach them with my camera."

Col. William Sneed, Chicago, caught Hagenbeck-Wallace at Evansville, Ind., and Hopkinsville, Ky.

Past President F. H. Hartless and wife recently returned from a trip to Northern Wisconsin.

A card from Sverre O. Braathen, dated September 5, states that they drove to Fort Dodge, Ia., for a last visit of the year to the Big One. On the lot they met Karl L. King, composer and band director, of Fort Dodge. They also saw Mr. and Mrs. Paul Hoy, of Sheldon. They drove on to Pechontas for their 10th and last visit to Seils-Sterling, driving about 1,000 miles on their two-day circus jaunt.

Jacob A. Wagner was elected chairman of Iowa Ringling Top No. 1 of the CFA at the annual meeting of the group September 1. Dr. Edwin J. Butterfield, of Dallas Center, Ia., was re-elected vice-chairman. Twenty-two circus fans were present.

Around the Lot With R-B Show

KANSAS CITY, Mo., Sept. 11.—Ringling-Barnum Circus had the hottest day of season at Cedar Rapids, Ia. Every department sent floral wreaths to Columbus, O., where Chick Bell was buried. Another hot day at Dubuque. Long haul, fine lot. Good attendance, matinee and night. Charles City, Ia., on a branch line, was a big day for all, with weather cooling at night. Spacious grounds at Marshalltown, Ia., loading in heart of city. C. O. Woodmansee, of that city, formerly bass player with the Big One, was a visitor.

At Boone, Ia., American Greater Shows extended courtesies to all with the Big One and many of the folks visited. Al Tagerson, wrestler, formerly with circuses, attended matinee performance. Leo Kerns, rider and clown, drove from Des Moines and visited friends. He is playing fairs. Polidor paraded with American Legion Band from city to circus grounds and escorted the boys to the grand stand. Attendance good at Ft. Dodge, Ia. Visitors: Jack Klippel, clown, playing with a unit at fairs thru Iowa; Sverre Braathen and wife and Paul F. Hoy, also a fan.

Lloyd Barnhouse, of the O. L. Barnhouse Music Company, and Charles Walling, editor of *Oskaloosa Herald*, entertained. Guests were Merle Evans and his band, Paul Ringling, Mr. and Mrs. Ray Marlow, Ann Reynolds, Margaret Evans, Margaret Strickler and Jack Foley. Fried chicken and all the trimmings. The Lewis General Store is located at coffee stand, in the backyard. The Uyena troupe is practicing and quite a crowd watching. Roberta Yacopi is perfecting a new stunt, in private, for his 1938 trick.

Ann Hamilton, of the Wild West, has (See *AROUND THE LOT* on page 51)

Sasse to Europe

NEW YORK, Sept. 11.—Charles L. Sasse, attraction booker and importer, embarked for Europe September 9 in the search of outdoor attractions for next season. Will concentrate on circus-type acts, and altho definite itinerary had not been mapped at the time of his departure, he planned to travel extensively thru several countries on the Continent. Did not advise how long the trip would last.

CHARLES A. (KID) KOSTER, who has just rounded out 51 weeks in advance of George Abbott's *Boy Meets Girl*, *Brother Rat* and *Room Service*, witnessed the Cole Bros.' Circus performance at Denver recently. He reports that the show did big there. Koster will be in advance of *Brother Rat* for 10 weeks and then pick up the advance of *Room Service*.

15 Years Ago

(From The Billboard Dated
September 16, 1922)

The Ringling Bros.' Circus had just purchased 36 steel Pullman cars from the government. . . . Ed L. Brannan closed as railroad contractor with the Campbell, Bailey & Hutchinson Circus at Long Branch, N. J. . . . W. E. (Dad) Brown, who had spent the greater part of his 76 years in the sawdust ring, was killed in an automobile accident August 8.

Fair dates were proving lucrative for Walter L. Main Circus. At the Connecticut State Fair, Hartford, extra performances were needed to accommodate the crowds. . . . Memphis was a darby spot for Hagenbeck-Wallace, the tents being packed to capacity for both evening and matinee performances. . . . Howe's Great London Circus had a blow-down at Graceville, Minn., August 24. The night was lost, but no one was injured. . . . John Robinson Circus voluntarily passed up Moberly, Mo., because of railroad conditions, thereby losing its first stand of the season. . . . Sparks' Circus scored a hit at Newport, Ky., on Labor Day.

Barnes Circus arrived late at Terre Haute, Ind., September 5, because of rail trouble. Good business was done, however. . . . Val Vino, for years descriptive lecturer with Ringling Bros.' Circus, broke into the movies when he was called upon to aid in filming *The Cross Roads of Tulsa*. . . . James Patterson's elephants were booked for the Pageant of Progress, Los Angeles, immediately following the close of the Patterson Wild Animal Circus.

Biz Satisfactory For Downie Bros.

HIGH POINT, N. C., Sept. 11.—Manager Charles Sparks of Downie Bros.' Circus reports business satisfactory. Rain at Norfolk, Va., and Raleigh and Charlotte, N. C., prevented third shows. As it was show had capacity afternoons and nights.

Miss Georgiana (Mrs. Mickey Lund Larkin) fell from her wire while doing backward foot slide at Hickory, N. C., and while she was jarred up considerably, nothing serious happened and will return to work at Washington, N. C.

Charles Poplin, who broke a leg at Williamston, N. C., and is in hospital at Rocky Mount, N. C., is getting along fine. Is nursed by his wife, Jules, and expects to rejoin show shortly.

Dick Scatterday, who has the banners, is quite a worker and lines them up daily. He is a very popular visitor every Sunday.

Frank Ketrow, of Kay Bros., visited at Statesville, N. C. Mrs. Chester Mays and daughter, of Mt. Airy, spent a week with husband, Ohester.

EVERETT CRANDELL, who with Everett Coriell, is playing the Golden Gate Theater, San Francisco, will soon rejoin his father on the Wallace Bros.' Circus.

The Show Goes On!

WITH **Universal** LIGHTS PLANTS

Universal Light Plants are more dependable. Rain or shine, they're ready to deliver electric light for a single attraction or a whole show. Models handle from 10 to 5,000 bulbs. For 30 years they have been first choice for outdoor shows. Ask for catalog B-9.

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"DRIVER - TENTS - BANNERS"

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ONE 20x40 HIP ROOF TOP.
CHARLIE DRIVER, Manager.

O. HENRY TENT & AWNING CO.
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WAIT FOR PRICES

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3 Large Tent Lofts to serve you.
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Manufacturers Since 1870
MINNEAPOLIS BROOKLYN NEW ORLEANS ST. LOUIS DALLAS KANSAS CITY, MO.

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Animal Acts, Single Elephant, Pony Acts, Dog Acts, Goat Acts, High School Horses. HAVE FOR SALE: Great Danes and Russian Wolfhounds. Female Lion, \$40.00, also for sale. Wire

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Al G. Barnes-Sells Floto Circus

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Producing Clown

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MOTORIZE YOUR SHOW
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Big Show and Side Show Acts, Musicians, Candy Butchers and useful people. Answer as per route.

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Under the Marquee

By CIRCUS SOLLY

LEWIS BROS.' CIRCUS has closed its season and returned to winter quarters.

BUSINESS was very spotty for Sells-Sterling Circus in Iowa.

WHAT'S BECOME of Buddy Montana, internationally known picture star?

FAPE AND GONCHITA, presenting perch act with the Barnes show, are using a 43-foot shoulder perch pole.

DOWNIE BROS.' Circus will play Savannah, Ga., this month, auspices of Police Benevolent Association.

C. FRANCIS KEHOE entertained Felix Adler at his home on occasion of visit of Ringling-Barnum at Ft. Dodge, Ia.

GEORGE F. HURLEY, of Ft. Worth, Tex., cards that Ringling-Barnum is billed for that city September 29.

HARRY V. WINSLOW states that he has closed as general agent of the Jack Hoxie Circus and is now in Chicago.

DOC DECKER, of Sikeston, Mo., had a visit with J. C. Admire when he was in that city.

LAVON BORNHOUSER, with Ringling-Barnum, visited her father when show played Kansas City.

IN A RECENT issue it was stated that Con Colleano was with Cole Bros. on the Coast. This is in error.

ART HEATON, of Moline, Ill., states that Ringling-Barnum had good biz at Davenport, Ia.

EAST CHICAGO, Ind., was biggest day for all departments of Sells-Sterling Circus. Two night shows were on the straw. Al C. Lindemann has returned to the show from vacation.

THOMAS A. VAUGHN, old-time trouper, entertained his friend, John Brice, when Ringling-Barnum played Ft. Dodge, Ia.

CLARENCE M. TASCHNER advises that Hagenbeck-Wallace Circus had full houses at both performances in Paducah, Ky.

BOB EUGENE Troupe, aerial bar act, will not play California fairs this season. Will start indoor dates in October. State that their aerial rigging is fully protected.

JOSEPH O. ORI, manager of the Pneumatic Calliope Company, air calliope manufacturer in Newark, N. J., recently sold a model to the Dan Rice Circus.

RINGLING-BARNUM, which was to have appeared in Omaha September 11-12, canceled dates on account of infantile paralysis.

CORINNE AND BERT DEARO, of Ringling-Barnum Circus, played host to their sister and brothers, Caroline, Ted and Joe Hodgini, of Sells-Sterling Circus, when the Big Show played Oskaloosa, Ia.

ED ROBERTS infos from Harrisburg, Pa., that he caught the Mix show when it played Wilkes-Barre recently. Matinee performance, according to Roberts, was big, with the show straying 'em at night.

EDDIE SHABOO, former wrestler in Hoot Gibson's concert on the Wallace Bros.' Circus, is reported to be among features in the Orange State Shows' arena.

W. J. (CHESTER) WHITE, an old trouper, who has been ill for some time, is up and about again and visited his numerous friends on Ringling-Barnum on its recent visit at Ft. Dodge, Ia.

DON HOWLAND, circus fan of South Bend, Ind., accompanied by his wife and son, spent the Labor Day week-end visiting in Cincinnati. During his sojourn in the Queen City he called at The Billboard office.

JAYDEE THE GREAT (Jerry D. Martin), aerial contortionist, and Large and Morgner were two of the feature acts at the Canton (O.) Fair. The last time these acts worked together was in 1923 with Bob Morton's Circus.

BENNE FOWLER, advance agent for Haag Bros.' Circus, signed a contract last week whereby the show will appear on South Theobald street lot in Greenville, Miss., under sponsorship of the Beppo Post, American Legion.

EMIL MOBIUS and wife entertained Merle Evans and several members of his band at their cafe in Ft. Dodge, Ia., following night show of Ringling-Barnum. Karl L. King, William Spellberg and G. W. Tremain were the local guests.

SIG BON HOMME, clown, joined Haag Bros.' Circus at Hickman, Ky. Other joys with show are Raymond Duke, George Chandler, Cal Townsend, Bob Conrad, Walter Schuyler, Mickey Lamond, Ray Rose and Billy Lerche.

SOLLY regrets the passing of Charles A. (Chick) Bell, for many years with the Ringling organization. "Chick" was very popular and had many friends with the white tops.

PEARL G. CLARK, former circus prima donna, visited Dan Rice Circus and reports nice looking show on lot, also a fast, snappy performance. She met many old friends. Miss Clark is operating a talking picture and vaude show under canvas in Virginia.

THURMAN KNIGHT advises that the brigade of Jack Hoxie Circus, led by Elmer Jones, is sailing along smoothly. Crew includes Crabtree, Eugene Boling, Shorty Rhodes, billposters; Harry Cohn, banners; Jimmy DeVois, Davis and Knight, lithographers.

FRANK BOTELER, formerly with Walter L. Main brigade, is now connected with the Meco Theaters Corporation, Binghamton, N. Y., handling posting and outdoor advertising for Capitol, Strand and Riveria theaters. He also has a snipe plant.

VANDERBURG BROS.' Circus has canceled all dates in Western Missouri and is now in the cotton towns in Northern Arkansas. Show opened new city park at St. Genevieve, Mo., and also appeared at Trade Day in East Prairie, Mo., on new school grounds.

HARRY MANN would like to learn thru these columns if Harry Rogers, Tullus Wright or any others who were with Charles Lee's Great London Circus season of 1888 are still alive. Mann, it will be recalled, mentioned Rogers and Wright in his article, *The Old-Time Wagon Shows*, in last week's issue.

MANAGEMENT of Hall's Trained Animal Circus and Menserie reports good business in South Dakota. Show has following free attraction contracts—Canton, S. D., Corn Carnival; Garden City, S. D., Gals. Day; Deuel County Fair, Clear Lake, S. D.; Play Day, Watertown, S. D.; Sioux Falls, S. D., auspices of Singing Society.

COLE BROS.' Circus, in San Francisco, used the new downtown grounds at Third and Townsend streets. Prof. John A. Jackson, who is still teaching swimming at the Army YMCA out in the Presidio, says the lot is 275 by 825 feet, and that there are good paved streets all around the lot. Five electric car lines pass the lot.

GEORGE MARQUIS, press representative for Jack Hoxie Circus, sends this one: "Old Scout, Hoxie's veteran movie horse, seems to have acquired good 'business sense' along with 'horse sense' during his 20 years. On nights when the grand stand is not filled Scout only trots around the hippodrome track, but when the grand stand is filled he 'bucks' high before the 'chairs.' Scout has been 'bucking high' these nights down in Dixie."

P. C. FRANKLIN, former agent for circuses and dramatic shows, is now with the Plaza Theater, Picher, Okla. He saw Barnes show at Joplin, Mo., and visited with George Tipton, Harry Chipman, Dusty Rhodes and others. Show had good biz and gave excellent performance. Franklin also met El Hiller and wife in advance of Norris Bros.' Circus.

REX M. INGHAM was host to a party of guests at Downie Bros.' Circus at

Three for H-W At Little Rock

Straw at all performances —Jonesboro canceled due to cloudburst

MONROE, La., Sept. 11.—Following the polly instituted at Rochester, N. Y., on Decoration Day of staging three shows on holidays, Hagenbeck-Wallace played to big crowds at Little Rock, Ark., Monday and Manager Howard Y. Bary said the attendance figures set a new record for the 1937 season. Straw was in evidence at all three performances and Hoot Gibson's concert also established new records with more than 5,000 paid admissions for the Wild West.

On account of a cloudburst at Jonesboro both performances were canceled Saturday and the trains moved direct to Little Rock via the Cotton Belt railroad. The first section arrived at 10 o'clock Saturday night and the second rolled into Cotton Belt yards at 11 p.m. George Davis and his retinue of cooks and waiters put up the dining tents and served a midnight meal in the cookhouse for the workmen and executives.

Thousands of Arkansas folks visited the show on Sunday and then returned Monday to see the exhibitions. Mel Smith was a special guest on Station KARK Sunday and was interviewed on his early days in Arkansas. Smith is the son of Judge and Mrs. A. E. Smith, of Waldron, Ark., the judge presiding over the Scott County Court for 20 years. Other broadcasts on KARK were made by Bob Hickey, Poodles Hanneford, Terrell Jacobs, Dolly Jacobs, Ralph Clark and Arthur Borella.

KARK broadcast from the North Little Rock grounds for 75 minutes Monday afternoon and those who were interviewed included Hoot Gibson, George Davis, Chris Cornalls, Bess Gardner, Gracie Hanneford, Ira Millette, Katherine Clark, Alicia Villa, Jeanette May, Young Kim. The broadcast was handled for the show by Mel Smith.

Both sections arrived in El Dorado early on Tuesday and this oil town came thru with splendid business, both afternoon and night, the night show being practically capacity. Arthur Windecker reports his side show business as very gratifying.

Haynes Succeeds Bell

SALINA, Kan., Sept. 11.—Thomas Haynes has succeeded the late Charles A. (Chick) Bell as head ticket seller of the Ringling Bros. and Barnum & Bailey Combined Shows.

Greensboro, N. C. In the group were Mrs. Fanny Bett Ingham, F. Condon and W. Diamond, of Reidsville, and Mrs. L. L. Ingham and Gracie Randolph, of Washington, D. C. Party was entertained by Charles Sparks and Charles Katz. Ingham was manager of pit show with Downie show in 1928. He is now operating a service station at Reidsville.

CHICK BELL was a lifelong friend of the late Frank McIntyre and his wife. "Chick," she said, "was the dearest, truest friend a man or woman ever had. Frank and I knew him for practically a lifetime. He was the essence of gentleness, courtesy and consideration and I never knew him to do a mean action or turn a deserving case down. Many will miss him, but none no more than myself."

HERBERT A. DOUGLAS spent a week with Bobby Burns on Walter L. Main Circus when show returned to Pennsylvania. Both were on Reo Bros.' Circus last season. They visited friends in Reading over Sunday. Douglas states that show is doing satisfactory business and that Burns is getting some excellent press notices on show day. Douglas also caught Beers-Barnes and Silver Bros.' circuses recently at a number of stands in eastern part of the Keystone State.

JORGEN M. CHRISTIANSEN, with Cole Bros.' Circus, informs that he is in charge of the jumping horse display. He adds that a colt was born August 28. It happened exactly at the first bugle call for parade and was named Bugler.

Dressing Room Gossip

COLE BROS.—Nice time was had by all in San Francisco. Chinatown got its play as usual. Back they came with the relics. Fisherman's wharf, where fresh shrimp and other sea foods hold sway, saw Carl Laster, Jimmie Foster and wife, Wanda Wentz, Nick and Dorothy Carter, Harold Nicholson and many others partaking of the food. Over to Oakland with a full court of clowns, No one jumped off Bay bridge. Eddie Silbon and wife and David E. Reid, Oregon circus fan, were visitors. Art Belknap, special police officer of San Francisco, did a splendid job handling circus detail. Was back chatting with the bunch.

See Bill Harddig looking for steam beer and maybe a win on baseball. Fall is nearing—heard Don Cooke popping off about football teams. Mrs. McFarlan and wardrobe crew turned out a beautiful sign blanket for parade elephant that heralds the Studbaker. In the big huddle that goes in the coupe gag there is someone who eats garlic. Can't find out who it is. Stanley F. Dawson back quite a bit arranging broadcasts. He plans to sail somewhere after closing. Homer Hobson is still in the bull-fight gag, but his pants are about to check out. Harold Barnes, since returning is still trying to juggle the bottles.

Fred Delmont's \$1 trunk may go another week. All clown band props were spilled when the box collapsed. However, it has been rebuilt. Firehouse also revamped with new siding. Some delay in getting the siren repaired when it went on the blink. Otto Griebling took it to a jeweler for repairs. Finally wound up in a boiler factory. Joe Short is hulling peas. No, I see it is paper he's tearing. His shaving brush finally made its getaway. Joe had the misfortune to fall down with two buckets of water. Owners of the buckets laughed. (They shouldn't have any water, Joe.)

Gene Gretona landed a sea bass—weight 25 pounds. Clyde Beatty pulled in one topping 4t for size but it turned out to be a shark. Ernie Sylvester got the fishing fever. Bobbed around in the bay all day and caught a cold. As the lot is away to helengone. I'll stop here and start there.

EMMETT KELLY.

DOWNIE BROS.—See Mr. and Mrs. Eno sewing on some new wardrobe. Dimpy just stuck his finger with a needle. Abe Rozina busy with a shoe brush and a half dozen pairs of white shoes. Ten cents to "you-se guys." and what a business he is doing. Kinko, take notice. Tony Scala and Lena Eno returning from town with the daily supplies of groceries. Ella Harris shining hubby's shoes and telling R. G. McConnell, of New York, who is visiting show for a few days, about her planned trip to Kansas at close of season. Rodney Harris and Clint Shufford are taking all bets that she does get to go. Ella says she is going if she has to ride Reb Russell's horse trailer over the road. Lee Smith, veteran clown cop, telling Johnny Bossler how he wished there was a clown pension fund for retiring clowns.

Smells like fried chicken at the Carreon trailer. Sure enough, there's Etta at the frying pan while hubby Carlos is close by waiting for Etta to say it's done. Omega, Kitty and Hot Shot, their three pooches, standing by, too. Waiting for the bones, I guess. Roy Leonhart and Karl Larkin busy entertaining two of the fair sex. Life begins at 40, says Karl as he passes. Isabelle Gilligan and Jeanette Wallace looking for some new bridge players. Mayme Butters entertaining and chatting with Mrs. Chester Mays and daughter, who are on for a short visit with her husband, "Mt. Airy." Avery and Jessie Tudor sitting in the shade of their trailer harmonizing some of the old tunes while their daughter, Helen, and Marshal Chapin accompany on the musical combs. Avis Felster and Sue Eno on their daily trip for the nearest soda fountain. Frances Weidner deep in thought. I guess she's trying to solve the mystery of who stole her leather gloves just before the whip-cracking act. Claudine Hodgini and Dora Weidner entering Georgia ponches, between changes. Marlene Keck elated over her success of becoming an elephant trainer overnight. Clye Weidner still wondering about the five shots he heard the other morning very early. They disturbed his sleep and he couldn't sleep till 11 that morning—as usual.

Mickey Lund giving Lassie a bath. Get her clean, Mickey. She works tomorrow. (See DRESSING ROOM opposite page)

The Corral

By ROWDY WADDY

DR. W. D. McNARY is president and Roy W. Ritner secretary and business manager of the Roundup which is being held in Pendleton, Ore.

AMONG the old 101 Ranch hands present at the unveiling of the new Hupmobile car September 2 at James Vernor's dude ranch, Lapeer, Mich., were Mrs. Bea Kinnah, George Hubert and Lawrence Dubay.

MRS. IMO C. LONG, who has been teaching school during the winter and tramping during the summer for many years, writes from Casa Grande, Ariz., that she has purchased a tract of land near Casa Grande and will go into the farming and stock raising business.

BUCK OWENS writes from Louisville under date of September 8 that he is not connected with a medicine show as was recently reported. Buck says that he appeared at the recent rodeo at Charleston, W. Va., and followed that engagement with a week of one-nighters thru the coal fields of Kentucky with Doc Grey's novelty vaudeville show. He played a theater in Louisville last week and this week is appearing at the Kentucky State Fair there.

ONE OF THE features with Harry Taylor's Rodeo Company is 7-year-old Arby Meechy, trick roper and son of Myrtle Meechy, rifle and pistol shot, who is also with the organization. Buck Meechy, another son, is steer riding and helping his mother with the shooting act. Jack Minshall, all-round hand, is doing trick riding and roping. Group will finish the fair season with the organization as free acts.

WITH more than 100 riders participating, annual two-day rodeo at the L. M. Hebert Ranch, six miles south of Beaumont, Tex., drew capacity crowds despite heavy pre-snow showers on both days. Extra stands took care of the increased attendance over previous seasons. Officials included Henry Langham, Earl Cooper and Fred Burrell, judges; L. M. Hebert, promoter and manager; Pres Arceaneaux and Edgar Pool, timekeepers, and Valery Johnson and Denny Gallier, pick-up men.

DANNY WILDER, of Billings, Mont., was voted the best all-round cowboy at the two-day rodeo presented in Springfield, Ill., recently for charity under *The State Journal* auspices. Winners were awarded trophies in addition to the usual day money awards. Others selected as being best in the various contests were Cotton Meisenheimer, best bronk rider; Dan Wilder, best bulldogger, and Red Wilkerson, best rope rider. Day money results: Bronk Riding—First day, Cotton Meisenheimer, Red Wilkerson, Danny Wilder. Second day, Texas Joe Bischan, Red Wilkerson, Cotton Meisenheimer. Rope Riding—First day, Danny Wilder, Red Wilkerson, John Boyd. Second day, Danny Wilder, Red Wilkerson, John Boyd. Bulldogging—First day, Red Wilkerson, Danny Wilder, John Boyd. Second day, Danny Wilder, Wilkerson, Cotton Meisenheimer.

RESULTS of the recent Central Montana Stampede at Lewiston, Mont., follow: Bronk Riding—First day, Dave Shipp, Ray Mavity, Bill McMacken, Stub Bartlemay. Second day, Stub Bartlemay, Ray Mavity, Roy Gafford, Slats Jacobs. Third day, Alvin Gordon, Bill McMacken, Ray Mavity, Slats Jacobs. Calf Roping—First day, Oral Zumwalt, Ray Lewis, Dick Denny, Orin Fore. Second day, Ray Lewis, Clay Carr, Henry Snively, Orin Fore. Third day, Ray Lewis, H. L. Dyer and Hugh Ridley split first, second and third; Lawrence Conley. Finals, Ray Lewis, H. L. Dyer, Orin Fore, Clay Carr. Steer Wrestling—First go round, Clay Carr, Bill McMacken, Ed Schultz; Earl Blevins and Bud Evans split fourth. Second go round, Clay Carr, Oscar Warren, Steve Heacock, Earl Blevins. Finals, Clay Carr, Oscar Warren, Steve Heacock, Earl Blevins.

MORE THAN 25,000 witnessed the three-day Will Rogers Memorial Rodeo in Vinita, Okla., September 3-5, under Vinita Rotary Club auspices. About 160 contestants participated, according to Glenn W. Keith, rodeo president. Kelley and Binns furnished the stock. Harry Williams was arena director, and Shorty

McCrory, Barton Carter and Omar Williams were judges. Contracted performers included Grace and Vivian White and Violet Clements. Committee officials were Glenn W. Keith, president; Emerson Price, vice-president, and Page Cralian, secretary. Results: Calf Roping—First day, Bill Hedges, Walker Vivian, Dutch McKenzie. Second day, Buddy Mayes, Jim Whitehorn, Buck Goodspeed. Third day, Herb Meyers, H. D. Binns; Curtis Lamarr, Hoyt Heffner and Clyde Brown split third. Finals, Jim Whitehorn, Sam Proctor, Bud Mayes. Bulldogging—First day, Andy Curtis, Shorty McCrory, Jimmy Nesbit. Second day, Hershel Ross, Jim Nesbit, Roy Ross. Third day, Bruce Ross, Milt Moe, Hershel Ross. Finals, Hershel Ross, Jim Nesbit, Milt Moe. Steer Riding—First day, Hoyt Heffner, Vic Swartz, Rock Parker. Second day, R. Stockwell, Hoyt Heffner, Rock Parker. Finals, Hoyt Heffner, Vic Swartz, Rock Parker. Bronk Riding—First day, Elmer Martin; Milt Moe and Vic Swartz split second and third. Second day, Bruce Ross, Andy Curtis, Dude Colbert. Finals, Andy Curtis; Dude Colbert and Milt Moe split second; Vic Swartz.

WINNERS AT the recent Utah Covered Wagon Days at Salt Lake City—Bronk Riding: Stub Bartlemay, Nick Knight; Guy Cash, Jack Cooper, Milt Moe and Bill McMacken split third and fourth. Second day, Alvin Gordon, Jack Cooper, Ward Watkins, Eddie Curtis. Third day, Bill McMacken, Ray Mavity; Eddie Curtis, Stub Bartlemay and Ward Watkins split third. Finals, Bill McMacken and Stub Bartlemay split first and second; Jack Cooper, Eddie Curtis, Bull Riding—Andy Gibson, Eddie Curtis, Slats Jacobs, Mitch Owens. Second day, Eddie Curtis, Slats Jacobs, Hoyt Heffner, Ken Roberts. Third day, Hoyt Heffner, Andy Gibson, Ken Roberts, Hughie Long. Finals, Eddie Curtis, Hoyt Heffner, Andy Gibson, Ken Roberts. Calf Roping—First day, Asbury Schell, Jess Goodspeed; James Kinney and Hugh Bennett split third and fourth. Second day, Jess Goodspeed, Clay Carr, Gene Ross, Homer Pettigrew. Third day, Asbury Schell, Clyde Burke. R. R. Ingersoll, Homer Pettigrew. Finals, Clay Carr, Gene Ross, Jess Goodspeed, Hugh Bennett. Steer Wrestling—First day, Clay Carr and Mike Fisher split first and second; Gene Ross and Jack Case split third and fourth. Second day, Dave Campbell, Homer Pettigrew, Ted McCrorey, Steve Heacock. Third day, Hugh Bennett, Dave Campbell, Steve Heacock, Lonnie Allen. Finals, Dave Campbell, Clay Carr, Hugh Bennett, Howard McCrorey.

Review of Amusement Field in Richmond, Va.

RICHMOND, Va., Sept. 11. — "Bob" Golden, formerly of the Cincinnati staff of *The Billboard*, now a feature writer of *The Richmond (Va.) Times-Dispatch*, has in the bicentennial edition of that paper, just off the press, a most comprehensive review of the amusement field in Virginia's capital for the last 200 years. In his article, covering nearly a full page with art, he mentions Richmonders who have won prominence in all branches of show business—drama, opera, music, vaudeville, minstrel, radio, pictures, circus and carnival.

Of noted circus performers he says: "John E. Rixford (family name J. Bearegard Ryan), 40 years ago the world's highest paid acrobat, the man who first performed the stunt of throwing a triple somersault over the backs of five elephants in the Barnum & Bailey circus ring, is here yet. He conducts a physical culture school.

"John Lancaster (family name Reed), noted circus clown and minstrel, began life tending a flock of cows in pasture in Fulton (East Richmond)."

Among those mentioned in other fields of amusement are John Powell, internationally known pianist and composer; Sidney Rosenfield, playwright; Monroe H. Rosenfield, author of *With All Her Faults, I Love Her Still*; Freeman Gosden, Eddie Leonard, Hap Ward, Charles Sidney Gilpin (America's greatest Negro actor of all time), Bill Robinson, Moutroy Walker, Edith Tallafiero, Henry W. Pemberton, Herbert Curtis, Edwin Hoff and Carl Garrett.—Bruce Chesterman.

ROGER HOTTE, clown, formerly with Mighty Haag Circus, is very ill at home, 70 Wauregan street, Williamsett, Mass., and would be pleased to hear from friends, especially Billy (Corlew) Dale.

Dexter Fellows Tent Tattles

(CSCCA)

By FRED PITZER

NEW YORK, Sept. 11. — We were shocked to learn of the death of Chick Bell, for if there was one man who exemplified "a regular fellow" it was Chick. A host of friends will miss him. A full-page advertisement in *Liberty* magazine dated September 11 belongs to Camel cigarettes and shows in colors stars of the circus. It pictures Dorothy Herbert, Hugo and Mario Zaccchini and Antoinette Concello, showing them in their respective stunts. . . . An application for membership is in from Charley Rochester, managing director of the Hotel Lexington. Charley has already shown his friendship for the Tent by assigning a special room for its headquarters. . . . Melvin D. Hildreth has our heartfelt congratulations. He is now the CFA's national president and one of which the Fans can feel justly proud. . . . A fine lot of pictures comes to hand from Volney Phifer, who, like his elephants, never forgets. They are all of the Hagenbeck-Wallace 1937 show, taken at Springfield, Ill. Volney, who always thinks up original money makers for shows, this year is featuring a Chinese buffalo which carries the title *The Good Earth*.

You'd hardly know Charley Bernard's little White House that used to hide circus bills, parrots and oyster fries. Now it's McGrath's roadhouse, and a mighty good one, too. Now instead of fries they serve stews. If you auto thru Riverside be sure to make McGrath's your stopping place. Among other things, Charley states in a letter to me dated September 2: "Contractor for Downie Circus completed plans yesterday for exhibitions in Savannah on September 24. Oscar Wiley, ahead of Wallace Bros.' Circus, has just had dinner with me and had expected to come into Savannah for September 20 but has changed his plans and will miss Savannah by about 50 miles by playing Jesup, Ga., on that date. Brydon's Dan Rice Circus has played nearly all the State of South Carolina, but I hear today will miss Georgia and take some of Tennessee and Alabama instead."

S. R. Van Wyck (Van to you) writes to me under date of September 1: "The Russell show got to San Francisco and Jim Ohloupek and his wife got up at 3 a.m. and drove up there to see them. (There's a pair of fans for you, F. P.) He said they had a nice show and did well. We generally get one or two Mexican one-ring circuses, but none have come this year."

Monthly Tent Paper

The editorial board to be responsible for the monthly issuance of a Tent paper is getting busy with a bang. This committee or board held a meeting recently in the Hotel Lexington and decided to call the paper *The Barker*. It will consist of four to eight pages and carry some photos. It will be a strictly club paper, making the membership more luncheon-conscious and promote anything that will tend to swell the coffers of the building fund. . . . The regular executive committee meetings will begin on September 15 and great activity is planned in all departments.

Cole Doing Well On West Coast

OAKLAND, Calif., Sept. 11.—Cole Bros. Circus has established itself on the West Coast, which is proved by its second visit, not only by the returns at the box office but also by the many friends made on its first trip who have been in evidence at every stand.

Red Bluff was the first town in California and was billed for a night show only and the folks turned out en masse. The editor of *The Daily News* is John G. Miller, who some 20 years ago bought a round trip ticket from Peru, Ind., to California and up to now has never used the return portion. Jess Murden, of the Cole staff, also hails from Peru and being an old friend of Editor Miller became the main character for a front-page column when he greeted his old friend from the home town.

Sacramento was the 13th capital city played so far this season by the show and it so happened that it was only a couple of days ahead of the State Fair. Several executives of the Foley & Burk

Shows visited at Sacramento, among them being Lee Brandon, superintendent; L. F. Chapman, manager, and Lee Barnes, who lays out the show. Ed Burk showed up later at San Francisco and Oakland.

At San Francisco a new lot was broke in by the show, which bids fair to be the circus grounds from now on. It is located at Third and Townsend. Visitors during the three-day engagement were many, including Vance Hill, who as a friend of the show assisted greatly in the San Francisco and Sacramento engagements; Tom Heeny, old-time showman now living in the city; Steve Henry, who came up from Los Angeles to get a pre-look before the show got to Los Angeles, and Mike Nagel, old-time showman. There were many others, whose names were missed.

At Oakland the parade was sent thru the downtown section on Tuesday, the second day. This was found necessary because of the almost continuous parades on Labor Day by both AFL and CIO.

Visitors at Oakland were James Chloupek and wife and Jane Sherburne, who went in the grand entry at opening performance. The veteran showman Charles Bernard was represented at Oakland by the visit of his daughter, granddaughter and (believe it or not) two great-grandchildren. Charles, who is now 76 years young, has seen to it that his line will not die out with his passing. Others at Oakland were City Manager J. F. Hassler, Chief of Police Wallaman and that veteran officer and friend of all showmen, Captain Lynch.

LOS ANGELES, Sept. 11.—Reports from Cole Bros.' Circus are that it is doing a really remarkable "repeat" biz on the West Coast. According to Floyd King, general agent, business on the whole approximately 25 per cent better, with some of the larger cities about 50 per cent. Business in San Francisco reported much over last year. Business in Oakland Labor Day reported as one capacity, one straw and a turnaway. The show will cover much the same territory in Southern California as last year, only change leaving out Riverside and putting in San Bernardino and Long Beach one day instead of two. Besides Los Angeles the show plays five other spots in Los Angeles County.

The advance has been in for several days billing L. A. and near-by cities, Bill Backell, car manager; Clyde Willard, brigade manager, and St. Simon, banner squarer, doing an outstanding billing job. Allen Lester, contracting press agent, is making the L. A. and papers in surrounding towns.

There was quite a gathering Sunday of the advance and local former circus folks at a downtown hotel—Nick Wagner, Bill Roddy, Leo Haggerty, Bill Backell, Allen, W. J. Lester, Joe McIntire, Harry Callan, St. Simon, Clyde Willard, "Specs" Hawley, M. Rabin and others.

The Pacific Coast Showmen's Association will entertain the personnel night of September 20 at the clubrooms. Show will be host to members of PCSA and Ladies' Auxiliary at night performance that date at the Washington and Hill street lot.

DRESSING ROOM

(Continued from opposite page)
row or have you forgotten that early hospital show for the kiddies at the Greenville Shrine Hospital? Jack Skinner elated over recovery of his weekly salary. Lost it on the lot and it was found by Jack Mills. Harold Hall checking up on his laundry bill. Harold is all work till somebody spots a near-by beer garden. Marlene Shufford arriving rather late from downtown and rather peeved because the stores weren't open to go shopping.

Stuart Roberts, Harold Norris, Albert Hodgkin Jr. and Danny Shaffer motored to Pine Harbor on Sunday, and they all got mixed up in the "Big Red Apple" dance at a local dance hall. Reb Russell has quite a time watching the property boys and the grooms practice football between shows. Says "he's seen a lot of trick plays, but some of these are whiz bangs. How about coaching 'em, Reb? It is rumored that Albert White is to be presented with a beautiful hand-embroidered house apron, so he won't get so dirty doing the housework at the Gilligan Flats.

Orchids this week to Equestrian Director Bert Wallace, who last Thursday dashed into the ring to break a fall of one of the young women who had suffered a mishap and started crashing to the ground. Bert's alertness caught the girl in his arms. There's the cookhouse flag. Kind of hungry, so I'll run along.—EDDIE KECKE.

BIZ SPOTTY OVER HOLIDAY

East Draws Bad Weather

Rain and chill exact toll on weekend—season may not measure up to hopes

NEW YORK, Sept. 11.—New York amusement parks received another knife in the back last week when Labor Day week-end crashed thru with lots of rain and chilly weather. Altho conditions could have been much worse, hope of really big business went up in mist on Sunday when a steady downpour continued from early morning to late that night.

Saturday was good, altho a violent wind and thunder storm in early evening curtailed day's totals to little more than a Saturday average. Monday (Labor Day) broke clear but chilly and, altho patrons came by the thousands, the single day's business could not bring week-end totals up to where they could have been.

Palisades (N. J.) Park; Playland, Rye, N. Y.; the Rockaways and Luna and Steeplechase, Coney Island, were all in the same category. Patrons who did venture forth had money and were willing to spend it, but few showmen or concessioners could honestly report what one could call a big holiday.

Majority of establishments will be closing within the next few days and, altho figures for the season are not available as yet, amusement people hereabouts are saying that the 1937 season (See **EAST DRAWS** on page 44)

Gulf Coast Beats Its Big 4th Mark

NEW ORLEANS, Sept. 11.—The Gulf Coast repeated its Independence Day record breaker with an even greater Labor Day holiday crowd. Beaches from Pensacola to Corpus Christi were jammed as rains fell only in some localities and missed spots where special events were carded to draw thousands.

Like the July 4 period, housing facilities on the Mississippi coast were taxed to overflowing and thousands slept under canvas or in automobiles. Concessioners reported big business in holiday goods.

Central Trades Councils held big events in New Orleans, Mobile and Beaumont, while beach events such as beauty contests were featured in Biloxi, Porth Arthur and Corpus Christi. Yacht race between Southern governors attracted a throng on the New Orleans lake front.

Blackpool's Luna Is Razed By Fire at Peak of Season

BLACKPOOL, Eng., Sept. 4.—Luna Park, Blackpool's Central Beach amusement center, was destroyed by fire early on August 26. Little remains of this spot, owned by Harry Kamiya, except exterior walls. Blackpool fire brigade was on the scene within two minutes after the alarm, but there was no hope of saving the buildings.

Damage is estimated to run into five figures, and nearly 200 stallholders, attendants and other employees are faced with loss of their livelihood during peak of the holiday season. Altho the building was destroyed, firemen were able to save offices, from which employees removed files, account books and money. A number of valuable foreign birds and lizards perished, according to a report in *The World's Fair*.

There was danger for a time that the walls of the amusement park would fall on fronts of near-by houses. Hundreds of holiday-makers returning from late dances rushed to the scene and nearly 3,000 spectators watched the blaze from the promenade.



PERSONNEL OF FALL FESTIVAL AND MARDI GRAS, featuring Northern Ohio communities' recreational life, presented by Manager W. J. Kuhlman in Geauga Lake (O.) Park on August 31-September 6, developed by J. Jack Stanley. Costumes were colorful, with interesting characters and numerous contests.

Rain Chases A. C. Crowds

But Pier matinees shelter paying visitors — biz of Steel Pier on par with '36

ATLANTIC CITY, Sept. 11.—While Atlantic County Fair officials were jubilant because of an entire session without rain, amusement men in Atlantic City did not share in the enthusiasm. A nor'easter hit the resort late Saturday night and continued thru the three days of what was to have been the city's greatest Labor Day week-end. Coupled with this was a "vice cleanup" which had the resort as tight as a drum. Clubs with gambling concessions and sensational shows hung out the Sunday school sign.

A heavy trek began shoreward on Saturday and by night it looked like an all-time record breaker. Piers were packing 'em, theaters had SRO signs out on even midnight shows, and hotel rooms were almost impossible to get. Then came the rain. Late Sunday afternoon a good portion of prospective three-dayers had rushed for trains and busses. Monday (See **RAIN CHASES** on page 44)

L. I. Season Called Best Since Depress; Labor Day? Forget It!

VALLEY STREAM, L. I., N. Y., Sept. 11.—The best season Long Island has had since 1929. That is the consensus of amusement folk among whom a Labor Day survey of the season was taken. Speaking of Long Island amusements, one speaks more than 90 per cent of the beaches, for it is at these that most amusement biz is done.

Rockaway, Long Beach, Jones Beach and Ribs Park are the important quartet. Latter just leaped into the picture importantly last season. George Wolpert, secretary of Rockaway Chamber of Commerce, is inclined to estimate that 30,000,000 patronized the Rockaways this summer, topping last year's high mark by 5,000,000.

Several factors are looked upon as contributors, but chief perhaps is the new Marine Park Bridge, which opened a new lane to the West End section of the resort. Easily 25 per cent more vehicular traffic was in evidence this year than in others.

Rockaway Playland Park "may have done the best business in its history," according to Manager Louis Meisel, but he won't venture an opinion until he is able to look over the ledgers. As with

Successful Season Reported by Casino

FORT WORTH, Tex., Sept. 11.—Casino Park, Lake Worth, completed one of its most successful summer seasons in years on Labor Day. It will be open on week-ends only thruout September.

Labor Day week-end was especially good, in spite of rain Labor Day night, when a fireworks display was given. Motorboat races, song contest and two dance bands helped to swell crowds on the final holiday. Bands were those of Merle Carlson and Joe Venuti, the latter being at Casa Manana here last summer.

Booking of well-known dance orchestras thruout the season for Casino Ballroom helped considerably, among the bands being Herman Waldman's, Red Nichols, Everett Hoagland's and Art Kassel's.

High Mark at Golden City

BROOKLYN, N. Y., Sept. 11.—Largest Labor Day crowd in history of 37-year-old Golden City Amusement Park was recorded. Milton Sheen, park managing director, and transit officials figure close to 90,000 people passed thru the main gate. Considering that many Brooklynites left the city on the holiday, the crowd was unexpected. Every concessioner, food, drink and ride, reported a profitable day. A tribe of Winnebago Indians drew many spectators.

Biggest Highs In Ohio Area

New all-time grosses registered, despite cold, to end best season since '29

CANTON, O., Sept. 11.—Altho week-end temperatures skidded to give Eastern Ohio the coldest Labor Day in many years, amusement parks in the district registered new all-time grosses, with every spot doing big during the double holiday, which brought to a close by far the best season since 1929. Rain on Saturday threatened to disrupt plans of operators for a record week-end, but clouds gave way early on Sunday to warm sunshine, which continued thru Labor Day to permit without interruption anywhere of climaxing fireworks.

Carl Sinclair, manager of Meyers Lake Park here, reported that it had biggest crowds in a decade, while Manager Frank Rafal said crowds in Summit Beach Park, Akron, exceeded record throngs of July 4. In Chippewa Lake Park, near Medina, concessioners and ride operators experienced the biggest week-end in many years. Same was true in Brady Lake Park, Ravenna; Geauga Lake Park; Idora Park, Youngstown, where, according to Manager Charles Deibel, patron- (See **BIGGEST HIGHS** on page 44)

Better Seasons Reported By Resorts in Salt Lake

SALT LAKE CITY, Sept. 11.—Saltair and Lagoon closed on Labor Day after successful seasons. Manager Thomas M. Wheeler of Saltair said MCA orchestras helped materially. Tommy Tucker and his orchestra closed the season.

Lagoon featured free dancing, which drew large crowds. Manager Julian Bamberger said this season was far ahead of any previous ones. Verdie Breinholt and his orchestra played their second consecutive season. An enlarged fresh-water pool was an added attraction.

Black Rock and Sunset Beach on Great Salt Lake will remain open for post-season bathing.

Holiday at Pontchartrain Is Marred by Bad Weather

NEW ORLEANS, Sept. 11.—Three days of rain cut into receipts at Pontchartrain Beach over Labor Day and the resort enters its closing week with a schedule of special days that may bring the attendance mark to a new high. Fine weather, plus circulation of more money and splendid cards of free acts, brought single-day record patronage on more than a half dozen occasions, with a top of about 65,000 when Miss New Orleans was chosen.

Substitution of Augie Schellang and orchestra for a band of less prominence and addition of two floor acts, headed by Lee Early with acrobat dogs, boosted patronage in the Casino, while the German band in Tyrolean Beer Garden proved the biggest new addition of the season. All rides are closing the best season in history of the beach, altho concessioners have seen better days.

Oscar V. Babcock remains until the close about the middle of the month, returning for four weeks after two weeks earlier in the season when he was credited as a big drawing card.

Beach To Try Winter Sports

DETROIT, Sept. 11.—Season in the main ballroom of Jefferson Beach Amusement Park closed on Labor Day with Emerson Gill and his band in for the final engagement. Plans for winter sports in the park, for the first time in history of Michigan amusement parks, are being made and an elaborate winter program is being laid out by Managing Director J. F. Gibson.

Slump Visits Detroit Area

Adverse weather curtails holiday takes — Eastwood season best since 1929

DETROIT, Sept. 11.—Park business here took a decided slump last week-end with sudden advent of the first cool weather in several weeks. On Saturday a severe rainstorm in early afternoon threatened outdoor business and the evening was clear and cool enough to discourage all but the more ardent patrons. Situation was typical in Eastwood Park, where patrons wore coats and business in all departments suffered seriously. Sunday was better for business, altho still cold, and Labor Day warmed up enough to regain much lost patronage of first part of the week-end.

Rilal McLain, president of Eastwood Coaster Company, said 1937 has been the best year since 1929, despite rain on many week-ends. Business of all attractions showed an average increase of 30 per cent over 1936. Tumble Bug built patronage 100 per cent over last year, altho it is not a new ride. New Merry-Go-Round proved a good money maker. Latest installation is a new Wurlitzer organ for this ride. New Kiddieland, with seven rides, has been popular and has helped build general patronage by bringing out whole families.

Vallee Draws 22,000

Nickel Night on Mondays more than doubled business on rides and made total patronage second only to week-end business. So successful has the idea been that it is planned to have final day of the season a special Nickel Day. Closing day will be on September 19, Max B. Keiner, general manager with Henry Wagner, said. Coconut Palms Garden will close a week earlier to allow a start on new construction plans. The building housing this will be rebuilt as a skating rink to be opened early in the fall. Coconut Palms will be moved into the former ballroom and possibly continued during winter. All records for the Gardens were broken during Rudy Vallee's recent engagement, with 22,000 people in five nights on the floor. Opening night, Saturday, drew 8,000.

August Big for Pool

Artificial ice installation is being considered for the Gardens, but will probably not be put in this season, Mr. Keiner said. An electric organ is to be installed in the new skating rink and 500 pairs of new skates purchased for the fall season. Building will give floor space 100 by 120 feet, as reconstructed. Operation will be in charge of Rilal McLain, with Frank Kutzen, co-manager of Eastwood Gardens, as manager.

Swimming pool, under management of Ben York, did excellent business all summer, with a prolonged hot spell and with August breaking all park records in this department.

High Ballroom Standards Advocated at Summit Beach

AKRON, Sept. 11. — A campaign to maintain high public ballroom standards, launched several weeks ago by Lew Platt, manager of the ballroom in Summit Beach Park here, in co-operation with Park Manager Frank Rafal and other park officials, is bearing fruit, the ballroom doing excellent business.

Both Akron newspapers have given the park excellent co-operation. Clean dancing and high standards of operation are main selling points in the campaign. Summit Beach Park will remain open every day for an indefinite period, Manager Rafal said. Business has been far above average all season. Ballroom will be open Mondays, Thursdays and Saturdays for several weeks. Bobby Grayson and his orchestra were followed by Ralph Webster on September 9.

BRIDGEPORT, Conn.—Pleasure Beach Park came under municipal ownership and operation last week when its lease to Pleasure Beach Park Company expired after 10 years. A suit is on by the city of Bridgeport for more than \$80,000 for back rent alleged due. John Molloy, park manager, has been appointed receiver by Superior Court.

"Trial Balloon" Chair

ATLANTIC CITY, Sept. 11.—Over Labor Day John Eveler, vet chair-stand operator on Million-Dollar Pier, changed one of the resort's famous rolling chairs into a trial balloon and sent it out on an official first-time run, equipped with 16-inch air-filled tires, roller bearings and airplane wheels. This will allow for smoother riding and will add three years of life to Boardwalk decking, he said. Whether the idea will be adopted here is not known, as it calls for double the expense of the old form. "It would be a fine sight along the Boardwalk to see a chair jacked up while a balloon tire is being changed," remarked a wag.

Acts Throw Party For Staff in Cincy

CINCINNATI, Sept. 11.—Coney Island department heads were guests on the night of September 5 of the performers in free acts presented in connection with closing of the 1937 season. A grove on outskirts of the park was selected by the performers as a place for the party and, after the "lights out" whistle blew, park men and performers met there in a sort of a farewell party. Refreshments, consisting of sandwiches, corn on the cob and beer, were served, with Minert DeArlo, clown policeman, being emcee.

Hosts were, in addition to DeArlo, Mr. and Mrs. Edward Viera, Royce Tidwell and Lewis Hill, Four Aerial Devils; John Melzer, Willie Melzer and Rex Jones, Flying Melzers; Mr. and Mrs. Howard Brooks, Mrs. Brooks being Miss Athlete; Marchetta and Harry Dunn, known professionally as Rita and Dunn; Mrs. John Melzer and C. H. DeArlo.

Among guests were Edward L. Schott, president and general manager of Coney Island, Inc.; Ralph Wachs, park manager; Robert Stayman, promotion manager; Al Behrman, park electrician; J. H. (Ham) Baird, manager of the exposition building; Pete Gilbert, ride operator, and several others of the park personnel. A "good time was had by all" and the only one who passed out was "Husky," three-year-old son of Rex Jones, of the Flying Melzers, who went sound asleep long before the party started.

Waldameer Beach Has More Outings

ERIE, Pa., Sept. 11.—Despite considerable rain Waldameer Beach Amusement Park had a satisfactory season, concluding on Labor Day, reports General Manager F. W. A. Moeller. Two new rides were added and many improvements were made. Picnic bookings were best since 1929.

Prize awards, free acts and fireworks helped draw crowds on big days, as did name bands booked into Rainbow Gardens two nights a month, with Shep Fields and Horace Heidt being biggest draws. Ballroom music was broadcast three nights weekly over WLEU, Fred C. Coakley announcing.

Hof Brau will remain open until October 1 and name bands will be presented in Rainbow Gardens over week-ends thruout the winter, cabaret style. Staff is W. J. Hansen, assistant manager; O. C. Zimmer, ballroom manager.

Asbury Park, N. J.

By RICHARD T. HOPPER

Altho the weather man did his best to bring the summer season to a close a day ahead of Labor Day by electrical storms, rain and cold, North Jersey shore resorts, and particularly this one, did a land-office business over the three-day week-end and counted the holidays a success.

Rain on Sunday washed out Boardwalk amusement spots but aided materially in giving eateries, night spots and theaters biggest play of the year. While concessioners prepared for upwards of 500,000 visitors on Sunday, only an estimated 200,000 were here, but they made up for lack of numbers in enthusiasm.

A glance over the season shows several interesting things. Only one big spot was forced to fold early and that was in the central part of the county away from

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WATER SKOOTER.

Ocean-front crowds. Horace Heidt and his Brigadiers hung up the season's record for Walter Reade's Casino on April 10 by drawing 4,000 paid admissions and several hundred others. Tommy Dorsey's Ork, said Jay B. Wren, manager of the Paramount and Reade right-hand man in this city, had close to 3,500, while Guy Lombardo and his Royal Canadians, here for the Labor Day week-end, drew 3,200 Saturday night. Sammy Kaye in the marine ballroom of Jenkinson's pavilion at Point Pleasant drew excellent crowds nightly all summer and wound up Monday night with near-record attendance. Band was aired over WOR-Mutual network several times weekly thruout the season. City officials said about 8,000,000 visitors took advantage of good weather all season, with exception of two Saturday nights, to come to Asbury Park. Total sets a new high for the past eight years.

MAX ALEX, during the summer an assistant to Charlie Hart and a mechanic on high-rigging acts on Steel Pier, Atlantic City, completes another season this week-end and he will again return to his general theatrical repair job at Roedess Gym, New York City. Will remain there all winter and in all probability will be back at the pier in 1938.

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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Sun Rays Help

Received a few letters from operators of indoor swim pools, asking whether sun-ray lamps help an inclosed tank. These communications arrived the early part of summer but I refrained from commenting upon them at that time, feeling that once the outdoor aquatic season was over more attention could be given such an all-important indoor pool subject.

In my estimation, sun-ray lamps are most beneficial to indoor pools, regardless of size or location. Despite what one pool owner wrote, that he had tried offering sun-lamp treatments and found it didn't help his business, I believe people everywhere are anxious to get a healthy tan and that such a service is as big a part of swimming business as water in your tank. Especially at this time, following the outdoor season, will indoor natatoriums find it profitable to offer sun-ray facilities. After a summer's tan one begins losing that healthy complexion during the last days of September and October and it's then that the pool offering sun-ray equipment will do biz over those that don't. Not that sun lamps are popular only in the fall, mind you. I know of many men and women who go to an indoor tank in New York in the heart of winter so that they can get a good tanning and look as if they have just returned from Florida.

As with any phase of swimming business, one must sell the sun lamp equipment, tho. It's not enough just to have a string of lamps—alho it must be conceded such a service incites mouth-to-mouth advertising and makes for repeat patronage—but one must advertise that fact. Now is a good time to insert in ads that persons can retain their summer tan by patronizing your pool. Educate your public to the fact that doctors everywhere indorse and urge persons to get as much fun as possible during fall and winter, even if it be artificial rays, so as to withstand cold temperatures.

Anti-Drowning Pill

A new wrinkle that should interest all pool men is that new anti-drowning pill introduced recently in Asbury Park, N. J. A chemist announced he invented a pill which would prevent anyone from drowning. He refused to divulge the formula, saying it was very secret and that the pill would soon be on the market. All of which is certainly not very happy news for the thousands of life-savers thruout the country. For, according to the inventor, with national adoption of this pill, drowning hereafter will be impossible. But, of course, it all depends on the scientific discovery and whether it works. Even if it does, life guards have nothing to worry about, tho, for the time being. The pills, when and if marketed, will be very expensive, according to the inventor. And so perhaps many people would rather take the risk of drowning. Another thing, too, is that many a pretty damsel, with an eye on the local Tarzan-like life guard, is sure to thumb her nose at the invention, for who ever heard of having a romance with a pill! Or have you?

Clinical Observation

As this is being written, pool owners, equipment manufacturers, swim coaches, pool engineers, architects and designers, health commissioners and park commissioners are convening in Chicago at the Medinah Club for the fourth annual international swimming pool clinic. Classes and lectures are being conducted during this five-day convention. And I'll probably have much to mention concerning these confabs in future columns. In the meantime, I'd like to register a public complaint to Harry O'Hare, secretary of the clinic, and to the other guiding lights for staging the show so early in the season. I can't see how they expect outdoor pool owners to make the meetings when many of them are still busy closing for the season and a few in many parts of the country were open until September 12. And the second peeve I have is that, in my opinion, this clinic should be conducted during the annual winter convention of the National Association of Amusement Parks, Pools and Beaches so that it can attract and appeal to all the more pool

owners and others interested in the industry. Lest there be a misunderstanding, I am not finding fault with activities of the clinic. I think it is a most worthy activity, about which I have written many times. As a matter of fact, I believe the committee in charge of arrangements honored me by an invitation to conduct a class or deliver a lecture at last year's session. It's just that I believe more attention should be given to commercial pool owners and that their interests should be considered when arrangements are made for such affairs. Some time ago this department complained that the pool man wasn't getting the break he should in proceedings of the NAAFP and last winter the program was much better. And, incidentally, not to change the subject, the pool program for this winter's convention is a honey. Let's have these annual meetings. There could be even more of them. But let us at the same time not forget operators of commercial pools. They are just as much a part of the swimming profession as municipal managers, health and park commissions and school coaches.

Old Orchard Beach

By HOWARD STANLEY

Calendar said Labor Day, but appearance of the beach and relatively small crowd said just another Monday. With rain and cold on Friday and part of Saturday, forcing many to turn about for home, Sunday and the "big day"

Chi Riverview

No disappointments here on Labor Day week-end. Saturday and Sunday were big, but Monday was the day, with walks loaded to capacity and everyone getting his share of biz. Weather was something showmen dream about, cool, clear and with lots of sunshine. Remainder of the week started fairly brisk and probably all concessioners will remain in the black right down to the finish line.

Park got a break when opening of schools was postponed indefinitely, due to a sudden increase in infantile paralysis. Kids being barred from theaters and indoor gatherings left Riverview with practically a monopoly on entertainment for the minors. Officials and concessioners alike are proud, and rightly so, of the neatly uniformed special police squad here. In a spot this large and catering to these crowds, the boys with the stars have done remarkably well and at no time this season have there been anything but a few minor disturbances, easily taken care of by Harold Knutsen, Bernard Willman, Bill Whaley, Earl Baker and James Brundage.

Bob White, chief engineer on the miniature railway, is nursing a sore mitt caused by a broken blister received from shoveling too much coal into the tender box to transport the Labor Day gang. Ruth Olson has a heavy arm, too, from grabbing tickets from Labor Day throngs which poured into the No. 1 show.

George Schmidt, park president, and his staff have been in daily powwows on

too; but when it comes to "records," etc., most showmen are forced to remain on the silent side. More complete resums of the business done by New York parks will appear in a forthcoming issue.

RAIN CHASES

(Continued from page 42)

continued cloudy and too cold for bathing, and pier matinees had a decided pickup.

Stellar Pier Bills

Both the big piers had best bills of the season, with Rudy Vallee heading the Steel Pier array and Ramon Novarro at Million-Dollar Pier. Steel Pier kept programs going night and day. Million-Dollar Pier had 3 a.m. closings. Rain spoiled one attraction for each, Steel Pier's outdoor circus and Million-Dollar's net hauls.

Management of Steel Pier reported business on a par with last year, but no records broken; ditto M.-D. Pier. Movie houses reported increased business due to heavy matinees that are usually lacking. Steel Pier will continue attractions, including the outdoor circus, until cold weather. Million-Dollar Pier will close tomorrow except for net hauls. Central Pier exhibits continue all winter. Heinz Pier will close most activities after this week.

Strike Effects Felt

President Frank P. Gravatt, Steel Pier, said that the 40th year for the pier has been good, alho, like all other shore amusements, it felt effects of strikes in Pennsylvania and New York during early part of the season. He revealed plans to keep the present schedule of three theaters, dancing, outdoor circus, mechanical exhibits and vaude going for the rest of the month, after which the pier will go on a winter routine.

Topping the Labor Day bill was Tommy Farr, Rudy Vallee, Mal Hallett and the Frank Elliott Minstrels. Mr. Elliott said the new idea tried this season of spotting vaude acts in with minstrels clicked.

"We are well pleased with our 40th anniversary. Alho no seasonal records were broken, which we must consider a natural, owing to the strike situation in Pennsylvania and New York during early part of the season, together with the big bonus money available last year, and a couple of bad breaks in weather, we are on a par with last year," said Mr. Gravatt. "The Atlantic City amusement industry should be satisfied. There were plenty of good attractions here. Those who visited us were given more than their money's worth and sent away satisfied. They will return next year and bring more with them. We at Steel Pier are already building toward next season and a number of changes are contemplated."

L. I. SEASON

(Continued from page 42)

Beach instituted a new idea by charging a quarter a throw to use the beach. Receipts will help to defray cost of beach improvement and care.

Jones Beach's season was best in its brief history by far, tho statistics have not been disclosed. The beach was a mob of humanity and autos all summer. Solons like both because each comes in for a toll. State-operated, Jones Beach is moderately priced and has been irking the other near-by beaches because of the competitish. Its guardians are priming it for a big push in 1939 during the World's Fair.

Rills Park, being fashioned as a miniature copy of Jones Beach, went head and shoulders above its past record because of Marine Park Bridge. Spot is owned and operated by city of New York and is priced on a 25 to 75-cent scale. For the latter price one is in like a king. Which is the reason independent resort operators near by are howling long and loud. Rills Park's visitors must have been, to guess, well over 7,000,000. As for Labor Day week-end, a combo of rain and chill, it hardly rates a small paragraph.

CANTON, O.—Harry Shirk, concession manager in Meyers-Lake Park here, ended his fourth season on Labor Day and plans to make some Indiana fairs, including those in Hartford City, Auburn and Bluffton, and the annual Pumpkin Show in Circleville, O. Shirk, many years in the same capacity in Summit Beach Park, Akron, reports the 1937 season one of the best in a decade.



ENTRANCE TO EASTWOOD GARDENS, outdoor ballroom installed in Eastwood Amusement Park, Detroit, by Henry Wagner and M. B. Kerner. One of the largest of outdoor ballrooms, it is now completing its first season in the big fun center.

were not very profitable, as closing season days go. Most of the concessioners, however, aren't crying the blues, for as a whole they all did fairly well on the season and had marvelous breaks in weather, especially on week-ends.

There were a few enterprises, of course, which did not pay. Failure may be attributed to a number of reasons: Lack of popularity or novelty of game, inadequate flash; mismanagement, such as trying to save money by hiring inexperienced kids or being run by wise-crackers whose bally could have been cleaned up, along with their shirts and other dress. A few operated dilapidated stands haphazardly. There were some who fixed up their places so elaborately, equipped their spots so lavishly, that they found it difficult to meet the nut.

There is indication that many places will remain open a few weeks longer; Saturdays and Sundays at any rate. Most visitors will come by auto. Bob Thomas, emcee, after a successful season at C. W. Usen's Palace, has landed in an Auburn nitery. That excellent managerial combo, Joseph Rankine and two sons, after closing Freddie Dittmer's beano-tango will spend much of the winter vacationing. Tommy Morrissey will remain a few days before heading for Boston to visit his folks.

Congrats to Jerry Klein, Melvin Bank and Paul Learn for their idea in starting that publication organization which has everybody talking. Will Jerry Gardner open a beano with Dan Carroll in Worcester or is it definite that he will have a tavern with Benny Gordon in Boston?

plans for next season, announcement of which will probably be made next week. New wrinkle tried out the last three Fridays has been a 15-minute broadcast over WGN, tying up dramatization of some exciting historical event with thrills to be had at Riverview.

BIGGEST HIGHS

(Continued from page 42)

age was so heavy that it was almost impossible to walk on the midway; Rock Springs Park, Chester, W. Va.; Moxahala Park, Zanesville, O.; Buckeye Lake Park, O., and Lake Park, Coshocton, O. In an effort to recoup to some extent losses during June and July from several rainy Sundays, several major parks in the district will operate week-ends up to four days a week until October 1, providing weather remains seasonable. In several instances park operators will take advantage of remaining weeks of good weather to start improvements to rides, buildings and other projects which are to be completed for opening in 1938.

EAST DRAWS

(Continued from page 42)

has been a good one, despite few breaks in weather on big days.

In all probability the season's net will not be anywhere near what park men anticipated in May, with possible exception of Painesades Park, which, thru an intense promotion and advertising campaign, has done exceptionally well. Playland has had a good season, and as a matter of fact most of the others have,

American Recreational Equipment Association

By R. S. UZZELL

EXPOSITION GROUNDS, Quebec—This fair has scored a substantial comeback. It is most encouraging to the management. Infantile paralysis has not disturbed the place yet and as the fair has but two more days to run at this writing we feel sure of no outbreak here.

Industrial Hall has more exhibits than for several years and at an advance in price. Exhibitors express satisfaction with orders obtained at their booths. General attendance shows an advance over previous years since the slump in 1930. People are spending more freely on the grounds than usual, as all rides are scoring better business, reflecting re-employment gains and a spirit of cheerfulness. Concessioners seem happy over the comeback of this fair.

Carnival Teamwork

Conklin Bros. show their business acumen in handling this fair and the Toronto Exposition simultaneously. Instead of attempting to grow to the magnitude required to handle Toronto and this fair, they called in allies. Here they have some of their show combined with Art Lewis Shows, making a creditable appearance. Then when both fairs are over they have only their own attractions to handle, which they know so well how to do.

They present in the combine as new attractions for this city the Octopus, Loop-o-Plane and a portable 12-car Dodgem. They have two Merry-Go-Rounds, one Ferris Wheel, Motordrome, Kiddie Auto ride and the usual shows and games. Frank Conklin and Art Lewis are in charge here, while Paddy Conklin is in Toronto. Who said carnival men cannot do teamwork? The Uzzell rides are permanent fixtures on the grounds. Their contracts are renewed for a 10-year period. This encouraged the one new major attraction and a rehabilitation of the others. The weather is rather treacherous at this season, but thus far we have been fortunate; only a light shower on Labor Day and soon over. This makes four successive years for Conklin Bros. and 12 years for the Uzzell enterprises. All has been harmony and a willingness to be helpful, with neither encroaching on the rights of the other.

Feature Days Help

The big feature here to lift an otherwise dull day is Children's Day. Admitting them free brings parents who otherwise would not be here. And the children, where at all possible, have saved some money to spend. Then Farmers' Day holds these men a day longer than they would otherwise stay. Civic Holiday is also a good business booster. All business houses close for the day, making it the second best day of the fair, Labor Day being first. It is an eight-day fair and the third best in Canada.

People from the States who have never played this fair actually suffer from cold. They come away from the warm weather of the States with insufficient clothing and often take severe colds. To insure comfort a heavy suit of clothes, a good sweater and an overcoat are indispensable. It seems strange to leave New York City, for example, with a temperature of 92 degrees and clothed in a Panama or equally light material and, on the first night here, change to the heavy garb required for safety to health. Then on returning to the States the lighter garb will again come into requisition. It means carrying summer and winter clothes for the trip.

The population of 95 per cent Canadian French makes a little knowledge of the French language a very great help. The little Canadian nickel, or what we once had as a half dime, is a nuisance, as American cashiers often take it for a dime. Then the 25-cent shin plaster is an oddity. Fortunately both are called in by the Canadian Government for cancellation.

Wildwood, N. J.

By ORO

A northeast storm shattered Labor Day joys for thousands who planned to come here. With reports indicating continuance of the storm, thousands already here started homeward, bringing the summer season to a cold and wet con-

clusion. Hotel and restaurant operators and concessioners estimated that the bad weather meant more than \$100,000 in lost revenue. Beach was virtually deserted and Boardwalk had only few hundred promenaders. Inclement weather during the preceding week, which held down crowds, made the Labor Day storm a bitter pill to take.

While the take equaled that of an ordinary week-end, many amusement centers that were housed cashed in. Hunt's Ocean Pier and Hunt's Plaza Ballroom, profited from weather-beaten crowds. Ocean Pier attractions included Don Bestor and a fourth return engagement for Woody Herman's music. Plaza Ballroom had Alex Bartha's Orchestra from Atlantic City's Steel Pier and Sonny Dunham, who moved in from the Ocean Pier.

S. B. Ramagosi's Casino Arcade was a welcome port, with the dozen or so concessioners there experiencing rush hours. Final beach concert by Wildwood chorus was canceled; the popular Sunday feature is planned again for next season. Night clubs and cabarets did land-office business. Few concessioners are lingering, most of them calling it a season and boarding up their stands.

Palisades, N. J.

By MARION CAHN

Season fast drawing to a close, soon most of us will be on our way to other fields. All will look forward to another one of these grand seasons, for it has been a good season with the Rosenthal brothers. Some will remain to start work on rebuilding, redecorating and rehabilitating the park.

Jack and Irving Rosenthal will remain in the park and have already contracted new rides and attractions for 1938. Al and Joe McKee will start work the day following closing ceremonies on tearing down and then building up. Some present ideas are to rebuild the Funhouse and make it one of the most modern. Another plan is to move the large electric sign on the river front so that it is just a little to one side of the park lights, thus showing better during the park season when everything is lighted. After building is well under way, Irving Rosenthal will take a prolonged vacation, leaving Jack in charge, and will then return to allow Jack to vacation.

Rose Guttenmacher, after a short vacation, will resume her photo stand in Hudson Terminal, New York City. Plator Guimes is not to make fairs this year.

Coney Island, New York

By ROGER LITTLEFORD JR.

No records were broken at Coney Island over Labor Day week-end, although showmen and concessioners could have fared much worse than they actually did. Inclement weather and a Jewish holiday, beginning Sunday evening, ruined the holiday as far as appropriate business was concerned. Violent thunderstorms Saturday evening, an all-day rain on Sunday and chilly winds on Monday did their best to discourage visitors to the big seashore playground.

According to the records, Saturday's biz can be classed as "mediocre." Sunday was a complete dud, and Monday, although not what it should have been, was what everyone is forced to admit, a big day. The fact that the beach did practically nothing over the three days aided Boardwalk, Bowery and Surf avenue inhabitants considerably. Luna and Steeplechase parks "went to town" Saturday afternoon and Monday, and the Chase had quite a few patrons on rainy Sunday. Of course, independent showmen were counting on big things over the holiday, third big trinity of the season, and that they were disappointed goes without saying.

Meet on Dull Day

Sunday was such a complete washout that the Mardi Gras committee called a special session during the afternoon, taking opportunity of the slow time for a final get-together of committeemen before the big week opens. Many concessioners and some showmen actually closed shop to attend the meeting and did not bother to reopen at night. That fact alone indicates how dull the day was.

There were rumors floating around this week that several shops will not

but will look around for a business connection. Bob Seaton, of Tommy Shortin's staff, will go to Trenton, Danbury and Allentown fairs. Mrs. Ganim and Tony, now out of the hospital, will go to Florida for a vacation, as will Charlie Haweny, of the souvenir stand. Mitzi Mannes has signed with Cetlin & Wilson Shows, as has Captain Walker. Mitzi will have a Mickey Mouse game, while Walker will have a three-elfphant act. Pete Herman, of the doll wheel, will follow fairs, starting in Danbury. Joe Weisman, of skill games, will stay in New York three months doing promotional advertising and will then go to Florida. Tommy Shortin may look into the bingo situation for churches and bazaars, as will Dick Bowe at the new Creamer and Dyer bar. Daddy Simmons will make Danbury, Trenton, Allentown and Reading fairs and, upon his return, has signed with Dave Epstein to run bingos in New York. Harry Mulcahy will also connect with bingo games. Eleanor Rinsald, of cigaret concession, will vacation in Kentucky.

Of the office staff, Anna Halpin will stay in the park all year, maybe taking time off for a Bermuda trip. Harry Shephard will probably remain in the park, with time off for a vacation. Josephine Olsommer will take bridal vows. Bobby Paulson, much to his disgust, will go back to school. Norma Brooks and Harold Meniely are still undecided as to the future. Bert Nevins will go to Trenton Fair and then back to his New York office for a winter's work. Marion Cahn will also go to Trenton, then she hopes to sleep for about three weeks, after which she will probably go back to publicity.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Sept. 11. — With Labor Day over, the Showmen's Variety Jubilee and crowning of Miss America held the stage. Judging from crowds on Steel Pier, there is no question as to drawing power of the big event and resort amusement and concession people are getting in an extra week.

In the Auditorium they are dismantling the gigantic mountain set and ice rink used for the Ice Follies and are readying for a group of conventions to continue late into winter. It is reported a new rink must be built before winter ice hockey gets under way on December 1.

While the only great change on Steel

Pier for the next week will be closing of the minstrels, Million-Dollar Pier will fold its entire program with exception of net hauls. No plans have been made for next year.

Conrad Nagel was a visitor at dressing room of Ramon Novarro at Million-Dollar Pier over the week-end. Rudy Valle, playing Steel Pier, did a good job, his first, he admitted, as toastmaster at a dinner to beauty queens of the jubilee at the Traymore. It was a toss-up who drew most attention, Rudy or the girls. Joe Besser breezed in with the missus to head the final week's bill at Million-Dollar Pier.

Slim Timblin, who quit minstrelsy to take over a Tobacco Road Company a couple of years ago, turned up suddenly with Frank Elliott's troupe over Labor Day, giving his usual fine performance of "de deacon." Buster Shaver, with Olive and George, midjet stars, also bobbed up for the occasion. Bill Madden, who for many years held forth at the Traymore, did a Steel Pier date this week.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: The Labor Day was finale of the summer season, the song of concessioners' cash registers may linger on, depending upon weather, until first week of October. Lot of the road-houses and similar types are looking to a healthy contribution of biz from members of the American Legion, when the vets hold their convention in New York.

Two biggest factors in booming biz at beaches during the past couple of years: Tri-Boro Bridge, Marine Park Bridge. Pete's Stable gutted by fire. Yacht Club is name of spot slated for opening shortly at Hook Creek, with nautical note the feature. Sea horse is officially insignia of Jones Beach and other State parks from now on. Of the half dozen spots featuring auto racing this summer, all but one made it pay. Eddie Casey, of Mineola Fairgrounds, says official approval of greyhound racing on Long Island is enough to assure a track close to \$1,000,000 income.

WORLD'S FAIR BRIEFIES: L. I. Railroad now operates on schedule to fairgrounds. A. K. Morgan, ex biggie at Jones Beach, a visitor to grounds regularly. Lotta mud on the grounds when it rains. Administration Building, first to be finished, is plenty impressive, and already it's a hive of real doings.

ROCKAWAY BEACH: Biz was disappointing for most big restaurants on or near the Boardwalk. Fairyland, kid park at Edgemere, had okeh trade all thru summer with the type of customers most easily pleased. Doubtful whether there'll be fireworks shows next summer under auspices of Chamber of Commerce. Nothing in the nature of a Mardi Gras this year. Eddie Tiff, parking mogul, whose pastime is compiling statistics on autos, reports most out-of-town cars this year were from New Jersey, followed by Pennsylvania, Florida and Texas.

Murphy's Tavern did a better-than-fair biz thru the season. Tho it may not have been the best season from standpoint of profits, Ostend had a banner year as to attendance. Summer bus lines, operating for the season only, reaped more nickels than they have in years. Talk is that Rockaway may have roller chairs on the Boardwalk during 1939. World's Fair year; also that a number of other innovations are scheduled for the Walk.

LONG BEACH: Summer exodus came on Labor Day, with half the summer dwellers leaving between then and the two days following. At least three concessioners had seasons good enough to put them in the high income taxpaying brackets. Dan Shabor decries absence of benches on the Boardwalk. Police Chief Phil Kohut dined with friends, as is the custom with each cop boss when he proves himself regular.

With the Zoos

PHILADELPHIA.—As a series of directional signs are to be installed in Philadelphia Gardens, curator Roger S. Conant is conducting a popularity contest among visitors to serve as a check-up in furnishing information beneficial in placing the signs. Figures being garnered at the north gate show money (See WITH THE ZOOS on page 51)

N. Y. EXHIBITS SOAR

Bigger Nations' Site Is Needed

Foreign displays will take more space, says Whalen—to guard visitors' health

NEW YORK, Sept. 11.—Grover A. Whalen, president of the New York World's Fair of 1939, revealed from Paris this week that because of the number and size of foreign exhibits that will be assigned to the event, the international section of the Flushing Meadows site must be increased to nearly double its original size.

He announced that 38 nations have already signed for more space than fair officials had anticipated, and that they are planning now on participation of about 50 nations when the event opens on April 30, 1939. Mr. Whalen, who is returning this week on the Normandie, has been touring Europe in interests of the big exposition and, according to reports, has stirred up no end of interest in the project among foreign governmental officials.

New York City Health Commission, headed by John L. Rice, has already signified its intention to take strict precautions against spread of disease thru the city when the influx of fair visitors hits town. Commission is asking for an additional \$2,000,000 to be added to the commission's budget, declaring that regardless of cost New York must prepare to make it practically impossible for disease to pervade this city during run of the fair.

General preparations on Flushing grounds continue to go ahead at a steady rate. Transplanting of trees and shrubbery is practically completed, landscaping is getting under way and construction of buildings goes on unabated. Administration Building, first official structure to be completed, has been occupied by office workers for three weeks.

Gate in St. Stephen, N. B., Is Largest in Recent Years

ST. STEPHEN, N. B., Sept. 11.—St. Stephen Fair, August 30-September 3, had total paid admissions announced as 25,000, largest in recent years, patronage about evenly divided between New Brunswick and Maine residents.

Three separate sets of seating accommodations were provided for three types of attractions. Before the grand stand acts, which included Diving Swans; Farmer Brown's Performing Pigs, Ponies, Dogs and Monkeys; Reynolds Family roller skaters, and Silver, wonder horse. Bleachers were available for the baseball, played every day, and simultaneously on two afternoons with harness racing, seen from a grand stand.

Admission was 35 cents except on horse-racing afternoons, when it was tilted to 50 cents, but put back to 35 cents at 5 p. m. Calais (Me.) Band provided music. Ben Williams' Shows were on the midway.

Kahn Reports Success For Wapakoneta Annual

WAPAKONETA, O., Sept. 11.—Success attended Auglaize County Fair here on August 29-September 3, said Secretary Harry Kahn, altho rain on three afternoons held down night crowds. Derby Day, last day, broke all records for attendance.

Midway featured Mrs. Ike Rose's Midgets for two nights, marking the first time the organization played a fair date. Secretary Kahn fell heir to a 185-pound watermelon sent to Dick Huddleston of the Lum and Abner troupe, by the Chamber of Commerce of Hope, Ark., when it arrived too late to be presented to Governor Davey in Columbus, O., for whom it was originally intended. The melon was sliced on August 30 and presented to the public.

KENOSHA, Wis.—Grace Carey, Wilmet; Albert Lois, Bassetts, and Charles Rasch, Wilmet, were elected directors of Kenosha County Fair.



HERE IS JUST PART OF THE CROWD that overran Great Lakes Exposition, Cleveland, on Sunday and Monday of Labor Day week-end. Crowd so filled the midway that passage was difficult. This scene was taken in front of Winterland. Crowd at that point was massed solid from Bridge of Presidents and Higbee kiosk to the Florida exhibit. This is just before the entrance to the midway, which was filled in similar fashion.

All-Time Paid Gate Record Apparent at Michigan State

Detroit fair gets great influx with 25-cent "Everybody Pays" policy—free acts on Mall and show in Coliseum crux of entertainment—midway figures rise

DETROIT, Sept. 11.—Opening days' attendance at Michigan State Fair, September 3-12, gave promise of an all-time record for paid admissions at this 88th annual for which Manager Frank N. Isbey has installed a thorough businesslike system of operation. Estimated paid admissions for the first six days were 317,000, a considerable increase. Children's Day, Tuesday, was a disappointment to many concessioners, with an estimated 12,000 children as compared to an estimated 100,000 in some past years. Infantile paralysis scare, causing postponing of school opening, was blamed. Labor Day business was about equivalent to last year's, according to some concessioners. On Wednesday the pay gate was waived, with admission of children from orphanages, reported to number 6,200, as guests. Coliseum show, free acts and midway attractions were given gratis to the youngsters. Admission fee of 25 cents for adults represented a 10 per cent cut from last year's admission.

Program of aerial acts was revamped early in the week, when it was found that the original schedule of one act an hour caused patrons too much walking around grounds to the Mall. All acts were put on thereafter in a full hour's program, three times a day.

Free acts were presented on the new Mall at southwest corner of the grounds and included Albert Powell, pole contor- (See ALL-TIME PAID on page 49)

Ohio State's Crowds With Doubled Gate Fee Prove Need of Expansion

COLUMBUS, O., Sept. 11.—Attendance at the 87th annual Ohio State Fair here on August 26-September 3 was the highest since 1929, despite a raise in admission from 25 to 50 cents, it was unofficially reported by Earl H. Hanefeld, director of agriculture. More than 400,000 passed thru gates, attendance reaching more than 100,000 on Wednesday and Thursday, latter Governor's Day. This compared with about 275,000 last year.

The director was unable to give official figures, he said, because this year there were no turnstiles, so revenue total will be unknown until books are audited and all premiums paid. The 155-acre plant proved its inadequacy, resulting in Director Hanefeld and Willard W. Ellen-

Bedford, Pa., Annual Rolls Up Best Record in History

BEDFORD, Pa., Sept. 11.—The most successful Bedford County Fair ever held closed on September 4 after five days and nights of record crowds. William Brice, president, and Buddy Brice, secretary, said Thursday's crowd was largest ever on the grounds. Weather was the only drawback, with heavy rain on Friday and Saturday.

Grand-stand show was called one of the best ever brought here and played to capacity. George A. Hamid presented Pearl Haines and her Revue, which scored heavily, as did Will Morris and Bobby. Cervonne's band gave concerts (See BEDFORD, PA., opposite page)

Badger Profit Best

MADISON, Wis., Sept. 11.—Profit from the 1937 Wisconsin State Fair, West Allis, will be greatest of all time, said Manager Ralph E. Ammon. Increased premiums and higher wages were paid, premium increase amounting to \$21,000 and labor cost increasing about \$20,000. Altho the State fair has been held 87 years, it reported its first net profit in 1935 and has broken attendance records for the past three years. Cost of the 1937 fair was \$200,000, all paid out of income.

Holiday Big For Toronto

CNE gate is up on Labor Day—decrease is 248,000 on first eleven days

TORONTO, Sept. 11.—Labor Day, pleasantly cool, brought the best day's business to the Canadian National Exhibition, August 27-September 11, since the opening. While gate attendance decreased 31,000 from last year, Labor Trades parade to the grounds was largest in many years, 9,300 members taking part as against 5,000 last year. It was the most pretentious display of motorized floats that has ever taken part in a Labor Day demonstration.

Attendance for 11 days:

	1937	1936
Friday	45,000	42,000
Saturday	165,000	189,000
Monday	114,000	192,000
Tuesday	69,000	80,000
Wednesday	76,000	72,000
Thursday	74,000	108,000
Friday	62,000	76,000
Saturday	110,000	154,000
Monday	181,000	212,000
Tuesday	62,000	74,000
Wednesday	79,000	87,000

Totals ----- 1,037,000 1,285,000

Decrease on year ----- 248,000

The infantile paralysis situation seemed to have been forgotten, altho there was a noticeable absence of children in (See HOLIDAY BIG opposite page)

Gate Dividends For Burlington

Showmanship tells at Vermont annual—gate beats that of '36 by 15,000

BURLINGTON, Vt., Sept. 11.—Showmanship paid dividends in increased attendance at Champlain Valley Exposition here on August 30-September 4. Estimated attendance was 60,000, an increase of about 15,000 over last year. Burlington Day on Wednesday showed increase of 7,000 over last year with total of 22,000. Even heavy showers on Saturday, which necessitated elimination of bicycle races, did not cut attendance.

Manager Harold L. Drury, who took office last year, increased advertising appropriation \$5,000 and effected not only usual merchants' tieups, but secured co-operation of Champlain Transportation Company to run excursions from New York State points. He also increased appropriation for grand-stand attractions and effected a tie-in with The Burlington Daily News Station WCAX.

Grand-stand show, Revelations of 1937, booked thru George A. Hamid, proved one of best ever here. Stetson Radio Band played and Joe Termini Company presented vaude acts. Estimates of grand-stand receipts showed an increase of about 30 per cent. Harness racing, which has slipped over a period of years, regained its standing.

World of Mirth Shows, here for the first time, presented the largest and most modern carnival to show in Vermont this season. Gaylord White, show's p. a., not only annexed plenty of newspaper space, but managed to have at least two hours daily of free radio time from the lot. Mary Wiggin's Hollywood Dare-Devils was a Saturday afternoon grand-stand attraction.

Iowa's Gate and Profit Best Since Peak Event Held in '29

Attendance totals 377,342 at Des Moines 10-day annual—crowds 57,000 bigger than last year and 2,000 over 1930—rain on final day halts auto racing program

DES MOINES, Sept. 11.—A rainstorm Friday afternoon, September 3, ended the "State fair heat wave" and halted the auto-racing program. However, it arrived too late to interfere with an annual which drew total attendance of 377,342, giving Iowa the biggest State fair since 1929. It was the first rain in 10 days of perfect fair weather. Crowds were 57,000 larger than last year and total attendance was 2,000 ahead of that in 1930. In 1929, however, the peak year had attendance of 435,385. Profits more than kept pace with attendance, said Secretary A. R. Corey. It is estimated the fair will show a balance of \$54,000 after all bills have been paid.

Before the fair ended on Friday auctions, dripping with perspiration from humid heat, sold more than \$70,000 worth of live stock shown by Iowa 4-H Club boys and girls. In a far from gloomy mood members of the State fair board Friday night put their okeh on the fair bills and congratulated one another on the end of a most successful event. Profit this year rivals the 1929 profit of \$55,584.97 and dwarfs last year's profit of \$11,476.17.

To Build Up Fund

Receipts this year have reached \$316,932.85 and Secretary Corey estimated there is about \$12,000 yet to be received. Budgeted for expenditure this year was some \$275,000. Not counted in computing profit is a legislative appropriation of \$50,000 for grounds maintenance, \$10,000 for premiums and \$70,000 for a new poultry building.

J. P. Mullen, Fonda, president of the board, indicated that 1937 profits probably will not mean a saving for taxpayers. He said the fair board will not ask a smaller legislative appropriation and might even ask a larger one. This year's profit, he said, will go to build up a cushion fund, depleted in lean years of the depression. Anything left may be needed for grounds improvements.

Board voted to let contracts for construction of the poultry building so that it may be ready for the 1938 fair. Funds for construction include the \$70,000 State appropriation and a federal WPA grant of \$53,100. Even if the total cost runs over these figures the board will still be in a solvent position, having this year's profit and \$40,000 left from the 1937 legislative appropriation for operating expenses on hand for such emergencies.

Schrader Makes Record

Altho spectators missed the last two events on the auto-race program because of rain on Friday, they saw Gus Schrader, Cedar Rapids, Ia., set a new dirt track record for a mile on a half-mile track. Oddly, Schrader was bested in the race in which he set the record by Emory Collins, Le Mars, Ia. The race was over two and a half miles. Schrader was clocked for two miles of the distance in one minute 49.9 seconds, 2.1 seconds faster than the previous record set by Collins last week.

Despite rain most of the acts went on schedule in front of the grand stand. Midway continued in operation until the drizzle became a downpour. Shortly after the rain started people began filling out of grand stand and grounds. Final clearing was handicapped by mud and wet canvas.

Oshkosh Draws Best Gate

OSHKOSH, Wis., Sept. 11.—With estimated attendance of more than 58,000 for four days, Winnebago County Fair, which closed on September 3, went down as the biggest in association history. Grand-stand show included Large and Morgner, Edna, Alee and Company, Shorty, Flemm, Hazel Mangan Girls, Felix Patty, Dobas Troupe and Ernie Young's Revue. Sol's Liberty Shows were on the midway. Admission was 35 cents; grand stand, 25 cents; reserves, 50 cents.

Calif. in New Sunday Mark

SACRAMENTO, Sept. 11.—All Sunday attendance records for California State Fair were broken on September 5 with an estimated 93,000 as compared to the previous Sunday high of 91,846 in 1936. The 83d annual opened on a Friday for the first time and attendance was 35,348; Saturday, 49,091, as compared to 59,608 in 1936.

Extension of Paris Expo Seems Likely

PARIS, Sept. 7.—Owing to international complications involved, no decision has been reached as to holding Paris International Exposition in its present form next year, but it is practically certain that the exposition in some form or other will reopen next year, as estimates have been made as to cost of installing heating plants and equipment for preserving the buildings during winter months.

Attendance is increasing, with the average daily passing the 160,000 mark. Sundays and Mondays are big days, 265,571 being registered on August 29 and 284,518 on August 30.

Business in the amusement park is also increasing, with visitors spending more money than during earlier stages of the exposition.

Galax Has Record Breaker

Galax, Va., Sept. 11.—All records for attendance and number of exhibits were broken at Greater Galax Fair. With exception of opening day, when it rained, gates, with a 40-cent general admission, showed best returns in several years. Grand-stand show included Continental Revue, Skating Carters, Woodford's Dogs, Moore Brothers comedy team, Four Aces and Marks Shows free act. Auto races on Saturday were by Atlantic States Racing Association and show was played by Smith's Superba Band. There were Ohio Fireworks Company displays. Harness and running races drew large entries. Marks Shows on the midway created much favorable comment.

Canfield, O., With a Tilt To 40 Cents, Has Big Gate

YOUNGSTOWN, O., Sept. 11.—Despite rain on first two days, which washed out races and did considerable damage to concessions, Mahoning County Fair, Canfield, on September 2-6 drew about 50,000 paid admissions, setting a record, said President Fay Heintzelman.

Labor Day crowd was 42,000. Management reduced the free list to a minimum. Concessions and shows reported a banner day Labor Day. Larry Larrimore, who had about 20 concessions, reported it his best week this season. Shows included Mitzl, Greenwald's Athletic Show, Mystery Animal and several pit attractions. R. H. Wade had four rides. Lester Rodgers had peanuts.

C. A. Klein, in charge of grand-stand show, booked Great Kaydee, aerialist; Flying Howards, Aerial Barrows and other acts, and the J. R. Malloy Circus Revue presented Jack and Ruth, Roman rings; Tinker Toy and Fals, dog and pony act, and Nancy Darnell, high trapeze. Admission was tilted to 40 cents.

Salt Lakers View New One

SALT LAKE CITY, Sept. 11.—For the first time Salt Lake County had a fair in Murray on September 1-4. City Park being utilized. Governor Blood was represented at the opening by E. S. Holmes, manager of Utah State Fair, who praised the county for its initiative and commented on the new Coliseum, rushed to completion in time for the fair. Salt Lakers journeyed there with suburbanites. Features were crowning of queen, horse-pulling contests, children's parade with pets and hobbies, milkmaids' contests, open-air dances, baseball, midway and free acts.

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DES MOINES, IOWA.

Prepping for Mo. Maiden

SPRINGFIELD, Mo., Sept. 11.—Indications point to record attendance at first annual Ozark Empire District Free Fair here. More than 10,000 copies of the premium list have been mailed, offering \$12,000 in prizes. New buildings on the 80-acre tract are rapidly nearing completion. Barnes-Carruthers Parade of Stars will be night grand-stand attraction, added by Lambert Hill Dancers, Bartel Hurst Foursome, Cosmopolitan Cretet, Seven Fredysons, Parofr Trio, Wilbur's Circus, Hill's Elephants and Cerone's Concert Band. Capt. F. F. Frake's Thrills and WLS furnish opening program on Sunday. Hankinson Speedways have two afternoons of auto races. On other afternoons there will be harness and running races. Fairly-Martone Shows will be on the midway.

BEDFORD, PA.

(Continued from opposite page) and played the show. Milt Hinkle's Texas Rodeo pulled crowds in for a Wednesday matinee for a sellout, Tex Sherman doing a fine job on rodeo publicity. Ralph A. Hankinson was rained out on Saturday and postponed his auto races to Sunday afternoon.

Cetlin & Wilson Shows rolled up new record grosses. Public and fair managers' approval of the midway gave much credit to John W. Wilson and I. J. Cetlin.

HOLIDAY BIG

(Continued from opposite page) throngs on the grounds. For the first time this year parking space was at a premium. Early in the day a long line was standing waiting for "rush" seats for the grand-stand performance, night show playing to capacity. "The best day yet" was the unanimous opinion of exhibitors and showmen. From early until late the attractions were crowded. Tom Mix Circus gave several performances during the day at 25 cents admission, 25 cents for reserves and 25 cents for the concert.

Smaller crowds, due to absence of children, but heavier buying are reported by exhibitors. Guy Lombardo opened Monday afternoon at the CNE Ballroom for a week's engagement and has been playing to record crowds. Enthusiastic reports of mounting sales

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Wants Rides and Concessions, but no Shows. FARMINGTON, MO., OCTOBER 7, 8 AND 9. Complete Carnival not desired. Rides, Doll Racks, Shooting Galleries, Etc., preferred.

Address O. A. DOUBET or P. H. TEAL, Farmington, Mo.

by farm-machinery exhibitors, indicating rising rural incomes, coincided with the swing of the CNE spotlight to Agriculturists' Day. Implement salesmen of one large concern agreed their sales had been better than for the 14-day period of 1936. Farmers came from every corner of Ontario and from the West and Quebec and many parts of the United States.

Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Revenues Up On Labor Day

Rain insurance and football game help coffers — 50-cent gate to remain

DALLAS, Sept. 11.—Rain hurt attendance but apparently increased revenue of Pan-American Exposition on Labor Day. A shower fell in the afternoon while President William Green, American Federation of Labor, was making an address in the Cotton Bowl. Heavy rain began shortly after 5 p. m. and continued almost five hours during the entire first half of the football game between the Chicago Bears, professional team, and an all-star team chosen from college in all parts of the country.

On the evening rains the fair will collect \$10,000 from an insurance policy, it was announced. The Dallas News, a co-sponsor of the football game, said that income of the expo on the game would amount to \$14,483.84, exclusive of the \$10,000 rain collection on a policy costing \$750 and the additional front gate take.

Bullfight Attendance Off

The newspaper estimated the exposition will have to spend \$11,000 for expenses of the amateur players and paying for incidentals. The Bears took \$10,000, twice the amount of their guarantee. More than 20,000 spectators sat in driving rain to watch the All-Stars beat the Bears 6-0.

The game outweighed the labor celebration as a gate attraction. Attendance of labor union members was heavy on Sunday when stiles ran a total of 23,559. A few thousand heard Mr. Green's speech in the afternoon, but attendance was only slightly more than 15,000 when the heavy rain began. Total for Monday was 31,459.

Antonio Carrillo Mexican rodeo and bullfight drew almost a capacity crowd at its first formal performance. Attendance dropped at later performances. The event, called jarropeo in Mexico, was delayed two nights in opening because of trouble in getting stock thru customs offices.

Denies Gate Gossip

Announcement by Billy Rose on Tuesday that the 50-cent front gate charge at Fort Worth Frontier Fiesta had been dropped will have no effect on the Dallas fair, Frank McNeny, director-general, declared. He emphatically denied that the show may drop its 50-cent gate charge despite the fact that many midway oper-

Attendances	
Previously reported.....	1,299,484
Wednesday, September 1.....	8,843
Thursday, September 2.....	8,656
Friday, September 3.....	9,039
Saturday, September 4.....	14,901
Sunday, September 5.....	23,559
Monday, September 6.....	31,459
Tuesday, September 7.....	11,331
Total	1,407,272

ators have demanded that move for several weeks. He pointed out that Cavalcade of the Americas, a 40-cent show, is free at all performances now.

Rose came from Fort Worth Monday night to see the football game, but spent most of the time visiting in the Ripley show and other places along the midway, avoiding the rain. Mr. and Mrs. Maxwell Wortham, Houston, were visitors on Monday. Arthur Hopper is in town. Kent Watson has left as press agent for Road to Rio, going to Miami, Fla.

Grand-Stand Shows

RECORD crowds attended four-day Washington County Fair, Arlington, Neb., ending on September 3, where J. C. Michaels' Grand-Stand Circus presented free acts. Circus played Dawes County Fair, Chadron, Neb., on September 8-11 and will appear at Fillmore County Fair, Geneva, Neb., on September 14-17, to be followed by Texas dates in October.

AFTER opening the season on June 9 and playing in Iowa, Nebraska, Missouri and Minnesota, Purcell's Stage Circus reports being still booked five weeks ahead. Harry Villeponteaux, parachute jumper, is carried with the show.

BOOKED thru DeWaldo Attractions, Fred and Marie Guthrie report they



FRANK A. HENDERSON, secretary-manager of Mississippi-Alabama Fair and Dairy Show, Tupelo, has been connected with show business since boyhood, getting his start as operator of a moving picture projector while attending school. He has been in fair work nine years and is also secretary-manager of Tupelo Chamber of Commerce. He is vice-president of Mississippi Association of Fairs.

played nine fairs and celebrations in six weeks thru South Dakota and will jump to Sunman, Ind., for September 17 and 18, followed by Durham (N. C.) Tobacco Festival and Fair.

JAKE J. DISCH writes that Bink's Circus Revue completed a tour of Wisconsin fairs and celebrations in New London on September 4-6 under sponsorship of Carpenters and Joiners' Union, after which they jumped to Reynoldsville (Ill.) Fair, where, with the Steiner Trio, bar and comedy act, they furnished grand-stand entertainment. Hiller's Allied Amusements were on the Reynoldsville midway.

FREE ACTS at five-day Franklin County Fair, Rocky Mount, Va., concluding on September 11 were Kitty

O'Fair, acrobatic dancer; Jack Amies, comedy revolving ladder; Happy and Wonder Dog, Duke; Bob Burstin, magician; Miss LaAime!, swinging ladder; Hutching's Instrumentalists, and Aerial Cowdens, double traps, who are also booked for fairs in North Wilkesboro and Lumberton, N. C.

WILFRED MAE TRIO, playing fairs in New England for George A. Hamid, report that Mae Gregory, formerly of the troupe, left a hospital after a severe illness and joined the family in Lancaster, N. H.

GRAND-STAND show at Los Angeles County Fair, Pomona, Calif., will include Hustrel Troupe, high wire; Five Famous Jansleys, risley; Six Sensational Jordans, teeterboard; the Sullys, comedy bars; Three Reddingtons, trampoline; Emerald Sisters, comedy; Hudson-Metzgar Palomar Girls; Neiss Family, casting act; Stalack Brothers and Pearl, teeterboard and perch, and Volere Brothers, trapeze and horizontal bars.

FIVE-DAY Cumfing County Fair, West Point, Neb., on September 2 concluded one of the most successful events in its history. Weather was ideal and on Tuesday attendance records were broken. On two days acts playing the fair were used on half-hour radio advertising broadcasts. Interstate fireworks were presented nightly. Revue, *Revelries of '37*, directed by Billie J. Collins, of Collins Enterprises, was grand-stand attraction and included 16 Dancing Rocketts; Original Flying Valentines; Murand and Giron, bicyclists; Farlan Four; Joe Madden, comedian; Ben and Connie Smith, radio act; Royal Whirlwinds, skaters; Don Philippe, tight wire; Aerial Atterburys, trapeze; Major Lee's Cowboy Band.

AFTER playing the third engagement this season in Riverside Park, Indianapolis, on September 5 and 6, Latham's Circus Attractions will play one more Indiana fair, then going to Clanton, Ala., to open six weeks, of fairs for Thomas P. Littlejohn on September 27.

ROSTER of Smith's Superba Band comprises Yates D. Smith, director; Lew Randall, Ed Falte, H. M. Smith, trumpet; Charles Duble, W. W. Francis, trombone; George Lawlor, Robert Banky, clarinet, sax; Bud Rine, euphonium soloist; Chop Eyestone, sousaphone; James D. Winne, Frank Valley, drums and traps.

Free Gate Goes On at Fort Worth Fiesta for Remainder of Its Run

FORT WORTH, Tex., Sept. 11.—A free gate went into effect at Frontier Fiesta on September 7 for remainder of the season, after the best two days' business of the season. Coincident with the free gate was closing of Melody Lane, featuring composers Joe Howard, Euday Bowman, J. Russel Robinson, Ernie Burnett, Phil Baxter, Vincent Rose, Harry Armstrong and David Guion, playing their own compositions, on September 6 about six weeks after it became the free show. There will be no new free attraction to take its place. Melody Lane building probably will remain dark except when bad weather moves Casa Manana Revue to this building.

The free gate came as a surprise to persons who bought bargain ticket books and who still have them on hand. Each book contains five general admission tickets. Melody Lane closing also was kept from showgoers who are usually given a last chance to see each closing attraction. The free gate, sought all last year by concessioners and showmen here as a means of more attendance, probably will help all shows as well as general attendance, altho persons never having been here during the time of paid admissions most likely will be disappointed in the small number of attractions. Lay-out now has only three paid attractions, Casa Manana, Pioneer Palace and Firefly Garden. Free attractions include Sunset Trail buildings and West Texas Chamber of Commerce exhibit building, Astor House and Silver Dollar Bar, both with excellent entertainment, have no admission charge, but both sell drinks.

Record on Labor Day

With announcement of a free gate, the management explained that "the fiesta is a civic enterprise, built and paid for

by public-spirited citizens of Fort Worth, not with the purpose of profit, but with the thought in mind of advertising Texas and bringing the world to this State." Management added that the fiesta has been having excellent patronage and that it wants to give everyone a chance to visit the show.

Astor House looks for record business with the new gate policy. W. B. Wolkin, in charge for Turf Catering Company, which has food and drink concessions in the Astor House as well as on the midway, reports his company had record business during the Labor Day week-end. All other attractions did record business on Saturday and Sunday, but rain ruined the whole show on Monday. Casa Manana was sold out, even to standing room, on Saturday and Sunday at both nightly shows. Labor Day crowd is believed to have exceeded Fourth of July attendance, altho no figures were given and, Labor Day crowds on Saturday and Sunday are believed to have spent more money than on the previous holiday. Only entrance to grounds is at the blockhouses on the west side. Casa Manana entrance has been closed.

Second week's Jamboree at Casa Manana featured Harriet Hoxter, ballerina; Everett Marshall, singing *That's Why Darkies Were Born*, California Varsity Eight, singing college medley; Three Swifts; Harry Armstrong, composer of *Sweet Adeline*; Art Frank and Chester Frederick, from Pioneer Palace; Gomez and Winona, dance team at Casa Manana; Cass, Mack and Topsy, comedy act, which went into Casa Manana Revue on September 5, and Al Galodora, saxophone player, with Paul Whiteman's Orchestra.

Joe Howard, composer in the former free show, appeared on an oil program

over WBAP again this week. Fritz and Joan Hubert, pantomime drunk act in Pioneer Palace Revue, were interviewed on last week's Fiesta Reporter program on WBAP. Fritz Hubert was on this program again this week in a "drama" which also featured Hinda Wassau, of Pioneer Palace, and Lauretta Jefferson, ballet mistress at Casa Manana.

Jackson Given Medal

Joe DeLisle, of California Varsity Eight, was out for a week when he had his tonsils removed. Joe Jackson, pantomimist, who left Casa Manana on September 4, was presented with a NBO gold medal by Paul Whiteman in appreciation of Jackson's aid on the recent international broadcast by Whiteman to the Music Festival in Austria. Jackson, a native of Austria, was interpreter for the foreign language part. Jimmie Briery, Paul Whiteman's vocalist, was guest singer on the Pepper-Uppers broadcast over WFAA, Dallas, on September 5.

Grey Downs, Texas Sweetheart No. 1; Bess Coughlin, singer; Gene Ree Timmons, Casa Manana dancer; Stuart Morgan and Lita D'Oray, member of Stuart Morgan adagio team, flew to Midland, Tex., on September 4 as guests at Midland Rodeo, where they also rode in a parade.

Shirley Wolkin, Chicago, is visiting her brother, W. B. Wolkin. Paris Peggy, from the Bowery at the Dallas expo, visited the show this week. Joe Venuti, whose orchestra was in Casa Manana last year, was another visitor. Ray Campbell, Dallas, is now assistant to Boyce House, fiesta publicity director. J. Russel Robinson, composer in Melody Lane, and pianist for Dixieland Jazz Band in Pioneer Palace, will remain here for two more weeks.

Aaron Slabodkin, Chicago, auditor for Turf Catering Company, is here for remainder of the season. Skeets Fain, who formerly operated a wheel game on the midway for Turf Catering Company, is now at L. Pigott's on Sunset Trail.

TRI-COUNTY FAIR

October 4 to 9, Hurricane, W. Va.

WANTED

Good, clean Concession and Shows. Refreshments are sold.
ROBOE CHINA, Concession Mgr., P. O. Box 8223, West Huntington, W. Va.

WANTED FREE ACTS

Darlington County Fair
WEEK OF OCTOBER 4.

Comedy and Aerial Acts preferred.
MAX ISAACSOHN, Secy., Darlington, S. C.

SENSATIONAL HIGH ACT

at liberty for

SOUTHERN FAIRS

Address A. E. SELDEN,
Care The Billboard, Cincinnati, O.

Premium Facts

(Data collected from lists received by The Billboard)

CHATTANOOGA, Tenn.—Tri-State Fair, 3d annual, September 20-25. 50 pages. Sponsored by Chamber of Commerce, Hamilton County Farm Bureau, County Women's Club and Federation of Garden Clubs; J. A. Darnaby, director. Admissions: Adults, day or night, 25 cents; children, 5 to 12, 10 cents. Attractions: Stock Show, Travel Show, free acts. Midway: Rubin & Cherry Exposition.

TULSA, Okla.—Tulsa State Fair, September 18-25. 154 pages. Officers: P. E. Estill, president; R. H. Hughes, vice-president; H. E. Bridges, secretary. Admissions: Adults, 25 cents; children, under 12, 10 cents. Attractions: Ernie Young grand-stand show; Large and Morgner Michon Brothers, Bob Willis and his Texas Playboys, Joe Thomas Saxotette, Dobas Troupe, auto races, Thearle-Duffield fireworks; Thrill Day, September 18. Midway: State Fair Shows.

SPRINGFIELD, Mass.—Eastern States Exposition, 21st annual, September 19-25. Officers: Joshua L. Brooks, president; Harry G. Flisk, Mrs. James J. Storrow, Wilson H. Lee, W. I. Cummings, E. Kent Hubbard, vice-presidents; George E. Williamson, treasurer; Robert J. Cleveland, Albert C. White Jr., assistants; Charles A. Nash, general manager; Milton Danziger, assistant. Attractions: Grand-stand show; Edwin Franko Goldman's Band, September 19; Championship Stampede and Rodeo, Lucky Teter's Hell Drivers, 104th Infantry Band, Al Sweet's Band, Horse Show, American Kennel Club Dog Show, horse-pulling contests.

NASHVILLE—Tennessee State Fair, 32d annual, September 20-25. 132 pages. Officers: Judge Litton Mickman, chairman; W. J. Wallace, John Sloan, W. C. Clark, James A. Cayce, J. B. Ezzell, W. T. Jones, commissioners; J. W. Russwurm, secretary. Admissions: (No passes) General 50 cents; children, 5 to 12, 25 cents; grand-stand seats free day and night except Saturday for auto races; auto races, 50 cents; reserves, 25 cents; box seats, 50 cents. Attractions: Grand-stand show, Ernie Young acts, Hazel Mangan Girls, Joe Jackson, Blondin-Rollins Troupe, the Danwills, Lady Barbara's Circus, Kenneth Waite Troupe of Clowns, Hankinson auto races, Night Horse Show. Midway: Royal American Shows.

SALISBURY, N. C.—Rowan County Fair, September 21-25. 88 pages. Officers: Norman Y. Chambliss, George A. Hamid, directors and managers; Mrs. G. F. Conrad, resident manager. Admissions: General, day or night, 25 cents. Attractions: Grand-stand show, George A. Hamid acts, Continental Revue, Hinkle's Rodeo, Farmer Brown's Pigs, Winifred Colleano, Breng's Golden Horse, auto races, Ohio Display fireworks. Midway: Johnny J. Jones Exposition.

SALT LAKE CITY—Utah State Fair, 57th annual, September 25-October 2, 164 pages. Officers: A. G. Mackenzie, president of board; Ernest S. Holmes, manager; Martha E. Gibbs, secretary. Admissions: Adults, 25 cents; children, 10 cents. Attractions: Free acts, Horse Show, Dog Show, horse-pulling contests. Midway: Monte Young's shows and rides.

HILLSDALE, Mich.—Hillsdale County Fair and Races, 37th annual, September 28-October 2. 76 pages. Officers: Dr. J. C. Whitney, president; J. I. Post, treasurer; H. B. Kelley, secretary. Admissions: Adults, day, 35 cents; night, 25 cents; children, under 15, 15 cents; under 8, free; vehicles, 35 cents; grand stand, 25 cents. Attractions: Grand-stand show, free acts, baseball, harness racing. Midway: Shows and rides.

ROXBORO, N. C.—Person County Fair, 4th annual, September 27-October 2. 48 pages. Officers: R. L. Perkins, president; Copeland Garrett, vice-president; W. R. Minor, treasurer; O. S. Parnell, secretary-manager. Attractions: Grand-stand show, Ohio Display fireworks. Midway: O. C. Buck Exposition.

BIRMINGHAM—Alabama State Fair, September 27-October 2. 92 pages. Officers: G. T. Wofford, president; J. Warren Leach, vice-president; P. T. Strieder, secretary-manager. Admissions: Adults, 25 cents; children, 5 to 12, 10

cents; autos, 25 cents; grand stand, adults, day or night, 50 cents. Attractions: Grand-stand show; Ernie Young revue, *Passing Parade*; Barnes-Carruthers Thrill Day, Capt. F. F. Frakes and Death Fighters, Thearle-Duffield fireworks, Midway: Royal American Shows.

ALL-TIME PAID

(Continued from page 46)

tion number; the Antenos, novelty high pole; Four Lorenzos, two men and two women, double ladder and high platform; Prince Nelson, high tight wire; Funch's Circus, puppet show presented by Paul McPharlin, assisted by Bertram Gable and Edward Johnson as manipulators. Other entertainment features were presented on the grounds, many for one day only.

Coliseum Show Free

In the Coliseum, rearranged with a mammoth stage and seating capacity of 16,000, a new type of fair show, *Parade of Stars*, was staged. No grand-stand show has been given at the fair for several seasons, as the stand has been leased to Detroit Racing Association. Thirty shows were presented, one on opening night, five on Labor Day, four on Tuesday and Wednesday and three on all other days. In addition to the permanent show Ben Bernie was here to open for two days, followed on Tuesday and Wednesday by Edgar Bergen and Charley McCarthy. Show was produced by Chicago office of MCA.

It opened with the 24 Hollywood Girls in a *Floradora* number. Wayne King and his orchestra played from the stage thruout.

On the bill were Vera Fern, ballroom dance, with slow acrobatic bends and fast head-stand whirl; Joan Britton, contracto; Ames and Arno, adagio; Horton Spurr, comedy dancing; Howard Nichols, hoop twirling; Ethel Shutta, long a Detroit favorite; Ben Yost's Eight White Guards, harmony chorus; Rufe Davis, imitator, and Red Donohue and his mule.

On Wednesday Manager Isbey said the Coliseum Show would be free beginning that afternoon, aside from reserved seats. The fair had reached such a point that a net return in the black was assured even if gate receipts for remainder of the week were zero, it was said. Accordingly, the Coliseum played to crowds running 7,000, 12,000 and 18,000 at three shows on Wednesday, a one-day record of 37,000.

Pass Policy Rigid

The fair had probably the most rigid pay-gate policy ever on a major fair. Admission was dropped to 25 cents, 10 cents for children, but everybody had to pay. Only serious squawk came from up-State newspapers. Detroit papers remained generous on free publicity, but up-State papers in a number of cases appeared to refuse to run almost all fair publicity because of having expected free passes cut off. Equally rigid policy prevailed at midway attractions, by order of the fair management.

An idea of Manager Isbey in presenting press passes was a coin card containing two quarters for the turnstiles, taking the place of two ducats customarily given. Card was plainly marked "Working Press Courtesy" and was not intended for widespread distribution thru newspapers' city rooms.

Business for Hennies Bros.' Shows on the midway up to Thursday was reported 32 per cent ahead of last year's at the corresponding time.

Grounds Improvements

This year grounds presented a radically altered appearance. A large park, modeled after standard parkways established by Michigan highway commission, has been created in the Grove. One landmark, the band stand, has been removed. A new orchestra and theater shell, capable of holding the largest bands or a full-size dramatic company, has been erected just south of the Administration Building. Benches to hold about 3,000 have been placed in front of the shell.

Large parking lot at southwest corner of grounds, used at the midway two years ago, has been changed into a green park, with frequent benches for visitors. This has been renamed the Mail, and platforms and poles for free acts have been erected. Former main gate at corner has been removed after over a quarter century of service, and a new front gate is being used a little further north. This leads to a sort of Boulevard of the Allies, with columns and flags of many nations.

Main office has been rebuilt, with new offices for executives and workers glassed off from central office. The old White



OTTO HEROLD, president of the State Fair of Texas, did well on a fishing trip to Petoskey, Mich. Back in Dallas from his vacation, he showed this proof of a catch ranging in weight from 2 to 3½ pounds.

House, show place for years, has been reconverted into Fairview Restaurant. In recent years this has been used for the Women's Building and housed baby contests.

Drainage system has been improved and the old difficulty of mud appears to have been eliminated. Heavy rain the day before opening and again on Saturday did not hurt the grounds. Fifty new drinking fountains have been installed. Streets have been renamed, east and west streets being lettered and north and south streets numbered. Extensive plantings of flowers around buildings, as well as other landscape features, have greatly enhanced ground appearance.

Exhibit Space Curtailed

Space allowed for commercial exhibits was little more than half of that occupied last year. However, revenue from exhibits was about the same since former charges were nearly doubled. Farm exhibits appeared to be smaller than in recent years because of less space allotted to them, but were of high quality.

Another policy which drew favorable comment was a rule against tips in washrooms. Contrary policy brought protests in past years and a rule of placing attendants on salary and barring tips has been favorably received.

An aggressive fair publicity campaign was waged under management of Fred Schader, assisted by Mrs. Lillian Carter. Radio, newspaper, car cards, billboards and other media were used, resulting in a huge volume of publicity.

OHIO STATE'S CROWDS

(Continued from page 46)

lunch stand; R. D. Conrad, snowball, custard; Frank Grote; pineapple whip; C. N. Olbert, two snowball stands; Christy Hayes, three lunch stands; Wolfe, Hoyle & Doolittle Company, four lunch stands; Nate Cohen, lunch and root beer; W. M. Stinson, photos; W. D. Griffith, pop, ice cream, cigars and cigarettes in grand stand.

F. E. Gooding had 11 rides and seemed to be doing plenty of business thruout the week. H. E. Bernstein had the program concession. Midway was jammed most of the time and at night was gayly lighted, an improvement over previous years. Entire plant has been painted and redecorated thruout thru co-operation of the WPA.

Fair was originally scheduled to run only the week of August 29-September 3, but so many entries were received for the Junior as well as the regular fair that it was decided to open the Junior Fair on the preceding Saturday and Sunday. For these two days an admission of 25 cents was charged. During the regular week, however, 50 cents was charged thruout with exception of Women's Day, Monday, when 25 cents was charged for women. Children were 25 cents thruout.

Estimate of attendance for the week: Saturday, 60,000; Sunday, 40,130; Monday, 75,000; Tuesday, 60,000 (rain); Wednesday, 100,000; Thursday, 100,000; Friday, 80,000; Saturday, break-up day, with no admission charged, 40,000.

Gus Sun Exchange again presented the grand-stand show, *World on Parade*, acts including Five Flashes, roller

380,663 High For Vancouver

Canada Pacific Exhibition makes 7-day mark—may assure live-stock building

VANCOUVER, B. C., Sept. 11.—Canada Pacific Exhibition on August 30-September 6 closed its 28th annual with record attendance on the holiday of 90,058, including 7,431 children. Total attendance was 380,663, an all-time record. Jubilee year saw attendance at an 11-day fair of 377,700, but this was favored with excellent weather and better economic conditions. Attendance figures by days:

August 30.....	52,503
August 31.....	36,841
September 1.....	47,691
September 2.....	45,798
September 3.....	45,908
September 4.....	61,888
September 6.....	90,058

Attendance at races also set another top mark, estimated at from 12,000 to 15,000; \$175,000 was played on parimutuels.

Advance sale of tickets is estimated at \$65,000 as compared with \$40,871 for the 11 days last year; 40,000 free tickets were given out to school children. The big open-air attraction this year was an impressive pageant staged by E. V. Young, *Cavalcade of Empire*, every afternoon and evening on the lawn area outside the administrative buildings. Exhibits in all departments were above standard this year, big interest being displayed in live stock.

W. C. (Spike) Huggins, of the West Coast Shows, operating 10 shows and 8 rides, reported good business, with a big improvement over last year. Bobby Rowe, Portland, Ore., brought his midjet car drivers, which drew big crowds.

Walter M. Leek, president of the exhibition, believes that a new live-stock building is nearing realization with this year's big business. He announced retirement of Prof. M. H. King, who was loaned by the University of British Columbia to manage the fair this year. He says there will be no hurry in appointing a successor. Matt Hassen, manager of Armstrong Fair, will take over management of the winter exhibition. Give-aways included a trip around the world, two autos, a vacation trip and cash awards. Concessioners all reported good business.

skaters; Six Jordans, teeter board; Blomberg's Alaskan Huskies; La Favor and Dolly, trapeze; LaSalle and Donahue; Flying Flemings; Huztal Troupe, high wire; Tarokies, barrel jugglers; Three Milos; Six Rajah Arabs; Petroff's Comedy Bears; Arkansas Sod Busters, mixed quartet; Bench Bentum, high-diving act, and Frank Taylor's Congress of Cowboys and Cowgirls. There were fireworks afternoon and night.

"May Pay Its Way"

Grand Circuit harness racing was presented on five days, with the Governor's Cup being run on September 2 and won by Olive Drulen, owned by J. J. Mooney, Fremont, and driven by Jake Mahoney. Night horse shows played to capacity in the Coliseum.

Director Hanefeld said that this fair had a "chance to be the first to pay its way." He thought the 50-cent gate might provide enough revenue to pay all expenses. The Legislature appropriated \$178,000 for the fair.

While concessioners reported taxes good, Concession Manager Harry A. Cole commented on prompt payment of concession fees and reported income from concessioners had more than doubled in three years. Sales tax officials clamped down on concessioners who failed to get sales tax stamps. Two shifts of 10 men were on grounds thruout the day.

Grand Circuit officials started a move to have the grand stand, now seating between 6,000 and 7,000, enlarged before next year. Crowds for some of the races as well as show programs jammed the stand.

HAVING finished engagements at Pocatonga (Ill.) Fair on August 25-29 and Oregon (Ill.) Fair on September 4-6, Leo Demers opened a two-week engagement in Pittsburgh on September 7.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Funds Held For Backers

Expo earnings since August to underwriters—bills and loans paid, says Dickey

CLEVELAND, Sept. 11.—First official statement of financial status of Great Lakes Exposition was issued this week by General Director Lincoln G. Dickey. Here it is: All bills have been paid. All borrowed money has been returned. All money earned since August 1 is being funded to pay back underwriters.

"At least 50 per cent of the underwriting will be returned," said Mr. Dickey. "It is possible that more will be accrued, but we are assured of 50 per cent on the 1937 exposition. There will be some return to the 1936 exposition also. This will consist of salvage, excepting structures built for 1937. These include the Aquacade and a few small buildings. "The picture is much brighter than might be expected when one recalls that from the opening on May 29 until the last day of June there were only nine days when rain did not fall heavily. And of those nine days one was cloudy. Operating loss for June was about \$139,000. So there is much to be said in favor of the outcome."

Buildup to bring business for the remaining time continues in all departments. This week Newspaper Days were held on Tuesday to Friday. Triple tickets were issued for 50 cents and a coupon clipped from any of the local papers. These tickets admitted to exposition, Streets of the World and Horticultural Garden. Today and tomorrow Tommy Farr, late opponent of Joe Louis, will go on exhibition in International Circle, making three appearances daily and doing his stuff with boxing partners. Reports on first days' business under the new system in Streets of the World was that of a decided increase. Fortunato's Italian Cafe reported biggest business of the year, as did Charlie Poole's Grapefruit Winery.

Plans for Ohio Day

On Wednesday General Director Dickey

Carolina's Agricultural Fair

CHARLOTTE, N. C.—6 BIG DAYS, 6 BIG NIGHTS—OCTOBER 4 THRU 9. This Fair being billed for 100 miles. Attendance expected 300,000 persons. 50,000 school children's tickets now going out to schools: Joe Basile's Madison Square Garden Band, Ernie Young's Revue, the Great Wilno, Billetti Troupe, Carver's Diving Horse, Harry Froboess and several other big Acts. Also, big display of Fireworks every night. Greyhound Racing day and night. Wanted—Exhibitors and Demonstrators for Main Exhibit Halls. Decorator: Jim Appley, write. All address B. A. LOWRANCE, Secretary, Charlotte, N. C. All other Concessions address MIGHTY SHEESLEY MIDWAY, care Fair Headquarters, 111 W. Fourth St., Charlotte, N. C.

THE GREATER MOBILE GULF COAST FAIR

MOBILE, ALA., OCTOBER 18-24, INCLUSIVE.

Free Gate.

HENNIES BROS. UNITED SHOWS OF AMERICA

Space available for Legitimate Concessions. Must put out merchandise. Positively no Gift allowed.

FOURNIER GALE, President; E. T. ROSECRANT, Secretary.

EL PASO, TEXAS, Sept. 29 to Oct. 3

ANNUAL SOUTHWEST HARVEST FESTIVAL AND FAIR

WANTED—Free Acts (Only Sensational). Also Legitimate Concessions. Location on the Downtown Streets. Drawing Population 300,000. All communications to

VERNE NEWCOMBE, Amusement Division, Gateway Hotel, El Paso, Tex.

Attendances

Previously reported	2,479,582
Thursday, August 26	24,657
Friday, August 27	28,408
Saturday, August 28	40,947
Sunday, August 29	47,035
Monday, August 30	30,629
Tuesday, August 31	20,769
Wednesday, September 1	23,111
Thursday, September 2	21,612
Friday, September 3	22,531
Saturday, September 4	37,168
Sunday, September 5	105,051
Monday, September 6	87,905
Tuesday, September 7	22,114
Wednesday, September 8	19,467
Total to date	3,010,986
Days left	18

and Associate Director Almon R. Shaffer visited Columbus and waited on Governor Davey regarding arrangements for an All-Ohio conclusion, starting September 24 and continuing thru the last two days. Starting with the first day, a general holiday for that period will be declared thruout the State. All State offices, liquor stores and schools will be closed. All children, single or in groups, will be admitted free if accompanied by adults. On a special program one feature will be an All-Ohio Schools Band with 200 musicians.

Today and tomorrow see Gene and Glen Circus at Radioland and International Circle. Long favorites over WTAM, the radio duo returned for Jubilee Day with Warren Wade, former program director of the station. Circus is built about Jake and Lena, Gene's characters, and will be staged with circus atmosphere, including animals, sawdust and lemonade, with Jake a ringmaster and Glenn handling musical end.

John H. Gourley, manager of Streets of the World, announced a "Carnival of Bargains" until the exposition ends. All attractions at this end start bargain prices. Nationality days include Swiss, today; Russian, tomorrow; Norwegian and Croatian, September 18; Irish, September 19. Nationality programs will be staged in addition to vaudeville offered at International Circle.

Good Over Labor Day

Attendance over Labor Day week-end exceeded expectations. There were 37,168 on Saturday; Sunday, 105,051; Monday, 87,905; total, 192,956 for the last two days. This was a new attendance record

since Jubilee Day, which took second place, saw 161,626 for its week-end. Bad weather marked Saturday and Sunday, with chilly winds, clouds and hint of rain. Monday was fair and sunny. But Sunday was the biggest Sunday of the year. The 110 acres were crowded so that busses barely inched their way. Crowds waited outside Aquacade, Winterland, *The Drunkard*, Ripley's Odditorium, Sarg's Marionette Theater and other spots while the shows played to capacity. Exhibition halls were crowded. Streets of the World filled at noon, long before the usual time, and continued so until closing. National Moose convention and mob here for National Air Races helped to build up evening attendance over the week-end.

The talkers' contest ended with Sally Lostien, of R. J. Zouary's Bouquet of Life, selected as winner of three high contestants. Competitors were Boris Marmoyla, who ballys Warren Piper's Crown of the Andes, and Tom Jones, who brings them in for the Swan Boat concession. Miss Lostien worked alone. Marmoyla was assisted by Miss Dorothy Gregory, hostess for the Belgian Cafe, who stooged in a brilliant Inca costume. Jones was aided and abetted by his dog Rusty, a chow with eight years' vaudeville experience. Judges were George Clements, director-general of Florida exhibit; Harold Waddell, of Sherwin-Williams' Radioland, and Ross E. Bartley, director of promotion. Winner was awarded a distinguished service medal, presentation being made by Associate Director Shaffer.

Deny "Greater Aquacade"

Faith Bacon closed at Herman Pirschner's Show Boat with a final performance on the Friday before Labor Day. Much to-and-fro give-and-take between Pirschner and the exposition management ended with Associate Director Shaffer delivering his ultimatum. Either the Bacon ceased to sizzle at the expiration of her contract on that night and the show closed or exposition officials would take steps to close it. So show closed.

Submarine S-49 closed on Wednesday. Captain E. J. Christensen took it from its spot opposite the Administration Building on the midway and placed it at Ninth street pier. Two new Diesel engines are being installed at a cost of \$15,000. The submarine will head for Miami under its own power for exhibition during the winter.

General Director Dickey and Billy Rose will not produce a "Greater Aquacade" despite rumors to that effect. The organization, however, will be maintained when the exposition closes for production of shows of various types next season.

Big Annual Is Registered For Labette, Oswego, Kan.

OSWEGO, Kan., Sept. 11.—With new officials and co-operation from civic bodies, the six-day Labette County Free Fair here, concluding on September 4, was most successful since 1924, said Secretary-Treasurer Joe A. Carpenter. About 30,000 attended, exhibits were good and admission to grand stand was free.

H. C. Swisher Shows were well patronized on the midway and Uncle Tom's Cabin was presented nightly in front of the grand stand.

Staff is H. W. Burgess, president; Clarence Montgomery, assistant treasurer; Carl Francisco, Ed Potter and E. R. McKinney.

Luxemburg Again in Black

LUXEMBURG, Wis., Sept. 11.—Favored with ideal weather, Kewaunee County Fair and Homecoming here on September 5 and 6 again went over the top financially, according to Secretary Julius Cahn. Special attractions included Five Flying La Vans, Five Cycling Kirks, Pat and Vilma La Volo, Tumbling - Atwoods, Madame Marie, Lulu Belle and Skyland Scotty, headlining WLS show, and a horse-pulling contest. Badger State Shows were on midway. Five bands furnished music.

LOGANSFORD, La.—Interstate Free Fair Association elected A. E. Robinson, president; Clyde Malone, secretary-treasurer-manager.

HENDERSONVILLE, N. C.—Henderson County Fair Association elected Lawrence H. McKay, president, to succeed G. D. White, resigned.

Fair Grounds

TOPSFIELD, Mass.—The 116-year-old Essex County Fair probably has presented more big-time thrill acts than any exposition of its size in New England and Robert F. Trask, general manager, said the 1937 show intends to preserve its reputation. Patrons here were first in New England to see Carver's Diving Horses, Lucky Teter and his Hell Divers, Four Queens of the Air, Dare-Devil Townsend and others.

CHATTANOOGA, Tenn.—For the 1967 Tri-State Fair Superintendent Ray Hart has entries sufficient to announce a dairy show of merit. Three buildings of sufficient capacity have been erected and exhibits of farm products will be housed in conjunction with industrial exhibits, surrounding a court of displays. A free grand-stand show will conclude with a fireworks spectacle. Rubin & Cherry Exposition will be on the midway.

WEYAUWEGA, Wis.—With attendance estimated at 18,000, the three-day Wau-paca County Fair, which closed here on August 29, was the most successful in 10 years. What was said to have been the largest attendance ever at a single program here packed grand stand and bleachers Sunday night for WLS on Parade. Heinie and his Grenadiers from WTAMJ, Milwaukee, and WLS Merry-Go-Round drew heavily on Friday and Saturday.

BURLINGTON, Wis.—Racine County Fair chalked up attendance of about 14,000 as against 12,000 last year, said E. A. Polley and George Weller, secretary and treasurer, respectively.

HILLSDALE, Mich.—Hillsdale County Fair's new grand stand, undergoing final touches, will seat 1,400 and double seating capacity at the race track in front of the free acts stand. There will be space in front for temporary bleachers. Secretary Harry B. Kelley said cost of the new stand, between \$8,000 and \$9,000, is paid from receipts of the fair. Boxes will be equipped with new steel chairs. A feature are sanitary restrooms underneath. Stand has a self-supporting roof, which eliminates use of a great number of poles. Roofing is of steel over paper, made for insulation from heat as well as protection from fireworks.

MARSHFIELD, Mass.—Despite five days' rain, Marshfield Fair here on August 23-28 broke attendance records due to good exhibits, special events and mutual betting, said Secretary H. C. Keene. On Saturday night a Cellophane Wedding was presented by Bill Rice. Munns Shows did fair business. Free acts were booked thru George A. Hamid.

TUPELO, Miss.—The 30th Mississippi-Alabama Fair and Dairy Show will embrace six days and nights this year instead of five. Features include Children's Day, Tupelo Day, Future Farmers of America Day, Travelers' Day and 4-H Club Day, large dairy show, live-stock show, poultry show and dog show. Henries Bros. Shows will be on the midway and grand-stand attractions will include Aerial Bauers, Four De Libertos, Three Valentines, Three Clovers, Avery Trio, Gertrude Avery's *Diamond Revue* and fireworks. An auto will be given away on closing day.

MUSKOGEE, Okla.—New sheep and swine pavilion on grounds of Oklahoma Free State Fair here is being rushed to completion and should be ready for occupancy two weeks before the 1937 fair. Live-stock barns, badly in need of repair, are being put in first-class shape, and the poultry building is being completely revamped. Landscaping is going on all over grounds and each low place is being filled. As CCC headquarters have been moved, exhibits will fill all buildings and 4-H Clubsters will occupy their building by themselves. In many departments premium money has been increased. Premiums for Hereford cattle (See FAIR GROUNDS on opposite page)

WANTED Ferris Wheel

Rides of any kind for one day established fair, October 8. Write

GEORGE BOURNE,
Blackstone, Va.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ARENA GARDENS RINK, Detroit, reopened for the season on night of September 4 to more than a capacity crowd, 600 private skate owners being present as well as 1,400 using house skates, and about 200 skaters had to be turned away because floor was overcrowded. Rink was remodeled while closed for summer. A huge neon sign has been installed outside and interior done over in black and red. Lighting and fixtures are in pink, silver and blue. Springsteel furniture has been installed thruout, with black and red leather upholstery. Complete new system of lounges has been installed, with a special blue and gold room for exclusive use of private skate owners. Suspended-type ceiling is of royal blue. Organ has been enlarged from 2,600 to 3,200 notes and Russell Bice re-engaged for the third year at the console. Subdued lighting has been installed thruout. Again under management of Fred and Bob Martin, the rink will have skating nightly except on Mondays and Tuesdays. Staff of 30 has been engaged. Opening was well attended by rink men from all parts of the country and resulted in a reunion of the world's championship pro team of 1914, Fred Martin and Frank Bacon, who had not met in many years. Many baskets of flowers were received, some being placed on the grave of the late Adam Weismuller, who was a partner of Manager Fred Martin. Prominent at the opening were Stanley Swigon, Chicago Skate Company; Albert Kish, Toledo Rink; Jack Schuman, owner of a chain of Ohio rinks; Operator Herkert, Wrenomah Park Rink, Bay City, Mich.; Operator Jenniston, of Bay City; Mr. and Mrs. E. R. Eyer, owners of rinks in Anderson, Ind., and Indianapolis; Robert and Dale Fleher, operating a rink in Traverse City, Mich.; Harold H. Keetle, Cedar Point, O.; Rink; Jack Fotch, former Michigan rink operator; Mr. and Mrs. T. L. Keller and daughters, Midway Rink, Eugene, Ore.; Fred Fuller, Rollaway Skate Company; Frank Bacon, operating a rink in Crystal Beach, Mich.; Vic Brown, Newark, N. J., president of the Roller Skating Rink Operators' Association of the U. S., and William Kirkpatrick, Huron, O., Rink.

RAYEN-WOOD Auditorium Roller Rink, Youngstown, O., has been remodeled, enlarged and redecorated and new appointments added for opening of the fall season, said Cyril Janosik, owner. Closed two months, the rink was opened on September 1. About 1,500 feet have been added to the skate area. New interior color scheme is green, buff and white.

LEO MAYTNIER, Akron, operator of several rinks in Eastern Ohio, announced he will shortly open a new roller rink in downtown Lorain, O., mid-September being set for start of operations. Alterations are under way and it is said the rink will be one of the largest and most modern in Northeastern Ohio. This will give Maytnier rinks in Akron, Canton, Lorain and Chippewa Lake, O.

INSTEAD of folding on Labor Day, as has been the policy in past seasons, roller rink in Puritas Springs (O.) Park will

continue operation as long as weather permits, with sessions daily.

"AFTER reading articles in *The Billboard* and other publications about roller skating by Cyril Beastall, Derby, Eng., I think that it is high time that representatives of the better American rinks assert themselves," writes Tex Brejcha, publicity director of Shrine Roller Rink, Los Angeles. "Mr. Beastall stated that 'we may soon see some fancy skaters of a quality rivaling Europe's best.' Evidently Mr. Beastall doesn't realize that all of the major theatrical roller-skating acts of the present day are of American origin. Take for example Earl and Inez Van Horn, who were headliners for a good many years and who are running a roller rink in the State of New York. Earl and Inez originated their act in Oaks Rink, Portland, Ore., a rink that has been in continuous business for 31 years. Mr. Beastall also stated that Shrine Rink is fourth in size in the world. The overall maple skating surface of Shrine Rink is 39,590 square feet, and I do not believe that there is another roller-skating rink in the world with that amount of skating surface. Shrine Rink has been in operation since April 12, 1935, and, with the exception of two months, has been under the operation of William Wood. I hope this will set at rest the different 'guesses' as to the size of Shrine Rink."

B. NEWMAN opened his Pax-a-Fun Rink in Buckingham, Pa., for the fall season on Labor Day.

A NEW RINK, 125 by 150 feet, known as Keansburg Skating and Sport Drome, opened on September 11 in Crystal Palace, Keansburg, N. J.

C. C. SANDERS will open a roller-skating rink on North Main street, Salt Lake City, on September 15, where Gordon Woolley formerly operated. Rink is being remodeled with a new maple floor and will be under management of Norman Groendyke and Mr. Sanders on an extended lease from the owner. Latest sound equipment will be installed.

NANTASKET ROLLERWAY, Paragon Park, Nantasket, Mass., Lyonhurst Rollerway, Marlboro, Mass., and Annex Rollerway, Dorchester, Mass., all under same management, are now open. Nantasket rink is open afternoons and evenings, with three sessions Sunday, including matinee and midnight session. Lyonhurst and Annex rinks are open every night, with matinee Sunday.

Greetings From Oregon

By ARMAND J. SCHAUB SR.

After some correspondence with Manager T. L. Keller, Midway Rink, Eugene, Ore., I had the pleasure of meeting him, Mrs. Keller, Erma and Oral Keller and his granddaughter, little Laurita Stover, baby skater, on night of September 8 in Norwood Rink, Cincinnati. Mr. Keller had wired me to Neon, Ky., where I am assisting in management of Myers Bros. portables in Southeastern Kentucky. While in Cincinnati the Kellers were visitors to the skating desk of *The Billboard*.

I came to meet them and I can in-dorse everything said by E. M. Moor from Pennsville, N. J., in last week's issue of *The Billboard*. The sisters are wonderful figure skaters and worthy as contenders in the 1940 Olympics. Manager Edward J. Von Hagen of Norwood Rink was delighted to have these wonderful skaters as guests. They appeared two evenings in varied programs of figure and fancy skating, receiving ovations from the spectators. They will do much to advance the art of figure skating among rink patrons. Members of Norwood Rink roller figure-skating class were profuse in their compliments regarding the way in which the Keller girls executed the various movements.

There to meet the Kellers were Mr. and Mrs. Henry Crow, Tacoma Park Rink, Dayton, Ky. Mr. Keller, an enthusiastic member of the new Roller Rink Operators' Association of the United States, discussed the organization at length with Mr. Crow. Then as guests of Mr. Crow the Kellers and the writer attended the Transcontinental Roller Derby in sports arena of Cincinnati Music Hall. Leo A. Seltzer and Mr. Keller, both Oregonians, conversed of past and present in Portland and other spots. I am returning to the Kentucky mountains to interest skaters there in plain and fancy figure skating and some new dance steps.

"We are grateful for all the kindness

and hospitality shown on this trip east," declared Mr. Keller. "I regret that we cannot visit all rinks, but time will not permit. My trip has been of a good-will nature and I earnestly believe that roller skating in to establish itself with other sports. From Cincinnati we can make only a few stops en route home. Then I will endeavor to cover our entire trip. Many thanks to Ed Moor for his wonderful article in *The Billboard*. I also regret that we had to change our course and were unable to visit Earl Van Horn at Mineola (L. I.) Rink. We met Mr. Brown, of Newark, N. J., in Detroit. With this greeting and our vote of thanks we will journey on."

WITH THE ZOOS

(Continued from page 45)
keys in the lead, with lion house a close second. Then come birds, reptile house, small mammals, elephants, antelope and bears.

JACKSON, Miss.—A pair of axis deer, presented to Municipal Zoo, were purchased from New York Zoo by a business man and donated for placing in the inclosure formerly occupied by zebra. Zoo, under supervision of E. M. Taylor and park commission, is growing fast and the city will undertake a WPA project this fall for repairs and expansion.

NEW ORLEANS—Despite completion of a \$250,000 plant in the past two years, Audubon Park Zoo must continue expansion in animal homes if the August rate of 54 additions is an indication for the future. Contributions included a boa, Mexican parrot, gray pelican, Sapajou monkey, two alligators, ringneck pheasant, seven turtles and domestic animals. Secretary Frank Neelis said warm weather and light rainfall brought large crowds.

D'ARCY GIRLS, high aerialists, were booked by Al Martin in Rocky Point Park, Warwick, R. I.

FAIR GOUNDS

(Continued from opposite page)
have been upped nearly 50 per cent. Eastern Oklahoma live-stock department, omitted several years due to lack of interest, has been reinstated at insistence of breeders.

BATON ROUGE, La.—Saying that about \$20,000 in premiums may be awarded as an initial promise of the ultimate goal for the newly organized Louisiana Live-Stock Show, Governor Leche declared the event to be consolidated with East Baton Rouge Parish Fair, "will grow to be one of the major State shows in the country." It will be held in the new agriculture center of the State University, the center, built thru the WPA, to be dedicated on opening day of the fair. There will be a rodeo each afternoon and night in addition to the program set up by East Baton Rouge Fair Association.

MOBILE, Ala.—It has been found here, said Secretary Edward T. Rosengrant, Greater Mobile-Gulf Coast Fair Association, that the more interest the fair takes in 4-H Club work the greater the assistance received from all lines of business. More interest is being exhibited by exhibitors in the 1937 fair, he said. The fair, which never missed a year during depression, always has finished in the black, the 1936 annual having been one of the most successful.

GREENVILLE, N. C.—William H. Finkle is assisting A. J. Grey, managing director of Pitt County Fair here, in preparing for this year's event. Kaus Shows will be on midway.

COLUMBUS, Miss.—Encouraged by last year's profitable event and favorable agricultural conditions, officers of Columbus Radius Fair here are looking forward to record attendance, said President Henry M. Pratt. Hennes Bros. Shows will be on midway and Forked

Lightning Ranch Rodeo will be featured. J. A. Redhead is vice-president; R. E. Johnston, secretary; J. R. Manser, general superintendent; W. J. Satterwhite, treasurer.

BOSTON.—Alfred W. Lombard, of Massachusetts Department of Agriculture, assistant director of Division of Reclamation, Soil Survey and Fairs and secretary of Massachusetts Agriculture Fairs Association, will be one of a list of agricultural experts to broadcast regularly in a series of 15-minute programs sponsored by the United States Department of Agriculture over WAAB, Boston, and nine associated stations thruout New England.

BEAUMONT, Tex.—Commendation poured into offices of South Texas State Fair Association following announcement that a percentage of 1937 fair receipts will be devoted to purchase of two "Iron lungs" for care of infantile paralysis victims. Money will be taken out of advance ticket sales to expedite the purchase. Drive headquarters are in the New Crosby Hotel under supervision of Secretary L. B. Herring Jr.

BLACKSTONE, Va.—More than 10,000 advance tickets have been sold to the second annual Five-County Trade Area Fair and Exposition here sponsored by *The Courier-Record*. Event last year attracted over 30,000. Kaus United Shows will be on the midway, and exhibition hall has 62 commercial booths. Over \$1,000 is offered in premiums for exhibits from Nottoway, Amelia, Brunswick, Lunenburg and Dinwiddie counties.

SALT LAKE CITY.—A. G. Mackenzie, new president of Utah State Fair, is working with Manager Ernest S. Holmes to put over the largest ever staged here. Charles H. Smith, Centerville, succeeds Mr. Mackenzie as first vice-president, and J. Ray Hinchcliff, Ogden, succeeds Mr. Smith as second vice-president. The officers, with George S. McAllister and William J. Cowan, Salt Lake City, constitute the executive committee. Utah county fairs have had larger attendance and more exhibits than in any previous year.

BURTON, O.—Despite heavy rains which caused considerable damage to concession and show tents and inundated some parts of grounds to a depth of almost two feet, annual Geauga Fair, one of the oldest in the United States, was by far the most successful held here in recent years. Labor Day attendance on closing day was heavy. J. R. Edwards Attractions had four rides and several shows, including Raum's Hill-billy show. Raum's Circus supplied the grand-stand show.

BEDFORD, O.—Henry F. Miller, Pittsburgh, well-known automobile race starter, has been named manager of Sportsman's Park here.

TUSCALOOSA, Ala.—Tuscaloosa County Fair Association elected Festus Deal, president; Pratt Walker, vice-president; Hugo L. Hendrix, secretary-treasurer.

GOLDTHWAITE, Tex.—Goldthwaite Fair Park Association has received a charter to conduct fairs, incorporators being given as Key Johnson, J. M. Ockrum and Floyd Fox.

AROUND THE LOT

(Continued from page 39)
been ill for several days. Reports she will soon be back. Harry Nelson has been out of program several days. He is still in hospital car. Charles Bell is looking forward to visiting his family in Dallas. The writer visited friends in Omaha. Curly Stewart, 24-hour man, went to Omaha on business.

Paul Jerome reports that Oklahoma City is the capital city. Guthrie must be on a branch line. It's laundry day—hear Billy Denaro calling for the wash. JOE LEWIS.



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Hennies Bros. at Mich. State Fair Top First Six Days '36

Cool weather affects Sunday night's business—publicity excellent—quality of attractions and illumination lauded—new rule on all passes enforced—notables at opening

DETROIT, Sept. 11.—Business for Hennies Bros. Shows at the Michigan State Fair was 32 per cent-ahead of 1936 up to Thursday, compared with the corresponding period. Orville Hennies reported to *The Billboard*. Children's Day, however, was considerably below last year, with little kid business during the week. Opening last Friday was good, with Sunday business on rides and shows alone grossing \$14,000. Earlier business also was good on midway, altho not coming up to any such records as this. Sunday night rides and shows closed down a bit early because of cold weather, but concessions stayed open a while longer. Warmer weather in the middle of the week kept people out later, with the crowd on Wednesday night better on the midway than on Sunday after the Coliseum show broke, according to personal observation.

Excellent publicity breaks were secured by the midway in the newspapers, with Walter D. Nealand, press agent of the show, getting half a page of pictures in *The Detroit News* on Monday, for instance, and following up with four columns of publicity on Tuesday.

Clean Quality of Midway Lauded

Tribute to the clean quality of the midway and the co-operation received from the show management was paid by Censor Lester Potter, who also commented on general cleanliness of grounds, orderliness of roads and traffic, and reported to *The Billboard* in general that the midway was one of the cleanest in his quarter century of experience. Only two games, he said, were not allowed to open.

Layout of midway is one of most attractive ever seen here. Several tall columns, with upright white neon light—
(See HENNIES BROS. on page 68)

Hilderbrand PCSA Show Big

"Show Within a Show" staged in Yakima loaded with talent that pleased

BEND, Ore., Sept. 11.—The first "Show Within a Show" staged on midway of Hilderbrand's United Shows was a social and financial success. This performance was given for benefit of Sick and Relief Fund of Pacific Coast Showmen's Association and was held in the big top in Yakima, Wash., Friday, September 3.

Two programs were presented, program by proxy and program by personal appearance. The wholehearted 100 per cent support and attendance given by Douglas Greater Shows, exhibiting in Toppenish, added greatly to success of event. Mr. and Mrs. E. O. Douglas arrived with their contingent, headed by their calloped and loud addressing system and paraded thru streets of Yakima to showgrounds. Accompanying the Douglases were 65 members of their organization. The friendly gesture thus exhibited between two organizations made event a success.

Personal appearance program follows: Hillbilly Stringed Orchestra, Alfred Keenan, acrobatic adagio entitled "I Fly High"; Burt Warren, interpretation, "The Spirit of O. H. Hilderbrand." John and Stella Wasilo in "Dance of Gypsies." Clara Bow, torch songstress, from Barn cafe.
(See HILDERBRAND on page 68)

Flack Doing Good; Berger Leaves Show

DETROIT, Sept. 11.—F. L. Flack's Northwestern Shows played to excellent business last week at Myrtle and Lawton avenues, auspices of Drum and Bugle Corps, Beaudry Post, American Legion. Louis J. Berger, who has been an associate and manager of Flack's Shows all season, concluded his engagement with this organization and is currently staying here.

Flack took shows to Wayland, Mich. to play for a street fair under business men's auspices.

Kenosha To Issue Two Carnival Permits Yearly

KENOSHA, Wis., Sept. 11.—The city council on September 7 adopted a motion directing the city clerk that only two permits for carnivals should be issued each year and that only two circuses be allowed to show in Kenosha during the season. The motion further
(See KENOSHA TO ISSUE on page 68)



SIDE-SHOW PEOPLE AND BAND WITH Miller Bros. Shows, of which Morris Miller is the executive head, while the side show is under the management of Carl Carlotta. Left to right, top row, Buck Phillips, African pygmies (husband and wife), Captain Lewis, Carl Carlotta, Princess Zadia, Pearl Norton, Pearl White and Jack Long. Bottom row, John Toffel Sr., Eddie Kilgore and Oscar the dummy; Vern Giles, hand leader and holding trombone. On ticket box, Carl Panzer and Robert Sults and James Bostwick, ticket taker, in back of "Boss" Toffel. Photo furnished by Doc Waddell and snapped during show's engagement at Macon, Mo.

Biggest Benefit Ever Staged For SLA Planned at Cleveland

CLEVELAND, Sept. 11.—What is planned as one of the biggest benefits ever staged for Showmen's League of America goes into action at midnight Friday, September 17, when brothers of Great Lakes Exposition put their stuff on at Billy Rose's Aquacade.

An idea of magnitude of performance may be gained in that program will include Aquacade performance; 25 minutes of old-time variety from Pioneer Palace and acts recruited from other parts of grounds. All talent will be strictly exposition material. There is more and enough to spare. Billy Rose himself is

Shean Laughs—and Laughs

CLEVELAND, Sept. 11.—Great Lakes Exposition held a barker's contest this week. When it was finished, the following telegram was received:

Santa Barbara, Calif., Sept. 7.
Frank D. Shean, Third Assistant Director of Midway, Great Lakes Exposition:
Read you had barker's contest again, and lucky for you that you did not advertise it as world's champion contest, as am still undefeated world's champion, and would have taken legal action to protect my title. But if you want me there will come for \$1,000 expense money and three round-trip tickets for me and my two managers. You can answer this Hotel Faulding here. But if you wire, pay for it, as I pay my wires.
Big Hat Al Fisher.

"Doc" Shean, who had a big laugh over the new title given him, in commenting on the telegram said that he never heard of Big Hat Al Fisher, that he is too busy taking care of legitimate claims to bother with matters of this kind, and that he doesn't know of a talker in Santa Barbara any way, which statements were followed by another big laugh from the "Doc."

Jones Breaks Ind. Record

With greatly augmented midway and ideal weather Labor Day a record

INDIANAPOLIS, Ind., Sept. 11.—All midway gross records for one day in the history of the Indiana State Fair were smashed by the Johnny J. Jones Exposition here on Labor Day. The increase was 20 per cent over the Jones take here in 1936.

The weather was ideal from all angles and smiled upon some 116,000 men, women and children who thronged the midway from 8 a.m. until near midnight.

The Jones organization presented a greatly augmented midway over the previous season which included rides and shows that never appeared here before with any carnival. Zeke Shumway and his Hell Drivers topped the shows, closely followed by the *Temple Des Rumba, Harlem and Dixie* and *Royal Russian Midgets*. Many of the rides, more than a score of them, played to capacity for several hours both afternoon and night during the peak crowd hours.

Among the notable visitors for the day were Percy Abbott, secretary-manager, Edmonton (Can.) Exhibition; Ernie L. Richardson, secretary, Calgary Exhibition; T. A. Hornbrook, director, Calgary Exhibition, and P. T. Strieder, general manager, Alabama State Fair, Birmingham, and Florida Fair, Tampa.

Gold Medal Gets Labor Day Record

ELKHORN, Wis., Sept. 11.—The Gold Medal Shows, under the management of Oscar Bloom, at the Walworth County Fair here Labor Day topped 1936 midway receipts 40 per cent. Cool weather in the evening is charged as being responsible for the curtailment in night attendance and business. However, fair officials gave out the attendance as being 35,000 on the day and 20 per cent increase over last season.

The Gold Medal organization appeared here greatly augmented in both the show and ride departments, which is credited by many observers as being partly responsible for the increase in both attendance and receipts from the midway. The Octopus topped the rides, and Jimmie Limbaugh's show, *Are You Fit To Marry?*, was very high in receipts among the shows.

Wallace Bros. Shows To Make Mobile Headquarters

MOBILE, Ala., Sept. 11.—Walter B. Fox, general agent of Wallace Bros. Shows, was here in interest of his organization, which will establish quarters at conclusion of their season November 15. Mr. Fox stated that about 75 people with show will spend winter months in Mobile. He secured options on two different locations for storage of show paraphernalia, but will make no decision until September 15. Other executives of show are E. E. Farrow, general manager; Jack L. Oliver, business manager, and Mrs. Margaret Miller, secretary.

Mannheimer, of Gruberg's Shows, Visits Cincinnati

CINCINNATI, Sept. 11.—J. B. Mannheimer, contracting agent for Gruberg's World's Exposition Shows, was a business visitor in the city and a caller at *The Billboard* office Tuesday. He was en route from Syracuse, N. Y., to Lebanon, Tenn., in which city the shows will appear following their engagement at the New York State Fair.

He stated that Max Gruberg airplane from Syracuse Monday to Gulfport, Miss., to attend to some legal matters, after which he would return to the show in the same manner. In speaking of the equipment, Mannheimer stated that the show would leave Syracuse in nine 70-foot baggage cars in addition to its other rolling stock and that the jump to Lebanon would score somewhat of a record in train mileage for the Gruberg organization.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Pulp Mill Junction, Wash. Week ended September 4, 1937. Dear Red Onion:

Our auspices here, Washington Barkers' Convention, confused not only office staff but shows' entire personnel. When Agent Trucklow's wire arrived Sunday morning after train was loaded, informing bosses that town was booked and above auspices had signed on dotted line,

he failed to state who and what kind of barkers were our sponsors. Nevertheless all concessioners were awakened in their staterooms and move was arranged.

The lot located in a dense forest made work of setting up a bit difficult. After splitting banner lines, wrapping wagon fronts around trees, chopping down and clearing brush and lacing tops around
(See BALLYHOO on page 61)

Great Lakes Exposition Midway

CLEVELAND, Sept. 11.—Administrative force and executives went hotcha Tuesday night and put on a program at Radioland. . . . Exposition Employees' Day was the title. . . . Wilbur Kelly, budget department, formerly with Nelson Maple's S. S. Leviathan Band and Pezpath Chautauqua Circuit, did a violin solo. . . . Harold Waddell, assistant to Ralph Humphrey at Radioland, did a tenor solo, as did Herb Tannenbaum, publicity staff, former Miami Glee Club star. . . . Gordon Merkle, Medusa Cement, proved a melodious baritone. . . . Richard Reeves, one of the "Wise Men" at Winterland, was another baritone. . . . George Sherman, credited with having helped Eleanor Whitney on her road to fame, did a tap routine. He's Radioland's announcer. . . . So did Gizella Ullman, of Exposition Cafeteria. . . . Orange Blossom Quartet came over from Florida Manor House to offer harmony. . . . Jack Payton, Sohio exhibit usher, put xylophone thru its paces. . . . Margaret Agnew, of Western Reserve Exhibit, entertained with a monolog. . . . Doc Whipple accompanied on organ. . . . Roger Marshall, of Ohio Bell Exhibit, concert pianist, did his bit. . . . Jack Harm, mechanical farmer from Firestone, was another feature. . . . Bob Lee, Radioland announcer, promised a trumpet solo, but compromised on a tenor number due to a new tooth brace. . . . Fred Heitfeld, who was Lord Mayor at the Old Globe Theater last season, emceed.

When last show closed Monday at Pioneer Palace Tom Patricola boarded a plane for New York to start work on a new comedy film at Educational studios. He will remain until Monday, when he returns to resume his spot in the Billy Rose opus. . . . Meantime Nat Burns, elder of Miller Brothers, old-time song and dance team, will paste on handlebar mustaches and heckle Lulu Bates and gals of the chorus. . . . Mr. and Mrs. Paul Duale and their 14 children won award as largest Croatian family in Greater Cleveland. They were dined at Slovenian Tavern to tunes played by Germ boys. This ended series of "Greater Families" conducted by The Cleveland News.

Leland Hayward, who is married to Margaret Sullivan, was a visitor during air races. . . . So was Priscilla Dean, who once headed movie queens in silent days. . . . John King was another cinema star from Hollywood who was here. . . . and Richard Cromwell. . . . Fred C. Allen Jr., president of Hawaiian Society, came on from New York to visit Nate Wesenberg and look things over. . . . Graham McNamee, here to broadcast air races, took time out to run length of midway. . . . Eileen Johansen, who has been given a break with Freddie Carlone's Band at Pioneer Palace, possesses talent that should establish her. . . . Dave (Waxo) Williams, who does mechanical man stunt for Tony Sarg's theater, once held a pose for 4 hours and 25 minutes advertising movie Murder in the Wax Museum. . . . Walter Arlan, director of Winterland, has introduced numerous new leaps into his skating routine.

Associate Director Almon R. Shaffer once headed Al Shaffer's Boys and Girls. . . . and his assistant, "Doc" Shean, ground crank for Selig when Kathleen Williams and Tom Santschl were stars. . . . Rudy Valle offered to come on for one performance en route to New York. Offer refused. . . . Dorothy Vanhest, dance director of Billy Rose's Aquacade, is a perfect 36. . . . Otto Thurn, band director for the Alpine Village, doubles by coming over to Herman Firohner's Show Boat after hours to sing German songs at Club Eldorado.

Johnny Weismuller made a series of pictures for Paramount this week, riding an aquaplane attached to Goodyear blimp. Wife Lupe followed in a speedboat, yelling for him to come back. Johnny did when film was completed. . . . Justin Burton, fiancee of Ed Reicher, has been visiting exposition during last few weeks. . . . Date of marriage not yet set. . . . Charley Poole went to Toledo Wednesday to start his family back to their home in Clermont, Fla. He's looking for a spot to open in Cleveland. . . . Fortunato has designs on an Italian restaurant, specializing in native dishes. . . . and Madame Rose plans a tearoom where readings can be given.

Bunch of boys from John Carroll University working summer are turning back to campus. . . . Joe Ceramo, cashier at Grapefruit Winery; Tom Asher, administration department; Tom Osborn, Flying

Scouters; Joe Stepanik, registration; Frank Osborn, Stratoship; Joe Bushner, maintenance; Charles Genta, Greyhound bus starter; Joe Manual, registration, all college mates at that school. . . . Boris Marmoyla, talker for Crown of the Andes, goes back to Western Reserve to complete pre-med course.

Ralph Humphrey, who is in charge of Sherwin-Williams' Radioland, reports 599 shows have been aired during season to September 6. Network broadcasts numbered 288. Local stations carried 311. All broadcasts, including national programs, emanate from outdoor amphitheater seating 4,000 persons.

Unexpected visitor at office of amusements and concessions to confer with Associate Director Shaffer and Assistant Frank D. Shean was William H. Green, personal representative of Rubinoff and his violin. Wants to arrange for Rubinoff's appearance at Showmen's League performance. . . . Other visitors included Louis Hoffman, agent for Rubin & (See GREAT LAKES on page 61)

Gruberg Shows To Winter In Montgomery, Ala.

MOBILE, Ala., Sept. 11.—Percy Martin, general agent of Max Gruberg's World's Exposition Shows, spent Monday here. He went to Gulfport, Miss., Tuesday to confer with Max Gruberg. Martin announced show would go into quarters at Montgomery, Ala., November 1.

San Francisco

SAN FRANCISCO, Sept. 11.—J. J. Davis, well-known wholesale novelty dealer here and for years on Mission street, died here last week. His nephew, Hermie

Carnival and Church Revivalist Co-Operate; School Teachers To Get Paid Because Carnival Receipts Enabled American Legion To Get Flags!

CANTON, Ga.—For the first time, so far as is known, a carnival closed its gates during mid-week prayer services here and otherwise co-operated with the churches and the community.

Church leaders were so appreciative of the courtesies extended by Leo M. Bistany, of Orange State Shows, here that they asked Bistany to have a Methodist revival banner painted for them, and he did so, his decorator, Patoma, painting two huge banners advertising the revival the week following the carnival.

Because of the co-operation that was obtained the church refrained from putting up posters, banners and other advertising for the revival until the carnival was thru with its own publicity.

And as a result of the carnival's appearance here, Cherokee County, Ga., school teachers will draw their pay. Under a new State ruling schools must fly American flags before teachers will be paid. American Legion of Canton engaged Orange State Shows for a week to raise this fund, and raised enough to buy 59 flags for the schools.

Davis, will conduct the business in the future.

Harry Seber, former president of the Pacific Coast Showmen's Association, was a visitor here the past several weeks. Stated he is endeavoring to contract the Streets of Paris concession at forthcoming Golden Gate Exposition.

Arthur P. Craner, recently press agent at the Monterey District Fair, left for Lynnwood, Calif., where he is set to supervise a festival for the Chamber of Commerce.

Redwood City, Calif., is holding a Harbor Days Festival. Streets have been decorated. Tom Kane, former theater manager of Redwood City, is conducting a queen's contest. A pageant will also be a feature of the festival.

Los Angeles

LOS ANGELES, Sept. 11.—The outdoor show business is still going good. This has unquestionably been the best year for a long time in attendance at the beaches and other resort places.

The fall sees a great run of fiestas and sponsored events, and the crowds attending them have been very large.

At Santa Barbara the fiestas just closed. It was one of the most colorful events in Southern California. The parade closing day attracted over 80,000 people, and many of the movie stars made personal appearances. Archie Clark had San Diego contracted and Crafts jumped from Bakersfield to San Diego. The two shows swapped dates.

Clark's Shows are scheduled to open at Bell, Calif., making the jump from Hanford, Calif.

Frank W. Babcock Show at Lomita, Calif., had good business.

C. E. Steffen Shows left to open at the Oceanside, Calif., Fiesta Labor Day. Joe Krug in town for short stop to confer with General Agent Ed F. Maxwell. Golden Gate Shows opened at Santa Paula Monday night.

Harry Seber and missus are back in town for a few days, leaving for date at Redwood City, Calif.

Ed Walsh and missus back from vacation in North and High Sierras.

Herman Bejach is in town working on special promotion.

Lawrence D. Carter is getting set for Walk Derby at Monte Bello, Calif.

Louis Ringling, in from San Diego, will be among Coast defenders.

Mr. and Mrs. George Moffat, two daughters and Mr. and Mrs. Samuel Jones and trailer party making Banff in the Canadian Rockies and points north. During Moffat's absence the United Attractions being handled by Milt Runkle and Flo Appel.

Plain Dave Morris in much better health and is with the United Attractions.

Harry Phillips back from special promotion at Dinuba, Calif.

Arthur Hockwald, back in town, will be associated with a local promotion.

Harry Sussman making Oregon and Washington spots. Mr. and Mrs. Felix Bley are in town. Thomas J. Hughes will assemble a Jazbo.

Doc Hall reports doing very well. Had the Wahsatch County Fair at Heber City, Utah.

Siebrand Bros. Piccadilly Circus, which played Eureka, Calif., did not have room to set up all equipment.

Mrs. Thelma Smith and infant daughter and Mrs. Landis Strongmore, sisters of Ted LeFors, of the White City Shows, recently seriously hurt in auto accident, are improving at Santa Monica Hospital.

Mrs. H. G. Long, called home from the

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 11.—Due to our absence from city and inability to return to ACA offices until September 8 we are of necessity again submitting a weekly report which is somewhat briefer than usual.

Upon our return we found that De Luxe Shows of America were exhibiting under auspices of the local Monroe County Fair and we paid a visit to that organization on Wednesday evening, night of our return. However, this organization is not affiliated with association.

Several requests have come into ACA offices from non-member shows asking various favors from association. Obviously it is utterly unfair to expect association to act in behalf of a non-member organization and in fairness to shows which have supported association since its inception we must necessarily decline to serve non-members thru association unless a membership application is filed. We feel that this explanation is apropos of requests previously referred to.

There is still opportunity for one or two visitations and we shall be pleased to hear from such of our member shows as are interested.

Hard Luck Follows Expo "Fire Eaters"

CLEVELAND, Sept. 11.—Hard luck appears to follow fire eaters who seek to do their stuff at Billy Rose's Pioneer Palace at Great Lakes Exposition. Only recently Dan Nafgy, veteran fire eater, died after a long illness due to a toxic condition induced by acids employed in his turn. Second victim is Curly Clark, his successor, who was badly burned during his act Wednesday night.

Clark had been appearing with Ripley's Odditorium on midway. On Monday he joined Pioneer Palace group. Accident occurred at last performance Wednesday night. Clark ended his turn with a blast of flame. The spout back-fired and burned his face. With flame streaming he attempted to beat out blaze. It spread to his hands. Billy Hess, veteran bellringer, proved hero by coming to rescue and extinguishing fire with Alpine hat worn in his act.

Clark was taken to exposition hospital and treated for first and second degree burns. He is under observation. Considerable excitement ensued and several spectators had to be assisted from spot.

"Leak - Pruf"

Canvas Treatment

Light, Khaki Color, Water-Proofs Beyond a Doubt, Easily Applied.

5 GALLONS \$3.49

F. O. B. Factory.

POWERS & CO., Inc.

Philadelphia, Pa. Chicago, Ill.

Send for Concession Tent Catalog.

RED CIRCLE GUN CLUB

Builders of Short Range Shooting Galleries.

We supply Special No. 1 and No. 2 Paper Targets for cash award prizes. Suitable for any Gallery.

Price of Targets, \$10.00 per 1,000. Takes in \$400.00 to 1,000. These Targets are made perfect. Address RED CIRCLE GUN CLUB, 43 Hanover Street, Boston, Mass.

TRUCKS

AUTOMOBILES—MOTORIZE YOUR SHOW

With

CHARLIE T. GOSS

WITH STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

WANTED

For cotton money spots in Arkansas: Palmistry and Legitimate Concessions. Electrician who is capable. Roy Edison, come home. Loop-o-Plane Foreman and Ride Helm all kinds. Shows with lights. Radio. Whips. Trunks. O. HANSEN SHOWS, INC. This week Chandler, Okla., Fair. P.S.—Shorty McCampbell get in touch with us.

FOR SALE

Electric Poker Tables

(Cheap)

Inq. FRED SINDELL, 1116 Surf Ave., Coney Island, N. Y.

TOPPED ALL THE RIDES

Writes R. Donald Dowis of Colorado: "The No. 5 Wheel topped all of our rides on July 4th by a large margin, getting better than \$450.00 out of a total gross of \$1,444.00 for four machines. The Wheel works very fine, and we really run them through on the night of the Fourth." Write for information about the No. 5 BIG ELLI
ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, Jacksonville, Ill.



WHEELS Park Special

80 in. in diameter. Beautifully painted. We carry stock 12-15-20-24 and 30 numbers. Special Price.
\$12.75
BINGO GAME
75-Player, complete, \$5.25. Includes Tax.
Send for our new 1937 Catalog, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favor, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 287.
Heavy Convention Waking Cards. The Maryland Final. Price Per Gross, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 3-p., with Blue Cover, Each03
Analysis, 8-p., with White Cover, Each16
Forecast and Analysis, 8-p., Fancy Covers, Ea.05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers, Each30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Ouija Boards, Planchettes, Etc.
NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound, Samples, 25c.
PACK OF 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.
SIMMONS & CO., CHICAGO.
19 West Jackson Blvd.,
Instant delivery. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES
1937-38 Astro Forecasts and Guides.
Buddha Papers, 1-4-7 and 85-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Reading, 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, 3c. None free.
NELSON ENTERPRISES
188 S. Third Street, Columbus, O.

LORD'S PRAYER PENNY MACHINES
Newest Sensation
With four dies, Lord's Prayer, Ten Commandments, Crucifixion of Christ, American Legion, Newest Invention, Biggest money maker. It's a knockout. Big assortment on drawings, \$1.50 per 100. Brocettes 7 1/2 c each, samples and literature free.
PERFECTION MFG. CO.,
203 So. Dearborn St., Chicago, Ill.

WANTED
SOBER RIDE HELP AND CONCESSIONS
For Street Fairs, LEPSIC, O.
M. R. WEER SHOWS

FOR SALE
Seaplane Amusement Ride Less Motor
Built by Travers Engineering Co. Stored for three years in excellent condition.
NORMAN B. DOERR
8ky Harbor Airport, Northbrook, Ill.

SECOND-HAND SHOW PROPERTY
\$17.50 Umbrella Tent, Screen Doors, 9x8 ft.
\$40.00 Portable Fishpond and Fish and Tank.
\$50.00 Two-Headed Wax Baby, Bargain.
\$36.00 Bumper Game and Truck and Car.
\$1.75 Men's White Buckskin Skate Shoes, all sizes.
We Buy All Kinds of Rink Skates and Hurdy Gurdies.
WEIL'S QUIRIBOITY SHOP, 20 S. 2d St., Philadelphia, Pa.

Midway Confab

By THE MIXER

WONDER whatever became of Berney Smuckler.

REGARDS TO John L. (Jack) Murray. Where is the show, Jack?

GEORGE F. WHITEHEAD is agent for Kaus United Shows.

IT SEEMS that S. H. Dudley no longer has colored minstrel show with Johnny J. Jones Exposition.

RAY VAN ORMAN says to tell Shorty Cochran he is going to Greenville, Miss., where firecrackers are cheap.—L. Opsal.

BECKMANN & GERETY SHOWS got in the newsreels plenty during engagement at Iowa State Fair, Des Moines.

PIN FAITH on yourself and not on luck or lucky stars.—Wadley TIF.

CHRIS SMITH left Keystone Shows and joined Bantly's All-American Shows. Mrs. Jessie Smith is there also.

HELLO, BILL FLEMING! What have you been doing since leaving the H. William Pollock Poster Print?

W. J. BUNTS, manager Crystal Exposition Shows, cards from Clinchco, Va., that Doc R. G. Felmet left the show August 30.

IODINE Bailey, Hank and Pat Staulton, Joe Stralen and Benny Wolfe went after they left Johnny Tinsley.

MOST ALL "Office Shows" are good shows. Too bad public does not know if they are "Office Shows" or not.

PROF. M. SHAPIRO, side-show man, believes in sticking with the show he booked the season with. Real showmen are like that somehow.

ZEKE SHUMWAY letters from Indianapolis: "My new show, *Hell Drivers*, got top money at the Indiana State Fair with Johnny J. Jones."

D. S. DUDLEY SHOWS' roster: D. S. Dudley, owner-manager; Ruth Dudley, secretary, and J. C. Dudley, general agent.

ROXIE RYAN letters from Syracuse, N. Y.: "Been working night clubs for last two years, but my dancing days are about over. Will marry Howard Brockway, musician, about first of October."

FRANCES M. LEEDS cards from Brookfield, N. Y.: "While appearing with George A. Hamid's grand-stand attractions at Cortland and Elmira, N. Y., Gypsy M. Leeds found time between performances to help Moe Eberstein on the front of his Life show on Strates



HOLLYWOOD REVUE SHOWFOLK with the J. J. Page Shows: Left to right, Mildred Romine, Mrs. Helen Kaeser, Ludy Kaeser, manager; Peggy Levi and Virginia Caplinger. Photo taken at Princeton, Ind., during shows' recent engagement in that city. Smiles indicate they are contented and they do report that the season has been good to them and that they are well satisfied with the management of the Page organization.

HENRY MEYERHOFF'S friends will be sorry to learn that his Crescent Canadian Shows closed very abruptly recently due to weather and other conditions.

ED JESSOP, secretary J. Harry Six Attractions, visited *The Billboard* offices last week while en route from Dayton, Ky., to Williamston, Ky.

ONE CLASS of people have all kinds of money and another all kinds of debts, so that about makes all men equal.—Soapy Glue.

IN THIS ISSUE is the evidence in the form of advertising that Lew Dufour and Joe Rogers are not going into the carnival business.

LITTLE JOE MILLER wired from Danville, Ill.: "My wife and myself will decorate late C. A. Wortham's grave as our Labor Day observance."

WONDER WHAT became of the Bull Frog Water Circus Dick Shotwell was framing to play fairs and exhibitions with.—Soapy Glue.

TOM TERRELL, business manager Eric B. Hyde Shows, writes a good letter. He says Jess and Zack's new circus would look good under a 12-pole top.

DOC DECKER, show promoter, cards from Silkeston, Mo., that C. E. Meeker, of C. L. Spencer Shows, visited him while booking spots on way south.

WONDER WHERE Herbert Tisdale,

Shows' midway, Gypsy is working with skaters Earl, Jack and Betty."

MRS. GRACE McDANIEL, of Strates Shows, letters from Elmira, N. Y.: "Been in show business 14 years. Recently purchased a new trailer home. Buy and read *The Billboard* every week."

K. E. SIMMONS letters from Crawfordsville, Ind.: "Visited Ralph Miller's carnival at Jasper County Fair. Nice clean outfit. *Rensselaer Republican* gave him and his shows a nice writeup."

R. F. McLENDON is with O. O. Buck Exposition as general utility man, office, lot, advance and all around. R. F. is a good man in many capacities around a carnival.

AL PORTER cards from Warrenton, Va.: "On account of dissolving partnerships with E. Young and A. L. Patterson am changing the title of Atlantic Coastal to Atlantic Exposition Shows."

WILLIAM A. WHITE cards from Elkhorn, Wis.: "Been playing fairs in Michigan and Wisconsin with novelties. Business is 10 per cent better with me than in 1936."

THERE is a lot of difference between press agents and mail agents. It is too bad that some press agents look to some mail agents to do the work back with the show for them.—Soapy Glue.

MRS. PETE SMITH letters from Mt. Vernon, Ga.: "Pete Smith bought me a

21-foot Thomas trailer as a birthday present. We are enjoying a short stay here at our pecan grove."

CLARENCE POPLIN, press agent Bullock Amusement Company, cards from Pinesville, W. Va.: "Played Mount Hope, W. Va., sponsored by Lions' Club. First carnival there in 10 years. Local daily was very nice and gave three page-one stories during week."

CARLETON COLLINS does not think it necessary to fall off the water wagon if the fifth wheel is accommodating enough to break or go haywire. Carleton recently found out that Clarksburg, W. Va., is also one of his home towns. The other one is Glasgow, Ky.

Hearst Newspaper Man Lauds Late Walter F. Stanley

Atlanta.
Editor *The Billboard*:
Was indeed sorry that an obituary notice of the late Walter F. Stanley did not reach *The Billboard* as pointed out by C. B. Rice in recent issue.
In many respects I considered Walter Stanley as one of the greatest outdoor showmen in America. I was associated with him on the old Wortham & Rice Carnival and what he did not know about show business was not worth knowing.
What a staff they had on that show: C. A. Wortham and W. H. (Bill) Rice, owners; Walter F. Stanley, general manager; Harry B. Potter, general agent; Ivan Snapp, treasurer; John R. Castle, assistant manager, and Jack Rhodes, trainmaster. I was press and special agent. E. A. Warren and Edgar Neville were special agents. That combination ought to make one of the All-American selections.
Was press agent in Atlanta for the Loew theatrical interests nine years. Am now afternoon city editor of Hearst daily *Georgian* and Sunday *American*.—**PAUL STEVENSON.**

F. Z. VASHE, manager Brown Novelty Shows, letters from Waycross, Ga.: "We on the show were greatly shocked at the death of Charles V. Beasley. He was sick only two days. He was on the show for two years and we had learned to love and respect him very much."

WALTER HALE letters from Lincoln, Neb.: "Jake Brauer, funhouse manager, has taken over the duties of the late Doc C. D. Scanlon of the Beckmann & Gerety midway, handling mail and *The Billboard* sales. Chief Electrician Roy Hewitt has fully recovered from painful burns suffered recently."

FRANK LABARR cards from the West Shows at Roanoke, Va.: "Celebrated my 84th birthday at Pulaski, Va., September 4. Received many presents from my friends on the show and also a nice purse full of money. Will winter in Miami." Frank: It is a long time before winter.—Red Onion.

W. H. (BILL) DAVIS, veteran showman, letters from New York: "Still in hospital and from way it looks I will be in there when snow flies. Operation after operation and got to go under knife again. Lost 41 pounds in three months. So weak can hardly push a pen. Regards to *The Billboard*."

F. BICKFORD, who will be remembered as general agent of the Conklin Shows for several years, now has the management of Victoria's Showboat at Victoria, B. C., Can. The showboat, a community-operated amusement enterprise, was originated by T. H. Eslick, who is now in Australia. This is its third season.

L. C. MILLER, press agent Cetlin & Wilson Shows, says: "One of the most valuable men on the show's staff this season is Doc Hamilton, of 101 Ranch Wild West and circus fame. He is legal adjuster and has other official duties and has saved the show considerable money. This is his third year with the show."

WADLEY TIF is a character from the imagination of the present carnival editor and the words are put into his mouth by the same person. No one has yet spoken for Wadley Tif but his creator.—Red Onion.

FRANK ZORDA cards from Chambersburg, Pa.: "Set to open museum season in Pittsburgh. Rosa Lee, armless girl,

bought a car. Daisy Hartwell has been riding high in airplanes. Cliff and Mae held a family reunion. Ducky Wucky made a business trip to New York. Two more weeks outdoors and then a case of cold beer for Claude R. Ellis."

JOE STONE letters from Indianapolis, Ind.: "Have the largest pop-corn wagon in the U. S., 22 feet long and 7 feet high. It is equipped with twin popping units and has 30-watt public-address system with speakers in each end. Played Wisconsin State Fair, and joined Johnny J. Jones Exposition at Indiana State Fair."

Frank B. Joerling Confabs

He penned these items while basking in the sunshine of Lake Taneycomo in the "Shepherd of the Hills Country" of Missouri last week.

W. B. (BOOTS) WECKER, husband of Bee Kyle, high diver, was made an honorary member of Sharptown, Md., fire department. He relates that firemen of that city hold an annual carnival which runs for 20 days during month of July, at which they have tremendous crowds, drawing from entire surrounding territory. Bee Kyle was featured free act there this year.

ONE OF noteworthy fronts in carnival-dom is Pete Kortez's new 175-foot banner line, all illuminated with neon, on Beckmann & Gerety Shows' midway.

JOHN R. CASTLE, known as "Dictator of HASC," is at present in Wichita, Kan., working on a big promotion which will be held in that city in October. Johnny went to Wichita from Sedalia, Mo., where he was in charge of concession row during the Missouri State Fair.

STATE FAIR SHOWS plan on holding their SLA benefit show on Friday night, September 24, at Tulsa, Okla. Show will be playing Tulsa Four-State Fair at that time.

PHIL LITTLE, ace concessioner, continues to be a prince of hosts at big State fairs, as usual entertaining royally his many friends. He opened his fair season at Sedalia, Mo., from there he went to Des Moines and then to Minneapolis, reporting excellent business at all three of these State fairs.

MRS. NINA STANLEY is requested to get in touch with Louis Eisman, of Western States Shows, concerning death of late Walter F. Stanley.

CHARLES WHITE, superintendent of concessions on State Fair Shows, reports a splendid season to date.

JESS SHOATE'S newly framed colored musical revue *Jig-Field Follies* is one of the niftiest on road today. Jess has been for many seasons on Beckmann & Gerety midway. Novel scenery and lighting effect are some of finest seen on any carnival midway, while moving orchestra pit is one of very few en tour with any carnival attraction.

E. S. (SLIM) JOHNSON, of Midwest Merchandise Company, makes State Fair Shows as often as possible, and it is said besides always doing a splendid business with concessioners on that outfit, he is one of the toughest rummy players that Dave Lachman, secretary of the show, has to beat.

THE THREE WRESTLERS on Athletic Show of the State Fair Shows have never been able to retrieve their trousers, which were blown away during cyclone which struck show while playing McCook, Neb., several weeks ago. Athletic Arena was completely blown down at that time and a brand-new top now houses athletes in Bulldog Billy Nolan's athletic arena.

NED TORTI, of Wisconsin De Luxe Corporation, is now on an extended tour which started in Detroit State Fair this week. He will visit many shows en route from fairs at Indianapolis, Louisville, Jackson, Memphis, Nashville, Tenn.; Birmingham; Jackson, Miss.; Beaumont and Shreveport.

JACK V. LYLES, general agent O. C. Buck Exposition, letters from Mebane, N. C.: "Here helping with arrangements of fairs to be played by Buck. Some time ago *The Mizer* said something about

tiles of various shows and it would be a good idea to title some that I have seen recently "Antique Shows," as we already have "Modernistic."

EDWARD K. JOHNSON, agent Crystal Exposition Shows, letters A. C. Hartmann from Appalachia, Va.: "Many thanks for writeups and cut in recent issue of *The Billboard*. Shall always remember this and will never forget my younger days when the late Charles C. Blue, both in our 20s, were on John M. Sheesley's Shows."

BOBBIE BURNS cards from Stroud, Okla.: "Business for Al C. Hansen Shows at Girard, Kan., at Crawford County Fair was fair and crowds good. Front gate did good. Jack Hamilton is high free act. Bobbie Burns and Marie Ralph now have Ten-in-One. Marie is in annex and doing good. Show was painted in Girard and looks good."

MAX GRUBERG wires from Syracuse, N. Y.: "World's Exposition Shows at New York State Fair for fifth consecutive season had ideal weather and big business, crowds were enormous. Show makes 1,350-mile move to Lebanon, Tenn., over New York Central from Syracuse to Cleveland, Big Four to Cincinnati, and Louisville & Nashville to Nashville and



MILDRED BURKE, much-talked-about lady wrestler, who is under management of Billy Wolfe, former athletic showman, on J. L. Landes Shows seasons 1935 and '36. Note pose in which she is ready for action in roped arena. Photo by Rice Studios, Dyersburg, Tenn.

Lebanon. Rides did capacity business during engagement in Syracuse."

HARRY E. BENTUM, press agent Endy Bros.' Shows, letters from Leighton, Pa.: "While playing Kutztown, Pa., the following motor vehicles were delivered, Chrysler sedan to Ralph N. Endy, shows' treasurer; Pontiac sedan to Matthew J. Riley, general agent; Buick sedan to Eddie Lippman, business manager; Chevrolet truck to William Tucker, and living trailers to Gen. O'Donnell, of Jones' corn game, and to Paul ByDuke. This looks like some kind of a record."

BOBBY KORK letters from Charlottesville, Va.: "Tinsley Shows are still in existence having undergone several changes in personnel and are now touring South Carolina. Last week they were in Kingstree. No doubt that many readers of *The Billboard* will be pleased to know that Johnny Tinsley is still struggling and trying to keep show going. Prof. M. Shapiro is still with him. I am getting along fine on the Kaus Shows (No. 2 unit) and Bill Kaus is a fine showman."

WALLACE W. WILLIAM letters from Austin, Mont.: "Had animal show out

seasons 1929-'30. Now with Silver State Shows running a pony track; doing high trapeze and working clown mule as free attraction. Started work in quarters here, where dogs, ponies, goats and horses are being trained for an animal show I will take out in 1938. Will also have a lion act to close the performance. Originated a trick of a greyhound jumping thru trainer's legs while he stands on his head on top of a barrel. Working on it now."

DOG HALL letters from Mantli, Utah: "Have been furnishing midways at several fairs thru this State. They were small 'pumpkins' and could not expect any big returns; however, they were fairly good. Wasatch County Fair, Heber City, was okeh. H. C. Montgomery, secretary and also mayor, said this was the best fair ever held there. Concessioners paid off. It is about the first time I did not have to go around looking for them to settle. Have San Pete County and Iron County fairs to follow. *Wish The Billboard* continued success."

SHOW LETTER WRITERS: For distinctive style read Gaylord White's letter from the World of Mirth Shows in this issue in the section devoted to Full Date Show Letters.

AL PORTER, of Atlantic Coastal Exposition, cards from Culpepper, Va.: "Commissioners in Virginia tobacco belt have closed many counties to carnivals. Wonder why. Agents for carnivals are thicker in Virginia and North Carolina than sheet writers. Wise managers send only agents south that know the territory. North Carolina was open to shows this year and I am wondering if the situation will be different in 1938. Some food for thought. At Oxon Hill, Md., show had two fire pumps pumping water off midway almost continuously and Frank Pope outfitted his help with rubber coats and boots."

T. H. COPE, press agent West Bros.' Amusement Company, letters from St. Peter, Minn.: "Thanks to *The Billboard* for nice manner in which it has handled show letters and news from West Brothers. Naturally this means a lot to a man breaking in a new field. Must confess that what I do not know about being a press agent would fill a large size volume. However, I would appreciate suggestions as to how it should be done, fully realizing at same time that *The Billboard* is not running a school for would-be press agents." This young man is liable to become a press agent if he does watch his step.—Wadley Tit.

LAURENCE LARSON letters from Marenisco, Mich.: "Mrs. Larson and myself motored to Ironwood, Mich., six nights of week Royal American Shows played there. It is a beautiful midway and people of that district should consider themselves fortunate in having a show of this class to play for them. All former carnival records were broken and total attendance for week was 41,000 people. There were over 2,000 people at railroad station to bid them good-by and a welcome their return when two show trains pulled out for Superior, Wis. Event at Ironwood was Gogebic County Fair."

DON FOLTZ cards from Delphos, Kan.: "Was formerly with Dutch Laseh on Landes Shows, now with Elite Exposition

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 of All Kinds **\$7.50 up**

FREE CATALOG

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

CANDY FLOSS & CORN POPPERS
Cheapest, Best, Genuine. Many models, 10 patents. Latest Pat. 4/20/37. Floss \$100. Electric Poppers \$30. Double Heads and 1-Piece Bands. Run 100% true. Guaranteed. Catalog Free. NAT'L FLOSS MCHN. CO. 310 East 35th St., New York City.

LOADS ON ONE SEMI-TRAILER.
EYERLY AIRCRAFT CORP.,
ABNER K. KLINE, Factory Representative.

OCTOPUS

"World's Newest Ride Sensation."

Erected in 1 Hr., 29 Min., by Dyer's Shows, Lena, Ill. "New 'OCTOPUS' Ride arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman Elsworth McAttee and his crew started unloading, the ride was in operation."

SALEM, OREGON

It Pays To Own A TILT-A-WHIRL

No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—
YEAR AFTER YEAR.
FOR PARTICULARS WRITE
SELLNER MFG. CO., Faribault, Minn.

TWENTY-FOURTH SEASON

FAIR AT HOME SHOWS, Inc.

Combined With

* Traver Chautauqua Shows, Inc. *

12 RIDES 3 FREE ACTS

GREAT DANBURY FAIR, OCTOBER 2 TO 9—Nine Days—Two Saturdays and Sunday. Saturday, October 2, Children's Day. Want few more first-class Shows. Nothing too big for this fair, as we cater to largest crowd in the East. Address

GEORGE W. TRAVER, Danbury Fair, Danbury, Conn., or permanent address

39 NO. SUMMIT AVE., CHATHAM, N. J.

WANT FOR DIME MUSEUM

At NEWARK and PATERSON, New Jersey

Opening Date, Saturday, October 2nd

CAN USE Freaks, Novelty, Circus, Animal, Snake and Bird Acts. Want to hear from ORIENTAL DANCERS.

All address NAMY SALIH, 283 Market St., Newark, N. J.

TENTS THAT Pay Their Way

Put the flash into these profitable Fair Dates. A new Tent that will bring 'em over and make 'em buy will pay for itself before the season closes.

WRITE - WIRE - PHONE

BAKER - LOCKWOOD

17th and Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
Eastern Representative — A. E. Campfield,
152 West 42d St., New York City, N. Y.

Shows and have a brand-new outfit for my girl show. Business satisfactory. Dave Reese has pop corn and peanuts and bought a house car at Lenora, Kan. He, Mrs. Reese and Pumpkin are proud of their new home. Mrs. Charles Potolo bought a truck at Lenora and is buying new rubber and preparing for dates south. Larry Reed cards from same show. "Have Little Working World, a mechanical show, and have been doing a little remodeling. Ralph and Larry Reed rejoined shows. Business and weather have been satisfactory."

L. M. BROWN letters from Rayville, La.: "C. W. Nail Shows, now in 22d week of season, lost only one night on account of rain. Frank Stokes joined with ball game, snow cones and novelty shooting gallery, and Bert Miller with cigaret shooting gallery and photo machine. Stokes took over duties as chief electrician. Earl Atchison has replaced R. S. Halke as general agent. Merry-Go-Round has new top and side wall from Anchor Supply Company. C. W. Nail as per set policy paints up all equipment in quarters and again before fair season starts. He recently completed this job. E. P. Norman, who one time directed fair here, was a nightly visitor. Rayville, however, has not had a fair in four years. Bert Lyons left show here."

SOME PEOPLE say "Do not do anything until you get my proposition." Probably this is the reason so many people never do anything.—Soapy Cline.

O. H. BRIGHAM letters from Waterford, Conn.: "Am known in circus and carnival business as one police official who always give showfolk a break. In fact I have placed several shows in towns in this State. Have helped lay out lots for Ringling-Barnum, Sells-Floto, Hagenbeck-Wallace, Cole Bros. and several carnivals. Besides I have helped to adjust claims. Two years ago I was offered a contract with one of the leading show operating firms. Have been active chief of police here for 14 years. September 1 was guest of Max Linderman and Doc Cann, of World of Mirth Shows, at Burlington, Vt. September 3 visited Coleman Bros.' Shows at Balston Spa, N. Y. Of all places to see a poker game in full swing was on the Traver

Shows. The boys set up a table in the lion arena and Roger, 20-month-old lion, looked on from his cage. Wonder how things in wagon 16 on Frank West's Shows are."

BEVERLY WHITE confabs: William Schwartz and William J. Mallon, of Detroit, sped a thousand miles over highways to surprise their wives, on Good-man Wonder Show, with a visit. Mrs. Schwartz has been with the show since it left Fort Wayne, Ind. Mrs. Mallon also joined there. But few know her as Mrs. Mallon. That is her name in private life. To all outdoor showfolk she is Ette Louise Blake, one of most widely known musical comedy directors in the carnival world.

Harry Logan, special agent with the show, always is ready with the jest. Someone remarked he had never read of him in *The Billboard*. "Right," replied the ever-ready wit. "Name was in there only once, and then with terse comment. The article said: 'Harry Logan is in town.' It was so terse the same friend thought it meant: 'Sheriff, here he is; come get him.'"

J. C. MCGOWAN letters from Jackson, Mich.: "Been free lancing for a few weeks, talking on shows here and there at independent dates in Indiana and Michigan. It is a tough break that some of these independent showmen get at times. At Spencer, Ind., the attractions were located around the courthouse square, but the only ones who made any money were the merchants and beer parlors. The manager of the picture house was evidently against the event, as he placed a loud-speaker in an empty store he rented for the purpose which

was opposite Fred Miller's midget show. This picture operating bird kept it going continuously right in the face of Harry McGregor, who was making openings on the midgets. At the Quincy (Ind.) picnic the shows and concessions were soaked plenty for electric current, which was completely off for two and a half hours opening night. When the current was turned on it was so dim one could just barely see, but showmen and concessioners got no refund. Good crowd present. At Cairo, Mich., midway was laid out so that the attractions had to drag the people 50 yards from the road leading to the grand stand. The secretary of the event went around to the shows using sound systems and told them that he wanted them quiet between 2 and 5 and 8 and 10 p.m., peak hours, as they interfered with the grandstand show. Discovered that F. E. Gooding has nice rides and the managers of them go out of their way to give the showmen a break. Something should be done for showmen and concessioners that would keep them from such breaks as they got in Quincy, Ind., and Cairo, Mich." The above writer knows what it is all about. Last winter he was secretary for F. W. Miller's Museum.

THOUGHTS while strolling Strates' midway: Wonder what this strange power is that Assistant Manager James Kellehar seems to exert over the fair sex. His official nicknames of Gay Lothario has changed to Lone Wolf and it is not because he resembles Bert Lytell either. Several of the concession gentry shivering in a heavy downpour of rain on a Saturday night and seeming to remark: "What happened to all that money I made this summer." Pauline (Susie) Howland, of Big Flats, N. Y., was a daily and nightly visitor on midway during Elmira, N. Y., engagement, and Lone Wolf was seen squiring the charming young lady around in his new Chevrolet and the radio playing "Mr. and Mrs. Is the Name." Oh me! Mrs. Ben H. Voorhels, wife of writer, wanted to learn the business from the ground up so Lot Layer Out Giff Ralyea asked her to hold the tape line and then when that was all done gave her a sledge hammer and asked her to drive the stakes down deep. Next day this poor scribe had to spend a buck for rubbing alcohol, so wife is now content to be just Mrs. Voorhels. BEN H. VOORHELDS.

CARLETON COLLINS' Time Marks On from Marks Shows: Jack Melton departed at Oak Hill, W. Va., and Jimmy Hurd took complete charge of Museum of Oddities. John Gerney, acting foreman of Lindy Loop, has ride up and down on time. Ben Holliday fully recovered, keeps Big Ella spinning. Brayton Seamon's new house trailer arrived and Mrs. Seamon held open house. It made three new ones in a fortnight, James Hurd and Roy E. Jones being other two owners with latter acting as dealer for custom-built portable homes. Mrs. Jones was considerably annoyed early several mornings by brush salesmen who insisted on awakening her for demonstrations. Carlos Woolrich stored his house car and left for Ottawa to untangle some compensation difficulties with the Canadian Government and to visit friends en route at Courtland, N. Y.

He will return to band soon. Jimmy Hester, mail and *The Billboard* agent, was called home to Augusta, Ga., by an accident to a brother. During his absence T. A. Schultz handled his duties. Usual contingent of Forty Millers show up but find welcome mat withdrawn from concession department. Dick Harrison's new straw hat is midway's envy and his openings in front of Madam Wright's prognostication booth are truly marvelous. Willie Collins has just about recovered from his recent accident in which a truck ran over his right foot. Tom Martin enjoyed several visits from his sister and her family residing in a Virginia town. Bert H. Britt made a hurried trip to Richmond and returned with all news and considerable electrical equipment.

GEORGE CAIN'S pickups on Groves Shows while in Huntington, Ind.: After several days' sickness Fay Promuth is up but still suffering from a cold. Fairmount (Ind.) Fair closed September 3, weather and attendance good. It was the Grant County Fair on its own grounds and business was fair. Paul Varner joined here with two concessions and William Reynolds with one. George and Ann Fleischman left show here and Norma Allen left at Fairmount. Evelyn (the Dutchess) Lambert has had nice business with her ball game. Her pal, Eleanor Groves, when not working can be found together having fun. Frankie Kolborn, of Athletic Show, bought a new Hudson car. Joe Neighter has concluded that photo business is about over. Ed Groves will make a trip west."

Mena, the Elephant, Back Home With Tears in Her Eyes!

Mena is an elephant, not just an ordinary "bull," but one apparently with a soul, almost human feelings and a profound understanding of things, this is according to her trainer and keeper, for he truly knows Mena.

All season of 1936 and other years and part of the present season Mena was an integral part of the Johnny J. Jones Exposition. She would ballyhoo at the main entrance, do an act in the exposition circus, help to get the wagons off the lot and do other chores around the lot if necessary and she was treated well by all the showfolk.

Then along came a circus man who wanted Mena for his circus so she joined the circus some weeks back and went afar to seek her fortune amid new environment. However, one morning very recently she found herself beside a road-way, stranded. Not to be outdone, she gave performances as best she could to get food along the highway and did pretty well. But she was homesick for the Joneses and so she was taken back to Indianapolis, Ind., on the eve of Labor Day. E. Lawrence Phillips looked at Mena on arrival and said to her, "My dear girl, you look like you had lost about a hundred pounds since you have been away," and Mena assented to the loss with a groan and movement of her trunk.

Following this E. Lawrence Phillips, general director of the Johnny J. Jones Exposition, ordered her to have all the food and rest she would require until such time as she felt like returning to work. So when Mena was seen by Red Onion and Claude R. Ellis at the State Fair Grounds she was rolling in hay knee deep and seemed to be contented to again be among carnival friends, those whom she knows best in show business.

DOC WADDELL letters: "Traveled back into deep woods, into 'sticks,' at Thayer, Kan., to look over Fred R. Stumbo Shows. He's been making this annual picnic 'spot' for years. Grounds and midway thronged. Enough there to give any big carnival plenty of financial profit. In these United States are many such spots that shows pass by. Best matinee 'spot' in country is in a very small town. Oh, general agents and owners, depending on pocket population information—away with it. When you come down to it there are no such animals as population, geography and location in show business. I'll never forget the Ten-in-One manager who said to me: 'Can't do any business here.' Pressing for the 'Why,' he answered, 'Look, I'm under the trees,' and I said to him: 'Well, I'm not a Ten-in-One man, but I believe the thing about it is TO KNOW HOW TO GET MONEY UNDER THE TREES.'"



WITHOUT WORKINGMEN NO SHOW COULD MOVE: This photo was taken in front of the Merry-Go-Round on the lot of William Bazinet & Sons Shows at Cannon Falls, Minn., during engagement there. Back row, left to right, Frank Busto, chairplane; Robert Hunter; Lou Ashney, Kiddie Autos; William McMeans; Tony Charley; Jack McCall, midget racers, and Bob Lands, chief mechanic. Front row, Bill Corale, foreman of Merry-Go-Round; Al Corale; Chuck Stewart, chief ticket collector; Irvin Sorenson, second man on Elu Wheel; Henry Hanson, Aquaplane, and Larry Tertvey, Big Eli Wheel foreman.

Strates Shows

Elmira, N. Y. Week ended September 4. Chemung County Fair. Weather, clear, rain. Business, fair.

One of the best weeks of season is recorded on books for this engagement. Elmira is old home town of Mr. and Mrs. James E. Strates and cordial hand of welcome was extended to all members of Strates show family. Jimmie made his radio debut over Station WESG in Mark Twain Hotel on Monday evening, being interviewed by program manager of station for 15 minutes. Mrs. James E. Strates broke into print with a three-column cut of herself and kiddies taken on Strates' private car "Elizabeth" and an interview by one of feature writers of Elmira Star-Gazette. Co-operation extended show by officers and directors of fair association. President Marvin Olcott, Treasurer Ed Hardemann, Secretary J. Earl Williamson and Grounds Superintendent Johnny Dale did everything possible to make engagement memorable. Bruce Snelman; Jacob Maust, treasurer; Harry R. Correll and Carl Fleckenstein of Bloomsburg, Pa., fair were visitors. Mrs. Gertrude Putnam, show's Social Security secretary, celebrated her birthday here and received many useful gifts from personnel of show. Florence Dickens, show's secretary, also an Elmiran, became seriously ill and confined to her home all week. Maxie Close, pianist with Jack and Frances Paige's Casa Manana Revue, confined to Arnot-Ogden Hospital, being suddenly stricken ill at Wednesday evening performance. General Manager Strates was chosen emcee at next Tuesday night's midnight meeting of Strates Social and Benevolent Club.

BEN H. VOORHEES.

West Bros.' Amusement Co.

Appleton, Minn. August 23-28. Swift County Fair. Location, fairgrounds. Weather, one day rain. Business, good.

Rain Sunday morning and continued all day and night, ruining best day of fair. Conditions were at their worst underfoot for tear down and was a herculean task getting trucks off lot. Much of credit due Bruce Barnham, who had taken over his new duties as assistant to Jimmy Laughlin. Octopus still getting top money, and has justified Mrs. Laughlin's faith in this ride. Jimmy Laughlin and Ellis White are continuing their drive for new members for Heart of America Showmen's Club, and signed up T. H. Cope, Harold Murphy, Ray Mapes and George Powell. Leona-Leonard discharged from hospital at Rochester, Minn., and returned to show.

T. H. COPE.

Gruberg's World's Exposition

Rochester, N. Y. Five days ended September 3. Location, Memorial Park, Buffalo Road. Auspices, W. W. Doud Post American Legion. Weather, warm. Business, good.

Due to poor railroad connections between Hornell and Syracuse, Max Gruberg canceled Hornell and played a second week in Rochester. Location and same auspices were contracted and second week proved equally as good as first. One day of rain but cleared off in time for night's business. Shows all did well. Motordrome top money for week. In order to get to Syracuse so shows could open Sunday afternoon engagement ended Friday night and train moved on New York Central Saturday, arriving at State Fair Grounds 3 p.m. Good notices were received during second week from both papers and tieup with WHAM and WHEO helped pack midway. Max Cohen was a visitor.

J. B. MANNHEIMER.

American United Shows

Coeur d'Alene, Ida. Week ended August 21. Still date. Pay gate. Weather, clear. Business, fair.

Opened fair Monday night. First show to play town with pay gate. High acts appreciated. Concessions had a bad week. Rides fair. Visitors: Mr. and Mrs. Red Patrick. Show people enjoyed bathing and boating on Lake Coeur d'Alene. Johnny Bauers added two new acts to Ten-in-One. City officials closed show at midnight Saturday, no playing Sunday. Entire show stopped off in Pasco, Wash., and visited Douglas Greater Shows when en route to Pendleton. Mr. and Mrs. E. O. Douglas returned visit at Pendleton.

Pendleton, Ore. Week ended August 28. Still date. Pay gate. Weather, clear. Business, very good.

Day and date with Russell Bros.' Circus Thursday. Real reunion of old friends

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

and every courtesy shown by both shows. John Snowbar left for Puyallup, Wash., to recondition fair board's Merry-Go-Round and Whip for fair week. Mary Snowbar returned to her home in St. Louis. Dad Allin, "Voice of Experience" of midway, fell and injured his back during Pendleton teardown. H. H. Avery took two rides from show to play Enterprise (Ore.) Fair. With eight concessions Mr. and Mrs. Virgie Snow are booked for Puyallup Fair. Mr. and Mrs. Ray Holding playing Enterprise Fair, also Tex Gilman with Athletic Arena. Tex is father of a 10-pound boy. Mrs. Al DeWitt joined show at Pendleton.

Walla Walla, Wash. Week ended September 4. Weather, good. Business, light.

Week was slow until Thursday, Kids' day. Midway was jammed with children. Rides had a big day. Concessions bad. Wayne Endecott bought Studebaker car. Mrs. A. B. Miller and Mrs. H. H. Avery visited show at Pendleton, driving over from Seattle in their new Ford. Blanche and Peggy are always wearing a riding outfit but have never ridden a horse. Mrs. Ray Bevins put a penny pitch on Monday and was sloughed Tuesday. Cookhouse caught fire at fair and now has new fire extinguishers. A. B. MILLER.



J. W. (PATTY) CONKLIN, director of 1937 Frohland Canadian National Exhibition, and Bernie Mendelson, of O. Henry Tent and Awning Company, are seen here in front of a top on midway at Toronto. This is second year that O. Henry has furnished canvas equipment used at this annual world's fair. Photo taken while two were superintending erection of tops prior to opening of exhibition, which is recorded as of Friday, August 27.

Marks Shows

Clarksburg, W. Va. Week ended August 21. Auspices, Meuse-Argonne Post, V. F. W. Location, Nixon Plaza. Weather, fair. Business, excellent.

City again was kind to Richmond organization and excellent business recorded thru assistance of Red Swigart, of The Evening Telegram, and J. H. Rhawn, of Morning Exponent. Frank Underwood and Fay Baker headed hard-working committee and engagement was both profitable and pleasant. Josephine Hayward departed for Michigan with her baseball game.

Sam Caruso, of front of Al Paulert's Beauty Revue, was stricken with appendicitis and underwent an emergency operation. Both Mrs. Marks, who was visiting, and Baby Jean were taken ill and returned to Richmond. Ben Holliday came home from hospital in Cumberland, where he had been left when he was struck on head by a falling frame while tracking Big Elis down Saturday night. Lacy and Brownie Smith, of Greater Atlantic Shows, were visitors. General Agent Robert R. Kline was on show to confer with Manager Marks.

Oak Hill, W. Va. Week ended August 28. American Legion Fair. Weather, rain, fair last three days. Business, good.

Rain came very near putting to rout a revival of what once was one of best county fairs in Mountaineer State. Coming in torrents early in week, it not only

brought to a halt all activities in connection with fair but created a lake in which water rose so rapidly on Tuesday afternoon that trailers were removed with great difficulty to higher ground. Visits were exchanged with Bullock Shows, Shorty and Mrs. Anderson being among callers. Week ended with a spurt, it being largest Saturday night in history of show with 15,000 paid admissions at front gate. Lloyd Fowler, Frog Boy, left Museum of Oddities to join Bill Cain's Side Show with West's Shows.

Galax, Va. Week ended September 4. Greater Galax Fair. Weather, rain first of week, last three days fair. Business, good.

Weather man relented and fair ended with overflow crowd that brought engagement up to a very good date. Business, however, was not up to standards of former years for Galax. Crowds were there in abundance, attendance Thursday (big day) being heaviest in several years, and Saturday all records were broken, but people apparently had no money. Secretary W. C. Roberson gave every co-operation and only on Friday night was grandstand show held later than 9:30.

Heavy rains Monday and Tuesday had midway a veritable lake but hard work coupled with tons of shavings, straw and sawdust brought dry ground for thousands to walk upon when skies did clear for ending of 1937 exposition of Carroll and Grayson counties.

Visitors: William Wiseman, secretary of Toe River Fair, Spruce Pines, N. C.;



ELMER BROWN, general agent Dee Lang Shows, a motorized carnival of the Central West. "Sir Elmer" has been in the carnival business in various capacities almost since its inception and is rated as thoro and aggressive. Photo taken in Willmar, Minn., during show's engagement there July last.

William G. Sydnor, secretary-manager of Greater American Legion Fair, Mt. Airy, N. C.; Charles G. Driver, vice-president and manager of O. Henry Tent and Awning Company; H. F. (Fitzie) Brown, of West World Wonder Shows, and Charles Pametier, of same organization.

Writer narrowly escaped an attack of pneumonia and was in bed part of week, saved by quick ministrations of Mrs. Hazel Zabreskie, show's nurse and physician. CARLETON COLLINS.

Majestic Shows

Loudon, Tenn. Week ended September 4. Location, fairgrounds. Auspices, Loudon County Fair Association. Weather, some rain and wind. Business, fair.

Opened Monday. Played this spot in spring and doubled back for fair. Trifle better than still date. Hughie Lowe joined with two concessions. Jack Mansfield, truck driver, had three fingers on right and one on left smashed badly Sunday morning in hooking up office trailer. Unable to drive truck and was relieved by Buddy Webster. Herbert Pass and wife, operators of cookhouse and pop-corn machine, spent week-end in Chattanooga with friends. Visitors: Mr. and Mrs. Tiger Mills and family, Mr. and Mrs. Babe Goodrich, Mr. and Mrs. Leo

Morgan, Mr. and Mrs. Tom Yates, Mr. and Mrs. Joe Scott, Joe Stoneman, Mr. and Mrs. Bailey, Sammy Savage, Bob Sullivan, Happy Davis, from Stoneman Playland Shows. Danny Kilen built a new concession. Charlie Lee and wife on way to Georgia. Jack Taylor holds crowds with his free act and getting comments both from press and fair officials. Writer now handling Social Security. Mr. and Mrs. W. R. Jerald special agents. Buddy Braden back on job after attending funeral of a cousin. Bob Bryant is billposter.

EUGENE C. COOK.

Lewis Model Midway Shows

Catskill, N. Y. Week ended September 4. Auspices, Redmen. Location, Athletic Grounds. Five-cent gate. Weather, good, except Friday night and Saturday afternoon. Business, good.

When writer visited Saturday afternoon downpour started. Night cleared and fine attendance. Whip, under management of Frank Stezman, did land-office business most of week and got top money among rides. Big Eli Wheel second. Mickey Devine top-money show with Athletic Arena. Dave and Mary Kerwin doing well with concessions. Eddie Delmont getting folding money. Mrs. Frank McIntyre, with diggers, enticing dollars; homesick, however, for Aylene Morency. William Gordon has show well in hand. Al Rogers, general superintendent, is running his department right. Bill Norsworthy, from No. 1 show, a visitor. Mr. and Mrs. J. C. McCaffery were visitors. Kid McKoy still on job at front gate. DICK COLLINS.

Greater Exposition Shows

Terre Haute, Ind. August 28-September 2. Vigo County Fair. Weather, hot. Attendance, excellent. Business, very good.

Altho lot conditions made it necessary to crowd midway into about half its usual space, everything got up in time for Saturday opening. Thursday night, closing day, midway was so jammed that it was necessary to keep crowds moving in one direction. Shows, rides and concessions had a big night and Octopus marked up a new high for season. Dodgem which arrived in Crawfordsville, Ind., last week got a big play. Mr. and Mrs. Dan Tuttle joined with all-girl revue. Lulu Belle and Skyland Scottie from WLS Barn Dance, were midway visitors following their Thursday night performance. Hi Miller stopped off a day, en route to St. Louis. Toots Lands and her husband dropped in looking for a girl show location. Nathaniel Stone still has Paris Before Dawn show. John Hart, veteran lion trainer, suffered another heart attack and was taken to St. Anthony Hospital, where his condition is critical. Efforts to locate Mrs. Beula Hart, his wife, last reported with Yellowstone Shows, were futile. Checkers Mizner is

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$16; 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. For set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 1/2 x 7 1/2.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 3 1/2 x 4, per 100, \$1.50. Stamping Bingo Cards on same, extra per 100, \$1.50. 250 cards, \$17.50; 300 cards, \$20.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense, instant delivery. No checks accepted.

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Heth Bros. Southern Shows

WANT FOR FAIRS UNTIL DECEMBER. Legitimate Concessions, all open, no CRIFT, Fish Pond, Scales, Pitch-Tin-Whin, etc. Shows—Dromedary, Animal, Arcade, Big Snake, etc. WANT Front Man for Side Show, Ride Help, Musicians for Jig Band, one more Free Act. Salary from office. Replies.

FLOYD R. HETH, Manager,
Equality, Ill. Free Fair, this week; Russellville, Ala., Fair, week Sept. 20-25.

BURDICK'S ALL TEXAS SHOWS

Can place balance of season Free Act, Athletic Show People. Furnish Tops and Fronts any other Show. What have you? Want Concessions. Can place any Flat Ride for our string of Fairs starting L. A. Grange, Texas, Fair, Week September 20.

IRA BURDICK.

WALLACE BROS. SHOW

WANT

OCTOPUS OR TILT — MOTORDROME,
BIG SNAKE — STOCK CONCESSIONS

OKOLA, MISS., This Week.
ABERDEEN, 20 to 25.

ATTENTION ATTENTION

SIDE SHOW PEOPLE

Want to hear at once from any Side Show Acts for the balance of this season and 1938. This is an office show and we have a long season. Those joining now will be given first choice for next season. Write or wire.

GOODING GREATER SHOW

This Week, Hartford City, Ind.

SIDE SHOW ACTS

For Balance of Season and All Winter. CAN PLACE one outstanding Freak, Mind Reader, Glass Blower and Working Acts. Wire

L. B. (BARNEY) LAMB,
Care Arthur Lewis Show, Topsfield, Mass., This Week.

FOR SALE

One Male Lion, five years old; one Male Bear, eight years old. Both in best of condition and have worked. Also one Parker Merry-Go-Round. Address

ZIMDARS GREATER SHOWS,
This week, Thayer, Mo.; next week, Memphis, Tenn., or per route.

WANT

Floss Men for New Jersey State Fair, September 22 to October 2, Trenton, N. J. Opportunity for Floss Men with equipment that can handle crowds in best floss spot in the East. Grounds limited to three good locations. Have exclusive, but can't handle due to other business. Write CHARLIE SCHATT, Reading Fair, Reading, Pa.

Reading's United Shows Want

Monkey Drome, Monkey Circus, Fat Show or Snake at once for Sparta, Tenn. Free Fair and balance of fairs. Photo wanted for Sparta only. Want Novelties, American Palmistry for seven more county fairs. Sparta, Tenn., this week; Waynesboro, Tenn., Fair next week. W. J. WILLIAMS, Mgr.

suffering with a heart attack of a different kind, and wedding bells are just around the corner for Jack Draper, Loop-o-Plane, and Ross Lance, illusion show. It will be a public wedding on midway in Evansville, Ind. Mobile Post No. 810, American Legion, will entertain officers from First District, Illinois, and seven Indiana districts, while show is in Vincennes, Ind. C. C. CONN.

J. J. Colley's Shows

Yale, Okla. Annual Reunion, August 2-7. Weather, hot. Crowds, big. Business, good for shows and rides; mediocre for concessions.

Opened Tuesday night before opening of reunion. Thirty-fourth year for this celebration and plenty of people. Whip, Eli Wheel and Loop-o-Plane best gross of rides. B. D. Bennett's Congo and Athletic show set pace for shows. New Merry-Go-Round top was delivered from Carl Kennedy Company and Minstrel and Athletic shows tops from same company. Skeet Granite and his congress of athletes consisting of Tuffy Barnett and Fred Hudson, fighters, and Swede Dowler are still meeting and getting lots of comers and patrons. O'Dell's Hill Billies joined and two days they were in operation did good business.

Sulphur, Okla., August 9-14. Auspices, Fire Department. Annual Summer Festival. Location, lot on Main street near Vendome. Attendance, big crowds each night. Business, good.

Second year at this event and everyone did well. Crowds came early and stayed late. This celebration is timed each year at height of tourist season, and there

fairgrounds. Weather, hot. Attendance and business poor.

One day fair crowds, but light other days. Some concessioners did a little and a few bought cars. Adams Rodeo was fair's attraction. CHARLES SELF.

Regal United Amusements

Beaver City, Neb. Week ended September 4. Location, fairgrounds. Weather, dust and rain. Business, fair.

Show opened Wednesday night to fair crowd and some business. Plenty of dust until Friday, then rain came and spoiled night, leaving lot filled with water and mud. Lonnie Karr is new Loop-o-Plane foreman. Mr. and Mrs. Charles Cudney went to Omaha and drove back in 1936 Chevrolet truck, making three of same kind they now have. Jimmie Farnell has Athletic show. MRS. L. A. NEWLAND.

Golden State Shows

Selma, Calif. Four days ended August 28. Auspices, Fire Department. Location, Southern Pacific Railroad lot, edge of town. Weather, very warm. Business, good for shows and rides, concessions only fair.

Show opened Wednesday contrary to usual Tuesday start owing to long jump from Antioch, Calif. This and another day lost because of city law prohibiting Sunday showing. Committee co-operated. Tuesday evening a number of showfolk upon invitation visited Clark's Greater Shows at Sanger, Calif. Follow-

Miller Bros.' Shows

Hamilton, Mo. Week ended September 3. Location, fairgrounds. Auspices, Hamilton Fair and Racing Association. Free midway gate. Fair gate, 20 cents. Weather, ideal. Business, good.

Midway operated Monday evening, receipts meager. Grand opening of fair Tuesday brought natives. Midway business shade more than 1936. Grand stand, with Flaisher Family, aerialists, did largest business in fair's history. Midway business increased nightly and closed Friday night with record crowd. John Toffel, manager midway, and Bob Halleck, general agent, in St. Louis, paving way for Miller Bros.' sublet carnival unit. Labor Day week doings Democratic women of Missouri. Al A. Rogers closing deal for Hamilton Hotel here. Figuring on quitting road. Writer journeyed to St. Joseph, Mo. H. A. Sprague, publisher St. Joseph daily papers, devoted much space with pictures to meeting. Don Mooney, news editor, wrote story. Jewell Mahl, owner Loop-o-Plane, constructing skating rink in Chicago, to open September 18. Mrs. Mahl will manage it. Virginia Jurgens, aerialist, surprised with after-midnight banquet on eve her departure to San Bruno, Calif. Mrs. Morris Miller and son, Maurice, at Springfield, Mo., selecting living trailer. Harry Miller, dining tent manager, arranging to open eat-refreshment place in Kansas City. G. R. Craven and O. H. Abbott, two days on show. E. J. McCollister leaving concession row to take over privileges on Moon Bros.' Circus. People from Howe Bros.' Circus visited, including Esther Shaffer, wife of James B. Schaffer, en route to Floyd Kelley's Oriental Hotel, Chanute, Kan., for medical treatment. Nervous breakdown. Shaffers formerly with Miller Bros. Visitors: Victor E. Trueblood, Cleveland C. Williams, Dorothy Underhill and mother, Mr. and Mrs. Henry Flowers, Lowell Fillmore, Dr. Will McConnell Sr., Oscar Graham Peeke, Doc W. J. Allman, Frank Kapps, Sarah Seller, Frank Trego and Rev. E. S. Matheny, chaplain of Ohio State Senate. Makers of light plants figuring with Morris Miller means show will have own electricity units. Hon. H. A. Sprague, St. Joseph Mo., publisher, with Dow Mooney, his news editor, and Charles Adams, telegraph editor and in early carnival days right-hand man for late Tubby Snyder, served show lot feast in Harry Miller's dining tent. Showfolk from Fred R. Stumbo Shows headed by Joe W. Keown and wife visited. DOC WADDELL.



ONE OF THE ELECTRICAL GENERATING UNITS of Sol's Liberty Shows is shown here at the Iron Mountain, Mich., engagement this season. Sam Solomon, owner and manager of the shows, is standing to right of the side door and as he is generally the first man on the lot each day he is alone in this scene.

were 6,000 tourists camped in Platt National Park at time of celebration. Exceptional co-operation from Fire Chief Ed Welch and Mayor Ray Glenn, who is youngest mayor in Oklahoma.

Duncan, Okla., August 16-21. No auspices. Location, six blocks from center of town. Attendance, light. Business, fair.

Marlow, Okla. August 23-28. Location, Main street. Weather, hot. Attendance and business, good.

Bingo topped concessions. Minstrel show led shows in receipts. Dual Eli Wheels far in lead other rides. New Eli Wheel was in Marlow when show arrived Sunday. Old wheel is 10 years old but side by side they look like twins. Move by truck and have a personnel of 102 people, 24 dogs, 5 Shetland ponies and 2 monkeys. FRANK DUSHANE.

ing this some of Clark's people returned visit, they being Sam Brown, Peggy Steiberg, Ethel Redmond, Wrestler Collins and Frank Forrest. Mr. and Mrs. Joe Krug, of Golden Gate Shows, also visited. Days very hot, but in evenings some crowds came out and date was profitable despite weather, short stay and other setbacks.

JOHN H. HOBDAV.

Art Lewis Shows

Sherbrooke, Que., Fair, 25 and 35-cent gate. Location, exhibition grounds. Grandstand show and racing. Weather, fine. Business, very good.

Frank R. Conklin with two shows, Merry-Go-Round and concessions, with Dave Paickard as assistant, considerably augmented show. Shows were Crime and a miniature indoor rodeo with cowboy specialties. Merry-Go-Round divided honors on Children's Day with shows' own. Conklin was quite an asset to Lewis and both got their pictures in papers, Art by himself on front page of La Tribune and in a later issue with Frank in same paper. F. Percy Morency, "home town" of Sherbrooke, was also honored by pictorialization in La Tribune. Mrs. Aylene Morency pinch hitting for writer since his absence to take charge of publicity for Great Barrington (Mass.) Fair. Following notes are from her: Show closed Friday night with good business to end. Big days were Wednesday and Thursday. Barney Lamb's freaks scored. Motordrome, with Teddy Walters as feature rider, did big business. Havana revue, with Ray Valley in charge, made a record. Newton Kelly, with "Sweet Marie," broke his record at Three Rivers. Mrs. Victor Lee did nicely. DICK COLLINS.

Zimdars Greater Shows

Canton, Ill. Week ended August 28. Auspices, Canton Works baseball club. Location, Johnson showgrounds. Weather, hot. Attendance, fair at night. Business, bad.

Buddy Munn bought a new International truck. Dutch Waldron and George Parsons bought new cars. Very little co-operation from committee. Carl Miller came back and went to work in cookhouse. Calvin Landrum is back in his former position on Big Eli Wheel and Max Schaffer is back with Gold Diggers. E. D. Shaws was on sick list and sent to hospital at Du Quoin, Ill. He is lot man. Showfolk from Great American Shows visited. Number of Zimdars' showfolk visited Ringling-Barnum Circus at Peoria, Ill.

Du Quoin, Ill. Week ended September 4. Auspices, Fair Association. Location,

Rubin & Cherry Exposition

Buffalo, N. Y. Ten days ending Saturday, September 4. Auspices, National Encampment Veterans of Foreign Wars. Location, Centennial Park on Lake Erie. Weather, hot and fair. Business, very good.

From opening night, August 26, midway was crowded every night thru entire engagement. Rides and concessions, with few exceptions, did all right. With independent booked and R. & C. attractions, midway really took on that "million" appearance. In spite of fact that Captain Frakes did not make his airplane crash and Lucky Teeters canceled, Thearle-Duffield fireworks spectacle of Chateau Thierry did a fair business. General Representative J. C. McCaffery, on lot during final week's showing, also had three frozen custard machines working under supervision of Mrs. McCaffery. Leona Katherine Lee had country store open every night. Diamond Kitty did a dive into Lake Erie, with proper coverage by Scripps-Howard Buffalo Times, which also had its photographer get three nice shots on grounds while show was being erected Wednesday, and opening day carried 36-inch spread six columns wide by six inches deep with one-inch head and all pictures captioned. Courier-Express also gave us 22-inch story and picture Sunday before opening and Evening News kept show listed daily in its columns, all told 296 inches of space. VFW committee did not buy any advertising space. Show took care of news carriers, more than 3,000 on opening day, and all orphans were guests of Rubin & Cherry Thursday, September 2, thru Police Post, VFW No. 4,000, Lieutenant Martin Mulligan, chairman, in charge. All poles in downtown district tied with special announcement cards, also taxi firms carried our tire covers for two weeks. All tieups were arranged for by writer, with Tom O'Connell carrying out arrangements for press tieups back with show. FRANK J. LEE.

Johnny J. Jones Exposition

Indianapolis, Ind. Two days ended September 4. Indiana State Fair. Bustness, for two days ahead of 1936. Weather, fair Saturday.

First three days on grounds were spent painting and decorating entire midway equipment. Not as much as a tent side pole or ride turn cable remained untouched. New show fronts loomed in air and new riding devices arrived and were erected in ample time for test runs. Many new faces on different attractions. Temple des Rumba practically new from ground up. All new canvas, scenery, proscenium, lighting effects and old light stringers eliminated. Nine more people were added to this already big talented troupe. Show opened Friday with 22 riding devices, 18 shows and 2 funhouses. Friday's gross topped 1936 take 65 per cent. Saturday fair opened officially and midway topped 1936 gross 60 per cent. Intermittent rains started at 3 p.m., lasting until 5 p.m., sent midway patrons to shelter, but they returned when rain ceased. Director E. Lawrence Phillips was surprised by arrival of his father, E. E. Phillips, 92, and his two brothers, A. E. and J. E. Phillips, of Washington, D. C., for vacation during fair. Master Dusty Rhodes, of Orlando, Fla., arrived to spend remainder of his vacation with his roommate of Florida Military Institute, Johnny J. Jones Jr. The two cadets will return together to Haines City after Louisville engagement. Special Representative J. C. Thomas was visited by his brother, William Thomas; wife and son, Billie. Party driving from their home, Dover, O., to spend several days with Tommy. Thursday night 50 members of local fair board, visiting fair boards, press and radio attended annual Jones Exposition press dinner in Joseph Shly's cookhouse, followed by performances in Temple des Rumba, Royal Russian Midgets and Gay New Yorkers tent theaters. Party then went to Club Tent, where they were entertained by Director Phillips and General Manager White. General Representative J. C. Simpson is very popular with not only press and fair officials but at State House as well, so proven by the assemblage of notables. Mena, show's mascot and well-known elephant, arrived on show. She will probably again act as official greeter and trunk shaker at front gate. STARR DeBELLE.

Wm. Bazinet & Sons Shows

Long Prairie, Minn. Week ended August 26. Weather and business, good. Auspices, Todd County Fair Association. Location, fairgrounds.

No business entry day, but good attendance second and third days. Tilt-a-Whirl topped rides. Following concessioners joined at Wisconsin Dells: Andy Anderson, cookhouse; Sjoblom and Nikola, corn game; Paul Warren, photo machine; J. A. Davis, scales, and Slim Meyers, ball game.

Little Falls, Minn. Week ended August 29. Weather cloudy and rain. Business, good. Location, fairgrounds. Auspices, Morrison County Agricultural Society.

Opened first day to small crowd; second and third days attendance and receipts good notwithstanding an all-day rain. Rides were well patronized, crowds staying until well after midnight. Splendid co-operation by Peterson and Gunderson. S. S. HENRY JR.

Eric B. Hyde Shows

Shelbyville, Tenn. Week ended September 4. Location, circus grounds. Weather, favorable. Auspices, none. Business, fair thru week, good Saturday.

Long Southern trek thru four States in four weeks. Centralia, Ill., stand did not gross enough to buy ink to sign a story of that engagement. E. J. Alexander suffered extensive damage to his Loop-o-Plane and completely demolished truck. It was dodged when driver left road and landed in a concrete culvert out of Shelbyville Sunday. Three people riding truck cut and bruised, but not seriously. Repairs are under way. Janet and Tom Terrill rejoined show with season booked to close at Brunswick, Ga., Armistice week. Mechanical Stephens, of mechanical doll fame, joined to guide buildup of new Ten-in-One. Happy Turney, electrician, left to join another show. Q. Everett succeeded him. Mrs. Everett has a ball game. Mrs. Billy Morgan assumed duties as secretary and The Billboard agent. Joe Decker's cookhouse continues popular and profitable. Mr. and Mrs. J. W. Jearal joined as

special agents. William and Mrs. Klinginger, special agents, in charge of Athens, Ga., Merchants' Exposition. Tom Alton, special agent, at Gainesville, Ga. Many showfolk on lot at Shelbyville, including C. D. Scott, manager of the Dixie Exposition. Long move from Dyersburg was made in good time, 223 miles. Eric B. Hyde bought a new 32-foot Roycraft house trailer, delivered here. Harry Mitchell joined with mentalist booth. Doc Walker and wife with horoscope platform and Ott Maning with blower. JAN HYTER.

Bantly's All-American Shows

Shamokin, Pa. Week ended September 4. Auspices, American Legion No. 53. Location, Fiddler's Field. Weather, fair. Business, light.

Under clear skies, with most co-operative committee in many weeks, show's business was not so hot. Eighty per cent of people came in under sidewall. Strange to see folk arrive at side of showgrounds in automobiles and duck under the fence. Most of them seemed anxious for amusement but just did not have what it takes. Social activities many and marked. Club meeting was well attended. Harry Wilson and his wife paid a last tribute to members of troupe with a party Friday night in Legion Hall, said to be finest in Pennsylvania. Harry goes to Carolinas to a number of promotions. Writer visited Keystone Ticket Company's plant. Had pleasure of meeting owner-manager, who has that happy complex so often noted in blind. Had privilege of seeing a part of quarter of a million Bantly Show tickets going thru presses. Harold Beaudry and Beatrice Gould, both members of troupe, married Thursday. Art Frazier and wife are visiting Mr. and Mrs. Al Wallace. Timmy Green away on a visit with friends on Wylis Production Company. Sam Hull on a trip to Philadelphia in interest of a show he is building for fairs. CHRIS M. SMITH.

John R. Ward Shows

St. Joseph, Ill. Champaign County Fair. August 24-28. Weather, hot; crowds, big. Business, excellent.

Everything in readiness for Monday night but owing to rain did not open until Tuesday, opening date of fair. According to secretary, all records broken on shows, rides and main entrance to fair. Biggest paid attendance since fair was organized. Co-operation of officials of fair and management of shows. Credit can be given to Urbana-Champaign daily paper for publicity. A new show framed called Snookie, consisting of trained chimps purchased by shows, managed by Doc Warren. Burlesque show organized with new top and front, featuring Rose Nelson and Sammy Larry. Late joiner, L. R. Harville with cookhouse. R. J. Leonard built a new ball game. Mrs. A. Bruner also a new ball game. Clyde Johnson arrived from Wallace Bros.' Shows. Madge Graham joined and is working ball game for Marie Wadley. Credit still goes to Teddy Reed, talker on Sunnyland Minstrels, for topping all shows on midway. A. R. WADLEY.

Kans United Shows

Marlington, W. Va. Week ended August 28. Pocahontas Fair. Weather, rain all week. Business, light.

Natives show hungry but no records were broken when show played its first fair. Rain Monday until Friday. Sun out Saturday. Excellent co-operation by fair officials, publicity and a variety of grand-stand attractions as an inducement failed to encourage attendance. Twenty trucks of cinders and sawdust did not improve grounds. What few did brave weather and paraded in mud and spent freely. Shows, rides and concessions reported some business. BOBBY KORK.

West Coast Amusement Co.

Gresham, Ore., Multnomah County Fair. August 23-29. Weather, good. Business, only fair.

This fair a slow grind and nothing to rave about. Mike Krekos, Louie Leos and writer failed to lay anything away for winter at race track, where high-class racing was held nightly. George Cocan will go to Hot Springs for a complete rest. Carl Holt topped show list on midway with Giresque Revue. M. E. Arthur has increased his slide-show personnel. General Agent Jessup away on his final round-up visit for balance of season's

7 BIG DAYS & 7 BIG NIGHTS

7 BIG DAYS & 7 BIG NIGHTS

NEW JERSEY STATE FAIR
OPENING SUNDAY, SEPT. 26th
TRENTON, N. J.

All Legitimate Merchandising Games open. We have choice space at \$7.50 and \$5.00 per front foot. Can place one Bingo Stand, Can place one set of Erie Diggers. Can place Penny Pitch, Ball Games, etc. Can place Legitimate Merchandise Wheels. For Refreshment Stands address the fair there.

For All Game Space Write or Wire

CETLIN & WILSON SHOWS, Inc.

As Per Route

Week September 13, Reading, Pa., Fair.

WILSON COUNTY FAIR, WILSON, N. C., WILL FOLLOW TRENTON.

P. S.—Want Workingmen in All Departments.

Come on. Sure pay.

Johnny J. Jones Exposition, Inc.

Can place Legitimate Concessions for Salisbury (25c gate), Shelby and Hickory, N. C. Will sell exclusive on Snow and NOVELTIES at Shelby.

Merchandise Wheels and Corn Game already booked. Mark Watkins, Eriksen and Bammell, kindly get in touch with us.

Invite correspondence from good Snake Show with large snakes. Must be in keeping with our standard. Address

WALTER A. WHITE, Gen. Mgr., Johnny J. Jones Exposition, Louisville, Ky., this week; Salisbury, N. C., September 21 to 25.

FRUIT CONCENTRATES

You'll never know how good your ice-ball syrups and drinks can be made until you try GOLD MEDAL FRUIT CONCENTRATES. They have the real true fruit flavor, entirely different from the ordinary kind.

The biggest operators in the business use GOLD MEDAL CONCENTRATES. They know that by giving their customers a run for their money they can make more for themselves.

Write today for further particulars and special sample offer.

GOLD MEDAL PRODUCTS CO.

133 E. Pearl Street,

Cincinnati, Ohio

WANTED—Experienced Corn Game, Juice and Grab Help

For Knoxville (Tenn.) Fair, September 27-October 2. Good proposition for Orange and Cider Mill. Will sell after Knoxville Fair one complete Corn Game, 14x24 feet, with seats; also 50 Juice Bowls. Will pay cash for Flat Ride (prefer Portable Tilt-A-Whirl) for Chilhowee Park, Knoxville. Will pay cash for two complete grab joints.

JOHN GALLIGAN,

Kentucky State Fair, Louisville, this week; Knoxville Fair Grounds, next week. Remainder of season, care Blue Ribbon Shows, as per route.

EVANGELINE SHOWS WANTS

Colored Performers for Minstrel Show, also Musicians and Talker. Furnish 20x30 Tent for Cider Show or any good single Attraction. WANT Fun House, Unborn, Crime, Illusion, Five-in-One. Concessions open except Cook House and Corn Game. Haskell County Free Fair, Stigler, Okla., week September 13-18; Seneca, Mo., Fair, on Streets, week September 20-25. Address EVANGELINE SHOWS.

FOR SALE

Fourteen Animated Animals, 12 Motors, 1 Generator, all as good as new, built by Messmore & Damon. Original Cost \$4,500; Sale Price \$750.

Concession Tents: Ten 10x18, one 12x20, one 12x12, all 9-ft. wall, good as new.

Fifteen Cattle Bells, latest type machine, 10c and 25c play. One Mills Ice Cream Machine, Cafe and Restaurant Equipment.

Trunks, Plush Curtains, Wax Figures, Electric Fans, Lighting Equipment, Canvas, Ticket Boxes, Pipe Railings, Lobby Displays.

Fun House and Class House.

RIDES FOR SALE: Octopus, Stratoship, Loop-O-Plane, Allan Herschell Kiddie Auto Ride and Blue Coosa, Lindy Loop, Maytag Auto Ride, Miniature Train. All Rides with Neon Tubing and Neon Signs, special constructed Ticket Boxes.

All the above property can be seen in operation at the Pan-American Expo., Dallas, Tex., until October 31.

Stored in New York City, one Pierce-Arrow Bullet-Proof Gangster Car, 15 Blow-ups, 75 Photographs and six (6) Wax Figures.

Cafe and Restaurant Equipment for sale in Cleveland, O.

A complete Crime Show, consisting of Bullet-Proof 16-Cylinder Cadillac Gangster Car, 17 Display Cases with Cabinet Lights, unbreakable glass, 4 ft. by 4 ft. 6 in. deep; 53 Rifles, Revolvers, Shotguns and Automatics. One Submachine Gun, one Submachine Gun Rifle, four Bullet-Proof Vests and Body Belts, Hand and Chair Cuffs, Black Jacks, Knives, Holders, etc. (66) Sixty-six Blow-ups, 4 ft. by 5 ft., (200) Two Hundred Photographs, one Torture Water Cure, one Yoke, Rogues Gallery collection, Replica of Sing Sing Execution Chamber and Death Cells. Replica of St. Valentine's Day Massacre.

Plush Curtains, Curtain Tracks with Motors, Lighting Effects, Spotlights, Running Sign, Lobby Display, etc.

Will only sell same intact, cheap for cash. Show must be seen to be appreciated, now operating at the Great Lakes Expo., Cleveland, O., until September 26.

— Address —

DUFOUR & ROGERS, Carter Hotel, Cleveland, Ohio

FAIRLY-MARTONE SHOWS WANT

To hear from Legitimate Concessions of all kinds; no exclusive. Can place Cook House and Frozen Custard, also two or three Shows. We furnish transportation for the following Fairs and Celebrations: Free Street Fair, Kookuk, Ia., week September 20; Free Street Fair, Fulton, Mo., week September 27; Webb City, Mo., Fiesta on Main Streets, week October 4; then the Banner Week of the Season, Ozark Empire Free District Fair, Springfield, Mo., seven days, starting Sunday, October 10. This week, Spencer, Ia., Fair.

WANT = FOR FAIRS = WANT

Organized Minstrel Troupe. Colored Musicians, Acts and Freaks for Side Show. Real Hawaiian Entertainers. Organized Tabloid or Hillbilly Show. Furnish Beautiful Panel Front Outfits for Above. Will Book Any Show of Merit. Wire

ROGERS GREATER SHOWS

September 13 to 18, Gallatin, Tenn.

P. S.—Bob Sickles, wire immediately.

Gruberg World's Exposition Shows

Want for Long Fair Season—Concessions of all kinds; no exclusive. Lebanon, Tenn., this week; Grenada, Miss., next.

AL. G. HODGE SHOWS, INC.

CAN PLACE Concessions of all descriptions, including Wheels, Ball Cams, Crind Stores, Hoop-La, etc. CAN PLACE organized Minstrel Show, independent Shows not conflicting. Will sell X on Novelties. WANT Free Acts, Special Agents for New Deal Fair. Must give bond. Ten weeks' good Southern Fairs and Bona-fide Celebrations until December 11. Mayfield, Ky., this week; Paris, Tenn., week September 20; then Mississippi.

MILLER AMUSEMENTS

CAN PLACE SHOWS AND CONCESSIONS FOR FOLLOWING FAIRS:

Jonesboro, La. (Free Fair), Week September 20; Alexandria, La., Week September 27; McComb, Miss., Week October 4; Covington, La., Week October 4; Franklinton, La., Week October 10; Donaldsonville, La., Week October 10.

CAN PLACE Man to handle "Fun on Farm," 50-50 basis. CAN USE Ride Men at all times. All winter's work. Address RALPH MILLER, Manager, Mt. Vernon, Ill. (Fair), this week.

KAUS UNITED SHOWS -- 2

WANT FOR WOODSTOCK, VA., FAIR AND BLACKSTONE, VA., FAIR, WEEKS FOLLOWING. UNTIL DECEMBER ALL GOOD FAIRS:

Novelty, Arcade, Photo Gallery, Lead Gallery and Diggers, Palmistry and Legitimate Concessions of all kinds. Pony Rides, U-Drive-It Cars, Octopus, Ride-O-C, and Caterpillar. Shows with or without own outfit. Fun House, Working World, Monkey Circus, Drome or any worth-while Attraction with earning power. Would like to hear from experienced Kiddie Ride Operators, for Kiddie Autos or Kiddie Plane.

Address all communications to W. O. KAUB, General Manager.

bookings. Manager Krekos will open a booking office in a California city. Eddie Harris and Harry Myers will have several concessions on No. 2 Unit at Lakeview (Ore.) Rodeo. Guy Osborn and wife left last week. Bert Clausen and wife left for two weeks' vacation to Middle West. Joe Zotter is on job while Clausen is away handling his riding devices and concessions. Glen Loomis and wife busy billing Yreka Gold Rush.

W. T. JESSUP.

Buckeye State Shows

Belmont, Miss. Week ended September 5. Location, center of town. Weather, unsettled, daily showers. Business, excellent over week-end.

Show opened Monday to large crowd. Shows' third stand here and many friends out to renew acquaintances. Joe Galler, manager, purchased several new green canvas tops and J. A. Gentsch house trailer. Tilt-a-Whirl and kiddie ride platforms received new coat of paint. W. L. Tony, Banner publisher of Belmont, was visitor and booster. Agent Dick O'Brian, of Greater Exposition Shows, visitor. Stork visited the Francis Smalls, Tilt-a-Whirl foreman, leaving eight-pound girl.

ELOISE LOWRY.

World of Mirth Shows

Essex Junction, Vt.—Week ended September 4. Champlain Valley Exposition. Weather, extremely hot. Business, good.

After nine strenuous days at Ottawa's Central Canada Exhibition, a run that left a trail of hoarse, broken voices and tired and worn-out bodies, comparative quiet of this week at Essex Junction came as welcome relief. This is not to infer there was nothing but peace and quiet for midway here, however, for business was surprisingly good to those who, making their initial visit to this lively fair near shores of Lake Champlain, had been falsely advised it was merely a break in run to Rutland, Vt., State Fair. As a matter of fact, grosses for several of shows on big day, which came Wednesday, compared favorably and in some instances better than best that was registered at Ottawa. Extremely hot weather probably checked even better receipts. Comment regarding improved beauty of 1937 World of Mirth midway has been so notable thru early weeks of fair season that it seems not only excusable but advisable that it should be noted in this letter. Certainly when a midway has been so comprehensively overhauled within a single year that transformation becomes outstanding topic of those who visit it; fact is in reality newsworthy. Vast tasks undertaken in quarters a few months ago under direction of General Manager Max Linderman and carried out by such painstaking superintendents as Charles Kidder, Frank Bergen, Fred Jule and others have given a new prestige to show's title. The consequences of new fronts completed this season are reflected in increased receipts recorded by Art Gordon with *Swingtime*, Russell Judy with his *Cotton Club*, and Mabelle Kidder with *Temple of Mystery*. T. W. Kelly parading another new string of attractive banners, and Earl Furtle consistently introducing innovations to pep up his motordrome, continue to lead midway in box-office figures, and Kelly, flashing an entirely different kind of snake presentation, is doing something more than well with it. New Speedway ride, coming to show from Spillman plant just before entering first fair at Montreal, is vying with Octopus for top ride money, and both are providing public something really new

to talk about in thrill devices. At Ottawa Bill Brown's Heyday and Hans Merlen's Waltzer were in thick of scramble and Caterpillar came thru, as usual, with top receipts on Children's Days. Bolero, new Cuban rumba offering with artful Joe Casper shooting all angles of veteran that he is, finished strong at Ottawa to rank with best. Casper's *Lady Godiva From Havana* feature, a number that finds one of his Mexican entertainers astride a white Arabian stallion from Ben Hur stables, New York, is an outstanding hit of presentation. Guests of show for the past two weeks have been Mr. and Mrs. Ralph Hinkson, he State editor of *Buffalo* (N. Y.) *Evening News*, both fast friends of the World of Mirth midway folk. During his vacation with show, Hinkson has shot pictures from almost every angle, and they will be released in one of national photo magazines soon. Other guests here and at Ottawa have included J. E. Rettie, manager of the Brandon Exhibition at Brandon, Man.; Charles A. Somma, manager of Virginia State Fair at Richmond, and Frank Conklin, widely known showman. A notable group of Canadian Government leaders, headed by Prime Minister Mackenzie King and Premier Hepburn, visited midway at Ottawa, and Hon. H. T. Armstrong, Minister of Labor from New Zealand, who is touring Canada, discussed with Manager Linderman possibility of bringing WMS to England's southernmost colony.

GAYLORD WHITE.

Kaus United Shows

Rocky Mount, Va. Week ended September 4. Franklin County Fair. Weather, hot, rain. Business, only fair.

Rain greeted arrival of show Sunday and Monday. Ride boys set up in rain. Everything ready Tuesday, official opening. No record broken in attendance or gross midway business during five-day engagement. Practically no afternoon play, although free acts were presented on schedule. Plenty of space for shows and rides. Joseph McAlvery has taken over Streets of Bagdad. Ted Foster on front. Pearl Harmon, Princess Delories, Kitty Gordon and Dixie Lee, dancers. Chuck Bicket now on front of Geeko. Red Miller presents Buried Alive. New arrival of Tilt-a-Whirl, Dan Leslie, owner; Fred Nicola, foreman. Dan Leslie operates ball game. Lineup of attendants in bingo are Bobby Jones, Earl Dail, Henly Faulkner, Don Coulston and John Palooka. Serpentina, with Bob Baldwin front and Pete Williams tickets, has been getting excellent crowds. Jack Sheine is new manager of Sex show. H. G. Moore is new electrician, replacing Ernest Lee.

BOBBY KORK.

Dodson World's Fair Shows

Hagerstown, Md. Three days ended September 5. Auspices, National Antietam Commemoration Celebration. Location, fairgrounds. Free admission. Ten-cent gate to midway. Weather, hot; rain Sunday. Business, fair.

Stay over in Altoona, Pa., September 30 and 31 proved profitable. Attendance very good but spending light. Fast run to Hagerstown. Open and ready for preview Friday night to fair business. Official opening on Saturday light on account of extreme heat. Rain all day Sunday caused show to lose highly touted day's business. Entire midway squeezed in on small area south of grand stand adjoining Natural Museum Exhibition Building. Celebration extensively plugged.

(See SHOW LETTERS on page 71)

KEYSTONE SHOWS WANT FOR

Buncombe County Fair, Asheville, N. C., September 20 to September 25.

Cherokee County Fair, Murphy, N. C., September 28 to October 2.

Cherokee Indian Fair, Cherokee, N. C., October 5 to October 8.

Above followed by several more Bona-Fide Fairs.

WANT—CONCESSIONS of all descriptions. Positively no racket at these fairs. Can use two or three more non-conflicting Shows. Want Working Acts and Freaks for 10-in-1.

Have two High Sensational High-Class Free Acts at Liberty for week of October 4-9. Address all communications to Shenandoah, Va., this week; then as per route.

C. A. HARTZBERG, Mgr.

LAST CALL BATTLE CREEK TOURNAMENT CELEBRATION

WANT Shows, Chairplane, Caterpillar, Whip, Rides, Concessions, Penny Arcade. All wire LOU YEAKEY, 134 Lathrop, or POLLIE & KENOSIAN SHOWS, Battle Creek, Mich., Nine Days and Nights, September 18, thru 26. P. S.—WANT one more Aerial Free Act. State lowest.

15 Years Ago

(From The Billboard Dated September 16, 1922)

Wortham's World's Greatest Shows, thru General Agent Robert L. Lohmar, had just concluded negotiations to exhibit at the Cumminsville circus grounds in Cincinnati September 19-23. Corry, Pa., proved a red one for Corey Greater Shows. . . . Wolfe's Superior Shows, furnishing the midway features at the Rochester (N. Y.) Exposition, played to one of the largest opening day attendances in event's history. . . . Jack Oliver, general representative for Miller Bros.' Shows, signed contracts to have the organization play Atlanta for the week of September 11 under Anada Grotto auspices. . . . John T. Wortham's Shows concluded a week's engagement in Amarillo, Tex., to fair business. . . .

Crowd jammed the midway every night and stayed late when DeKreko Bros. played Cairo, Ill. Spot proved the banner week of the season for the organization. . . . Officials of S. W. Brundage Shows announced from El Paso, Ill., that business had been generally good and that they had encountered no railroad troubles, all moves being made over direct lines and on scheduled time. Remarkable business was being done by C. A. Wortham Shows at the Canadian National Exhibition, Toronto, Can. Harry Calvert's water show had just broken Labor Day receipts record for a single attraction. . . . Howard Harris, concessioner, formerly with Greater Alamo Shows, was seriously injured in an automobile accident September 5 in St. Louis while riding on the running board of a machine driven by O. H. Tyree on his way to a baseball game in the Mound City. . . .

Arthur Davis, widely known outdoor showman, was killed September 7 at Argus, Ind., when he lost control of his automobile and crashed into a telephone pole. . . . Charlie Kilpatrick postcarded that he was among those who took in the Canadian National Exhibition. . . . Bob Olson, "subheaded" by his friends as the "man with the megaphone voice," was connected with Harlem Park, Rockford, Ill. . . . Joe Engle had just closed with the Jenkins Carnival Company and arranged to set up his Motordrome in the Japanese Gardens at Buenos Aires, Argentina. . . . Billy Cummins left World at Home Shows and joined Gloth Greater Shows, his old home.

GREAT LAKES

(Continued from page 53)
Cherry, Louis Leonard and Jack Freeman, en route from New Castle, Pa., to Champaign, Ill. . . . Visitor for two days was George M. Petie, member of Association of Periodical Journalists of Belgium, who built Belgium Village for Century of Progress for 1933 and 1934 and Swiss Village in 1934, operating both.

WANTED

Capable Man with Public Address System, to announce our Free Acts and to Solicit Ads to be used in conjunction with Announcements. We draw the people to work to. All you need is ability.

C. G. DODSON

Hagerstown, Md., until September 17; then Portsmouth, O.; Lexington, Ky.

WORK ALL WINTER

In Night Clubs With

RAJAH RABOID'S TELEVISION GIRL

But get a bank roll with it first at this season's Fair. Packs in one crate. Low nut. Beautiful flash. Address

RAJAH RABOID

Box 2, Station G, New York City, N. Y.

WANTED

For long season in the cotton country: Merry-Go-Round with own transportation. Must join at once. I. J. Clark wants Concession Agents. Bill Finch, Bill Roberts, come on. Want Shows with own outfits. Have for sale Lindy Loop and large two-abreast Barker Merry-Go-Round.

GREATER U. S. SHOWS

This week Augusta, Kan.

Was guest of his former European associate, Lou Dufour, as well as Doc Shean. Is en route east to arrange for French and Belgium villages for New York World's Fair.

Cellophane wedding of Al Shriner, who talks for Hargrave & Reicher's *The Drunkard*, and Laura Mann, cashier at Bob Miller's Octopus, didn't pan out so well. Couple were to wed at Genuga Lake Park for a consideration. Shriner returned to announce that management refused price agreed upon, but finally promised \$100 for the stunt. Ceremony was performed, but check had been stopped when presentation was made. . . .

Manager William Coleman insists that he thought stunt was to be real McCoy and it proved a phony. . . . Attorney Harry Elders is in consultation with him seeking a settlement. . . . Henry Morton has reassembled his Four Hickory Nuts and gone on air again over WGAR. They'll be heading for New York soon for night club contracts. . . .

Charles G. Abbot, secretary of the Smithsonian Institution, was here this week overlooking his solar engine. . . . Peter Tripp, 11-year-old Detroit lad, was the 3,000,000th visitor to click turnstiles this season. He received usual attention and passes. . . . Mr. and Mrs. Homer W. Sibley were visitors this week. . . . Helen Blanton, secretary to Associate Director Shaffer, and Gertrude Rose, who serves "Doc" Shean, are two of the busiest workers on lot helping to put over Showmen's League benefit.

BIGGEST BENEFIT

(Continued from page 52)

Davis, member of League and Cleveland operator of National Ticket Company, is being congratulated by fraternity for beautiful ticket which he printed. It represents 25th anniversary of Showmen's League. Much credit is due him for his art and generosity in contributing tickets.

Committeemen in charge of affair are: Honorary committee: General Director Lincoln G. Dickey, Associate Directors Peg Willin Humphrey and Almon R. Shaffer.

Ticket sales: Sammy C. Brin, chairman; Dan Burke, F. J. Christensen, Louis Coats, Walter Davis, L. G. Dickey, Lew Dufour, Frank P. Duffield, John Frisco, Fred Garneau, F. E. Gooding, Murray Goldberg, H. H. Hargrave, Joe Hoeffe, Vic Horwitz, Warren B. Irons, F. J. Kennedy, D. Krassner, Jack Lydiak, Harry Mazy, Harry Meldon, Robert Miller, Pete McCauley, C. Neapolitano, J. Gilbert Noon, E. J. Reicher, Joe Rogers, Billy Rose, Herman Rudick, A. R. Shaffer, Frank D. Shean, Rodney Sutton, Frank Zambrino and R. J. Zouary.

Entertainment and production: Bill Rose, chairman; Harry Callahan, Freddy Calone, Frank P. Duffield, John H. Gourley, Johnny Gower, H. H. Hargrave, Harry P. Harrison, Ralph Humphrey, Stubby Krueger, Eddie Miller, George Rogers, George Young and Herman Pirchner.

Audit: Earl M. McKee, chairman; H. R. Howson, Joe Richards, Ray School, H. E. Smiley and Bert Todd.

Executive: A. L. Rossman, chairman; Frank D. Shean, secretary; Cliff Wilson, treasurer. Sam C. Brin, Walter Davis, Frank P. Duffield, Lew Dufour, Murray Goldberg, H. H. Hargrave, Warren B. Irons, Robert Miller, E. J. Reicher, Joe Rogers, Billy Rose, Rodney Sutton and Frank Zambrino.

Ways and means: Peg Willin Humphrey, chairman. Rube Bernstein, E. G. Frisbee, Thomas Martinec, William Oviatt, Joe Rogers, Frank D. Shean, Vernon Taylor, Fred Thomas, Stanley Wilcon and Cliff Wilson.

Publicity: Harlowe R. Hoyt, chairman. Sid Andorn, WGAR; Elmore Bacon, News; H. Heaufait, News; Charles DeHarrack, foreign papers; Stanley Friedman, Great



THE ROYAL COACH

A Coach for all Troupers. Show people financed on convenient terms. Trade in Your Present Outfit for a Royal.

Write to

Royal - Wilhelm Furniture Co., Sturgis, Mich.

Or Any Distributor

TRAILER COACHES, INC.
2707 Delaware, Cor. Villa
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THINKER MOTOR COMPANY
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NATIONAL TRAILER SALES
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Los Angeles, California

TRAILER SALES COMPANY
335 S. Broadway
Wichita, Kansas

BEEZLEY ROYAL TRAILER SALES
4200 "O" Street
Lincoln, Nebraska

LORENZ BROTHERS, INC.
Kalamazoo, at River Street
Lansing, Michigan

MID-WEST TRAILER SALES
2925-27 Locust Street
St. Louis, Missouri

Lakes Exposition; Rolif Loveland, *Plain Dealer*; Virginia Brown, *News*; Norman Siegel, *Press*; Rodney Sutton, *Great Lakes Exposition*; Jay Taylor, *News*; Jack Warfel, *Press*; Margery Western, *Plain Dealer*, and Clintie Winfrey, *Press*.

Ladies' Auxiliary: Peg Willin Humphrey and Frances F. Shean.

Transportation: Fred Engelman, chairman; William Grant and Del Lockwood.

There will be three name bands to play show. Stubby Gordon's Aquacade musicians will take part. Johnny Gower will bring his boys down from Streets of World and another name band will be on tap.

Guests of honor who will attend are Gov. Martin L. Davey, Mayor Harold H. Burton; J. C. McCaffery, president of SLA; J. W. Conklin, past president of SLA, and Elwood A. Hughes, general manager of Canadian National Exhibition.

One of busiest workers for event has been Frank D. Shean, whose list of new members is an imposing one. It will be reported with returns on show. Helen Blandon and Gertrude Rose, secretaries in Midway Administration Building, have been working overtime getting out folders and announcements. And everyone, from General Director Dickey to boys on gates, have been putting their shoulder to wheel to make benefit one of most remunerative in history of Showmen's League of America.

BALLYHOO

(Continued from page 52)

big limbs show was finally ready to go. The city's principal industry is pulp mills and bark of trees is used to manufacture different pulp products. All during setting-up hours barkers were barking trees on lot, reducing their sizes, making more room for show. All told 9,000 trees were peeled of their outer covering ranging from one to two inches in thickness, averaging not less than four inches in thickness from each tree, making a grand total of 36,000 inches or 3,000 feet of space gained for midway.

The outstanding feature of event and billed like a circus for hundreds of miles around was 1937 Grand Barkers' Contest. To guarantee a record-breaking crowd for big day excursion rates on all bus lines, railroads, airways and steamship lines were advertised. The city paper made committee a special rate

9 Months of Travel Thrills for \$100!

KEEP UP with America's million and more towing, rollicking trailerites and their adventures. Post yourself on today's most enjoyable, most economical form of travel. \$1.00 with your name and address will bring you TRAILER TRAVEL Magazine—America's original and foremost magazine devoted to Trailing. —for 9 months—PLUS a COPY OF TRAILER TRAVEL'S 144-page where-to-go, what-to-see, how-much-to-pay, 1937 DIRECTORY—FREE.

TRAILER TRAVEL MAGAZINE

35 E. Wacker Drive Chicago, Ill.

TRAILWAY COACH



Completely furnished Streamline Coach, also Other Styles. PRICE \$450.00 AND UP. Commercial. 20 x 6 ft.

\$350.00 Up. Dealers Wanted. WALLENBEEK MOLAND MFG., Sandwich, Ill.

of 3 cents per word. This caused our fixer to have to do a bit of mending, auspices refusing to pay for the words, "Bus Lines, Airways and Steamship Lines." Due to fact that there weren't any.

With a \$200 purse in offering for winning barker it looked like a cinch for show to carry away purse. The bosses having often stated that no show barker would be placed on our fronts unless he carried a barker's cup and had been a winner of a barker's contest at either a world's, State or pumpkin fair. A matter of fact office carried a gross of these trophies in wagon and used them to pay off many talkers, each entitled to a cup, a letter of recommendation and a book of mileage to some other show.

Friday, big day, every kind of a barker arrived to compete for grand prize. Each show barker brought his loudspeaker to contest woods. Every woman on show arrived with a dog on a leash thinking it was a dog-barking contest. Then to all's dismay they were informed that it was a tree-barking contest with local men taking part using axes and long knives. Our showmen, not to be outdone, grabbed cookhouse cleavers and knives and entered fray. Pete Ballyhoo, laying odds of \$1.10 to a \$1 on a meal ticket that our men would win.

By nightfall a home-town boy claimed money. All our boys agreed that this kind of skinning was out of their line. Aitho losers they made a fine showing by piling up 50 tons of bark, which was donated to a paper mill. In return company showed its appreciation by using it to make up 10,000 square feet of four-ply cardboard and donating it to show to print passes on. This piece of good fellowship elated all show and ride men. We now advertise, "This pass is printed on paper manufactured of our own pulp." From all indications Ballyhoo Bros. barked up wrong tree by booking date. Most of our attractions blanked out. Thus proving that a "barker never bites."

MAJOR PRIVILEGE.

Truck and Trailer Legislation

ALBANY, N. Y., Sept. 11.—A leading movement is being taken by New York State to enact uniform regulations so that trailer users will not be handicapped by new and contradictory laws whenever a State line is crossed.

Assemblyman Harold C. Ostertag, chairman of the New York Joint Legislative Committee on Interstate Cooperation, said that a uniform trailer legislation committee is now preparing a draft for consideration by the New York State lawmakers and the legislatures of various other States.

The New York State committee members are Assemblyman Ostertag, Tax Commissioner Mark Graves, Motor

Vehicle Commissioner Charles A. Harnett; A. F. Allen, chief of the Bureau of Sanitation, State Health Department, and Henry Lutz, director of the State Council of Parks.

"The trailer industry is not only giving employment to thousands but is also offering a highly desirable form of mass recreation," Assemblyman Ostertag declared. "More than a score of States and double that number of municipalities have passed or considered regulatory trailer laws, no two of which are identical, and individual regulatory methods by the States would be the surest way to accomplish uniform regulation."

Post in Missouri Breaks Gate Mark

HAMILTON, Mo., Sept. 11.—All attendance records were broken here at the annual four-day American Legion Post Race Meet concluding on September 3, when 20,000 paid a gate charge of 20 cents, an increase of 10 cents over previous years, to see a program of horse racing, carnival and free attractions. Event was most successful in history of the post, said Secretary R. O. Hendren.

Miller Bros.' Shows on the midway reported good business. Free acts were the Five Flying Fishers and a revue in front of the grand stand. Horse show and races, this year open to all, proved popular and all stable space was reserved a week in advance.

Event was advertised thru booster trips in surrounding territory with a band.

LUCAS COUNTY FAIR

TOLEDO, OHIO, SEPT. 16-'19

Locations for Legitimate Concessions.

CENTENNIAL YEAR
Have Rodeo, Fireworks, Racing, Free Acts. Cars given away.
BIGGER AND BETTER.

SECRETARY, TOLEDO, OHIO

SEAMAN, OHIO HOMECOMING AND STREET FAIR

24th Annual Celebration. Starting on September 22 thru Saturday.

Will be held on the streets. Conditions good here. WANT Bingo, Rock Wheels, Pop Corn, Carmel Corn, Ball Games, and all Legitimate Concessions come on or write, wire T. J. O'GORMAN, Chairman, Committee of Concessions, Buckeye Lake, O. Rides booked.

WANTED

CARNIVAL and CONCESSIONS
for the
TALMAGE COURSE MEET
Held October 7, 8, 9
Write or call Wm. A. J. RITTER, Asst. Secy.,
Talmage, Neb.

WANTED

Rides, Concessions and Merry-Go-Round for
6TH HARVEST HOME FESTIVAL
Scottsville, Mich., September 30-October 1.
Write, wire or phone J. F. READER, JR., Concession Chairman.

WANTED Rides and Free Acts.

For Our Annual

HOMECOMING AND STREET FAIR

To Be Held October 5, 6, 7, 8, 9, 1937.
Address WM. O. KNORPP, Pleasant Hill, Mo.

WANTED

Four Shows, 25 Legitimate Concessions, 2 Free Acts.
Gooding Rides Booked. Dates Oct. 6-7-8-9.
Write L. J. LAUT, Concession Chairman,
New Bremen Community Festival, New Bremen, O.

AMUSEMENTS WANTED FOR JACKSON COUNTY APPLE FESTIVAL

OCTOBER 6, 7, 8, 9—JACKSON, OHIO

Location—Main Streets

All legitimate Concessions open except Food. No strong games wanted. Can use some outstanding Free Attractions; High Acts that are sensational preferred.

Would like to book a few clean entertaining Shows. F. E. Gooding Rides booked.

This Celebration backed by Merchants and sponsored by Chamber of Commerce. Conditions good here, and Jackson County has greatest Apple Crop in history. Address TOM WASHAM, JR., care Post Office, Jackson, O.

WANT ANIMAL ACTS

Trained Wild Animals — Trained Animals — CIRCUS ACTS — THRILLERS.
No act too big. No act too small. WILD ANIMAL CIRCUS, Boston, Oct. 4-10.
Wire or write. State lowest price. CHAS. F. GORDON, Director, 204 Stuart St. (Park Sq.), Boston, Mass.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Kenyon Busy on Toronto Activities For Hamid-Morton Circus of Shrine

TORONTO, Sept. 11.—Arriving here as per contract on August 15, Omer J. Kenyon, who the past season was contracted to manage Fairyland Park, Kansas City, Mo., from March 18 until August 12 by owners of the park, Victor and Marlon Brancato, has opened the advance office again in the Royal York Hotel for the Hamid-Morton Rameses Temple Shrine Circus, and while offices were opened two weeks earlier than last year, he reports advance sale of tickets far ahead of 1936.

This will be the fifth consecutive year for the circus in Toronto and the fourth year in new Maple Leaf Gardens. Matinees are given daily and large firms buy blocks of tickets for the first two days. Much activity is being shown by members of Rameses Temple. Dan Pierce, representing the temple, and Dr. W. A. Porter,

illustrious potentate, report over 5,000 books of tickets now in hands of nobles.

Bob Morton, who flew in last week from New York, in an address to temple members, declared this year's circus will far exceed any of the previous shows. Morley MacKenzie, chairman of the entertainment and circus committee, said contracts call for a much more expensive show than ever before, with such acts as the Ortaris Troupe, the Kimris, Erwangsos and Dr. Ostermeyer's Horses.

George A. Hamid has been a frequent visitor the past week at circus offices, being here in charge of his grand-stand show at the Canadian National Exhibition. Other visitors to Shrine offices included Roger S. Littleford Jr., of The Billboard's New York office, and J. C. Mc—
(See KENYON BUSY on page 73)

Scholibo Active in Doings For Elks' Lodge in Houston

HOUSTON, Sept. 11.—Joe S. Scholibo, former director of publicity of Hennies Bros.' Shows, who returned to his home here, has been engaged by Houston lodge of Elks as director of promotions and activities, the lodge planning a bid for the Elks' national convention in 1940.

He has already scheduled such events as the Last Boundup, a Wild West production with name frontiersmen, Indians and old-time law, outlaws and U. S. marshals taking part, it being a climax of the Frontiersmen's National Convention to be held in Houston this fall in the new Jesse H. Jones Coliseum, seating about 19,500 around the arena. The Rev. Jim Airey, well-known circus fan, is inviting oldtimers to attend and take part in the show.

Houston Elks are to stage *The Drunkard* for two weeks, according to Scholibo, and will also sponsor a large carnival for a week.

Sebring, O., Fete Success

SEBRING, O., Sept. 11.—Favored by ideal weather, eight-day Fall Festival and Merchants' Exposition concluding on Labor Day and sponsored by Volunteer Fire Department was the most successful event here in many years. Winters' Exposition Shows, with 6 rides, 6 shows and 20 concessions, were on the midway on two downtown streets. Daily competitive events were held by fire units from near-by towns.

Bay Cities Expo Site Set

OAKLAND, Calif., Sept. 11.—Frank C. Hubert, director general of Bay Cities Fair, said the new site for the 1937 expo will be Oakland Speedway, near San Leandro. Jack E. Lewis, general manager of World-Wide Theatrical Circuit, will have charge of entertainment, midway, concessions and industrial exhibits. Event is sponsored by a group of Oakland and East Bay business men and San Leandro Chamber of Commerce. Merchants' ticket campaign is under direction of Harry E. Losh. Attractions will include a Society Pig Derby Race, Roman chariot races, Wild West Show, Horse Show, 200-mile stock car auto race; Tiny Kline, aerialist, and Charles E. Post and his Tabloid Circus Band.

Change in Carnivals At Fairfield, Ia., Frolic

FAIRFIELD, Ia., Sept. 11.—Claiming West Bros.' Amusement Company, which was booked for the Fall Frolic here next week, gave cancellation notice later than the 30 days required by contract, the Chamber of Commerce after considerable expense caused by telephone calls and telegrams, according to Secretary J. R. Gobble, contracted with Greater American Shows instead. The first three days will be still dates and the last three will be known as Fall Frolic. Engagement will be jointly sponsored by Chamber of Commerce and Fairfield Fire Department.

Gobble further said that West Bros. later wanted to carry out the contract, but the committee refused to agree to this.

Hubbard, O., Uses Streets

HUBBARD, O., Sept. 11.—Cricket Club here sponsored a fall festival and exposition on the streets which started September 13. C. A. Klein provided free acts and fireworks, and Roy Gooding's four rides were on midway. Larry Larimore and a lineup of stores, including bingo, were there. Contests and special features were held nightly.

20,000 at Coshocton, O.

COSHOCTON, O., Sept. 11.—Labor Day celebration here was a financial success and attended by 20,000, said Chairman Fred Tish. "Happy" Powelson's rides were on the midway and fireworks were presented. Program included parade, competitive events, ball game, dancing, boxing and wrestling matches. Event was financed thru sale of advertising to merchants.

HELP This Department by Telling Committees About It.

K. C. Circus Heavy Draw In Woonsocket's Playland

WOONSOCKET, R. I., Sept. 11.—Knights of Columbus were sponsors of a circus in Playland Park here, scheduled for August 23-28, that was held over until Tuesday due to two days' rain. About 75,000 attended, with 15,000 paying a 10-cent gate on final night to see displays furnished by Providence Fireworks Company. J. C. Harlacker promoted and Eddie Dowling was press agent. Two performances were staged nightly, and free rides, ice cream and a show were given crippled children at a Saturday matinee.

Acts booked by Al Martin, Boston, included Bob Eugene Troupe, aerial bars; D'Arcy Girls, high aerialists; Diving Gordons; Harry LaMar, flying trapeze; Three White Whirlwinds, skaters; Dippy Diers, clown table act; Dixon Brothers, comedy and balancing, and Deguchi Troupe, Risleys.

55,000 at Wixom Picnic

DETROIT, Sept. 11.—Attendance at the Sixth Annual Lumberjack Reunion in Edenville, Mich., on August 26 is estimated at 55,000, biggest attendance it ever had. Frank I. Wixom, sponsor of the event which takes place on his farm, is an old-time showman, having operated the Wixom Circus and other organizations over 40 years ago. About 32,000 meals were served. An 18-piece lumberjack orchestra, organized six years ago for the picnic and composed of genuine lumberjacks, entertained. An animal exhibit of 32 cages attracted much attention.

N. C. Legion Exposition Is Success in Louisburg

LOUISBURG, N. C., Sept. 11.—American Legion Post Exposition staged here recently under direction of A. J. Grey, of Grey Producing Company, was a financial success, reported William H. Finkle.

R. H. Work Shows were on a lot opposite Planters Warehouse, where exhibits and acts were shown, including Emmett Miller's *All-Southern Revue*; Captain Johnson, bounding rope; Billy Finkle, comedian, who also made appearances before shows.

Gooding Rides Booked For Jackson Festival

JACKSON, O., Sept. 11.—F. E. Gooding Amusement Company's rides have been booked for Jackson County Apple Festival here. Other features planned include large apple displays, poultry show, parades, free attractions and band concerts.

Midway, as well as all other activity, will be centered on main streets.

Windsor, Ill., Offers Acts

WINDSOR, Ill., Sept. 11.—Good business was done by Miller Amusement Company at the annual Harvest Festival here on August 26, when about 12,000 attended the event, directed by President Leo Bennett, Vice-President O. C. Fisher, Secretary-Treasurer J. L. Hyland and Superintendent of Concessions C. H. Miner. The Marcums, WLS acts and balloon ascension were free attractions. Program included band concert, drum and bugle corps drills and competitive events.

WANTED WANTED

American Legion Home-Coming and Street Fair
September 27 to October 2 on Public Square
First in Three Years
Shows, Rides and Concessions of all kinds. Two more good Celebrations to follow on streets.
P.S.—James C. Smith, of Polly Shows, wire quick. Address all mail to LOYD NORTON, Commander, Hope, Ind.

RICH HILL, MO. FALL FROLIC

Want a first-class Carnival between 15th and 1st of October. You set the dates.
ELMER HUGHES, Secy.

WANTED RIDES AND CONCESSIONS

FOR BETTSVILLE, OHIO, SEPT. 23, 24 AND 25. Home Coming, Sponsored by Fire Department. Write or Wire PAUL R. STEFFANO.

Classified Advertisements

COMMERCIAL 10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
10c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — STICK-ON-WINDOW SIGN LETTERS—500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. **ffrx**

ATTENTION, SUBSCRIPTION SALESPERSONS!—If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. **x**

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Dresses, etc. Sales Kit Free! Experience unnecessary. Write **NIMROD**, Dept. 43, 4922-28 Lincoln Ave., Chicago. **de4x**

CASH IN WITH ROTEX EMBOSSEMENT INK.—Novelty Xmas repeat item. Generous sample, details free. **ROTEX**, 257b North Washington, Tiffin, O. **x**

EXPERIENCED SUBSCRIPTION MEN WANTED in all states; attractive combination National Magazines for Town and Country. Very liberal proposition. **PUBLISHER**, 715 Shukert Bldg., Kansas City, Mo. **se25**

FREE LITERATURE DESCRIBES HUNDREDS plans for making money locally or by mail. **GILBERT SUPPLY**, 1107-B Broadway, New York. **oc2x**

JAR TICKETS, 1440, 1836, 2052, 2280. Low quantity prices. Put and Take. Series Display and Seal Cards, 100 Different Games. **TOM THUMB**, Dept. BBB, Nauvoo, Ill. **se25x**

NECKTIES, STYLED IN HOLLYWOOD \$12.00, \$17.00 Cross, Hand-Made, \$3.50 dozen. 25% cash, balance C. O. D. Send \$2.00 for sample dozen. Money refunded. **FREELINE TEXTILE**, 106 W. 9th, Los Angeles, Calif. **se18x**

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. **se25x**

PERFUME BUDS — COSTS 1c EACH; SELL 5c. Particulars free. Samples 10c. Agents, Streetmen, Demonstrators. **MISSION**, 2328 W. Pico, Los Angeles. **se25x**

SELL NEW AND USED CLOTHING! 100%—300% profit. Selling experience unnecessary. We start you furnishing everything. Catalogue free. **ACME MERCHANDISE**, A-1219 So. Jefferson, Chicago. **x**

SELL BY MAIL! PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Catalogues, Big profits. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. **ffrx**

SEMI-DIESEL OIL BURNERS FOR ALL AUTO, motor gas engines give 1/3 more miles at 2/3 less cost. Guaranteed on trial. Low as \$5. Agents wanted. **DIES-L-GAS**, 3009 Foot-hill Blvd., Oakland, Calif. **x**

UNIQUE, MEXICAN HAND-MADE CHRISTMAS Cards, Gifts. Fastest selling, big profits. Free particulars. Samples, 10c stamps. **MARQUEZ**, Apartado, 1176-B, Mexico City. **se18x**

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. **oc2x**

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES AND LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00; 14 Water Snakes, \$6.00. **ROSS ALLEN**, Silver Springs, Fla. Write via Ocala. **oc2x**

ANGORA COAT — HEALTHY, 4-YEAR-OLD Stag. Freak horn hanging on right shoulder. Take \$50.00. **BURCH CARSON**, Van Horn, Tex. **x**

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas, Ringtail, Java and Rhesus Monkeys. Also Parrots. **SNAKE KING**, Brownsville, Tex. **se25**

BIG DEN'S ASSORTED SNAKES, \$10.00 UP. Dragons and Iguanas cheap; also Animals. Cash with order. **TEXAS SNAKE FARM**, Brownsville, Tex. **se25x**

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Guaranteed Mange Medicine. Ship anywhere. Live delivery guaranteed. **BOBB TONN**, Dallas, Tex. **de18x**

LIVE ARMADILLOS—ALL SIZES. COMPLETE Families, \$7.00; each, \$1.50; pair, \$2.50. Prompt delivery. Good feeders. **APLET ARMADILLO FARM**, Comfort, Tex. **x**

PLENTY HEALTHY SNAKES. ALL KINDS. Alligators, Armadillos, Gilas, Iguanas, Chameleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Lion Cubs, Peccaries, Coati-mundis, Rats, Mice, Owls, Macaws, Parakeets, Parrots. Write **OTTO MARTIN LOCKE**, New Braunfels, Tex. **se25x**

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COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A PHONOGRAPH NEEDLE THAT GIVES longer service at less cost than any other on the market. Write for free sample and price list. **SUN SALES COMPANY**, 949 Lincoln Park Drive, Cincinnati, O. **x**

ABSOLUTELY GUARANTEED TO BE THE BEST buy in history: Mills Blue Fronts, \$42.50; Watling Rola Tops, \$37.50; Mills Lion Heads, \$17.50; Skyscrapers, \$17.50; Jennings Chiefs, \$25.00; Mills Lock Safe Stands, \$5.50. 1/3 deposit on quoted prices required. How many? **EAGLE VENDING CO.**, 205-7 Tampa St., Tampa, Fla. **se25x**

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ATTENTION—WILL BUY FOR CASH ALL styles of Arcade Equipment. Specify in typewritten letter exact quantity, style and price. **CERBER & CLASS**, 914 Diversy Blvd., Chicago. **x**

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ERIE DIGGERS, \$15.00; 1936 ELECTRIC HOISTS, \$35.00; Roll-A-Score, \$40.00; Champtons, \$5.00; Traffic A, \$5.00; Sportsman, Payout, \$4.00; Exhibits Post Cards, \$1.50 a thousand. Send 1/2 deposit. **HARRIS**, 288 Paige St., Schenectady, N. Y. **x**

ERIE DIGGERS, \$15.00; IRON CLAWS, CHEAP; K.O. Fighters, 70¢; Peanut, Gum Vendors; Cent-A-Smoke, \$4.50. **NATIONAL**, 4242 Market, Philadelphia, Pa. **x**

FIVE BUCKLEY BONES—5c DICE MACHINES, like new, \$30.00; Five Bally Reliance, 5c Dice Machines, \$25.00. These games are in perfect operating condition. One-third deposit. **MODERN AMUSEMENT CO.**, 2849 Quitman St., Denver, Colo. **x**

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JOHNSON COIN COUNTER WITH TRAY, \$15. Tube Coin Wrappers, 60c per 1,000; 60c per 1,000 in lots of 5,000; 50c in lots of 10,000. Penny or Nickel Counter, 55c each or both for \$1. Free Counter with all orders of 5,000, made for all coins. **HEINEMAN**, 656 Selden, Detroit, Mich. **x**

MILLS BLUE FRONT GOLD AWARDS—MILLS Mystery Late Blue Front Gold Award Machines. Serials up to \$10.00 mostly like new single type jackpots, few Double Jackpots. Machines are in perfect condition. All machines must be moved at once, \$42.50 each. 40 Nickel Side Vendors and Bells, 30 Dime Side Vendors and Bells, 25 Quarter Side Vendors and Bells, 7 Half Dollar Bells, 75 Mills Weighted Stands, \$5.50 each. \$1.00 deposit on each machine ordered; balance C. O. D. Jobbers and operators act quickly at this price. You know what these machines cost. This is one sacrifice merely to move them quickly. Wire or air mail deposits. **DEL NORTE SPECIALTY COMPANY**, St. Petersburg, Fla. **x**

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STAMPEDE, PROSPECTOR, CARIOCA, BO- nanza, Pearl Harbor, Top-Row, Traffic B, Ace, Rodeo, \$8.00 each; Hollywood, Tycoon with Electropaks, Velvet, Daily Limit, Red Sails, Alma, \$12.50 each; Skippers, \$25.00; Palooka Sr., \$24.00; Reliance (Dice), 5c play, \$27.00. **THE ATLAS**, Wells, Minn. **x**

TEXAS OPERATORS — BALLY BUMBERS, Boosters, Crossings, Slots, Counter Machines with State tax paid; new condition, bargain. **PENN PHARMACY**, Greggton, Tex. **x**

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Show Family Album



THE ABOVE photograph is that of the Jackson Family, safety bicyclists, as they appeared in 1899 with the Forepaugh-Sells Show. From left to right they are Amelia Corraie, Mr. and Mrs. George Jackson, Katie Dooley, Clara Meinott, Fred Jinks and Leo Jackson.

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.

WANTED AT ONCE—MED PEOPLE, SINGLES and Doubles.—Opening No. 2 Show. Only sure-fire hustler answer. Boozer save your stamps. Buck Fields or Humpy Adkins wire collect. Biz fine. Outlook great. **D. A. NAPIER,** Hiawatha Laboratories, 629 1st, So. Ft. Dodge, Ia.

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VENTRILOQUIST FIGURES — 24-PAGE Illustrated Catalog 10c. **FRANK MARSHALL,** 5518 S. Loomis, Chicago, Ill. oc9x

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MISCELLANEOUS

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PERSONALS

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SALESMEN! MAKE UP TO \$15 DAILY. AUTO washers buy Bug-Solvent on demonstration. Dissolves bugs, film instantly. No grit, harmless to finish. Penny's worth per car saves dollars in labor. Steady repeat order. Send 25c for pound sample. **JOHNSON'S SERVICE STATION,** 16th and Locust, Des Moines, Ia. se18x

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TENTS—SECOND-HAND

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WANTED TO BUY — SECOND-HAND CUESS Your Weight Scales. Good condition, cheap for cash. Wire **BANDMASTER,** Dodson Shows, Portsmouth, O.

4-PIECE GIRL BAND — Piano, Sax, Violin and Drums. All double, 2 Vocalists. Organized 5 years. Swing, sweet style, light read, transposable. Radio experience. **VELMA WUNSCH,** 2836 Lafayette, St. Louis, Mo.

HOLLYWOOD NAME BAND NOW AVAILABLE immediately. If you haven't heard this new style in music you are missing a smart, new idea. Sophistication plus the sweetest, smoothest and most danceable rhythm to date, leaning toward the Continental idea. All music specially arranged, band ideally suited for smart supper club or hotel. Want location engagement for four or five weeks only. Returning to nationally known spot in Southern California and NBC Network November 1. Full details and information on request. Write or wire. **BAND LEADER,** Care Faust Hotel, Rockford, Ill. (Nine union men.)

THREE TO FIVE-PIECE ORCHESTRA — CAN produce. Go anywhere. **DONR,** Room B, 524 N. 23d St., Omaha, Neb.

AT LIBERTY — FOUR-PIECE SWING BAND. Each man doubling. Public-Address System, Singers, Entertainment. At Liberty after 15th of September. Now playing at John Duck's Inn, Long Island. Southern locality preferred. Excellent references. Address MUSICAL ACES SWING BAND, John Duck's Inn, Eastport, L. I., N. Y.

HAWAIIAN ENTERTAINMENT — The "Ray Trio" and the most vocalizing Hula Dancer on the road. Real flash. Now working in Hollywood. Featuring some Ray on electric guitar and stringed guitars. Have good string bass player and top-notch guitar accompanist. All do doubles, read and fake. Popular. Cut anything. Six years experience. references. Radio, shows, dance and club. Have complete outfit, vradioro, from overalls to trier. Amplifier, mike, electric piano, trailer. Prefer Miami, Fla., spots Xmas to March, but let's hear from all of you. Money talks, making a living here. Agents, how about booking us a route through the South. We pay top commission and a bonus for a real hook. "RAY TRIO" Room 408, Warner Bros. Theatre Bldg., 7th and Hill Sts., Los Angeles, Calif.

MODERN ELEVEN-PIECE ORCHESTRA available September 27. Smooth, sweet and swing. Organized three years. Young, neat, reliable, union. Vocals, novelty, double bass, trio. Well uniformed. Three modern arrangers, complete library, racks, excellent transportation. Desire location. Best of references. Go anywhere. Now working six weeks' engagement in prominent Michigan Club. Recently given fifteen weeks Mid-West Hotel location. Reliable agents, ballroom, hotel and club managers wire or write. BOX C-248, Billboard, Cincinnati, se18

WELL KNOWN Twelve-Piece Name Orchestra available for fall booking in ballrooms, hotels, clubs. Now touring South. Union. State your proposition. ISADORE BLOOMBERG, Hagerstown, Md.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—BOSS CANVASMAN. 19 years' experience. Sober and reliable. Can rebuild tents and keep up outfit. Have bus house car. Can transport people. Can take full charge of outfit and trucks. My salary your limit. W. H. BYRD, 312 N. Appletree St., Dothan, Ala.

AT LIBERTY — GROOM ON RING STOCK. Thirty years' experience. Would like steady work for fall and winter for room and board. Write immediately. LEWIS E. PLACE, General Delivery, Newark, N. J.

ELEPHANT MAN — THIRTY YEARS OLD. Strictly temperate, very neat appearance. Desires permanent employment. Willing to go anywhere. Address HARRY MYERS, care Geo. Tomes, 937 Rush St., Chicago, Ill. oc2

AT LIBERTY COLORED PEOPLE

FAST SEVEN-PIECE COLORED ORCHESTRA—Available September 26 for hotel, night club, ballroom, etc. Reliable parties write. EDDIE ROBERTS, Steeplechase Park, Coney Island, N. Y. se18

UNION PIANO-ACCORDIONIST. Doubling to Piano for orchestra. Write for particulars and Commercial Songs. At Liberty about November 1st. Now with Ringling Bros.-Barum & Bailey Circus. (See circus route for town.) J. WOODARDS. oc9

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY — DAVID RICCAN. GENERAL Business or as cast. Specialties, double Piano. All essentials, capable. Join at once. Care General Delivery, Wahpeton, N. D.

YOUNG SECOND BUSINESS TEAM—ACCEPT Single or Joint Engagement. Singing, Talking Specialties. STEPHENS, 522 E. 13th St., Cincinnati, O.

ADVANCE — General Business. Fair Electrical. Carpenter. Sober, reliable. Star Manager, best wardrobe on, off. Can. JACK KOHLER, 214 N. Adams, Peoria, Ill.

AT LIBERTY MAGICIANS

THORNBERRY — MACCIAN — SCIENTIFIC Sleight of Hand. All kinds of tricks imaginable. Played med, vaudo, auspices. Week stand. Bits or sales. Give best. Lost Creek, W. Va.

UNIVERSITY MAN WHO KNOWS MAGIC wants engagements. Magician for any kind of occasions under any conditions. Everything from short, snappy, club acts to full evening performances. Can deliver the goods. Experience back of me. MARYVINDU, THE MAGICIAN, 2148 Sherman Ave., Evanston, Ill. Greenleaf 0394.

FIRST-CLASS MAGICIAN AT LIBERTY—Duits, night clubs, med, or have you? Ability and experience. HARRY HUNSINGER, Greentown, Ind.

AT LIBERTY MISCELLANEOUS

GOOD SLOT AND MARBLE—Table Repairman wants work anywhere. What can you pay? JACK BRUMBACH, 1117 W. High, Jefferson City, Mo. se18

HALLS, CLUBS, HOTELS, PARTIES, ETC.—Oriental Presentation. 12 Acts, 12 Lectures. Readings. Single or double. Direct from India. Also program to suit. Changes any time with new lectures. Educational. Circulars ready. BOX 812, Billboard, 1564 Broadway, New York.

FEMALE TEACHER—Several years' experience on Stage. Wishes position anywhere as Beginner's Top Specialist, Stage Director, Children's Novelty Numbers. References. MARSHALL, 84 Barrow St., New York. oc25

AT LIBERTY MUSICIANS

A-1 SWING DRUMMER—SOBER, NEAT, dependable. Read or fake. Best references. Modern outfit. No panics. Write or wire. STEPHEN NANCE, Kayville, Utah. se18

ALTO SAX AND TRUMPET — BOTH VOCALISTS; also in Trio. Sax doubles Clarinet and Fiddle. Consider anything steady. Available after Sept. 18. Write F. L. CLAPP, 28 Metropolitan Court, Athol, Mass.

AT LIBERTY — MODERN SWING TRUMPET Player. Prefer 2nd Trumpet. Excellent arranger. Young, dependable and good appearance. 5 years' experience. Location preferred but will go anywhere. Union. Write WILL GREEN, Care W. H. Green, Excelsior, Minn.

AT LIBERTY—A-1 SWING DRUMMER. ENTERTAIN and Stage. Write PAT KELSEY, 1719 S. Franklin St., Michigan City, Ind. oc28

DRUMMER — PIT, STAGE, HOTEL, NIGHT Club. Absolutely dependable. Sight reader, swing, show builder. Wishes first-class connection. MUSICIAN, 307 Glen Lake, Toronto, Ont., Can. se25

DRUMMER — EXPERIENCED SHOW AND Dance. Young, union, car. DRUMMER, 4 Union Ave., Danbury, Conn.

FAST TROMBONE, DOUBLING EUPHONIUM. Been with name bands in New York. Want connection with West Coast band. TROMBONIST, Box C-333, Care Billboard, Cincinnati.

SMILING DON AND HIS GUITAR — RADIO. Stage Singer. 24, good Yodeler. 907 Huron, Toledo, O.

STRING BASS—EXCELLENT VOCALS. SOLID Fast Rhythm Man. Young, good mixer, dependable, experienced, union. Guarantee satisfaction. Go anywhere. Prefer location. Address BY JONES, Wayzata, Minn.

TRUMPET AT LIBERTY—FIRST OR SECOND. Nice take-off. All essentials. Arrange. No one-nighters. Hams lay off. AUSTIN COLLEMAN, Ravenscroft Apts., Ravenscroft Drive, Asheville, N. C.

VIOLINIST DESIRES CHANGE — DANCE. Violinist. broadcast. BOX C-313, The Billboard, Cincinnati, O.

VIOLINIST — DOUBLING STRING BASS. Write or wire. BOX C-334, Billboard, Cincinnati, O.

A-1 SOUSAPHONE PLAYER—Long experience in concert band, orchestra, radio and circus. Neat, sober and dependable. Location preferred. Have car. Music side line if necessary. Only reliable by reference. Will join on wire. Write or wire. LOUIS KOMSKI, 28 Cooper St., P. O., Luzerne, Pringle, Pa. oc28

ARIAS FROM the one and only Mirored Glass Coupled Accordion. Hotel, clubs or circuits hear this instrument. Phoebe, wishes location. Play in Municipal Band and use music as sideline. Many years' experience. BOX 287, Billboard, Chicago. se18

AT LIBERTY—Musician playing Ten Drums, Tympani, Bell, and Cymbal, wishes location. Play in Municipal Band and use music as sideline. Many years' experience. BOX 287, Billboard, Chicago. se18

BANDMASTER, thoroughly competent with knowledge about every instrument will accept any position for factory or municipal band. Reply COMPETENT, Box C-817, Billboard, Cincinnati, Ohio. se18

BASS MAN—At Liberty Sept. 14. Union. State salary. Wire BUD SMITH, 1020 Capital St., Wisconsin Dells, Wis.

DANCE TROMBONE — Double Euphonium and Arrange dance theater, wife club. Young, age 24, neat, sober, single, V-8. Experience in all lines. Three years music O. S. D. Don't misrepresent. MUSICIAN, 140 Blymer, Mansfield, O.

DRUMMER — Young, modern, union. Plenty experience. Sight read, good tone and range. Age 24, neat, sober, single, V-8. Experience in all lines. Three years music O. S. D. Don't misrepresent. MUSICIAN, 140 Blymer, Mansfield, O.

NAME BAND GUITARIST, just off road. Cut anything. Young, union. Write quick. Join immediately. Send ticket. No panics. FREDDIE STEVENS, 838 W. Sawyer St., Decatur, Ill.

PROFESSIONAL DRUMMER—Ten years' experience. Young, reliable. Not interested Circus or Carnival. Prefer Night Club or first-class Road Show. Ticket if far. Join immediately. Write or wire habits. BUD DRUMMER, General Delivery, New Boston, O.

STRING BASS—Both Swing and Legit. Age 21. reliable, union. Six years dance and show experience. Read and fake anything. Write or wire MUSICIAN, 413 N. Ninth St., Monmouth, Ill.

TRUMPET—Thoroughly experienced all lines. First or second. Arrange. Write or wire. State all. GEORGE NASH, Regis Hotel, Atlantic City, N. J.

TRUMPET—Experienced all lines. Troupe or locate. American Legion Bands answer. Any reliable offer considered. O. SWANGER, 220 N. Martha, Angola, Ind.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. Ad- dress Humboldt, Tenn. se25

BALLOONISTS AND AIR-plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old hands. Yes, we have Bat Man. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. Coast-to-Coast Service. Outfit down South. oc25

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. oc23

BALLOON ASCENSIONS

For Parks, Fairs and Celebrations. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. se25

BALLOONISTS — LADY OR Gentlemen Parachute Jumpers available for parks, fairs, etc. CONTINENTAL BALLOON CO., Sharonville, O. se25

THRILLING HIGH ACT—Fire Leap on Skis, SIEGRIFD. Featured at World's Fair, "C. N. E." Toronto. 90-47 208th St., Bellair, L. I., N. Y.

"TUMBLING ATWOODS"—Bozo, Raggedy Ann featuring Falling House. The Billboard, Cincinnati. oc2

AT LIBERTY—MRS. DEAN'S BIG BOY SKIP & Co. for your fairs and celebrations. A variety program the folks will enjoy. Lotter-edge-Holden & Dean Nebraska, Sand Hillbillies, Songs and Music; Mrs. Dean's Big Boy Skip, Comedy Old Maid and Old Gent, Singing and Dancing Acts; Maurice Burbank, Slack Wire Wizard and Juggling Acts; Skippy Dean, Comedy Character and Dancing Acts. Address M. E. "SKIP" DEAN & CO., Care M. & M. Show, Mission, S. D., Sept. 25, 26, 27, or per address, 2027 N. St., Lincoln, Neb.

BINK, KING OF THE SLACK WIRE—THREE Acts: Wire, Trapeze and Comedy Juggling, all reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis. se18

CARMEN'S CIRCUS REVUE — 5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williamsport, Mich. oc2

MARIE'S MARVEL DOGS NOW BOOKING late fairs and road events. The standard acts. Marie's Dogs the original tight-wire performers; Marie's Animal Circus (Dogs, Goats, Monkeys and Bear), Swiggle-Swiggle comedy. For price and literature write Edwardsburg, Mich. se18

"NILES"—THE ONLY HIGH DIVING CAT known to profession, and two Dogs; fifty feet Tight Wire, both species. The talk of the Fair because it's new, different and a thriller. GIBSON & GIBSON, Carthage, Ind. se18

SOME OPEN TIME—2 SEPARATE ACTS. FAST Double Juggling Act, Comedy Slack Wire Act with Diving Dog. EDDY & EDDY, General Delivery, Stoughton, Mass. Phone 408-M. se25

THE GREAT EUGENE—HIGH THRILLING POLE and Trapeze Act. Three different acts. Price and literature at your request. Address care The Billboard, Cincinnati, O. oc2

THE SENSATIONAL WOLTERS TRIO—America's undisputed champion Novelty Balance and Comedy Acrobats. Three distinct acts—two men, one lady. A real feature troupe on your program. Open for fairs, hotels, celebrations. Write, wire. Address Billboard, Chicago, Ill. no27

AERIAL CLOWNS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature on request. Address The Billboard, Cincinnati, O. se18

CHAS. AUGUSTUS — High-class Trapeze Artist. Committees wanting a real feature novelty act that can be erected on your platform, get in touch with me. Have complete heavy outfit and do all act. Literature, price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

CHARLES LA CROIX (In Person) — Original, high-class Trapeze Act. Trapeze Act. Big class platform free attraction, available for Fall Festivals, Celebrations, Fairs, etc. Also indoor Events. Very attractive equipment. Special large modernized advertising posters free. Wonderful act, elaborately costumed. Price for act reasonable. Address CHARLES LA CROIX, 1804 S. Anthony Blvd., Ft. Wayne, Ind. Read recommendation from Columbus, Ga., Central Labor Union, "Columbus, Ga., (Dated) Sept. 6, 1937. To whom it concerns: Mr. Charles La Croix played our Big Labor Day Celebration this year at Columbus, Ga., and his services were entirely satisfactory. Mr. La Croix performed before a crowd estimated at twenty-five thousand persons and his act was received with tremendous applause. Mr. La Croix has permission to reproduce this recommendation in any manner he sees fit. The recommendation is unqualified. Signed, Columbus Central Labor Union of Columbus, Ga., S. T. Brown, Secy. and Treas."

CLOWN MOTORCYCLE OOP on Comedy Machine. Works like "Funny Ford." Track platform, Comedy Juggling, Wire. General Clowning. Specialist on filling grandstand. ART ATTILA, Billboard, Chicago.

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1608 Race St., Cincinnati, O. se28

HAVE SOME OPEN DATES with my Novelty Acts. Comedy Act, Straight Acts and Clown Bits. Terms reasonable. Literature, yes. Address CLOYD JARRISON, Billboard, Cincinnati, O.

LATHAM'S TRAINED ANIMAL UNIT—Available for Southern events after November 6. Unit will travel to Alabama. Reasonable terms. W. E. LATHAM, The Billboard, Cincinnati, O.

THREE NOVELTY ACTS—Have weeks of Sept. 20 and Oct. 10 open. Tight Wire, Rolling Globe, Slack Wire. All acts first class. Write for prices and literature. THE CRISTITS, Keokuk, Ia. se18

AT LIBERTY PIANO PLAYERS

ENTERTAINING PIANIST — GOOD VAUDEVILLE Accompanist. Experienced in all lines. CARL WYTHE, Mecca Hotel, Cleveland, O.

PIANO PLAYER AT LIBERTY—EXPERIENCED in Theater, Vaudeville, Musical Show, Hotel, Concert and Dance. Prefer to read than fake. Union, age 45. JOE CRAWLEY, 525 Mass Ave., Boston, Mass. se18

PIANO PLAYER DESIRES CHANGE — A-1 Dance Musician. Experienced with all styles of show, club, social, reliable. JIMMY EDWARDS, 3962 Wallace St., Philadelphia, Pa.

PIANIST WITH EXPERIENCE IN ARRANGING and Vocal Work. Can cut either Swing or Sweet Style. Young, dependable. Willing to work, union. DICK CLAUSEN, Wayzata, Minn. oc2

SINGING PIANIST—MALE. JOIN ON WIRE. State salary. "PIANIST," 1139 Broad St., Newark, N. J.

UNION PIANIST — READ, FAKE; CAPABLE, reliable, single. BOX C-323, Care Billboard, Cincinnati, O.

PIANIST—Union, experienced, Good reader, concert and dance. Sober. Want location with responsible persons with worthwhile prospects. Write state all. HARRY SCHEPPE, General Delivery, Little Rock, Ark.

RHYTHM PIANIST—Modern style, plenty take-off. Young, reliable. Prefer location. Small outfit. Consider all. Join immediately. PIANIST, 318 S. McDermott, Montgomery, Ala.

YOUNG LADY PIANIST—Experienced all musical lines. Reads, fakes, composes. Adept at playing between dance sets. TALLITHA BOTSFORD, 1718 W. Church St., Elmira, N. Y.

AT LIBERTY SINGERS

VOCALIST—RHYTHM GUITAR MAN. FINE baritone voice, appearance, sober, twenty-five, single and free to go. Radio and M. J. experience. Union. Price and literature on request. This is big-time stuff. Salary preferred. Tell all first. No panics anywhere. LEE VAN HOOZER, 2830 Caldwell St., Omaha, Neb.

CHARMING YOUNG LADY Contralto, Sweet, mellow Blues Singer (also neat Tap Dancer). Wonderful over mike and radio. Well experienced. Wishes permanent booking with respectable orchestra. Can join after Sept. 21. Write or wire, Ph. 87204. MISS DE LOUIS CORTELO, 521 V. 16th St., Soo City, Ia.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY about October 1. Team, Med. Rep. or what have you? Acts, Bits and all that. Lady, Singers, Pian, Pian. Have car. State salary. Further details on request. AL AND WANDA VALE, General Delivery, Michigan City, Ind. se18

AT LIBERTY—Two Girls. First-class Musicians and Entertainers. Violin, Piano, Songs. Prefer hotel or cocktail lounge. Address RAMSEY AND MURRAY, General Delivery, Crown Point, Ind.

FOR MED. TEAM—Man, Comedy, Straights; Lady, Straights, Soubrette, Double and Single Specialties. Change for two weeks. Home car. Also handy truck. No lettering, etc. Age 40, good appearance, character, personality, wardrobe. Unencumbered, go anywhere, preferably South or West. Ticket on truck check. Write fully. MISS SPENCER, Room 227, Gud Nuf Hotel, Cincinnati, O.

PIANIST—Doubling Piano Accordion, Vaudeville, med, rep, strolling, teaching. Change Accordion Specialties indefinitely. Read to transcribe. Also handy truck, lettering, etc. Age 40, good appearance, character, personality, wardrobe. Unencumbered, go anywhere, preferably South or West. Ticket on truck check. Write fully. MISS SPENCER, Room 227, Gud Nuf Hotel, Cincinnati, O.

BARTON, TREES—

(Continued from page 38) having an attractive swimming pool at the back door. The new truck recently purchased has been released from the carpenter and paint shops, where it had a new body constructed on the chassis. It has a coat of red paint and lettering job.

D. T. Bartlett, legal adjuster, had a visit with his wife and son, who drove down for a few days from Wichita, where they own a hatchery and chicken farm. The missus brought along plenty of fried chicken for the boys on the front door.

Many of the folks in the backyard entertained visitors the past week from their home towns and near-by shows—Seal Bros., Jack Hoxie, Howe Bros. and Conroy shows being near by.

Milt Taylor is kept busy with his photography. He is working on a huge composite of the entire personnel. Jack Grimes came over from Jonesboro and caught show at Springfield.

Clark Mathews, former press agent and now with The Springfield Daily News-Leader, visited the show the entire day. Editor George Olds gave the show a half-page spread of pictures. Other visitors during the day were Frank Fellows, of the Springfield Trailer Works, and Buddy Wedin, midget clown, who was injured at the opening of the Sella-Sterling Circus. He reports that he will be able to return home in two weeks.

Abe Goldstein always gets out early on the trail of stamp collectors. He now has three large albums full of valuable stickers.

The Kansas and Missouri lots are the scene of plenty of snack stands with oodles of fried chicken, candied yams and sweet potato pie.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

N. Y. Wholesalers Contacting Fairs

NEW YORK, Sept. 14.—Many leading wholesale houses here are making a concerted drive for the profitable fair business this year, according to reports. Many firms have put salesmen on the road to contact concessioners who are making the fairs, and from the looks of the results to date good business is being booked.

Fair merchandise differs from the regular lines sold, according to leading firms here, and requires special handling. One of the problems of the firms is to keep shipments moving out of their shipping offices so as to reach advance spots in plenty of time. Shipments to fair concessioners are usually made in care of express offices and therefore require a financial arrangement somewhat different from the ordinary credit arrangements.

Type of merchandise used is also said to be of utmost importance, for patrons at some fairs will go for fur animals and dolls where other spots will show preference for kitchen utensils and other types of merchandise. Electrical items seem to be in the limelight and are said to be attracting much patronage to concession stands at many rural spots.

Small Furniture Items Are Favored

CHICAGO, Sept. 11.—Leading premium houses are again scouting the furniture industry for items of popularity which will favorably meet with various trade outlets. That they are meeting with success is indicated by the number of promotions of various types which are exploiting newly introduced items. By this means furniture manufacturers are getting a firmer grip on the premium-merchandise industry. Taking their cue from the public fancy for modernistic items, trimmed with chromium and glass wherever possible, many makers have even gone further and produced even more flashy items at modest prices.

Book ends, magazine baskets, end tables, coffee tables and ottomans of the new type have been attracting much attention and sales have been heavy. Carnival concessioners are making better use this season of furniture items, particularly in the rural communities and smaller towns where the desire for such accessories has been unsatisfied for some time.

Report Shows Gains In Retail Business

NEW YORK, Sept. 11.—Dun & Bradstreet's weekly review revealed yesterday that preparations for fall activity obscured the business picture somewhat this week, altho most divisions of trade forged ahead for gains over both the preceding week and the like 1936 period.

According to the agency, retail trade for the country as a whole stepped ahead of the previous week by from 2 to 5 per cent. With business at this time last year close to the 1936 peak, the year-to-year comparison narrowed somewhat, ranging from 6 to 15 per cent.

Wholesale markets were slow to get started after the extended week-end rest, but most industrial plants resumed operations, holding close to the late August rate.

"Needs of returning vacationists were so diversified and broad," the review points out, "that virtually all retail offerings were included in the week's purchases. Demand shifted abruptly from clearance and promotional merchandise to fall goods. Requirements of students returning to school built much of the enlarged volume. Furniture, carpets and

(See REPORT SHOWS on page 68)

The Far Eastern Situation

Ever since the god of war raised his ugly head in the Land of the Rising Sun there has been much speculation in the wholesale merchandise industry as to what effect the present Chinese-Japanese conflict will have on the supply of novelties, souvenirs and the many other products coming from those lands.



M. REUTER

Altho opinions of many leading importers vary, they agree that the longer hostilities continue the more acute the novelty import situation will become.

A representative of a leading Chicago import house told me last week that his firm is not alarmed about the situation as it now stands. "We believe," he stated, "that no serious shortage of merchandise will occur until such a time as Japan formally declares war on China and is forced to press into service her merchant marine to transport troops. If that time arrives shipments, of course, will be seriously affected. There will then be only the Swedish Line, the Blue Funnel Line and the Canadian Pacific Line to handle shipments and it will be only a matter of time before shipments of novelty goods will be curtailed to make room for more valuable exports. I hardly think that condition will arise, however, for Japan is located close enough to China to enable her to transport troops as fast as necessary on her own warships."

Another leading importer of novelties who specializes in 5 and 10-cent merchandise reports that commitments in his line have been reduced to 60 per cent of the original order and that conditions indicate that further reductions will bring the size of shipments down to 40 per cent. "This is due to the fact," he declared, "that much of the skilled novelty labor in Japan has been put on war work and many large factories have had to give over some of their space to the government for the manufacturing of war materials. There cannot help being a shortage in some lines. Of course, the greatest amount of low-priced novelties will continue to flow from Japan, but it wouldn't surprise me if the supply of better class novelty and souvenir merchandise would cease if the war continues."

Altho the statements of these two experienced men do conflict in part, they indicate that the situation is a grave one and fraught with unpleasant possibilities. From all reports, however, it seems that the war will have no immediate repercussions. Most of the Christmas merchandise is already in this country and last-minute orders are on the way.

The price situation, however, is far from steady. Prices on metal goods have jumped 40 per cent, according to one importer. Better quality merchandise on the whole has advanced 10 to 15 per cent and is expected to go as high as 25 per cent if the conflict continues for many more months. Almost all importers believe that prices won't rise any higher than is absolutely necessary because the Japanese are good enough business men to realize that they must keep their prices down if they wish to maintain their present outlets as well as forestall other competition. As one importer predicted, however, there is a decided possibility that if the conflict continues until the first of the year prices on spring merchandise will rise to prohibitive levels for the limited amount of merchandise that may be available.

The Japanese blockade has checked the passage of any Chinese merchandise into this country and has consequently affected the supply of silks and brass novelties. Supply of Japanese metal goods depends upon the duration of the war, it seems. It is a well-known fact that Japanese boats for many years have been returning to their native ports with all the scrap metal they could get aboard. As a result there seems to be no shortage of metal at the present time. Sufficient supplies of other raw materials are also on hand, according to reports.

There seems to be little chance of American novelty importers turning to Germany for any great amount of goods, for the American market can compete on an even plane with German goods at present market prices. In addition, the mass of red tape thru which an importer must go in order to buy from Naziland in many cases appears to be more trouble than it is worth. Some firms seem to be turning to Czecho-Slovakia for glassware items and to Belgium for bags and other wares. For the most part, tho, the supply of novelty goods will continue to come from the land of the Nipponese provided the guns cease firing before long.

Just what the ultimate outcome of the struggle will be and just how it will affect the wholesale merchandise industry is unpredictable at present. Perhaps Mars is holding the future of the Japanese novelty industry in his bloody hand right now and whether he will squeeze it to destruction or release it unharmed remains to be seen. Perhaps his activity in the Far East will give many American novelty manufacturers the chance they have long been waiting for—to compete with foreign manufacturers on equal grounds. Certainly rising prices and reduced commitments of imported goods are a step in that direction.

Electrical Goods Getting Good Play

NEW YORK, Sept. 11.—Sales of electrical goods constituted one of the stand-out increases in wholesale merchandise during the month of July over the same month of 1936, according to the current issue of *Business Week*. Based on data from 21 wholesale trade groups, demand for electrical merchandise showed a 24.6 per cent gain, second highest among the various commodity classifications.

One of the major reasons for this showing has been the wider promotion of electrical gadgets of all kinds by leading wholesalers. This has brought about a greater willingness than ever on the part of concessioners to display new electrical devices in addition to the old stand-bys, particularly at the agricultural and rural street fairs. It is not at all uncommon, even in districts where patronage is almost entirely dependent upon rural folks, to find complete electrical displays. Such pieces as waffle irons, electric clocks, food mixers, fruit juicers, warming pads, novelty lamps and cigaret lighters. Midget radio receivers in addition to staple items are now regarded as everyday necessities by an increasing number of country folks.

Pin game and salesboard operators, too, have contributed their share to the increase in demand by featuring a wider variety of appropriate electrical doo-gifiers for periodic high scores. In fact, this merchandise is regarded by many operators as the most effective means obtainable for stimulating play and repeat patronage.

Industry To Enjoy Mdse. Boom in 1939

NEW YORK, Sept. 11.—Members of the wholesale merchandise industry are not letting grass grow under their feet, but are going ahead at a fast clip with preparations for the New York World's Fair of 1939. Special items, it is reported, are already being designed and manufactured by many houses which will be in keeping with modernistic theme of the fair itself.

Wholesale houses are already making optimistic predictions of the carloads of souvenirs and other novelties which will be sold at the big show. Concession stands are expected to play an important role in making the fair one of the most colorful and entertaining extravaganzas ever held. Just what items will appear to rival the popularity of the canes and turtles at the Chicago fair or the sailor doll at the Dallas exposition has not been disclosed, but every merchandiser is said to be guarding some item which he regards as "hot" and which he hopes will be the hit of the fair.

Nation's Trade Goes Forward During Week

WASHINGTON, Sept. 11.—Reports to the Department of Commerce from 37 key cities indicated unmistakable progress in retail trade in widespread areas. The reviews further indicated that all the stand-by standard ingredients for a robust, seasonal improvement are on hand—increased farm purchasing power, bigger pay rolls and fat dividends. Indicative of the upsurge in farm income, sales of Sears, Roebuck were up 7.4 per cent in the four weeks ended August 13.

Along the industrial front gains scored by steel operations and car-loadings were the bright spot. Mixed conditions prevailed in wholesale markets, the Commerce Department survey said, with some divisions going forward at a fast clip while others proceeded hesitantly.

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.

Fitted Hairbrush

A fitted hairbrush is the latest distinctly masculine item just placed on the market by C. F. Rumpff & Sons. The brush itself has stiff bristles, is leather covered and has a stubby, short handle. The back of the brush hinges at the end and is zipper fastened and when open discloses a razor, shaving cream, tooth paste, toothbrush and comb. It is a complete toilet case for the man for a week-end or a trip around the world. Item seems to have all the requirements where a man's premium, gift or prize award is desired.

New Xmas Tree Ornaments

A new type of ornament for Christmas tree decoration will soon be placed on the market by the Detroit Metal Ornaments, Inc. Ornaments are reported to be made of sheet aluminum. They are hard to break and will not burn. Three pieces of metal are sewed together by a special patented process in such a fashion that they can be folded up when not in use. Come in 13 different shapes and designs. Colors are green, gold, silver and blue. Intended to be sold at 10 cents a package, with from two to seven ornaments in each.

ferent shapes and designs. Colors are green, gold, silver and blue. Intended to be sold at 10 cents a package, with from two to seven ornaments in each.

Dog Buttons

Craver Manufacturing Company, manufacturer of celluloid, metal and glass advertising novelties and specialties, has just brought out a line of 106 buttons, reproducing dog champions in beautiful colors. The dog's breed and champion name are suitably inscribed on each button. Item seems destined for popularity not only as advertising novelty but also as a consolation prize at concessions because of the current collection of assembling these champions.

Scorease

Bingo operators will be interested to learn of a new device known as Scorease. A New York manufacturer is marketing the item and claims it is meeting with considerable success. Device not only preserves the cards but also eliminates use of markers. Manufacturer will be glad to furnish information to interested operators.

Combination Bridge Set

A new combination bridge set is the latest product of the well-known Rite-Rite Manufacturing Company for users of premiums and prizes. Set contains two Rite-Rite mechanical pencils with tassel, four score pads, a tube of extra leads and a tube of extra erasers. Special prices to premium users, coupled

GOOD Profit MAKERS for the FAIR SEASON!

High Hat Fur Monkeys

Rainbow Colored
Plenty of Flash

B38N82—8 in. high,	6.00
per gross	
B38N84—10 in.	8.50
high, per gross	
B38N295—11 1/2 in.	16.50
high, per gross	
B38N287—9 in.	8.75
high, per gross	
B38N268—13 in.	19.50
high, per gross	
B38N14—Drum Major	9.00
Doll small, per gross	
B38N15—Large Drum	22.50
Major Doll, per gross	
B38N70—Large size flying birds with	2.50
concealed hummer, per gross	
B16N129—Mahogany colored walking	6.90
canes, per gross	
B16N101—Bamboo walking canes,	8.00
about 3/4 in. in diameter, per gross	
B16N100—Maple walking canes, per	14.75
gross	

Beacon Blankets

make Warm Friends

WE HAVE A COMPLETE LINE IN STOCK FOR IMMEDIATE DELIVERY

Celluloid Dolls, Feather Dressed With High Hat

B34N152—7 in. high, gro.	7.50
B34N155—10 1/2 in. high, per gross	16.50
B34N158—12 in. high, gro.	21.00

FEATHER DRESSED AND GLOWN HAT

B34N154—7 in. high, per gross	7.50
B34N157—10 1/2 in. high, per gross	16.50
B34N158—12 in. high, per gross	21.00

N. SHURE CO.
Adams and Wells Sts., CHICAGO, ILL.

BAFFLE THE BANDIT! FOIL THE GUNMAN!

WITH NEW MYSTERY TROUSER BELT

CONCEALS MONEY—PAYS YOU UP TO \$15 IN A DAY

Men! This is it! The hottest, fastest, surest-selling item you'll ever find! The Mystery Belt—with a baffling, intriguing, fascinating secret that means absolute safety for money carried on the person! NOT JUST A MONEY BELT! Has the innocent look of a handsome, high quality, stylish trouser belt, but oh, how different! For Mystery Belt is equipped with a concealed secret pocket known only to the wearer! Pickpockets, robbers and hold-up men CANNOT FIND IT! No zipper, no flaps or buttons to betray secret. Inside and outside are smooth, beautifully finished genuine black cowhide from end to end. A fine looking, long-wearing, dressy belt—PLUS absolute safety and concealment for money.

Baffling Secret Intrigues Everyone! Sells on Sight!

Every man wants this amazing "MYSTERY" BELT with its concealed secret money pocket! The instant you show him its astonishing features! Keeps money absolutely safe and hidden, yet instantly available to the owner and wearer. Sell to Collectors, Messengers, Cab Drivers, Deliverymen, Businessmen—everybody who must carry money safely. Ware of hold-ups and crime makes it an absolute necessity. You "cash-in" big with astonishing, convincing demonstration of magic! **SECRET SAFETY FEATURE.**

FREE SAMPLE OFFER!

Sales and profits by the "baffling" waiting for you! Just wearing and demonstrating "MYSTERY" BELT to men everywhere—and women, too, who want it for gift use. Write at once for the surprising secret of the "MYSTERY" BELT, sensational, sure-fire plans and **FREE SAMPLE OFFER.** Send no money.

WHAT IS THE SECRET OF THE MYSTERY BELT?



BILL ANDREWS, Dept. B-8, Merchandise Mart, Chicago, Ill.

SPECIAL WHILE THEY LAST

370 DYNAMIC SPEAKER RADIOS

In the Following Colors: Black, Blue, Red, White, Green and Brown. State Color Wanted When Ordering.

\$5.45 Each. **\$4.95** Each.

Send 20% With Order, Bal. C. O. D., F. O. B. New York.

PLAYLAND SUPPLY CO., Inc.
14 W. 17th ST., NEW YORK CITY



Size: 4 5/16 x 7 3/8 x 5 1/2. Wgt. 6 Lbs. Packed COMPLETE—Nothing Else To Buy. Packed in Air Cushion Cartons.

with national advertising in leading magazines, are said to be establishing the set as a quality product.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

FROM the looks of the mailbag of a friend of mine in the wholesale business it seems as tho business is going along at a fast pace thruout the country. Pitchmen are taking on new lines and giving novelties a break. Sales are satisfactory and good prices can be obtained. What I am wondering is whether this enthusiasm of the men and women on the firing line is matched by the men behind wholesale house counters. Do they give pitchmen the break they deserve? I don't mean whether they treat them right as to prices, terms and delivery. What I want to know is are they working as hard on selling their goods to the pitchmen as the pitchmen do selling to customers? Is wholesale advertising representative of what the market has to offer to pitchdom? Pitchmen read advertisements if for no other reason than to keep in touch with what the market has to offer. This is a point worth remembering. It is especially important at a time when pitch selling is definitely on the upgrade again and when hundreds of pitchmen are looking for merchandise that will carry them thru the fall and winter.

Talk along Broadway indicates that imitation jewelry will be a heavy seller this Christmas and that it will also make a good item for next year's summer promotions. Rather bulky pieces are demanded in gold imitation with imitation stones for dress and personal jewelry, rings, brooches, earrings, bangles, etc. Anklettes which have been just a thin chain the last years are being shown in a sort of a modified slave bangle design, but there is some doubt whether they will get much attention, at least not for street wear. There will be a good market for compacts, vanities, cigaret cases and cigar lighters around the \$1 limit. Carnival operators look for tasteful designs. The old-fashioned cigaret case with the picture of the circus rider on top is making room for something more sophisticated.

Notice to pitchmen: Stocks in many summer items are getting low. Generally some replacement can be had, but it may entail a little hustling around by your wholesaler. When placing last-minute wire orders make sure to give several mailing locations to complete part shipments. Place orders early and do not wait until you are completely out of an item. Delivery delays have been reported in glassware, metalware and Oriental merchandise. I repeat again my warning about Chinese and Japanese stuff from last issue. Japanese blockade of Chinese ports is bound to cause some trouble. Large stores are trying to cover themselves, which will have an effect upon premium goods. There is no cause for real worry, as Oriental merchandise can generally be duplicated by domestic or European manufacturers, but prices will be somewhat higher.

It may interest you to learn that there have been some inquiries in the New York market for large toys to go into premium displays. Scooters, automobiles, bicycles and similar articles are mentioned. Theory is that they make as good a premium as do the more costly pieces in the toileterware and tableware line and that premium displays need a little more juvenile atmosphere. I believe that the locality of the display will determine the value of the type of high-priced juvenile premium and that it will not take evenly all over the market. However, it will pay to experiment. Juvenile influence upon premium display is on the increase.

Don't jump to the conclusion that you will be able to buy your next radios cheaper if you should read in your newspaper of a price war in the radio industry. Trouble is with the trade-in allowances and does not affect the low price field. As a matter of fact prices for all types of electrical equipment and musical instruments have stiffened perceptibly in the last few weeks. If you look now you may still find a few bargains but you must act quickly.

Embroidered Kimonos

B51T2—These stately rayon Kimonos, hand embroidered in pure silk, packed 1 doz. asst. popular colors to the box. Well tailored and a big flashy premium **\$7.75** Per Doz.

Sample, Postpaid, 75c.

B51T6—Brocaded rayon Pajama Sets, Embroid. back. Packed asst. sizes and colors. **\$10.00** Per Doz.

25% Deposit on C. O. D. Orders.

Ask for Our Big New Catalog B75, containing 128 pages of Novelties, Toys and Premiums.

JOSEPH HAGN CO.
"The World's Bargain House."
217-225 W. Madison St., Chicago, Ill.



FUR TAILS

GENUINE FUR TAILS \$5.00 Per 100. **\$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, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamers. 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.

FUR SCARFS

Genuine Silvered Fox—\$7.50
FUR COATS, Seal, Dyed **12.50**
Oney, Piced
LARGE LUCKY FOX 4.75
Per 100.
CAPPED RABBITS \$3.00
FOOT, Per 100.
(Used by salesmen as reminders)

CHARLES BRAND,
208 W. 28 St., New York, N. Y.



JEWELLED LADIES BAQUETTE WATCH

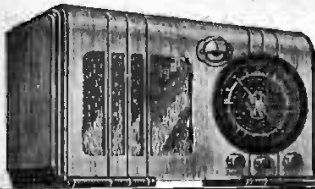
With 50 Sparkling Fac-Simile Diamonds

SPECIAL
No. 414—Model
Jeweled From a
\$300 Article.
In 1/2 doz. **\$4.50**

Sample, 50c Extra. 25% Deposit, Bal. C. O. D.
SEND FOR NEW 1937 CATALOGUE.

FRANK POLLAK 38 Bowers, NEW YORK CITY





Get Europe
on this 7-TUBE 3-BAND
RCA LIC RADIO
\$17.94

ORDER SAMPLE TODAY ON MONEY-BACK Guarantee
Rush \$2.00 deposit with order, balance C. O. D. Purchase price refunded if not 100% satisfied.
ONE YEAR GUARANTEE.
Sold exclusively by
SILVER MFG. CO.

LOTS OF SIX... \$17.54
GUARANTEED to get everything on the air—at home and abroad. Electric "Eye" tuning stations automatically. 7" dial in 5 colors, 6 1/2" dyn. speaker. Size 16 1/2" x 7 1/2". Weighs 17 lbs. Beautiful walnut cabinet. AO-DC. 80 cycles. 110 volts.
24 hr. Shipping Service
2868 ELSTON AVENUE,
Dept. 75, CHICAGO, ILL.

FREE!
1938 CATALOG
Farm, home and auto radios, 4 to 15 tubes, at low as \$6.70. Send postcard.
GIVE AWAY RADIOS FREE
The sweetest deal you ever saw! Give away radio shown FREE and make \$20.00 on every deal. Send 10c for sample push card and plan.

avorable agricultural situation in most areas.

KENOSHA TO ISSUE

(Continued from page 52)
provides that insofar as possible the location of these be alternated among the sites possible for use by such attractions. For several years carnival permits have been issued only when sponsored by some local organization. This action was taken by the council following complaints filed by residents of the Twelfth and Fifth wards calling attention to the frequency of carnivals and circuses at the Thirteenth avenue grounds during the past season.

HENNIES BROS.

(Continued from page 52)
ing effects, with booths between lighted in multicolor bulbs, give an impressive front to midway, which is well illuminated, with four Big Eli Wheels in a row. Northwest corner of the grounds is used for midway, as last year, although layout apparently went a little nearer edge of property than before. New drainage system proved satisfactory this time and midway was well dried off a few hours after a heavy rainstorm on Saturday.

The new rule against passes, enforced for first time at State Fair this year, does not appear to have hurt business, Orville Hennies said. The rule affects everybody. This experience is surprising to experienced carnival men in this territory, where a pay gate at a carnival is almost unknown. When one large company tried it here for three weeks early this summer it met with poor business, partly attributed to unwillingness of Detroiters to pay for general admission to grounds. However, campaign of publicity staged by State Fair has apparently won people to idea this time. Equally rigid no-pass rules were put into effect at opening of fair on midway, with even official inspectors of attractions for the fair board forced to pay their way into attractions to inspect them. The same applied to policemen and fire inspectors, although presumably police had a right to go in without charge if they chose to enforce it.

Visitors on the midway included W. R. Hirsch, secretary Louisiana State Fair; J. H. Warren, chairman midway committee, Saskatoon, Sask.; Exhibition; D. H. R. McCannell, superintendent Saskatchewan Provincial Exhibition; Fred A. Chapman, manager Ionia (Mich.) Fair and president of Michigan Association of Fairs; Percy Abbott, secretary-manager Edmonton (Can.) Exhibition; Ernie L. Richardson, secretary Calgary Exhibition; Mrs. Mazie Stokes, Mississippi Valley Exposition, Davenport, Ia.; T. A. Hornbrook, director Calgary Exhibition; Mr. and Mrs. Arthur Denison and Oscar Anders, all of the famous Nelson Family, Mt. Clemens, Mich.; Ethel Shutta, stage star; Len G. Shaw, dramatic editor, Detroit Free Press; Jack Manning, managing director, Detroit Times; Ed Rainey, manager of Tuller Hotel, Detroit, formerly for 25 years in show business; Rubinoff, of violin fame, and Bill Green, his publicity director; A. L. Putnam, secretary Chippewa Falls (Wis.) Fair, and James E. Rettle, Brandon (Can.) Exhibition.

HILDERBRAND

(Continued from page 52)
Harry Rinehart and Burt Warren portraying their tragedy entitled "Low Bridge Harry En Route to Spokane." Nellie Norton, songs and dances. E. W. Coe and Fred Stewart, revealing the secrets of "Setup Day on the Lot," accompanied by Toby Coe and B. P. Cane. Patsy Johnston, hula dancer, in "Before and After the Blowoff." Fern Chaney, Betty Coe, Leone Barie and Jean LaVell as "Beef Trust in the Belles of Broadway." Tommie Lee, wire act and hill-billy songs. Bud Foster, violin solo. Buddy Chaney, creating his "Howling Success." Charles Soderberg giving his version of "High Divers in 2000 B. C." Binky Taylor and Al Keenan, in "Laugh, Clown, Laugh." Max Williams, presenting his troupe of Hillbillies in a one-act comedy entitled, "Calculations of Georgie Coe," accompanied by Buck and Billie Richey. Reeley Castle, assisted by Joseph Stone, in "Resurrection of Poor John." Louise Maynard, recitation, "Where Is My Little Jackle Boy Tonight?" Al Johnson, assisted by Delbert O. McCarty, in one-act tragedy, entitled, "The Boss of the Pickle Boat's All-Night Concert in Spokane," or "The Rise and Fall of Jimmy Rogers." Marjory Soderberg, in meditations and reflections with gestures called "What

MAGIC WINDOW CLEANERS
UNLIMITED QUANTITY IN STOCK. Immediate Shipment Guaranteed. 5 Inches Long (15c Retailer). Gross... \$7.50
Sample Prepaid 10c.
DIXON PENCILS—6c Retailer. \$1.40
SLIP-ON ERASERS—(Fits on Pencil). Gross... 32c
SEND FOR NEW PRICE LIST! JUST OFF THE PRESS!
25% Deposit With Orders, Bal. C. O. D.
BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

69c
EACH
No. B101—Oss 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 Head Chicago.
223-225 W. Madison St.,

PLASTER
Large Assortment, Glossy Finish.
COSIMINI MFG. CO.
206 N. West Street, Raleigh, N. C.

MOTO-SCOOT
Announces New Line of Commercial Vehicles.
See your Nearest Distributor or write us direct.
Moto-Scoot Mfg. Co.
211 So. Western Ave., Chicago, Ill.

CARNIVAL NOVELTIES
WE DO SELL FOR LESS
SWAGGER CANES, Gr. \$5.50
SLUM—1,000 Flashy Pictures for 5.95
FUR MONKEYS, High Hat, 8 in. Gr. 4.25
FLORAL CLOTH PARASOLS, Gr. 8.40
CELL DOLLS, 5 in., Feather Dress. 4.80
SERPENTINE BALLOONS, Gr. 3.80
MECHANICAL TOYS, Doz. 1.95
(Crawling Baby—Tumbling Clown—O You Do)
OPTICAN BROTHERS,
300 W. Ninth St., Kansas City, Mo.

Carnival Novelties New Stock—Just Arrived
BB1 Men's Toy Wrist Watches, Gro. \$3.75
1 in. Box
BB2 Gillette Style Blue, Per 1,000 3.50
BB3 Flying Birds, Outside Whistle, Gro. 1.85
BB4 Flying Birds, Inside Whistle, Gro. 2.35
BB5 High Hat Fur Monks, 6 1/2 in., Gro. 3.75
Parade Games, Balloon Toss-ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.
1937 CATALOG NOW READY.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS
LEVIN BROS. TERRE HAUTE, IND.

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, 25c.
All 3 Assortments—Sample Box of Dozen Pair—Only 58c.
Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, OARDED GOODS, SALESBARDS, PREMIUMS, BALLOONS. No Substitution. Write for Free Catalog and Free Sample Case Offer. 25% Deposit on C. O. D.'s.
CHAMPION SPECIALTY CO., 814-G Central St., KANSAS CITY, MO.

Here's the Best BLADE BUYS In the Country
ALL BLADES PACKED 5 TO A BOX, CELLOPHANED
DOUBLE EDGE BLADES
Style 1—VARIOUS BRANDS, 100 Blades, \$1.25
Style 2—VARIOUS BRANDS, 100 Blades, \$1.25
Style 3—VARIOUS BRANDS, 100 Blades, \$1.25
such as UNITED, ESKIMO, CHAMPION, OLYMPIC, etc. (1,000 lots) 100 Blades, \$4.25
SINGER BLADES, 1936 Mfg., while they last, 100 Blades, \$1.00
NEW SINGER OLYMPIC LUXE BLADES, 1937 Mfg., world's finest standard steel blade, 100 Blades, \$1.00
NEW SINGER OLYMPIC LUXE BLADES, 1937 Mfg., world's finest standard steel blade, 100 Blades, \$1.00
NEW SINGER OLYMPIC LUXE BLADES, 1937 Mfg., world's finest standard steel blade, 100 Blades, \$1.00
BLADES, world's finest razor blades. Finest precision double-edge blade made, nothing better regardless of price. Worth its weight in gold. Introductory special price, your choice, 100 blades, \$1.10
BLADES PACK WITH RECEPTACLE FOR USED BLADES, contains 25 double-edge blades, special. Each complete. \$1.12
SINGLE EDGE BLADES
Style 1—100 Blades, BRANDS, \$1.44
Style 2—VARIOUS BRANDS, such as OLYMPIC, 20TH CENTURY, etc. 100 Blades, \$1.60
Style 3—VARIOUS BRANDS, such as WORTH, EDWIN, etc. 100 Blades, \$1.75
SINGER BLADES, finest single edge blades made, regardless of price, 100 Blades, \$1.90
AUTO STROP TYPE BLADES, 100 Blades, \$1.45
AUTO STROP TYPE BLADES, our best quality, 100 Blades, \$1.80
DURHAM DUPLEX OR ENDERS TYPE BLADES, 100 Blades, \$1.90
CARDS FOR RAZOR BLADES, Priced 5/10, 5/15, 5/25, 4/10, 2/10, 3/15, 3/10 (100 lots). Each Card \$1.01
ALKALINE Seltzer TABLETS, each tablet in cellophane envelope, 20 envelopes on display card, 20 count (25 card lots), Card \$1.25
30 count (25 card lots), Card \$1.38
36 count (25 card lots), Card \$2.22
As blade specialists, we guarantee to give you the best values in the world on same. 25% deposit on all C. O. D. orders.
198 PAGE CATALOG ON REQUEST
MILLS SALES CO.
Our Only Mailing Address OF NEW YORK, INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

NOTES from SUPPLY HOUSES

Standard Plastics Corporation has opened offices in Room 1409 at 501 Fifth avenue at 42d street, New York, with sample room for showing a wide variety of items in its range of cold molded items. Prize and premium users seeking specially designed items in the plastics field at low cost will find the new quarters conveniently located and arranged.

Liberty Sales Company has just gone to press with a new catalog featuring Christmas and New Year's holiday window display cards. Cards are tinseled and Liberty Sales promises many new effects. For several years this firm is reported to have taken the lead in manufacturing this type of Christmas item and is favorably known thruout the trade. Company will furnish its new catalog upon request.

NOTES FROM SUPPLY HOUSES
As the most active sales period of the year comes into view radio manufacturers in Philadelphia are looking forward to a record volume of sales. So far this year orders are estimated to be 10 to 15 per cent higher than last year, which is itself was a record year for unit sales. Recent price advances have offset increased costs and enabled legitimate profit margins to be maintained.

REPORT SHOWS
(Continued from page 66)
the like moved out more rapidly than in the preceding week.
While major wholesale markets took a breathing spell pending better insight into customers' demands, most centers reported shipments to country merchants were heavier, reflecting the fa-

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 20 Samples of popular styles.
NEW OLYMPIC BEAD CO., 307 5th Ave., New York City.
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.
GRODIN PEN CO., 396 Broadway, New York City.



Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects. Home workers made by the Goodrich Co., Est. 1854, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gross prices. Best season ahead. Sample 10c.
GOODRICH, 1500 West Madison, Chicago, Dept. BG-9.



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.




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.

The only Pen Just like a Banker, is another Banker. The Pen with the "Silverlike" Tip.
JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.



ELGIN & WALTHAM WATCHES \$1.75
7 Jewel, 18 Size In Engraved Cases at....
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO., 119 N. Broadway, St. Louis, Mo.

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-Z Plymouth Bldg., Minneapolis, Minn.



COUPON WORKERS
Get our prices on Printing Coupons for Pen Workers, Ring Workers, Cosmetic Workers, Medicine Shows, etc. Handbills, Circulars, Dodgers. Send your sample for lowest prices on printing of all kinds.
OBSERVER PRINTING CO., GREENVILLE, S. C.

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, 387 E. Spring Street, Columbus, O.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

"WELL, HERE WE ARE... back home in the big burg again," cracks Carl Herron from New York under date of August 30. "Have been finding everything about the same. Some of the boys are out making the fairs, but the majority of them are still working in town. My wife and I are furnishing an apartment which means we will be here for a long time."

A DEMONSTRATOR... sells and explains articles which most other salesmen let the prospective purchasers study out for themselves.

H. M. (DUKE) DOEBBER... is reported to have worked the block and blades to good returns at the recent Davenport, Ia., Fair.

SUCCESSFUL pitchmen make it a point to get an ace-high rating in every community they work.

TEXAS BILLY SHOWS... under the direction of Texas Billy Finnegan, are reported to be collecting the lucre in Georgia territory.

REPORTS EMANATING from Harrisburg, Pa., indicate that Jimmy Anderson is still working to some good takes in that section.

GUS WEINER... is reported to have made the recent fair at Pueblo, Colo., to an okeh-business. Jerry Russell, jam pitch exponent, also got his share of the long green at the event.

WHY CRITICIZE a town and its citizens when you are not tied to it?

INCLUDED AMONG the pitch lads who worked to some real takes at the recent Pure Food Show at the Cincinnati Zoological Gardens were W. G. Barnard, wiz peeler demonstrator, and son, Louie, and Andy Melford, who worked pens.

NO MAN... need be ashamed of selling his wares on the street. Some of the nation's greatest merchants received their start in this manner—a fact which some of Pitchdom's persecutors either do not know or fail to consider.

AFTER ENJOYING... one of the best seasons ever experienced by the organization, the Lithgow & Doby Indian Medicine Show closed its season with a red one at Pittsfield, Mass., Labor Day. Princess Light Moon and her Indians returned to the St. Regis Reservation; Madam Jewell and Catherine

Cameron, mentalists, left for Chicago, while Harry Doby, magician, headed for Cleveland. Owners Mae Lithgow and Lida Doby, after putting the show in storage, opened their winter season September 13 in Philadelphia, where they plan to remain for the greater part of the winter. Show will reopen about May 1 next year.

FAMOUS LAST WORDS: "Scram! I don't cut it up while working."

IS THE MISSISSIPPI still flowing past St. Louis? We sorta wonder, because we haven't heard from that sector in some months.

IT IS OUR... opinion that everyone should be proud of his profession so long as it is legitimate. Why should we feel discouraged or disgruntled? And why should we let outside business men challenge our future?

THINGS WE NEVER HEAR: "I know how to work it. Don't show me."

DOC EARL B. WILSON... visited the pipes desk last week while en route south and infoed that he did fairly well working auto polish at the shops in the Queen City. Wilson advised that his new idea of giving away presents via drawing contests aided his sales no little.

WHEN SOME FELLOWS try to appear as giving information to the boys regarding conditions in territory they make a mess of it. For instance, the pipe sometimes states that the territory being made is a "total blank" and yet the communicator will remain indefinitely in the very same spot he reports as "no good." Bill is inclined to believe, however, that the thoughtful readers can "read between the lines" in such instances.

WHEN WE hear some pitchmen blowing off steam it is difficult to discern whether they are bragging or apologizing.

J. H. McCASKEY... the bovine periodical distributor, jars loose from the hills of West Virginia with the following: "You fellows of the stripes and keister may profit by giving these parts a glance. Business is exceptionally brisk here due to gas and oil operations." Little Jack Taylor and I were the sole representatives of the leaf fraternity at the Gilmer County Fair and we were well compensated for our efforts. Little Jack is new to the business, but he has the right swing on his pencil to make the head of the class in the near future."

JACK HILTON... inks from Grants Pass, Ore., that he is anxious to read pipes from polish workers and especially Doc Haggerty. Jack says he has been doing well on the sheet for a correspondence school since the market for polish in Oregon is very poor.

ARE YOU CLICKING? If not, why not?

"HERE I AM... in the land of cotton, working blades and blocks to fair business," pencils Harry J. Johnson under date of September 5. "Natives all have some change to spend and the powers that be are not too hostile in the majority of East Texas spots. Marshall is a dab. You may work on the courthouse square to a free reader, but it's only good on Saturday. Plan to work towards West Texas because I have heard that conditions out there



OAK-HYTEX BALLOONS
Novelties with real sales appeal are numerous in the Oak line. Mickey Mouse heads and toss-ups, and many other unique items give you a marvelous array of money makers. Ask your jobber, or write us for free copy of the Oak catalog.
The Oak Rubber Co
Ravenna, Ohio.

963% PROFIT
Install Vending Machines in Taverns, Night Spots, Dance Halls, etc. Now machines cost you \$3.00. MONEY-BACK GUARANTEE.
KAPLAN
B-1619 S. Kostner, Chicago, Ill.

GOGGLES
New all-round Safety and Sport Goggles. Constructed of special compound celluloid with cellulite trimming, elastic headbands. Supplied in clear white, smoke and amber. Popular 59c seller. Price \$2.00 doz. \$22.50 gross.
MICROSCOPE
To read the Lord's Prayer on the head of a pin. To see the germ found in water. This sensational Fitch Item is a world-wide seller at \$1.00. Individually boxed, with complete instructions.
Dozen, \$3.00. Gross, \$38.00. One-third deposit, Balance C. O. D.
Send for Free Catalog
New Era Optical Co., Optical Specialists
17 N. Wabash Ave. (Dept. 88), CHICAGO.



VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Cover. Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 30. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 6c. Veterans' Joke Book, 2c. St. Patriotic Calendar, 10c. 50c. Samples, 10c. VETERANS' SERVICE MAGAZINE, 187 Leonard Street, New York.

HUSTLERS ARE MAKING MONEY
Selling Lord's Prayer on a Bracelet. Cost 5c, sell 25c. Also Lord's Prayer on a Copper, cost 1 1/2c, sell 10c. Also engrave names and address on them. They set on Paper Basels. Sample 10c, 25c with Order. Balance C. O. D.
CHICAGO BRACELET CO., 1187 9th State Street, Chicago, Ill.

Hit the BULL'S EYE for PROFITS with THE NEW BULLET TOP Streamline NUPPOINT COMBO PLUNGER, LINED PEN
ONE PULL-IT'S FULL
\$24.00 PER GROSS
Lifetime Guarantee
Quality at No Extra Cost
Buy Direct from Manufacturer
Most Complete Line in Notion
NUPPOINT PEN & PENCIL
11 East 19th St., New York



Next Issue LIST NUMBER
Will Feature the Following Lists:
FAIRS
CONVENTIONS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS
Order a copy from your news dealer NOW or mail 15c in postage or cash to
Billboard
Circulation Dept., 25 Opera Place Cincinnati, Ohio

HIGH-TYPE HUSTLERS and Demonstrators
A motor product (insuring user up to \$5,000.00 by Lloyds of London) is scientifically designed to overcome in 15 minutes one of the principal troubles car owners are encountering with today's high speed, high compression motors after the first 1,500 miles of operation. Retailers for \$2.95.
Sensational 3-Minute Demonstration
Quick results, immediate sales, BIG, easy profits for you. We want to get in touch with interior men, coil workers, and ALL money getters. Write, wire or call TODAY. GO IT NOW!
THE CRAVER & JAY CO., 21 West 10th, Dept. 11, KANSAS CITY, MO.

WHAT A FLASH!

IT'S GORGEOUS — GREATEST VALUE EVER. NOW YOU'VE GOT SOMETHING EXCLUSIVE. THAT'S WHAT THE BOYS ARE SAYING WHO ARE FEATURING THIS SUPERB NEW PLUNGER.

NEW LINE:
Self-Filling PENS
PENCILS
COMBOS
SETS
Now Ready

STRIKING NEW COLORS
\$24⁰⁰ Gross

MODERNISTIC NEW DESIGN CLIP

JEWELER'S CHASED INLAID ENAMELED BAND

INK GAUGE AUTOMATICALLY REGISTERS INK SUPPLY. TELLS WHEN TO RE-FILL.

EXTRA TOP BAND
3 DIFFERENT SAMPLES
50c PREPAID

JACKWIN PEN

50 West 28th St., New York, N. Y.



HARRY CORRY, jam man extraordinary, who is this season purveying his wares on the Hennies Bros. Shows. Corry is rated one of the most successful jam pitchmen in the country. In addition, he is one of the boys who know their stuff when it comes to squaring the tip and cooling the spots.

NEW BEST SELLERS—Write for Catalog No. 21



Featuring big values in
● Whitestone Rings
● Cameo Rings
● Engraving Merchandise
● Photo Jewelry
HARRY PAKULA & CO.
5 No. Wabash Ave.,
CHICAGO, ILL.

Here's the season's FASTEST SELLER!

PRINCESS ROYAL[®] HANDBAG

Wins The Heart OF Every WOMAN!



The "PRINCESS ROYAL"! The aristocrat of Ladies' Handbags and the fastest selling, BIG PROFIT item in the land! Here's why women everywhere "go wild" over "Princess Royal"!—BEAUTY—soft, rich, pliable American Steerhide leather richly finished with exquisitely tooled embossed Streamline design... QUALITY—inside lined with soft, velvety genuine suede leather... PRIVACY, SAFETY—guaranteed by two Talon-zipper locked safety compartments... self-closing handle. VALUE—full \$7.05 value, yet you ask only \$4.45, and make \$1.00 cash-advance with profit on every order.

23 K. GOLD SUPER-ART MONOGRAM FREE

Free With Every Bag!

The offer that clinches orders! Genuine leather, coin purse with strong snap fastener, genuine leather 2-steel hook keycase—both items with name engraved in 23K gold—and, of course, the mirror. Gold engraving alone is worth \$1.00.

Super-Art Initial Monogram in 23 Karat Gold engraved FREE, also full name on FREE Coin Purse and Key Case—a regular \$1.50 value that closes sales easy!

BIG, QUICK, EASY PROFITS FOR YOU!

Women—and Men, too—order from two to twelve on sight, to use as gifts for Christmas, birthdays, etc.—as well as for personal use. The season is starting NOW—and you can get in on the ground floor and clean up a "wagon-load" of profit! **FREE SAMPLE OFFER!** You'll be thrilled, excited, ENTHUSIASTIC when you see the actual Sample Bag we offer you FREE. This is the BIG-PROFIT item you are looking for! Write at once for full details and thrilling FREE SAMPLE OFFER. Send no money.

MERCHANDISERS, MDSE. MART, Dept. B-8, Chicago, Illinois

YALE 1937 FOOTBALL PRICE LIST NOW READY
Send for Your FREE Copy Today
Lowest Prices

Send for our Illustrated Catalog of Fair and Carnival Specials.
EPSTEIN NOVELTY CO., Inc.
116 Park Row, New York City.

I 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.

are the best in years. Saw Paperman Harry Lee and wife looking like real money recently. Also met Al Burdick, the roving sign man, and he reports that this has been his best season in years. Then just as I was beginning to think there were no pitchmen in this section I drove into Linden, Tex., and saw Slim Cantrell, jam man, working to a tip that resembled a circus crowd for size. He has a new version of the "action" jam that's a dandy and he's really getting the shekels. I have just cased the bank roll and find that I have enough to lift a package and a little left over, so I'm on my way to eat."

MEMORIES: Remember when Guy Warner and Harry (Calculator) Williams worked Mineral Springs, Texas, and did a first-water business and after a week of collecting the coin the business men of the town registered a beef to the owner of the lot which Guy and Harry were renting? And when the fellow asked them to leave they purchased the lot? And when they were good and ready to leave, they sold the lot for an enormous profit? That was when Harry and Guy were in their heyday and money to them was merely a commodity.

THE WRITER... has at various times heard the assertion that a fellow doesn't contribute to the Pipes column because of many of the boys shooting the "bull" about big days, etc. It's true that some exaggerations have appeared in these columns. This condition is unavoidable, however, when we consider that there are so many correspondents sending in communications which literally swamp the writer's desk each week. And even these ex-

aggerations have been contradicted many times in following issues. It is the writer's earnest desire to have all the boys shoot pipes for their mutual interest and reading, to aid in creating a friendlier feeling among them, to help in keeping it a legitimate profession and to have the fellows feel that the only news medium they have, the Pipes column, is doing its level best to make things function agreeably. If the local merchant prefers to do business and live his life in one locality, it's his privilege to do so. If the pitchman desires to travel the year round, or when he feels like it to earn his livelihood, it's his constitutional right to do so. But it behooves him, as a stranger in town, to solicit the good will and friendship of the townspeople instead of making enemies for himself and all others of his calling.

"AS I WAS READING..." lines H. Allen, "old times came back to me and I began thinking of the many funny stunts some of the boys pulled. Here's one which stands out in my memory, and I believe many of the boys will recall it, as there were quite a few of them present when it transpired. Remember the time Charles McCormick worked Somerville, N. J., during the Hall-Mills murder case? He had a booklet made up under the title *Why They Refuse To Let Me Take the Stand*. Inside the book there appeared the following: "Because I don't know a thing about the case." And he sold plenty of them, too. What about it, Mac?"

PITCHMEN'S SAYINGS: "That graveyard cat jumped on the middle of my back and I can't shake the rascal off."—Calculator Williams.

FIRST FOUR DAYS... Of the extension of the Great Lakes Exposition were a total blank as far as the exponents of the tripes and keister fraternity were concerned, according to Frank (Jockey) Fisher, who writes from Cleveland under date of September 9. "Scalemen and novelty men," says Frank, "have just agreed to stage a baseball game at the Municipal Stadium here for a purse of \$10 in cash or stock to each member of the winning team. Novelty line-up includes Jockey Fisher, manager; Hunky Guttman, Morris Gustov, Mike Halperin, Harry Brown, Al Testo, Sam Silvers, Phil Silvers, George Berger and Izzy Tash. Scalemen's roster will be made up of Pete McCauley, manager; Ray Gordon, Sam Smitman, Harold Goldberg, Murray Fine, Dan (King) Krassner, Dan Burke, Dan Lovless and Gene Barrie. Charles Napolitano and Murray Goldberg will umpire.

TRIPOD OPININGS: "A pitchman is not rated by the noise he makes, but rather by the money he takes."

DEWEY PHILLIPS... now in Arkansas advertising Jax Beer, fogs thru from Fort Smith that he recently visited Doc Hammack's med show when it played North Little Rock to good business and big crowds. He also visited Happy O'Curran, who is seriously ill at his home there.

Pitchdom Five Years Ago

Doc Wahl, who left New York for St. Louis during the summer, announced that he would have a pitch store on the Great White Way for the winter. Herman Keller, ace heros pitchman, quit the store at Wildwood, N. J., and returned to New York. Frankie Brown infoed that his store at Rockaway Beach was a winner on the season, altho it didn't make him a millionaire. After a run of two years and six months Ike and Mike's pitch store on Sixth avenue, New York, folded. Store was taken on a long lease by a restaurant concern. Dad Armstrong, veteran pitchman, returned to his old stamping grounds, Hot Springs, Ark., and was conspicuously active behind the old tripes and keister. Workers at the fair at Egg Harbor, N. J., included Syl LaVelle, Mr. and Mrs. Moderstock, Jack Joyce, Bill English, Harry Weinberg, Mrs. Cunningham and George Farrington. Mo-Ton Medicine Show was playing to some swell takes in Ohio territory. Larry Velour, ex-actor, was proving himself a real pitchman by producing with soap, hair tonic and seeds in New York. Dave Newman and Sam Kramer were getting the gelt with seeds in a store at Atlantic City. J. (Fine Arts) Hanks advised from Chicago that he was mugging punks at the Belmont Studios there. William Horn and William Longbaugh, classy demonstrators of the razor-sharpening crystals, blew into Cincinnati from the Northwest and opened immediately. Dan and Gertie Ray closed with the Quaker Comedy Company and hied themselves to their home in Chicago. Dr. Franklin Street blew into Cincinnati, where he planned to visit for a few days before returning to his Washaw Indian Medicine Company. Teddy Goldstein, of one-man-band whistle fame, worked the Wisconsin State Fair to some huge takes despite being rained out two days. Jack Graham and wife, who had been touring Western New York, opened in a Buffalo department store to good business. That's all.

JUST BECAUSE one is conceited and says he knows it all is no indication that he does—if he knows anything at all.

TOBY JOHNSON... and Doc Jack Floyd blast from Fulton, Ill., that they opened in Southern Illinois September 1 for the fall and winter. They advise that they have a good layout and prospects of a good season are encouraging. The boys plan to play Kentucky and Tennessee and then go into Georgia for Christmas.

TOM SIGOURNEY... has tells from Albany, Ga., that he has been playing an old-fashioned street fair around the courthouse square there to an okeh business. Here's his weekly epigram: "Telling the world in a loud voice how good you are simply proves how measly you are. Some of the nation's largest firms are the most conservative advertisers."

WHITIE ALM... pipes from the State Fair, Des Moines, that Frank Libby is confined in the Mercy Hospital there after undergoing an operation for a gastronomic ulcer. Frank, according to Whitley, is putting up a game fight despite only a 50-50 chance for recovery. The boys around Des Moines have contributed to a fund for special nurses and Whitley urges that Frank's friends write him and his wife.

Snappy Postcards - Novelties
Christmas, New Years, Lovers, Flappers, Pottin', 100 designs, 50c. Fan Dancoers, Comic Mirrors, Booklets, Jokes, Lucky Charms. Any 3 samples and price lists 10c. Complete sample assortment over 50 articles, \$1.00 prepaid. **ARTFORM COMPANY**, 1710 Undercliff Ave., New York.

SUBSCRIPTION MEN
Try **POULTRY TRIBUNE**, America's leading poultry magazine. Every farmer is a prospect. Women are interested. Good side line for rural territory. Good territory now open. Write today.
POULTRY TRIBUNE, Mount Morris, Ill.

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.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 11.—Decorators are busy on the rooms and they will be completed in time for the opening meeting on October 7.

Applications still coming in and it looks like we will have several who will be winners of gold life membership cards for securing 100 new members. The total to date is ahead of last year and the boys tell us they have just begun to put forth real effort. New applications received during the week are J. P. Hudgins, John Francis King, Russell Donnelly, Jack Hall, Oren H. Spain, Henry J. Williams, William Gottlieb, Orval Hoyt, Mike Sheppard, Max Goldberg, Joseph Collier, Louis Handel, Fiorante Abbatello, John O. Frisco, F. J. Kennedy, Homer Gilliland, Joseph R. Hoeftle and Harold A. Ludwig.

Standing in the membership drive is now Morris Lipsky, 71; Fitzie Brown, 48; Frank Conkin, 29; John W. Galligan, 15; Sam Feinberg, 19; Frank D. Shean, 14; Henales Bros.' Shows, 7; Dodson's Shows, 4; Irving J. Polack, 3; Sam J. Levy, 3; M. J. Doolan, 3; Fred H. Kressmann, 2; H. A. Lehrter, 2; E. C. Velare, 4; Harry Russell, 2; Rubin Gruber, 1; John A. Sbarbaro, 1; Joseph J. Allen, 1; Oscar Bloom, 1; Charles H. Duffield, 1; Harry Calvert, 1; George Hirsberg, 1, and Fred W. Sims, 3.

Money received in Cemetery Fund drive from Ted Webb, Madeline Scanlon, Sparks Shows, Lew Marcuse, Maurio Schinkel and Blue Ribbon Shows. Next week will find this increased materially due to the various benefits to be held. Dues received during the week from Harry Coddington, T. A. Stevens, Sid Hoey, Walter K. Sibley, E. Courtemanche and A. A. Craig.

President McCaffery, Brother Lew Keller, Secretary and Mrs. Joe Streiblich attended big Hennes Bros' Cemetery Fund show at Detroit.

Just a reminder: Will you be with us at the big Cemetery Fund benefit to be held at Great Lakes Exposition on September 17? Better get in line and send in your reservation early, it will be a sellout. Brother Frank D. Shean writes that they are working hard and plan to put on the biggest and finest affair of the season.

Have you forgotten your dues?

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Your membership card in the Showmen's League of America will open doors for you that otherwise might be most tightly closed.

Wanted CARNIVAL AND ACTS Ottway Fair OCTOBER 4 TO 9 Greenville, Tenn.

CENTRAL STATE SHOWS WANT

Banner Man and Advance Agent. Geek Show, Grand Shows. We furnish everything. Bingo Operator, Stock Concession Agents, Ath. Show Manager. Red Allen wire. Ride Help, must be Truck Drivers. Show will be out until December 16. Madison, Neb., September 14 to 17; Franklin, Neb., 22 to 25. Wire or write. P. M. MOSER, CENTRAL STATE SHOWS.

SHOW LETTERS

(Continued from page 60)

Free acts in center of midway pulling people thru pay gate. C. Guy Dodson and Harry Thomas making official announcements in front of grand stand, where a huge Military Pageant holds forth nightly. Mayor Lee Elgin and members of city council were special guests of Dodson. Charles Clark, bandmaster, has added J. M. Cole, trombone; Ray Bouillon, bass; J. Sica, trumpet, and Arthur Myer, clarinet. Sol Speight, manager of *Southern Revelers*, made trip to Washington and Baltimore visiting relatives and friends. Mrs. Mae McCaulley has new red and white pony ride front and marquee, also all new bridles, plumes and trappings for ponies. Dorothy Lindy recently joined Lucille Osbourne's *Artist and Model* show. Mr. and Mrs. Billy Hynds, Scotch musicians now on ballyhoo of Jim Curtis' *International Congress of Oddities*. Princess Marie, human art gallery in side show. Show's executive staff entertained many newsmen and photographers from Washington and Baltimore. Joe Baker, formerly connected with show, rejoined. Robert Reno, former trouper now located in Waynesboro, Pa., a nightly visitor. Fred Webster, girl show manager, doing well since joining. Joe Tucker, Merry-Go-Round foreman, has new Baker-Lockwood purple and gold top, erected here for first time. Visitors: Thomas Milligan, Mr. and Mrs. Harry Weston, Eddie Reed, Harold Fox, Pauline Noble, Henry Wilson, Jess Holman, Leonard Christy, Mr. and Mrs. William Wilcox, Ted Winslow and Mr. and Mrs. Howard Thomason.

DAVE CARROLL

McClellan Shows

West Helena, Ark. Week ended September 4. *Auspices, Business Men's Booster Club. Location, in town. Free gate. Weather, rain and clear. Business, good.*

Show up Monday. Big crowds at night except Wednesday, when rained out. *Auspices* big help with boosting, use of phones and other means to advertise and bring people out. Thomas F. Bechdel joined with a ride. Minstrel performance has been augmented with saxophonist, clarinet and pianist. Ray Van Orman is in charge. Jack R. Cramer joined with Ten-in-One. Mrs. Cramer does knife act. Streets of Cairo has Dee Ryan, manager; Helen Offner, Peggy Dewitt, Gladys O'Day, Kitty Orman and Mildred Bloom, dancers. Cleo, Eddie Carmier, manager; Thelma Benton and Norman Larson as performers. Congo, W. A. Belt, manager; Joe Black, tickets, and George Williams, canvas man. Gully-Gully Cu-Cu, Joseph Yaino, manager. Maude Keel Williams is in advance. General Manager Roy Goldstone spent two days in Mississippi. Mr. and Mrs. Al Adams joined to work concessions. Martha McClellan returned from Dallas, where she bought a Packard coupe. Doc Delarogue joined to talk on Ten-in-One and as special advertising agent.

L. OPSAL

Sam Lawrence Shows

Woodston, N. J., Fair and Rodeo. Week ended August 21. *Weather, some rain. Business, good.*

Rain marred opening day but people of this vicinity rodeo-minded and filled grand stand at every performance. Manager Harriss and Jim Eskew gave a great show and only complaint was people were kept in grand stand too long. Engagement finished on right side of ledger. Co-operation given show by management of fair, rodeo, mayor, city officials and sheriff's office.

Keller, Va., Fair. August 23-28. One day rain. *Business, excellent.*

Show played to big crowds. Owing to low price of potatoes money was not plentiful. Owing to large crowds gross was satisfactory. Tom (Doc) Mehl left show. Minstrel was turned over to Larry McGrath and topped midway. C. McGinniss, foreman of Eli Wheel, purchased a new roadster and Tony Lento a new car and living trailer for his wife as birthday present. Bob Coleman added a cigaret shooting gallery. Jerry Ramlich added ice-cream sandwiches.

W. M. RECHARDS

Hilderbrand's United Shows

Kalkspell, Mont. Five days ended August 27. *Location, fairgrounds. Auspices, Northwestern Montana Fair. Business, good. Weather, fair.*

With bands to right and bands to left, shows' midway was one continuous

concert. Thousands of visitors flocked midway, offering one of largest crowds ever attending a fair in this section. Every ride, show and concession did fair business. Being a free fair, show substituted its pay gate with marked success. Fair officials did everything in their power to make event outstanding. Octopus, Tilt-a-Whirl and Dodgem ran race for top honors. Claude Barie's *Hollywood Revue*, Joseph Stone's Ten-in-One and Swede Elmerberg's Death Rides Again ran away with honors for shows. Bud Cross' bingos as usual topped all concessions. Mrs. John R. Castle's *Unknown Man* received exceptionally good patronage. Local papers gave unsolicited writeups with photos daily. Bud Cross sent one bing, in charge of Roy Jacobson, to play Ely (Nev.) Labor Day celebration. Sam and Toots Epple and Harry Merkel departed for Vancouver Exhibition. O. H. Hilderbrand, accompanied by Mrs. Hilderbrand and Betty Joan, left for their farm in Estacada, Ore. General Agent E. Pickard en route to California putting finishing touches to his booking tour. Due to scarcity of box cars Louis Searcell had to ship his Dodgem direct to Bend, Ore., eliminating Yakima, Wash. Labor Day stand at Great Falls, Mont., was canceled after reimbursing committee for its time and effort and 700-mile jump to Yakima was substituted. Show Within a Show, for benefit of Sick and Relief Fund of Pacific Coast Showmen's Association, set for Friday afternoon, September 3, in city of Yakima. Advance sales of tickets most gratifying. Jack Clifford gave a dinner party in honor of Louise Maynard's birthday. Viola Pickard also celebrated her birthday. Manager and Secretary Charles Kelm of Western Montana State Fair, Missoula, was visitor. Stanley Cole sprained his ankle and forced to resort to crutches.

WALTON DE PELLATON

Frisk Greater Shows

Detroit Lakes, Minn., Fair, August 12-14. *Weather, ideal. Business, very good.*

Another of those "good time get-together parties" was held here day before fair opened. As Park Rapids Fair was in progress at time a number of concessioners were not present, altho 83 persons took advantage of loaded tables. George Bridwell handled emcee to perfection.

Cloquet, Minn., August 16-19. *Business, fair when weather permitted. Auspices, Ski Club.*

Mr. and Mrs. B. C. Frisk and writer spent a day with friends on Royal American Shows, Superior, Wis. Phil Warren and Company joined with cook-house.

Proctor, Minn., August 20-22. *Free Fair. Business, very good. Weather, nights cold.*

Mrs. Floyd Thorpe and Edna DeMars joined with watch-la; Mr. and Mrs. W. Collingwood, ball game. Twenty-five-cycle current caused considerable extra work changing motors on rides and amplifiers. William Wolfe, of Wolfe Greater Shows, visited.

Hammond, Wis., August 23-25. *Celebration on main street. Business at night.*

Crowds came from country and nearby towns. First fire of season; truck, loaded with canvas, burned; origin of blaze unknown. However, all shows whose equipment was involved opened on time by putting spare tops into use.

NEIL LANIGAN

Kaus United Shows

Huntingdon, Pa. Week ended September 4. *Auspices, Huntingdon County Fair Association. Weather, two days rain. Business, fair.*

Fair opened Tuesday. Lot man McLaughlin did fine job of laying out show considering difficulties presented. This fairgrounds is almost a forest and midway wound in and out of trees. Business at this first fair of season was satisfactory when weather permitted. Saturday afternoon brought electrical storm with wind but no damage. Rain continued through night and day practically lost. Tilt-a-Whirl led rides, with Ten-in-One top money on shows. Mrs. Kaus received visit Sunday from her daughter,

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Sept. 11.—On account of Monday being Labor Day there was no meeting of the association members.

The reports that will be made at the next Monday night meeting will be gratifying to members as new applications have been received and dues are being paid by members for 1938, returns on the Cemetery Fund drive and results of "Show Within a Show" affairs will be reported. Plans for the entertaining of the personnel of the Cole Bros' Circus Monday night, September 20, at C.F.S.A. Clubrooms have been completed. A buffet luncheon and refreshments will be served and floor show will be presented to troupers. Membership drive is on and no initiation fee is required.

Ladies' Auxiliary

Meeting of August 27 was called to order by President Peggy Forstall, who presided, and Second Vice-President Francis Klein and Secretary Ruby Kirkendall were present, and Esther Carlie acted as door tender.

Past President Ethel Krug attended for the first time since the opening of the carnival season, as she was en route with Crafts Shows to San Diego. Pearl Runkle came in after a long absence and brought in Evalyn Brewster as a new member.

Letters were received from Clara Zeiger of C. F. Zeiger Shows, and a letter and donation arrived from Grace McIntire.

Two hundred enjoyed the party and show given in honor of President Peggy Forstall's birthday. It was given in the men's clubrooms. She received many presents, and a large cake was cut, served with ice cream. After this show dancing was on for a while, and the members voted the evening a success.

Following this meeting coffee, cake and sandwiches were served.

Dues are coming in and new members are joining.

Mrs. Tressie Daher, who was accompanied by her husband, F. Daher, Ray McWethy received visit from his son, Ray Jr., who has been spending summer with his mother on No. 2 unit. He was on way to St. Petersburg to attend Florida Military Academy. Jimmie Thompson received a wire announcing death of his wife in Augusta, Me. Frank Hilderbrand added digger store, making two units he now has on show. Cousin Willie Levine continues to make four-for-a-dime photos center of interest on midway.

LESTER KERN

NEW YORK, Sept. 11.—Namy Salih, museum and side-show operator, opens his winter musee in Newark, N. J., October 2. He plans to conduct another show in Paterson, N. J., opening later.

Peerless Exposition

WANTED—For Following Fairs: Morristown, Tenn., September 13 to 18; Martinsville, Va., September 20 to 25; Martinsburg, W. Va., September 27 to October 2, and far Elkins Forest Festival, October 4 to 9. Rides, Shows and Concessions. No exclusive for Elkins. Address: all mail to JOE CRAMER, Peerless Exposition, as per route.

WANTED

FOR TWO BEST FAIRS IN SOUTHEAST MISSOURI.

Poplar Bluff, Mo., September 21-25. Dexter, Mo., Free Fair, Sept. 27 to Oct. 2. CAN USE Shows and clean Concessions. No Strong Joists. Address

JOE SMITH, Poplar Bluff, Mo.

WANT

ROCKBRIDGE COUNTY FAIR, LEXINGTON, VA., AND STRING OF SOUTHERN FAIRS TO FOLLOW IN THE HEART OF TOBACCO BELT, Octopus, Ride-O, U-Drive Gas Cars, Kiddie Aeroplane, Pohnies, any new Money-Getting Show, organized Minstrel with Band. Have complete outfit. Good proposition to good Show. Legitimate Concessions of all kinds. No exclusives except Bingo. Will consider exclusive on Novelties, Arcade. WANT Eat and Drink Stands. WANT experienced Ride Help.

KAUS UNITED SHOWS, this week Leaksville, N. C.; next, Lexington, Va.

WANT

Out in the Open



by Roger Littleford Jr.

Canadian National Exhibition

DESPITE handicaps of varied sorts, the 59th annual Canadian National Exhibition is, as always, the absolute ultimate in big-time outdoor expositions. There is nothing on the Continent that can begin to compare with the big Toronto annual when one considers



R. S. Littleford Jr.

alleged epidemic of infantile paralysis joined a terrific heat wave to make things tough for President Alfred Rogers, General Manager Elwood A. Hughes and everyone else connected with the project. Thru Monday, September 6, turnstiles registered an approximate decrease of 225,000 paid admissions as compared to the corresponding period last year.

magnitude, beauty, organization and prestige. The CNE grounds is a veritable city in itself and the 350-odd acres along the lake front contain everything from kiddies' playgrounds to million-dollar exhibit buildings built to last for ages. Stately is the word for the CNE.

But even the big one has hardships and this year an array of attractions headed by the world-famous Roxyettes that is well-nigh incomparable. There's not a dull half minute in the Hamid half of the evening show and a brief resume of the attractions participating should show why.

Labor Day saw 181,000 customers pay their way, against 212,000 in 1936. A total of 896,000 had visited the grounds thru Labor Day, against 1,124,000 the previous year. That doesn't look too good for concessioners, showmen, exhibitors and the CNE itself until one learns that accurate checking has shown that the per capita or individual spending power of 1937 is far in excess of any expo for the past six years or more. In other words, the people who have come to Exhibition City this year have had the means and willingness to spend much more than usual within the grounds. And then, too, the exhibit management reports a marked increase in the sale of space, always one, if not the most vital, of exhibition departments.

Elwood Hughes, who someone last week called "The showman who can't be ruffled," has built his institution this year in Coronation motif, appropriate enough to say the least. As usual the job has been magnificent and remarks are being passed thru Canada that 1937's exhibition should and will go down in history as the most elaborate ever presented. Remarkable lighting effects and daylight color scheme, together with the usual high-class bunting and gallons of paint, leave one with the impression that here certainly is showmanship on a big business scale.

Classy Grand Stand

GEORGE A. HAMID, the New York booker-producer, has again demonstrated why he has supplied grandstand acts to the CNE for so many years (16 to be exact) by assembling an array of attractions headed by the world-famous Roxyettes that is well-nigh incomparable. There's not a dull half minute in the Hamid half of the evening show and a brief resume of the attractions participating should show why.

The lineup includes "Jinx" Hoagland's trained mules and high-school horses

that do everything but wreck the place in several different numbers; those hard-working aerialists, the Four Arleys, who always score with their intricate trapeze and perch routines; Daly's trick comedy nags, who roll the kids near the aisle; Young Ladell and Company in clever acrobatic comedy stuff; White Brothers, more comedians; the Kanazawa Troupe, five Japanese Risley artists; Osaki and Taki, more acrobatic and contortion stuff; the Lodi (Picchiani) Troupe, comedy teeterboard experts; Charley Ahearn and Company, foolishness, slapstick and what you will; the Demnati Arabs, one of the finest tumbling aggregations in the business; Billy Ritchey and Sol Solomon's two high-diving units located at opposite ends of the stage; chariot races, Roman standing races, auto polo and, of course, the Roxyettes. The 24 girls from New York's Roxy Theater feature two of the numbers that have made them famous—the bicycle and bouncing ball routines. Gals come on to a resounding hand from the Canadians and leave the stage mid an extraordinary ovation.

The pageant, altho running a bit too long this year, is probably one of the most brilliant spectacles ever offered on this side of the Atlantic. Show is billed as a Coronation spec depicting highlights of the British throne since the time of Victoria's reign down to the present. Several hundred performers take part and, altho the continuity is cleverly handled, it tends to drag in spots. Those big spectacle productions must be hard things to keep moving. After about an hour and a half of beautiful wardrobe display, marching British troops and a couple of ballets, the Royal Canadian Mounted Police bring down the house with their sensational mounted drill routines on the track. The red-coated horsemen are better than ever this year.

New Midway a Success

AND then there is the midway. Because of its new character this year this phase of the 1937 CNE probably holds more interest among outdoor showmen than any other single department. As we all know, Hughes departed from the usual custom of having an organized carnival handle that end of the exhibition, hiring in its place J. W. (Patty) Conklin to supervise and conduct an immense independent fun area. The midway at Toronto has never really rated as a major part of the CNE, it's always been difficult to gain rightful recognition from the public and has always been one of the least publicized departments of the entire project. The public prints have been prone to neglect the carnival end as far as free publicity breaks were concerned. But it's been a different story this year. Thanks to a wise and tactful approach by Hughes, the local newspapers have completely about-faced in their attitude toward side shows, rides, games, etc. Conklin's Frolexland, as it has been titled, has received more than its share of CNE newsbreaks.

And it so deserves. Just how the CNE midway rates this year is difficult to explain. We must keep in mind that after all the engagement is but for two weeks, and we must remember that it is the first time that both the CNE and Conklin have undertaken such a task. We must also not forget that Frolexland's budget has been limited when compared with other funways playing to a million or more people at one stand. But to put it simply, Frolexland presents an amusement setup larger, finer and more complete than any traveling carnival could ever attempt to match.

Hughes, in commenting on that department, said that he "is more than satisfied with the results of Patty's work." And that "a few minor mistakes must be rectified, of course, but that was to be expected considering the fact that he (Patty) had little more than two weeks and 20 men to build the entire layout." Words like those coming from the managing director should be heartening to Conklin, for those who know Hughes are well aware that he seldom, if ever, uses superlatives. He's not made that way.

This year's midway consists of no less than 47 paid attractions, including 24 rides and 23 shows. A Kiddyland assembled in the front is one of the cleverest ever built for a short-time engagement, say authorities that have been around this year. Fronts of the shows are mostly of permanent nature, the lighting effects and color schemes are nothing less than sensational, and the performances themselves are of the highest caliber. It's new canvas, too,

from beginning to end in Frolexland, excepting, of course, Tom Mix's Circus tops that hold down the lower end of the attraction run.

Mix, incidentally, has been topping the midway grosses consistently and on Labor Day gave 12 or 14 shows, he not certain which. Performances run from 45 to 55 minutes, with a short concert following each big show. Not bad. Some of the other outstanding attractions that Patty assembled include Shanghai, Oriental show presented by Vancouver's Peter Hem; Sally, girl show presented by Shirley Francis Lyons; Eskimoland, featuring Bobby McClean and Emil St. Godard, world-famed mushers; a Hollywood motion picture-making stunt, David Smith in charge; Tahiti, Fred LaSalle's South Sea Island production; Reuben Castang's Hollywood Chimps, those almost human monks that do everything but talk; Pacific Whaling Company's Modern Noah's Ark, and any number of other worth-while attractions.

Sidelights

THE Exhibition management, we understand, was more than satisfied with the music of Horace Heidt and his Erigadiers, who held down the Ballroom the first week. Heidt is a comparatively new name in Toronto and with the ever-popular Guy Lombardo replacing him the second week, he had a difficult job to fill. Lombardo, of course, will pack 'em in all week. His Royal Canadian aggregation would do so every week of the year if given a chance. . . . And speaking of music, it seems that the U. S. Navy Band proved a popular dispenser of free concerts in the center mall. Those Canadians go for music in a big way. . . . Bill Beasley had his name all over the game concession area. Bill proves that he is not only a coin-machine operator of the first degree but a showman as well.

Fred Wilson, head of the publicity staff, was his old congenial self. And Art Woods, in charge of publicity for the midway, was here and there from noon till night. . . . Dail Turney, general manager of the Tom Mix Circus, said the Toronto date was one of the most enjoyable he has ever played. Dail, one of the youngest and most likable circus execs in the business, confirmed the report that in all probability the Mix show will be on rails next year. Nothing is definite as yet, however.

If show-business visitors were as plentiful thruout the engagement as when your correspondent was present, the CNE should be referred to as an early-fall convention. Among those we had the pleasure of chatting with were J. C. McCaffery, president of the Showmen's League; C. W. Starkweather, Spillman Engineering Company; Omer Kenyon, who is in town handling preparations for the forthcoming Hamid-Morton indoor circus; Cy D. Bond, of the Dodgem Corporation; Jimmy Sullivan, up for a while from the Buffalo Centennial; executives of the Buffalo Shrine Circus and George A. Hamid.

Shean and Reicher Plan Big Things for Ohio Day

CINCINNATI, Sept. 11.—Frank D. Shean, assistant director of Amusements and Concessions at the Great Lakes Exposition, Cleveland, was a business visitor here Thursday, accompanied by Eddie Reicher, associate of Harry Har- graves in the direction of *The Drunkard* production at the exposition.

Both were callers at *The Billboard* office and stated that they were in the city in the interest of Ohio Day, which is scheduled as one of the big events of the exposition period.

McKEE SHOWS

CAN PLACE capable Ferris Wheel Man, Loop-o-Plane, Merry-Go-Round. Shows with own outfit and Concessions for four fairs. Then South until Xmas. Greensburg, Kan., week September 14; Macksville, Atlanta, Kan., September 20; Tulsa, Okla., September 27, downtown, under the Elks.

OPPORTUNITY

For Carnival Men or those having connection with department stores. New sensational mystic mirror, both selling astrology. Now operating. Big profits. Fast seller. Complete outfit. Call for appointment Ingersoll 2-2833 to 12 a.m. and from 7 p.m. Or write SANDERS, 143 Linden Blvd., Brooklyn, N. Y.

FAIRS - FAIRS - FAIRS

Strates Shows Corporation

Can place at once and for balance of season, a high-class Colored Revue or Minstrel; prefer Organized Show with Band. Will furnish real attractive outfit with wagon front for same. Can also place any New or Novel Attraction and Legitimate Concessions in keeping with the standards of this show for the following fairs: Hamburg, N. Y., this week; Clearfield, Pa., week September 20; Bloomsburg, Pa., week September 27; Greater York Fair, York, Pa., week October 4; then South. Petersburg, Va., week October 11; Emporia, Va., week October 18; Washington, N. C., week October 25; all fairs.

All the Above Address JAMES E. STRATES, General Manager, as per route.

SNAPP GREATER SHOWS

Can place at once or starting at our Southern Fairs, at Monroe, La., September 28:

Side Show with own equipment or will furnish equipment to reliable party. Will book one or two more Shows that do not conflict. Will book Octopus and Kiddie Auto Rides with own transportation.

Want Concessions that operate for stock only.

Wire or write Newport, Arkansas, this week; then per route.

WANTED

SHOWS, RIDES, CONCESSIONS, FREE ACTS.

FALL FESTIVAL AND CORN SHOW

3 DAYS, SEPTEMBER 28, 29, 30—3 Blocks of Midway

H. S. BEARD, Chairman Concessions, Dixon, Illinois

WANT FAIRS FAIRS FAIRS WANT

Geek Show or any single Attraction of merit, one more high-class Aerial Free Act. Must join at once. Six weeks' work Fairs until Christmas. All Stock Concessions open. Concession Agents come on. Tusculuma, Ala., this week; Jasper, Ala., to follow.

L. J. HETH SHOWS

WANTED, RIDES, SHOWS AND CONCESSIONS

FOR ALL WINTER WORK, INCLUDING MIAMI, CORAL GABLES, COCONUT GROVE, SOUTH MIAMI, PALM BEACH.

Must Be Clean and Legitimate.

This week, Alexandria, Va.; week September 20, Rockingham County Fair, Harrisonburg, Va. P. S.—Can use sober, reliable Ride Help.

BARNEY TASSELL, CARNIVAL UNIT

Notes From the Crossroads

By NAT GREEN

ACCORDING to The Minneapolis Tribune, \$1,000,000 worth of new farm machinery was sold by exhibitors at the Minnesota State Fair during its first three days. Could a more effective argument be offered to prove the value of fairs? Sale of that much farm machinery indicates that farmers are progressing, and that fairs have played a most important part in their progress. Not only is the fair a huge market for farm machinery, it provides a tremendous outlet for all sorts of home equipment thru educating people of rural districts to a higher standard of living. The thousands of 4-H



NAT GREEN

Club boys and girls who exhibit at fairs are intelligent, progressive, young people, alive to present-day needs, eager to enjoy the good things of life and possessed of the initiative to go after what they want. The result is better furnished homes, installation of labor-saving farm equipment, leading to finer crops and bigger profits, which in turn makes possible the acquisition of more so-called luxuries. Hundreds of manufacturers have found fairs their greatest source of new business.

People of the farms who visit fairs not only demand better home and farm equipment nowadays, but they are satisfied only with the best in entertainment, which fully justifies fairs in spending large sums for their grandstand shows, races and midways. Mediocre entertainment invariably is reflected in poor patronage, and the most successful fairs—county and State—are those which provide high-class entertainment.

During the past week we had the pleasure of inspecting the exhibition buildings of two widely separated leading State fairs—Indianapolis and Minneapolis. At both we found much evidence of steady progress. The new cattle building of Indiana State Fair is one of the largest and finest on any fairgrounds in the country. There are also a large new horse exhibit building and many other permanent improvements. At Minnesota State Fair several new buildings have been erected during the year, also a huge and impressive concrete ramp leading to the grand stand, which has undergone extensive remodeling. Next year the fair plans to erect a magnificent three-story 4-H Club building that will be the finest in the country. What these fairs have done and are doing is only an example of what is happening in every progressive State. It proves once more that fairs are the show windows of the country and an accurate criterion of the progress of the sections they serve.

E. Lawrence Phillips, comparatively a newcomer in the carnival field, is an interesting personality and has an interesting family. . . . At Indianapolis his father and two brothers were visitors from Washington, D. C. . . . The father, 83 years old, is still hale and hearty, full of life and justly proud of his boy, Lawrence, who in a few years has brought the Johnny J. Jones Exposition up to a place among the leaders. . . . He has gathered about him a staff made up of men who not only know every phase of the game but gentlemen and fine fellows as well.

Sam J. Banks, "poet of the circus," paid us a visit the other day in Chi. . . . This veteran publicity man is now devoting his time to lecturing on the circus and seems to be doing an excellent job. . . . He had just concluded a nine-month lecture tour and is soon to start another. . . . Friends of Harriet Beatty, of Cole Bros.' Circus, were sorry to learn of the passing of her mother in Chicago. . . . Harry Bert, of the Al G. Barnes Circus, in Chi on another business trip. . . . J. Ed Brown is to have another fair job at the conclusion of the

present season. . . . Brown has been named assistant manager of the exposition to be built at San Pablo, Calif., assuming his duties January 1. . . . E. L. Richardson and T. A. Hornbrook, Calgary, and P. W. Abbott, Edmonton, were visitors at Indiana State Fair. . . . So also was "Pa" Strieder, Tampa. . . . Harry Atwell, photographer, and Eugene Whitmore, editor of *American Business*, spent a couple of days shooting scenes on the midway at the fair. . . . First couple of days topcoats were in order. . . . Nevertheless business was good. . . . At Minneapolis weather was plenty warm and crowds, as usual, big. . . . Among visitors encountered were Mr. and Mrs. C. A. Tincher and their son, of the Owatonna Fair; "Ma" Strieder, Tampa, and Leo C. Dalley, Spencer, Ia. . . . Elmer Velare on the job again after a 19-day session with an infected arm in a Superior (Wis.) hospital. . . . Tom Barron, former Sells-Floto clown, now in candy business near Boston, on a trip thru the Midwest. . . . Alonzo Sardo Noriega, official radio announcer to the president of Mexico, was at Minnesota State Fair with the Aztec Indian act and made several broadcasts over WTCN.

KENYON BUSY

(Continued from page 62)

Caffery, president of the Showmen's League of America.

On Labor Day J. C. McCaffery and Mr. Kenyon were guests of Elwood A. Hughes, general manager of the CNE, and J. W. (Patty) Conklin, manager of Froleklaad at exhibition, at a luncheon in the administration building, and after a complete tour both reported a wonderful show with a fine setup along Froleklaad. All were guests at the evening performance of the Tom Mix Circus, being entertained by Manager Dail E. Turhey, who reported four capacity houses on Labor Day.

Brancato brothers and John Tumino, operators of Fairyland Park, Kansas City, wired Mr. Kenyon that they expected to fly to Toronto before close of the exhibition and look over the 11 rides in Mr. Conklin's Kiddie Playland, at Mr. Kenyon's suggestion. Mr. Kenyon declared that in the seven different years he has visited the exhibition this year's Coronation Year grand-stand performance and the spec. *Empire Onward*, far exceed any grand-stand performance he has witnessed in his world's travels.

Grey Directs Lions' Expo

ROANOKE, RAPIDS, N. C., Sept. 11.—Exposition here on August 2-7, sponsored by Lions' Club and directed by A. J. Grey, of Grey Producing Company, was attended by 50,000, reports William H. Finkle. R. H. Work Shows were on midway. Special trade days were held to draw people to merchants' exhibits and automobile show, staged in two tents. Advance ticket sale, in charge of Mrs. Ruth Grey, was stimulated by a queen contest.

MARRIAGES

(Continued from page 34)

and Elsie Stewart, nonpro, of Canton, August 24 in that city.

LAWSON-KENNEDY—Gladstone M. (Billy) Lawson, radio singer and formerly with World of Mirth Shows, and Esther M. Kennedy, concessioner, formerly with the Bushay Amusement Show, in Lowell, Mass., September 4.

LITVAK-HOPKINS—Anatole Litvak, Russian-born film director, and Miriam Hopkins, actress, in Yuma, Ariz., September 11.

MACKENZIE-BROWNELL—Dr. Gordon MacKenzie, American wrestler, and Boots Brownell, A. B. Marcus showgirl, in Sydney, Australia, recently.

MARTIN-FAYE—Tony Martin and Alice Faye, radio and screen stars, in Yuma, Ariz., September 4.

MERCURIO-SHUMAN—John E. Mercurio, nonpro, of Toledo, and Pearl Shuman, formerly of John R. Ward Shows, in Bowling Green, O., August 28.

MONTAGU-PETERS—Lord Edward Montagu, son of the Duke of Manchester, and Dorothy Peters, London actress and theatrical producer, in London September 8.

MOORE-BARNES—Carlyle Moore Jr., of Hollywood, son of the late Carlyle Moore Sr., playwright, and Jane Barnes, actress, in Springfield, Mass., August 28.

MOORE-CROWLEY—Dinkey Moore, clown, formerly with John Robinson, Sells-Floto and Hagenbeck-Wallace circuses and now with the Cooper-Moore Shows, and Sadie Crowley, nonpro, in Dis Arc, Md., August 29.

★ DELUXE SHOWS of AMERICA ★

WANTED FOR BALANCE OF SOUTHERN FAIRS

Motordrome, Mickey Mouse, Fun House, Illusions or any other Money-Getting Shows. Can use a few Platform Shows; Pony Ride, Grind Concessions, Scales, Mitt Camps, Candy Floss and Merchandise Wheels.

SHOWING

- American Legion, Durham, N. C. Tobacco Fair and Festival, September 20-25.
 - Elks' Cotton Fair and Festival, Concord, N. C., September 27-October 2.
 - Stanley County Fair, Albemarle, N. C., October 4-9.
 - Union County Fair, Monroe, N. C., October 11-16.
 - Lancaster County Fair, Lancaster, S. C., October 18-23.
 - Rockingham County Fair, Rockingham, N. C., October 25-30.
- This week at Edison Boulevard and Erdman Ave., Baltimore, Md., or route above

DE LUXE SHOWS OF AMERICA

S. E. PRELL, Managing Director.

Wanted-Dancing Girls-Wanted

Oriental, Rhumba, Hula, Strip Tease Dancers, with or without wardrobe. Also FAN DANCER to feature. Top salaries to all and good treatment. Museum and Club work at close of season. Write, wire or come on; will place you. AL PAULERT, Manager, Beauty Revue, care John Marks Shows, Durham N. C., this week; Lexington, N. C., next week.

WANTED

Real Shows, clean Concessions and Rides, 7 North Carolina Fairs. Real folks only. Marion, S. C. Fair, this week; Clayton, N. C. Agricultural Fair, next week; Scotland County and Onslow County Fairs follow. In money spots, where Tobacco is king. Fees, rates are low. See JACK O. ROBERTS, at Wendell, N. C. Fair, this week, or wire Show at Marion, S. C. County Fair.

THE NEW AMERICAN SHOWS

WANTED NAIL JOINT AGENTS

No boozers or chasers. BILL GRAY, Mighty Sheasley Midway, Covington, Va.

GLASS BLOWING EXHIBITION

Modern, sparkling, beautiful Display, with actual Glass Blowing a highly attractive Concession. Want to open in first-class Resort, Park, Fair or Exposition.

MODERNART

7 Wegman Court, Jersey City, N. J.

WANTED

Good Shows and Rides, Legitimate Concessions. RED RIVER PARISH FAIR, Coshatt, La., October 5 thru 9. H. N. HESTER, County Agent.

AT LIBERTY

Ferris Wheel and Chairplane

Want to book on show with Southern Fairs. Have own transportation. Write or wire BOX D87, Billboard, Cincinnati, O.

WANTED For "FESTIVAL OF THE LAKES"

On Streets of St. Marys, O. Week of October 11 Clean Shows, Concessions and Free Acts. Address TOM BROAD, Regent Theater, St. Marys, O.

WANTED

TRAINMASTER that can and will build wagons. SHOW PAINTER that can letter and paint fronts. Text Stuart write. Address STATE FAIR SHOWS, Tulsa, Okla., September 18-25.

It Helps You, the Payer and Advertiser to Mention The Billboard.

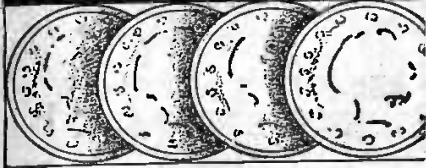
Births

An eight-pound daughter, Mary Sandra Jean, to Mr. and Mrs. Gene Yarnell in Ypsilanti, Mich., September 4. Father is manager of the Martha Washington and Wuerth theaters, Ypsilanti, for the Butterfield interests and formerly was manager of various touring companies for George E. Wintz. Mother is Claire Lambert, of the Lambert Sisters, formerly of road companies of *The Follies* and *Scandals*.

An eight-pound girl to Mr. and Mrs. Jacob Karp at Cedars of Lebanon, Los Angeles, August 24. Father is a Paramount studio attorney.

A seven and one-half pound daughter, Florence Patricia, to Mr. and Mrs. Frank (See BIRTHS on page 85).

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.

MINORS

September is the month for schools to open again and every operator knows that children may become a problem to him as well as to parents and teachers.

The cases in which minors have been used as a reason for opposing coin-operated games are numerous. And minors have been used as a smoke screen for opposition to vending machines in more instances than would appear on the surface. So the subject of minors is almost of general interest to the coin machine trade.



WALTER W. HURD

That there is a real problem of regulation and control is fully understood by all coin machine operators. The great majority of professional operators have families of their own and understand the problems that modern parents face with their children. So that officials and parents' organizations always find responsible operators ready to go the second mile in plans to prevent children from squandering their spare money on coin-operated games.

Since coin-operated games are a comparatively modern development all laws relating to them are still in the experimental stage. Several cities have had local legislation in effect for many years now, long enough to demonstrate that the problem of minors can be handled effectively when common sense prevails. It has been clearly shown that a reasonable amount of co-operation between officials, operators and merchants will solve the problem of play by minors.

In almost every case of drawing up local and State legislation for the control of machines the question of minors has been a leading topic. Legislation has usually prescribed that minors are forbidden to play coin-operated games and in other cases that games must not be located within so many yards of a school or church. Other legislation has sought to prohibit games in certain types of stores, such as candy stores, which children are known to frequent.

Entering into the question of play by minors is the fact that many parents today have no objection to their children playing the games and in fact teach them to play. So reasoned legislation on the subject forbids play by minors "except when accompanied by parent or guardian." The fact that mechanical games strongly appeal to children today is one of the results of the machine age. Pioneers in the coin machine field recall that 20 years ago it was almost necessary to teach adults how to play all types of coin machines. Today children understand the mechanism of games almost as if they were trained mechanics. Thus it is safe to predict that mechanical games will become an accepted part of our amusement world as the present young generation grows up.

Professional operators understand all the factors that enter into the situation and are willing to co-operate with officials, parents and teachers. Such co-operative effort is already at work in many cities. In one large industrial city

the operators maintain two employees who act promptly to remove any device when a complaint is made by parents. The success of the plan is shown by the fact that games have been operated continuously in the city ever since the games became a popular form of amusement.

There are extremists, of course, who argue that all coin-operated machines are demoralizing to youth and hence should be banned, without any recognition of their place in the modern world. They are as shortsighted and unfair as the few greedy operators and merchants who violate all the rules to grab a few nickels from children. In other words, there are trouble makers on both sides who must be reckoned with when working out local plans of regulation and control.

It is regrettable that there are persons in every business who are greedy in the extreme and refuse to conform to the rules of doing business. There are greedy operators in the coin machine field and it requires the co-operation of officials, parents, teachers and legitimate operators to control them. There are also greedy merchants who will jeopardize the games in an entire city by trying to grab pennies and nickels from minors. The merchant where games are located must bear an important responsibility in preventing play by minors and hence should be considered in all plans for regulation.

Agitators frequently stir up the question of play by minors to the extreme. It has been made an issue in many political campaigns and present office holders have been accused of "corrupting the morals of youth" by allowing amusement games to run. It is a reflection on the intelligence of voters that such questions can be agitated to cover up more important issues. Nevertheless it is done in many campaigns. Other agitators find the youth question an easy way to get publicity and hence they make sensational charges about the bad influence of amusement games on children.

Tragic incidents sometimes flare up to start a wave of criticism of the games. An example of this may be cited. In a large city a number of boys were gathered around a pinball game in a store owned by a peculiar lady. The boys became noisy and she ordered them out of the store. As they ran she fired a gun at them and one of the boys fell dead. The tragic incident had all the makings of a city-wide crusade against pinball games. But a big crime story broke in the newspapers about the same time and the pinball story was forgotten. Any thinking person would realize, of course, that the mental condition of the woman rather than the games was to blame.

The question of minors also reaches out to affect such machines as cigaret venders and even phonographs where the so-called smutty records are used. When cigaret venders were banned in a large city recently the public reason was that "minors could buy from the machines." In the background was clever agitation by chain and department stores to stop the sale of cigarets thru other channels than in their stores.

Thus the question of minors can be agitated for many selfish purposes.



REX ELECTRIC BELL
PENNY PLAY ONLY.

The Smallest Automatic Payout Machine Built. Standard Bell mechanism. Full 20-Stop, 8-in. Bell Reels—Fruit or Cigarette. Pays out 5, 10, 15, 20 and 25.

SAMPLE, \$39.50; (LOTS OF 5) \$37.50.

1/3 Deposit, Balance C. O. D.

REX NOVELTY COMPANY

1010 George Street, Chicago.

Vt. Ops Win In Skill Test

Brattleboro judge's ruling favorable—to carry fight to State tax commission

BRATTLEBORO, Vt., Sept. 11.—Vermont operators won the first step in a fight designed to force Vermont Commissioner of Taxes Erwin M. Harvey to issue licenses for pinball machines, when Judge Preston F. Gibson, in Municipal Court here, decided that there was a substantial amount of skill necessary to play a machine tested in the courtroom.

Operator Hal L. Marsh, whose machine was seized several days ago by State Detective Almo Franzoni, elected to make it the basis for a test case after Commissioner Harvey had refused to license any amusement games and had refunded approximately \$6,000 forwarded by operators together with their applications.

Judge Gibson said: "The court not only finds that there is an element of skill involved in playing this machine, but that there is also a substantial measure of skill involved in obtaining the score."

The question of skill arises from the wording of the bill legalizing machines passed by the 1937 Vermont Legislature, which made licensing possible for all types of machines in which a "substantial amount of skill" was needed to operate. It has been Commissioner Harvey's contention that none of the machines for which licenses were requested made the use of skill a necessity.

Coinman Says "No" On Wife's Power

NEW YORK, Sept. 11.—On September 2, The Inquiring Reporter of *The Daily News* proposed a question: "Do you agree that a wife will either make or break her husband?"

Among all the men and women interviewed on this solemn question there was only one determined "No!" It came from M. H. Perlman, known to the coin machine industry as the owner of the Acme Vending Company.

In answer to the question Perlman affirmed that he "thinks a good deal depends on the comparative intelligence and will-power of husband and wife. If the husband is the more intelligent and the stronger willed, there is nothing that his wife can do that will hurt him in his business and in his social relations."

All of the other interviews published by *The News* said "Yes" to the question, so the coin machine industry has a man in its membership that dares to stand alone. *The News* published a picture of Perlman to substantiate his opinion.



FRED ANDERSON, field representative of O. D. Jennings & Company, looks over the new Liberty Bell console and says, "it's a honey."

What Game* is averaging \$500 to \$600 per location per month for operators everywhere



*Keeney's Track Time
7-PLAY, 3 SPINNING DIALS,
ODDS CHANGING, CONSOLE
CABINET GAME

Ask the Operator who owns some

THIS WEEK'S 4 "B" SPECIAL BALLY SKIPPERS
With Cash Payout Unit
\$20.00 Each
1/3 Deposit, Balance C. O. D.
Write for our new price list No. 248, which contains Astonishing Bargains in Reconditioned Guaranteed Machines.
BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

We Are in a Buying Mood WE NEED
MILLS BLUE FRONTS (State Serial Number and Condition). We Will Pay Cash or Trade. State What You Have and What You Want.—Get On Our Mailing List. WE HANDLE GAMES OF ALL THE LEADING MANUFACTURERS.
MERCURY AUTOMATIC SALES
135 National Road Fulton, WHEELING, W. VA.

HOWARD SALES CO.
322 S. 13th St. Omaha, Neb.
Making Room for Our Fall Merchandise. A Few of Our Best Bargains.
4 Watling Twin J.P. Penny Play, Serials over \$51000. Each. \$22.50
1 Pace Double J.P., Penny Play, Serial W.D. 18443. 27.50
5 Mills War Eagles, Escalator, Nickel Play, each. 50.00
1 Mills G.A., Dime Play. 55.00
1 Mills War Eagle, Escalator, Dime Play. 55.50
1 Mills G.A., Escalator, Nickel Play. 50.00
1 Slightly Used Jennings Console, Nickel Play. 87.50
We also carry a full line of New Slots. Write us for prices on New Machines. All merchandise at prior sale. 1/3 deposit on all orders.

BARGAINS FROM DAVE MARION
5 Bally Bumpers. Bank Night... \$ 5.00
2 Rionchet. Rugsy... 7.50
19.50 Flash... 7.50
5 Ball Fan, Stoner. Peerless... 10.00
17.50 Acc... 5.00
3 Re-Play. A. B. T. Target
19.50 Skill... 17.50
Winner. 3 Mills Dble. J. P. Esc. Ea. 32.50
(Western) 54.50
Write me for this Price List.
MARION CO. Wichita, Kansas

A Hot Tip on a Hot Game

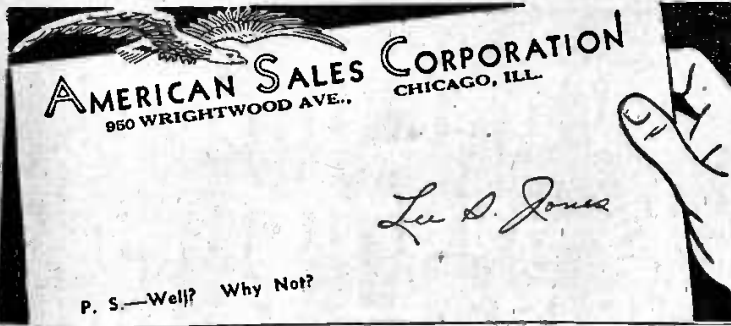


Keeney's "Hot Tip"
1-BALL, ODDS CHANGING, PAYOUT TABLE WITH A REAL RACE HORSE PLAY PRINCIPLE

Now being featured and stocked by Keeney Distributors

J. H. KEENEY & CO., CHICAGO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,

Lee S. Jones

P. S.—Well? Why Not?

Keeney's Hot Tip Accepted by Ops

CHICAGO, Sept. 11.—Altho the "hot tip" usually proffered to the devotee of the Sport of Kings is usually taken with a grain of salt, a literal windfall of profits and genuine pleasure has been the lot of operators and pin game fans who have already taken J. H. Keeney & Company's Hot Tip, according to a report from the offices of J. H. Keeney & Company. This latest Keeney game is a one-ball automatic payout employing a horse-race theme in which races on the light-up backboard are of varied lengths and in which one or more daily doubles are possible on each 5-cent play.

"Among the many features which are responsible for the popularity of Hot Tip," states Jack Keeney, president, "is the highly interesting play. The insertion of a coin lights up a panel adjoining the race track on the backboard. This panel denotes the length of the race for that game. At the same time one of several daily-double panels lights up and an odds-changing panel flickers and comes to a stop on the odds for that play. Thereafter each time the ball strikes one of the 11 accelerated bumpers on the scenic playing field the horses on the backboard advance one notch. The player collects from 10 cents to \$1, according to odds offered for that play and whether the player's ball lands in the show, place or win hole at the bottom of the field if a sufficient number of hits are made to bring the horse up to or beyond the winning line. If the horses stop on the daily double the player collects from 40 cents to \$2, according to odds shown, regardless of which hole the ball drops into."

ROYAL DEPENDABLE GAMES!

SPECIAL PURCHASE SALE!

PAYTABLES

Atamo	\$16.50	Multiplay	\$19.50
All Star	15.00	Pearless	15.00
Bally Ace	8.50	Pamco Parlay	15.00
Boo Jay	25.50	Pr.	15.00
Baffle Ball	7.50	Prospector	10.50
Bonus	14.00	Put A Take	4.95
Challenger	19.50	Pamco Tolt	21.50
Credit	14.00	Pamco	15.00
De Luxe 46	10.00	Spodway	17.50
Daily Double	9.50	Round Up	17.50
Electric Eye	21.50	Rodeo	10.50
Fence Buster	17.50	Rod Ball	19.50
Fortune	15.00	Rotator	10.00
Flicker	21.00	Sunshine	15.50
Flying High	22.50	Derby	15.50
Golden	8.95	Stampede	8.50
Harvest	8.95	Sky High	10.00
Galloping	23.50	Tycoon	15.00
Plus	23.50	Trojan	11.00
Gold Award	8.95	Turt Champ	52.50
Jumbo	12.50	Western	15.00
Leatherneck	23.00	Races	25.00
Multiple	23.00	Bumpers	\$20.00

1/3 Deposit, Balance C. O. D.

Write Today for Latest Price List!
Hundreds of Games Ready for Delivery!

Royal COIN MACHINE CO
2212 N. Western Ave. CHICAGO, ILL.

ROCK-OLA'S IMPERIAL 20
Collection Reports Put It in A CLASS BY ITSELF

FULL LINE OF JENNINGS MACHINES
Guaranteed Used Machines

ROYAL RACES	} \$47.50	SPORTSMAN	} \$89.50
HEAVY WEIGHT		DE LUXE	
PACES RACES	\$150.00 up	150 USED SLOTS	\$15.00 up

La Beau Novelty Sales Co

ARCHIE LA BEAU
1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

CLOSE OUT--FIRST COME FIRST SERVED

100 Mills Blue Front Mystery Side Venders.

Single Jackpots, Latest Models, No Gold Awards. A-1 Mechanical Condition and Appearance. All Light Cabinets. Serial Nos. Over 400,000.

5c, 10c, 25c, \$50.00 Each. 50c, \$60.00 Each.

100 Mills Metal Safe Stands, \$5.00 Each.

All Prices F. O. B. Miami Beach. 1/3 Cash Deposit, Balance C. O. D.

FIFTY FIFTY NOVELTY CO. 511 Meridian Avenue, Miami Beach, Florida.

BARGAINS IN SLOTS

10c JENNINGS CHIEF CONSOLE (New. Never Been Uncrated)	\$100.00
10c JENNINGS CHIEF CONSOLE (Same as New)	92.50
10c MILLS FUTURITY (Cannot Be Told from New)	42.00
4 GROETCHEN COLUMBIA SLOTS (with Cigaret Reels and Gold Award) (Used 30 Days)	25.00
5c BUCKLEY BONES DICE MACHINES	20.00

These are not machines that have been purchased for resale

FRED G. BECKENBAUGH
FT. DODGE, IOWA

REAL BARGAINS

GUARANTEED RECONDITIONED LATE MODELS

Golden Wheels	\$89.50	Royal Races	\$39.50	Bally Carome	\$49.50
Bally Peacock	59.50	Keeney Ten Strike	19.50	Keeney Santa Anita	39.50
Pamco Heavy Weights	39.50	Bally Blue Bird	19.50	Bally Skipper	19.50
Bally Challenger	19.50	150 Grand Up	19.50	Pamco Leathernecks	9.50
Sunshine Baseball	9.50	Golden Harvest	9.50	Pamco Parlay	9.50
Pinch Hitter	9.50	Prospector	7.50	Bally All Star	9.50
Multi-Play	9.50	Bally Sky High	7.50	Bally Bonus	7.50
Baffle Ball	9.50			Vanok Coin Boxes	4.95

CERTIFIED DEPOSIT WITH ORDER — IMMEDIATE DELIVERY.

BADGER NOVELTY COMPANY
2549 N. 30TH STREET. MILWAUKEE, WIS.

USED MACHINE SPECIAL

AUTOMATIC PAYOUTS, Each	1 Daily Limit	10.00	4 Bally Rolls	Each	
1 Sportman (Bumper)	10.00	1 Double Header	10.00	1 Role Score	\$22.50
8. U.	65.00	NOVELTY GAMES—	Each	1 Rock-A-Ball (New)	18.50
1 Broadway Angel, 8. U.	80.00	2 Bumpers	\$10.00	1 Ball Release	60.00
4 Golden Wheels	85.00	1 Genco Baseball	12.50	2 Flying Ducks	32.50
1 Hill 'N Run	55.00	1 Trapper	8.00	1 Markman	38.50
4 Multiplay	15.00	1 Wizard	10.00	2 Merchantmon (Flap Chutes)	22.50
5 Skippers	15.00	1 Fireball	10.00	10 1936 Rockola Phonographs	125.00
4 Mills War Eagle	32.50	1 Short Sox	5.00	5 Seeburgs (12 Record Phonographs)	85.00
1 Wheel of Fortune	10.00	1 Live Wire	7.50	2 Seeburgs (10 Record Selectophones)	32.50
1 Race Track (Serial over 3300)	175.00	1 Roll Over	10.00		
1 Thoroughbred (Latest)	110.00	1 13 Star	8.50		
1 Callente	10.00				
1 Jockey Club (Selector)	125.00				

1/3 Deposit, Balance C. O. D. Reference Annapolis Banking & Trust Co., Annapolis, Md.

38 WEST ST., ARUNDLE AMUSEMENT CO. ANNAPOLIS, MD.

Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

50 PENNIES
THE ACCURATE COIN COUNTER COMPANY

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

Accurate Coin Counter Co.
Fulton, Pennsylvania

Rock-Ola Bowling League Has 26 Teams

CHICAGO, Sept. 11.—Lots of conversation and a definite challenging spirit prevail among the team members of the 1937 Rock-Ola bowling league. It's all in good fun. The Rocket League is composed of departmental heads, salesmen and office employees. The office boy will be hobnobbing with the president and perhaps bowling over more pins. There are now 20 men's teams meeting for a round of heavy competition every Friday evening. The six girls' teams will not open their season for a few weeks.

While the spirit of the league is "good fellowship," there are some rather worth-while prizes to shoot for, including weekly, seasonal and individual high-score prizes. The group is named the Rocket League to identify it from the various department leagues which will soon inaugurate their winter season. As the season progresses it is expected that a large percentage of the 1,400 Rock-Ola employees will have organized inter-department factory teams. More reports of the Rocket League of maple maulers are promised *The Billboard* as the season progresses.

BARGAINS

AUTOMATIC.

Bally Derby	\$65.00	Steelies	\$10.00
Bump-A-Lite	47.50	Sky High	12.00
Daily Limit	10.00	Tycoon	12.00
De Luxe 46	12.00	Velvet	30.00
Mazuma	47.50	Winner	57.50

NOVELTY GAMES.

Ball Fan	\$37.50	Roll Over	\$15.00
Batter Up	25.00	Rugby	9.00
Cross Line	22.50	Running Wild	25.00
Dbi. Action	20.00	Score Board	20.00
Home Run	19.00	Skipper	27.50
Pocket	15.00	Skooky	25.00

COUNTER GAMES.

Cent-A-Pack	\$ 5.50	Reel 21	\$ 6.00
Groetchen 21	7.50	Select-Em	4.00
Horses	4.50	Spark Plug	3.00
King Six	8.50	Tilt-Tal-Tot	4.50
I. O. U.	4.50	Win-A-Smoke	5.00
Penny Pack	7.50	Win-A-Pack	5.50
Reel Dice	5.50	Zephyr	10.00

Every Machine Fully Guaranteed.
1/3 Deposit, Balance C. O. D. Immediate Shipment.

C. CHARLE & COMPANY, Springfield, Mo.

OUTSTANDING CLOCK NOVELTY DEAL FOR SALESCARD OPERATORS

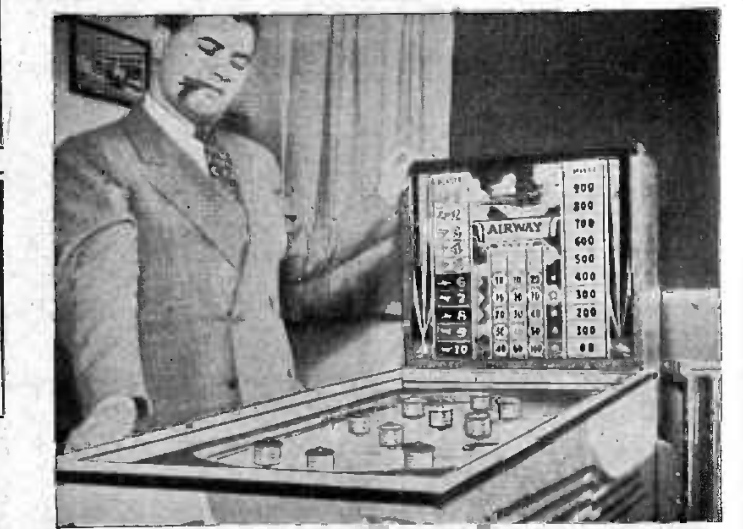
Also Electric Razor and Other Deals. Send for Free Salecard and Details.

FLORN CO., 1123 Broadway, N. Y. C.

BARGAIN

Bolo, Rugby, Bank N. N., Totalizer, Mad Cap, Shot Sox, Neck in' Neck, Excal, Panama, Fair Play, Thriller, \$4.95 Each. Panama Penny Diggers, \$10.95 Each. Score Board, \$17.50 Each. Ball Fan, \$17.50. Target Roll, \$35.00 Each.

BELVEDERE PENNYLAND, Keansburg, N. J.



TED BUSH, of the Acme Novelty Company, Minneapolis, views with interest the latest creation of the Bally Manufacturing Company on a recent visit to the plant.

Drop in and have some fun
 AT THE BIG **J** AND **J** NOVELTY COMPANY
GRAND OPENING



**ENTERTAINMENT! REFRESHMENTS!
 MANY VALUABLE DOOR PRIZES!**

Come early! Stay late! And have the grandest time of your life! The fun begins bright and early SATURDAY, SEPTEMBER 18 . . . and continues in full swing till the last guest goes home Sunday afternoon! Plenty of parking space outside . . . and plenty

of space inside for you to make yourself at home! Regardless of weather conditions you will be cool and comfortable in our new modern AIR-CONDITIONED building. Meet your old friends and get acquainted with new friends! Smack your lips over the delicious buffet luncheon . . . and refreshments which will flow freely all day! Music and entertainment will add to the holiday spirit! And many valuable Door Prizes will be awarded! You'll remember this great celebration for the rest of your life . . . so be sure to come. Keep September 18 open and spend that day at J and J! THE NEW J AND J NOVELTY COMPANY headquarters, pictured below, is

more than a building. It is an expression of our unlimited faith in the coin-machine industry, which is growing stronger every day. As other industries gain and more men go back to work each day, the coin-machine industry is likewise making tremendous gains. Our new headquarters is part of our program to help you share in the increasing prosperity of the coin-machine industry. Join us in celebrating our Grand Opening . . . SATURDAY, SEPTEMBER 18. We'll be looking for you!

J AND J NOVELTY COMPANY

*Michigan's Largest Exclusive Distributors of
 Coin-Operated Amusement and Vending Machines*

4840 MT. ELLIOTT AVE.

DETROIT, MICH.



"THE HOUSE OF PROVEN WINNERS"

Suggests Plan On Used Phonos

"To the Editor: Recently I was talking to a representative of one of the leading phonograph manufacturers and he suggested the idea of the operator setting up a fund to charge off or do away with obsolete phonographs. As I explained to this representative, I felt that there were a small percentage of operators who are able or could set up any such funds as the majority are very much in the red.

"However, I do feel that the idea is worth consideration. I think that there should be a co-operative plan and one in which the load should not be altogether on the operator. I feel that the manufacturers of phonographs should be willing to absorb at least a small part of the loss on the old equipment and take them in and use what parts they could salvage, if any, and if not sell them to junk dealers for whatever they would bring.

"The point is this—If the operator could get \$50 or \$75 as trade-in on each new machine purchased. I am of the opinion that this will give the operator some new equipment, which he could place on locations where he is now using old machines. This plan would enable the operator to buy several new phonographs and he would in return feel that the old machines were not a complete loss, and he could make a reasonable profit on the new equipment.

"I would be very glad if you will be kind enough to publish this letter, and also would like to hear from other operators and even from the manufacturers as to the possibility of such a plan.—V. C. Kelley, Kelley Music Company, Chattanooga, Tenn."

See-Con Display Proves Success

DETROIT, Sept. 11.—"We sent out 273 invitations to operators in Michigan to attend the Michigan State Fair." Donald A. Coney, head of See-Con, Inc., said this week. "We were making a special sales campaign during the fair and we wanted them to see our exhibit because it was something unusual. We met many operators at our booth and also location owners who want us to have our operator-customers put machines in their locations. All of this is a direct result of the exhibit at the fair."

Leslie Baldwin, service manager for the firm, spent four days last week in Chicago studying the service problems of Seeburg machines right at the factory.

Bill White, father of Harry A. White, partner in Business Boosters, has just joined the service department of See-Con. He is a well-known figure in the business here and has had many years experience in the industry.

Coney himself has been spending considerable time up-State fishing in the past few weeks. Plans for production of his new game, See-Dice, have been progressing steadily and it may be ready for the market in a few weeks.



Roberts Has Plan To Aid Music Ops

CHICAGO, Sept. 11.—H. T. Roberts, sales manager for the J. P. Seeburg Corporation, left last week for New York, where he is entering into negotiations which are expected to be of far-reaching and beneficial consequence to music operators.

Prior to departing Roberts reiterated a claim which is being made by many Seeburg operators that the new Seeburg symphonolas are capable of increasing location receipts as much as 300 per cent. "In every case," stated Roberts, "operators of the 20-record Royale and Rex have reported startling increases in weekly receipts. A study of the automatic music industry shows that operators down the years have turned to Seeburg instruments for more profitable

False Economy

By ART OLSEN
President of the Permo Products Corporation.

In over nine years of manufacturing Permo Point Needles, we have conclusively learned that it is not practical to attempt to resharpen Permo Point Needles. This is true for several reasons. First of all, we have had continual requests to render such a service to operators all over the country almost since the day we began manufacturing needles. Naturally, we found out in a hurry that it was impossible to do this to the operator's advantage. The manufacture of Permo Point Needles is highly specialized, calling for a combination of skilled workmanship and scientific production of our precious metal point material.

When our needles reach the operators



WURLITZER'S VICE-PRESIDENT, HOMER E. CAPEHART, snapped while delivering an address to a meeting of California ops from his Indiana farm home.

music operating because it has been Seeburg who has been in the forefront with every major advancement in automatic phonograph manufacture since the infancy of the industry.

"The years have seen a steady and wholesale turning to Seeburg phonographs. Operators realize that the organization that keeps pace with and even, a bit ahead of the times produces instruments that meet the requirements of location owners and patrons. It is significant of Seeburg leadership that the confidence of the music operating world has been rewarded with a series of developments that have placed Seeburg operators in a class by themselves as top-ranking music men.

"The development and presentation of the Lumalite grille, among several other recent features, is a case in point. The Lumalite grilles, introduced 10 months ago on the Seeburg phonographs, proved to be a most powerful location attraction. Since that time a refinement and further development of this cabinet illumination has so strengthened its appeal that it stands alone today as a sales force of music in every type of location.

"Its equal in originality and beauty has not yet been seen. Seeburg operators from Coast to Coast have been reporting sales that far exceed the most optimistic expectations held by us several weeks ago," concluded Roberts. "The Seeburg plant is working with augmented staffs in all departments to take care of the constantly growing demand for the 20-record Royale and Rex instruments."

they have an accurate radius which is important from the point of view of full range reproduction and longer record life. After a needle has been played its full life of 2,000 records, this radius has polished down in the record grooves to a point where it becomes impractical to resharpen. Any operator attempting to do this himself is certain of receiving poor reproduction from his instruments, of cutting the life out of his records and, in addition, a loss of revenue from his machines.

Because it is definitely not to the operator's advantage to attempt this resharpening process, we have described it from the outset as being a false economy measure on his part. Then, too, it is a difficult hand operation to shape our elliptical points: It is impossible for any layman to attempt to do same.

Rock-Ola Appoints Canadian Distributor

CHICAGO, Sept. 11.—Headed by George H. Pickett, one of the best known coin machine men in Canada, the P. & H. Coin Machine Company, Toronto, was recently appointed Canadian distributor for Rock-Ola phonographs.

With spacious offices, display rooms and warehousing space, the company reports excellent sales and acceptance of the Rock-Ola line among music operators. Pickett was born in Toronto. He also is proprietor of Parliament Electric Company, which has for 20 years handled electrical contracts under license

and approval of the Hydro Commission. This wide experience makes him ideally fitted to handle the distributorship of Rock-Ola phonographs.

I. F. Webb, vice-president in charge of phonograph division at Rock-Ola, spent a week with the P. & H. organization during the Canadian National Exhibition. The Rock-Ola phonograph exhibit was one of the most popular booths at the show. Thousands of visitors commented on the exquisite cabinet design of the latest Rock-Ola instruments.

Pickett, in speaking of his new distributorship, said: "In all my years of selling experience I have never enjoyed the selling of a product like the Rock-Ola Multi-Selector. Its superlative tone quality and flawless mechanism, plus the rich cabinet design, make it easy to sell. We have had so many letters, wires and phone calls pertaining to Rock-Ola phonographs that it is beginning to look like they will soon be as popular in Canada as they are in the U. S. A."

New Orleans Ops View New Seeburgs

NEW ORLEANS, Sept. 11.—Advance showing of the 1938 model Seeburgs was the occasion for a big party last week at the Hotel New Orleans. Over 50 local phono ops were on hand to hear Arthur Hughes, manager of the phonograph division of Electro Ball, Dallas, point out the various features of the new models, as well as to enjoy the big fish dinner and entertainment Hughes provided.

Displaying the new Royale and Rex models along with the new version of the Melody King, Hughes emphasized the necessity of changing ideas and explained to his attentive listeners the improved tonal qualities and illuminated decorative design of the new Seeburg models.

Reiterating the statements which H. T. Roberts, director of sales of the Seeburg Company, made at the first preview held last week at the Baker Hotel, Dallas, Hughes said, in part: "We are often asked why a phonograph manufacturer must put out new and changing ideas ever so often. Well that is easy to answer because there is no line of business where a manufacturing firm can stand still without freshening up the front of its factory. It must keep up a good front otherwise some other firm will do so and profit thereby. It pays well for an operator to freshen up his stock with new machines because the coin-machine business is a prosperous business and if the old operators will sit still and allow themselves to fall in keeping step with the new pace the new men will step in and take their places. (See NEW ORLEANS OPS on page 80)

Sheet-Music Leaders

(Week Ending September 11)

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. Whispers in the Dark (Famous) (3)
2. My Cabin of Dreams (Berlin) (2)
3. Harbor Lights (Marlo) (5)
4. So Rare (Robbins) (1)
5. First Time I Saw You (Santly) (6)
6. Sailboat in the Moonlight (Crawford) (4)
7. It Looks Like Rain (Morris) (8)
8. I Know Now (Remick) (7)
9. That Old Feeling (Fels) (1)
10. Afraid to Dream (Miller) (13)
11. Have You Got Any Castles, Baby? (Harms) (14)
12. Stardust on the Moon (Marks) (11)
13. Loveliness of You (Miller)
14. Josephine (Fels) (10)
15. Moon Got in My Eyes (Select)

PERMO POINT

STANDARD DOUBLE RIBBED

The Only Long-Life Phono Needle with the Patented Elliptical Point Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturers and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.

Chicago, Ill.
6415 Ravenswood Ave.



SEEBURG
Originated
 THE
 ILLUMINATED
 GRILLE

MULTI-
 SELECTOR
 ROYALE
 AND
 REX

● Every day in the week Seeburg operators earn 300% more profit. That is why operators are daily replacing other makes with the new 20 Record Multi-Selector Seeburg Symphonolas, Royale and Rex. Successful operators are capitalizing now on the great opportunities these Seeburg masterpieces present. We invite you to compare the Royale and the Rex with others . . . then you will fully appreciate the plus value Seeburg offers. Write—wire—phone for details.

J. P. SEEBURG CORPORATION
 1500 DAYTON STREET • CHICAGO, ILLINOIS



FINE MUSICAL INSTRUMENTS SINCE 1902

20 RECORD SYMPHONOLAS

LEGAL IN EVERY STATE

The New "Imperial"

STREAMLINE COIN OPERATED BILLIARD TABLE
"Custom Built"

★
THE WORLD'S BEST
AND STEADIEST LEGAL
COIN OPERATED MONEY-MAKER!
PROVEN BY YEARS OF CONSTANT
OPERATION!

It's HERE! The modern STREAMLINE, "Custom Built" coin-operated Billiard Table—the greatest —by Birmingham Vending Company in all coin machine history! It's the coin-operated MONEY-MAKER and steadiest LEGAL money-maker in a LEGAL EVERYWHERE and because it REMAINS FOR LOCATION FOR YEARS. The "IMPERIAL" PAYS FOR ITSELF IN A SHORT TIME ON ANY AVERAGE LOCATION! The "IMPERIAL" features absolutely perfect IN-A-DRAWER mechanism and priced COMPLETE with Cue Balls, Regulation Numbered Balls, Cue Sticks, Rack, Chalk Tips, Cement and Clamps. (All are regulation size.) It can be taken apart and set up in a jiffy!



FURTHER DETAILS ON REQUEST!
WRITE FOR CIRCULAR!

BIRMINGHAM VENDING CO.
2117 THIRD AVE., NORTH
BIRMINGHAM, ALABAMA
(PHONE: 3-5183)

PRICES
\$197.50
JR. MODEL 3FT. x 6FT.
\$237.50
SR. MODEL 4FT. x 9FT.

1/3 Deposit
with order,
bal. c. o. d.

Seeburg Royale and Rex

NOW ON DISPLAY AT BOTH OFFICES.

Can Use Automatic Pay Tables, Counter and Slot Machines as Down Payments.

SOUTHERN AUTOMATIC MUSIC CO.

840-842 2ND ST., LOUISVILLE, KY.

420 W. 7TH ST., CINCINNATI, O.

AUTOMATIC PHONO. NEEDLES

Repointed. Additional up to 1,000 to 2,000 Plays, 10c Each. Send Dozen for Trial Offer of \$1.00.

OPERATORS SERVICE SUPPLY
P. O. Box 51, South Bend, Ind.

INSURANCE AUTOMATIC PHONOGRAPHS

Theft, Fire, Lightning, Windstorm, Cyclone, Tornado, Flood, Transportation Hazards of entire machine.

Rate \$1.10 Per \$100.00

LACLEDE INSURANCE AGENCY
200 N. Broadway, St. Louis, Mo.

Nine Phonographs

On locations in Dallas, equipped with Slug Electrons and high-powered machines at bargain—cash or credit.

OPERATOR

6305 Maple Avenue, Dallas, Tex.

Why Chisel at These Prices?—Electric 21, Stoner's Ball Fan, \$25.00; Scoreboards, Bally B-esters, \$16.50; Bally Bumpers, Fire Balls, \$10.00; Running Wild, \$19.50; Skookys, \$22.50. Automations: Rays Tracks, aerial over 3500, \$169.00; Prekiness, High Cart, \$65.00; Caroms, \$55.00; Flickers, \$17.50; Testless, Hinkel, \$10.00; Daily Races, \$15.00; Alamo, \$10.00; Multiple, \$25.00; Fair Grounds, \$100.00; Turf Champs, \$50.00. Send deposit with order. **BEST NOVELTY CO.**, 1030 St. Clair Ave., Cleveland, O.

WANTED

GOTTLIEB'S HIGH CARDS, with or without Clocks, for cash, or will trade other equipment. Limited number wanted. Phone, wire

MONARCH COIN MACHINE CO.
1731 Belmont Ave., Chicago.

Royal May Move To Larger Quarters

CHICAGO, Sept. 11.—It is rumored that Royal Coin Machine Company is planning a removal to larger headquarters. When questioned, Reynold Polland, head of the growing firm, stated: "Nothing definite has been announced. However, you may draw your own conclusions from the fact that this summer's activity has been one of the most unusual in my experience in point of demand for both new and used equipment of every type."

"Now that the autumn season is off to a flying start," he went on, "business has received added impetus from the many fine new games being released by the manufacturers. The majority of the games we have made available to the many operators who deal with us, and in addition to the new equipment, we are preparing a huge stock of reconditioned games of the latest types."

"Naturally, we are a bit cramped for space," continued Polland. "Should conditions continue to be as favorable as they have been, and we have no occasion to believe otherwise, a move to larger quarters would be imperative and immediate. Until that time we will continue to function here just as efficiently as we have in the past," he continued.

NEW ORLEANS OPS

(Continued from page 78)

"The old complaint about the heavy costs of replacements is also unfounded. The operator of coin phonographs does not have to stand heavy advertising and other heavy overheads of another kind of business office and he can therefore afford to put a good proportion of his profits back into new ideas." Quoting figures to prove one important point, Hughes stressed that it cost an average phonograph operator \$2.50 per week to operate each machine and "unless you realize better than \$3.50 a week you would not be breaking even even if we were so generous as to give you the machine for nothing. It is therefore necessary that an ever-changing front be kept up in order to insure the operator enough plays to make his business pay him over and above his costs."

Hughes pointed out that there is another good reason why Seeburg must change its models at least once each year. "Because," he said, "it is just as hard to get the manufacturers to cooperate in controlling production as it is to organize operators and any other branch of the business, and, in fact, just as hard as it would be to organize the player of the machines. These players want freshness and they will go to those places where they get it, so you may as well make up your mind that you are going to give it to them."

Hughes left here for Memphis, where another preview meeting will be held tonight at the Peabody Hotel.

Capitol's Bermuda Party Excites Ops

NEW YORK, Sept. 11.—"The free trip to Bermuda offered to phonograph operators by Capitol Automatic Music Company has proved to be just what the operators are looking forward to," claims Sam Kressberg as he checks over the many reservations already received by his company.

"From the day the free trip to Bermuda was announced to the trade phonograph operators have continually

besieged our office, written or phoned in requesting that we make sure to reserve a ticket for them. Altho we expected quite a number of operators would be eager to take a free vacation, we were agreeably surprised by the large number who have taken advantage of our offer."

The Capitol gang will leave New York December 4 and spend a week playing around in the southern sunshine.

Jack Sloan's Mother Passes

Jack Sloan, Western advertising manager of *The Billboard*, Chicago, is mourning the loss of his mother, who died August 28 from a paralytic stroke. Burial was from her home in Chicago August 31. Sloan is widely known in the trade and especially among the manufacturing and distributing sections of the industry. Many floral tributes and expressions of sympathy came from members of the trade. Sloan has been in close contact with the coin machine trade since the beginning of amusement games and helped to get the first games on the market.

Crowds Expected At J & J Party

DETROIT, Sept. 11.—Based on the number of operators and jobbers who have already expressed their intention of attending the J & J Novelty Company grand opening celebration September 18, Jimmy Passanante is preparing for one of the largest territorial turnouts in coin-machine history.

"Operators and jobbers from all over Michigan will be there," Passanante declared, "together with representatives of the leading manufacturers. And they are promised the grandest time of their life. The fun will begin early Saturday morning and will continue until the last guest leaves Sunday afternoon. We've got plenty of parking space outside and plenty of space inside for everybody to make himself at home. All the newest machines will be on display. A buffet luncheon will be available all day and refreshments will flow freely. Music and entertainment will add to the holiday spirit and many valuable door prizes will be awarded."

"The new J & J Novelty headquarters are more than a new building, more than an enlargement of our facilities to give our friends real service. It is an expression of our unlimited faith in the coin-machine industry, which is growing stronger every day. As other industries gain and more men go back to work at good wages each day, the coin-machine industry is sure to make similar gains. This is particularly true in Michigan, where the automobile industry has now ironed out its difficulties and is enjoying a real boom. The new J & J headquarters are part of our program to help our customers get their full share of the increasing prosperity of the coin-machine industry."

Genco Distribs Okeh Silver Flash

CHICAGO, Sept. 11.—"It pays to be ahead of the times," say officials of Genco, Inc. "It pays dividends in full for location patrons and in extra big profits for operators, according to reports our distributors have sent in along with their heavy reorders for our new supermodern novelty game, Silver Flash."

This new Genco creation, which has been named the "game of tomorrow today" by Genco sales promotion heads, warrants the title, report observers. Carrying out a familiar high-score playing principle, the designs on the backboard and playing field are futuristically modern. Flying boats as the artist conceives them for hundreds of years hence are shown sailing above the towers of a city of the future.

According to Dave Ginsberg, official of the firm, the combination of bumper springs and silver flash contacts built into the game holds an appeal that gives the Silver Flash slogan a second and important meaning to operators. "The appeal that seizes the interest of the player at first sight is one that cannot fail to maintain its hold on the pin game fan for many weeks," Ginsberg said.

"In addition to providing the operator with a game capable of extremely potential profits, Genco engineers have gone further in designing a new time-saving device for operators," concluded Ginsberg. "All winning scores are recorded on a special counter. By turning a new Genco contact switch conveniently located at the front of the machine the operator can adjust the counter to start at any one of 10 different high scores. This advancement eliminates many location arguments. Both the silver-flash contact and the counter are standard equipment on our Silver Flash games."



HERE'S A VIEW OF THE ATTRACTIVE HOME AND OFFICE of W. C. Fairbanks, who operates Wurlitzer phonos in Stouxs Falls, S. D.

New Orleans

NEW ORLEANS, Sept. 11.—It's hard to realize that so much rain could fall in one spot and just at a time when operators of the Crescent City area were looking forward to a big holiday business. With streets flooded with water, locations are beginning to realize that business is bad generally and no less favorable for coin-machine patronage. However, the holiday crowd that jammed all available room on the Mississippi Gulf Coast, where thousands vacationed for the triple Labor Day holidays, gave operators at all of the Gulf towns unusually big business. Intakes were the heaviest for the three-day period in the experience of the better location owners.

Reporting that business has shown such fine expansion of late that present quarters are becoming acute, Ed Rodriguez and Jim Tallon, co-owners of the American-Southern Coin Machine Company, distributor for Western Equipment and other nationally known makes of coin machines, are planning to lease an adjoining premises that will more than double their floor space.

The oil fields of East Texas and North Louisiana are proving fine stimulants for slots and pin games, according to F. W. King, head of the C. & N. Sales Company, local distributor for Caille and other makes. King returned Tuesday from an extensive business trip and reports that orders have been coming in right behind him. Caille's new Play Boy slot is King's favorite. "For years the slot-machine players have been forced to take lemons with their games, like it or not," King says. "Now Caille is giving the players a machine that hasn't a lemon on it and I frankly believe that it is a move that will have a great psychological effect. The players are tired of seeing lemons bob up and we are going to give them a game without lemons for an improvement."

After remaining closed for three days over Labor Day the rejuvenated Sports Center opened Tuesday on St. Charles

street looking like a new pair of shoes. Shiny walls, shiny machines and a shiny bright smile on the faces of Bob Bosworth and Jack Sheehan were a combination that just couldn't help bespeaking prosperity for the future. Only one thing is left undone and that is the promised sketches on the walls. "We'll get around to those murals within a few days," Sheehan says.

Albert Phillips, head of the General Novelty Company, is enjoying a few days' rest from the office, fishing at the Rigolets, fine trout and sheephead grounds southeast of the city. He is expected back at the office Monday.

Fitzgibbons Puts It in the Bag

NEW YORK, Sept. 11.—John A. Fitzgibbons, Bally's Eastern representative, mailed out a novel piece of literature recently which won the praise of many of the firm's customers. The mailing was inclosed in a regular grocery bag and addressed to the firm's various customers. On the outside of the bag was printed: "It's in the Bag." Inside this bag was another large grocery bag which had printed on it: "What's in the bag? The game that will earn you enough money in a week to pay for your groceries for a year. Look inside."

Inside the second bag was a large folder of the new 1937 Bally Airway, novelty pin game, which Fitzgibbons considers to be one of the best games this territory has had in months.

As Fitz put it: "It's in the bag, all right, for the operator who gets his route set up with new Bally Airways. The game is one of the best we have ever featured, and operators are coming into our offices every day praising the amount of money the game is bringing them. The game is going to be a greater hit than the 1933 Airway. Many improvements that weren't even dreamed of in those early pin-game days are embodied in the new game."

Correction on Wurlitzer Story

To the Editor: "In your next issue I wish you would correct a statement in your article of September 4 reporting the Wurlitzer Century Club convention in Buffalo. You state that the Wurlitzer firm provided all entertainment, including food, refreshments, trips to the Wurlitzer plant and Niagara Falls, the guests only having to pay for their room."

"This is not true. We paid all the expenses of the guests from the time

they arrived in Buffalo until they left Buffalo, including their hotel room at the Statler.

"In the case of the people from the various publications and record companies we did not feel that we should be called upon to stand room expense. This is probably where you got the impression that the guests were paying for their rooms.

"Another seeming discrepancy is the difference between 336 operators you

name as members of the Century Club and the 1,500 guests registered at the convention. You might cover in a future note the fact that many guests from among the distributors and operators were invited to the convention as well as the strictly Century Club members.

"Otherwise I want to congratulate you upon the splendid story which appeared in the September 4 issue of *The Billboard*. You certainly did it up in grand style."—Robert B. Bolles, Rudolph Wurlitzer Company.

Five Best Record Sellers for Week Ended Sept. 13

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7079—"The Old Cow Song" and "With Her Head Tucked Underneath Her Arm." Rudy Vallee Connecticut Yankees.	7946—"Little Heaven of the Seven Seas" and "Mexican ting Rhythm." Horace Heidt Alameite Brigadiers.	1375—"The Moon Got in My Eyes" and "Smariy." Bing Crosby.	138—"Yours and Mine" and "I'm Feelin' Like a Million."	631—"Big Apple" and "Song of the Samovar." Clyde Lucas California Dons.	25652—"The Big Apple," "Tommy Dorsey Clambake," "Seven and Fractious Fingering," Fats Waller and His Rhythm.	3644—"Breezin' Along With the Breeze" and "I Wish I Could Shimmy Like My Sister Kate." Hoosier Hot Shots.
2	B7139—"I Still Love To Kiss You Goodnight" and "I'd Like To See Some of Samoa." Shep Fields Rippling Rhythm Orchestra.	7937—"Have You Got Any Castles, Baby?" and "On With the Dance." Gus Arnheim Orchestra.	1376—"It's the Natural Thing to Do" and "All You Want to Do is Dance." Bing Crosby.	136—"Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	621—"Have You Got Any Castles, Baby?" and "You've Got Something There." Dolly Dawn's Dawn Patrol.	25518—"Josephine," Wayne King Orchestra, and "Miracles sometimes Happen." Roy Fox Orchestra.	3626—"It's the Natural Thing to Do" and "The Moon Got In My Eyes." Mildred Bailey Orchestra.
3	B7104—"The Big Apple" and "Shades of Hades." Hod Williams Orchestra.	7939—"Lovely One" and "Love Is on the Air Tonight." Horace Heidt Alameite Brigadiers.	1175—"Sweet Leliani" and "Blue Hawaii." Bing Crosby.	131—"Caravan" and "Azure." Duke Ellington Orchestra.	611—"My Cabin of Dreams" and "Lovely One." George Hall Orchestra.	25656—"You Can't Stop Me From Dreaming" and "In a Little Carolina Town." Guy Lombardo Royal Canadians.	3663—"Round and Round" and "They're Burning Down the House." Was Brung Up in Sweet Violet Boys.
4	B7069—"Vieni, Vieni" and "Don't Play With Fire." Rudy Vallee Connecticut Yankees.	7931—"Till the Clock Strikes Three" and "The Loveliness of You." Music in Russ Morgan Manner.	1355—"Posin'" and "Honey Keep Your Mind on Me." Jimmie Lunceford Orchestra.	108—"Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	616—"Easy Ljving" and "Where or When?" Frank Newton Uptown Serenaders.	25653—"Caravan" and "A Study in Brown." Bunny Berigan Orchestra.	3640—"I Wouldn't Change You for the World" and "Make a Wish." Swing and Sway with Sammy Kaye.
5	B7138—"Caravan" and "Satan Takes a Holiday." Shep Fields Rippling Rhythm Orchestra.	7933—"All You Want To Do Is Dance" and "My Cabin of Dreams." Gus Arnheim Orchestra.	1382—"Satan Takes a Holiday" and "High, Wide and Handsome." Edgar Hayes Orchestra.	103—"The Maid's Night Off" and "Sophisticated Swing." Hudson-DeLange Orchestra.	620—"I Know Now" and "That Old Feeling." Old Fielding. Willie Williams' Jazz Jesters.	25646—"Turn on That Red-Hot Heat" and "Let 'Er Go." Bunny Berigan Orchestra.	3630—"The Folks Who Live on the Hill" and "High, Wide and Handsome." Tempo King and his Kings of Tempo.

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RECONDITIONED SLOT MACHINES

EVERY MACHINE BUFFED AND REFINISHED

Caille Dictator (5c)	\$29.50	Mills Q. T. Bell (Blue) (1c)	\$29.50
Cherry Bells (5c)	57.50	Mills Q. T. Bell (Orange) (5c)	39.50
Cherry Bells (10c)	57.50	Mills Q. T. Bell (Orange) (10c)	39.50
Cherry Bells (25c)	57.50	Mills Q. T. Bell (Green) (1c)	35.00
Columbia (Groetchen)	29.50	Mills Q. T. (Green Model) (5c)	39.50
Jennings Bell, S. J. P. (1c)	15.00	Mills S. J. P. Bell (10c)	12.50
Jennings Bell, D. J. P. (25c)	29.50	Mills S. J. P. Bell Vender (5c)	12.50
Jennings Chief, S. J. P. Mystery Bell (5c)	45.00	Mills Sky-scraper, D. J. P. (5c)	27.50
Jennings Escalator, D. J. P. Front Vender (5c)	25.00	Mills Tiger Front, D. J. P. Bell (5c)	25.00
Jennings Little Duke, S. J. P. (1c)	12.50	Pace Bantam, S. J. P. (5c)	12.50
Jennings Trip J. P. Bell (5c)	32.50	Pace Bantam, S. J. P. (10c)	12.50
Jennings Bell, S. J. P. (10c)	12.50	Pace Bell, S. J. P. (5c)	12.50
Jennings Trip J. P. Bell (10c)	32.50	Pace Bell, S. J. P. (25c)	39.50
Mills Blue Front, S. J. P. (5c)	65.00	Pace Bell, D. J. P. (10c)	15.00
Mills Blue Front, D. J. P. (5c)	49.50	Superior Race Horse, Front Vender (5c)	45.00
Mills D. J. P. Front Vender, Mystery (5c)	35.00	Watling Rol-A-Top, D. J. P. Bell (5c)	45.00
Mills Eagle Front, D. J. P. (5c)	35.00	Watling S. J. P. Bell (5c)	15.00
Mills Extraordinary, D. J. P. Bell (5c)	39.50	Watling S. J. P. Bell (25c)	12.50
Mills Extraordinary, D. J. P. Bell (10c)	39.50	Watling Twin J. P. Bell (5c)	19.50
Mills Extraordinary, D. J. P. Bell (25c)	39.50	Watling Twin J. P. Frt. Ven. (5c)	19.50
Mills Front Vender, D. J. P. (5c)	22.50	MISCELLANEOUS	
Mills Front Vender, D. J. P. Escalator (5c)	25.00	Ray's Track, Serial 2573	\$157.50
Mills Futurity Mystery Bell, D. J. P. (5c)	69.50	Ray's Track, Serial 2608	157.50
Mills Futurity Mystery Bell, D. J. P. (10c)	69.50	Pace's Races, Serial 640	99.50
Mills Gold Award, D. J. P. Gray Front (10c)	39.50	Pace's Races, Serial 1691	15.00
Mills Pace Comet, D. J. P. (5c)	20.00	Pace's Races, Serial 2552	185.00
Mills Q. T. Bell (Blue Model) (5c)	29.50	Grand Champion (Seeburg)	17.50
		Darby (Auto. Race Horse Counter Game) (5c)	17.50
		Chuck-A-Luck (Exhibit) Single Coin Chute (5c)	52.50
		Rotary (Escalator)	75.00
		High Jack Sand Safe Stand, Slot Stands, Folding (No screw, no bolts)	5.00

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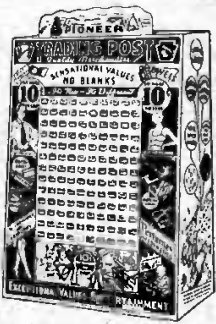
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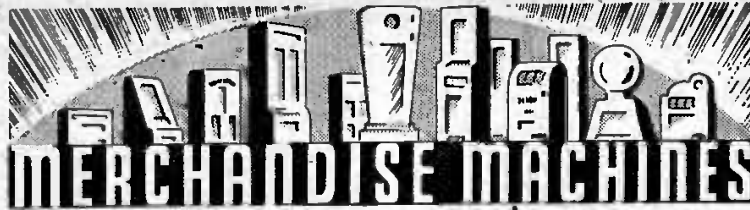
130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in .. \$13.00

No. BP 30 Per Deal \$6.60

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Financial Writer Hits Vender Plan

CHICAGO, Sept. 11.—Robert P. Vanderpoel, financial editor of *The Chicago Evening American*, made the following comment on investment phases of the vending machine industry recently:

"Old-time security racketeers, fearful of continuing their former practices because of the entrance of the federal government into the field and the greater vigilance of State and local authorities, have been seeking all sorts of other pastures. One of their latest ventures is in the sale of automatic vending machines.

"They work this scheme just about the same way as the old security game. They start with a 'sucker list,' preferably those who own securities. If the securities have declined in value all the better—the owners are told that here's an opportunity to recoup their losses. There follows fantastic tales of the profits to be made in the ownership of vending machines—a penny for a few peanuts or a nickel for a bar of candy.

"The plan usually is the sale of these machines to prospects, the selling concern agreeing to place them in suitable locations, service them and collect the 'take,' 20 per cent of which is to be set aside and turned over to the new owner. Of course, there are no guarantees and there appears to be no adequate check on the collectors. The machines usually may be moved around at the discretion of the selling-service organization. This leaves the owners entirely at the mercy of the selling concern.

"The more machines that are sold the thinner the take, the smaller the profits. At best it is a highly speculative form of venture. When it falls into the hands of old-time racketeers one can guess what the outcome will be.

"Connected with one firm that is now active in the distribution of vending machines at the present time is a former head of a security house which recently had its license canceled because of what appeared to be fraudulent practices."

000,000 from July's output, altho production remained well above the August, 1936, total.

Last year's production of 13,430,194,843 cigarettes was the greatest for any August in the industry's history. In 24 of the last 26 months American cigaret production has set a new monthly peak, with this July's output setting an all-time high for cigaret production in any month.

Towel Vender Now On Test Locations

DETROIT, Sept. 11.—The new towel cabinet being developed by Automatic Towel Cabinet Company has been perfected and patents are being completed on the product at this time. The business has been sold by Frank Dreyfuss and Samuel Lachman, former owners, to George R. Peck, who is well known as secretary of the Detroit Retail Gasoline Dealers' Association.

Several models of the machine are now out on experimental locations and results have been satisfactory to date. The machine is designed as a high-class washroom service product and releases a towel for individual use thru the coin control. It is expected that the vender will be placed in production shortly.

Vendex Better Situated To Serve Its Customers

BROOKLYN, Sept. 11.—Vendex Company, Boston, manufacturer of a popular line of merchandise vending machines, which moved to a larger plant in Brooklyn last week, is now in a decidedly better location for national distribution purposes. Many improved manufacturing facilities are in the course of installation.

There was no interruption in business during the moving, work having started at the new premises without a day's delay. Firm looks forward to serving operators and distributors with increased promptness and efficiency.

Detroit

DETROIT, Sept. 11.—American Dispensing Company has moved general offices to 4623 Wabash avenue. Company is manufacturing a dispensing machine for use on hand-paste soap, with Russell Anger as general manager.

Protect Corporation is being reorganized, according to Lee Earnshaw, general manager. Plans for future production for the company, which manufactured a machine to dispense toilet seat covers, are uncertain. At least two types of machines have been placed on location experimentally and results from them have been reported satisfactory by operators.

Albert A. Weldman, manager of the Weidman National Sales Company, manufacturer's representative for the National Cigaret Vending Machine in several Midwestern States, left this week for Northern Wisconsin, where he will cover the territory intensively. Weldman will not return here until the end of the month.

Sales of machines by National Venders, Inc., have shown a notable pickup in this territory in the last three months. Among customers reported placing sizable orders this week were Morris H. Smith and the Vendo Company.

Sales of music machines continue to progress steadily in Flint, Mich. Among customers buying this week were G. F. Hardenbrook, Clarence I. Sabel and Irving E. Johnson. Johnson placed the largest order and is setting a mark as a growing operator.

Gerald W. Rapin, sales manager of A. O. Novelty Company, Detroit, has just

returned from a vacation spent on Lake Huron near Tawas City, Mich. Company is preparing plans for a fall promotional and sales campaign.

Harry Chereton, general manager of General Amusement Devices Company, has been vacationing in Northern Michigan, centering around the Alpena territory. He has been calling on a number of prominent operators in that part of Michigan and was expected to return this week with a large volume of orders.

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8-Col. ROWE DE LUXE ROUND U-NEED-A-PAK Chrome Finish. Perfect.	13.50
8 28 and 6 30 NATIONAL CIGARETTE VENDORS. Write for Prices.	16.50

TERMS—1/3 Cash with Order, Bal. C. O. D.

U-NEED-A-PAK SALES, INC.

1726 Olive St. St. Louis, Mo. Exclusive Midwest Distributors U-NEED-A-PAK PRODUCTS.

Penny Sales Bring Big Profits

SPHINX 1. Relieves Alcohol's Breath CHEWING GUM 2. A Distinctive Flavor 3. A Wide Exclusive Market 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, \$26.50.

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Candy Convention June 7-10, 1938

CHICAGO, Sept. 11.—Official announcement has been made by the headquarters of the National Confectioners' Association here that the 1938 annual convention of the candy trade will be held in New York. The date will be from June 7 to 10, inclusive.

A custom of the NCA in recent years has been to alternate between Chicago and New York for the annual conventions. The 1938 meeting will be in the Waldorf-Astoria Hotel, scene of the 1936 convention and exhibit.

William F. Heide, president of Henry Heide, Inc., of New York, nationally known candy manufacturer, will serve as general convention chairman. It was learned. Heide served in the same capacity at the last New York convention of the NCA held in 1936.

Clapp & Pollak, Inc., successor to Roberts Everatt Associates, will manage the exposition to be held in conjunction with the convention next year.

Fag Production At Record High

WASHINGTON, Sept. 11.—July report on cigaret production now available shows the total for July to be 16,290,072,227, an all-time record and also putting production for the first seven months of 1937 above any annual production before 1928. Percentage of gain over July, 1936, was 3.30 per cent.

Normal seasonal trend of cigaret production suggests a decline in output for August this year from July's total. August, 1936, showed a drop of 1,370,-

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Legislator Testifies at Iowa Injunction Hearing

Says intent of law was to exempt pinball games—petition is for permanent injunction—association official gives facts on operation of coin-operated amusement machines

DES MOINES, Sept. 11.—The hearing for the permanent injunction to protect the operation of pinball games in the State came up this week, with interesting testimony as to the earnings of games and the number of operators in the State. Pinball games have been operating under a temporary injunction in Iowa since July 3, the day before the new anti-slot machine law went into effect. At that time the attorney-general's office ruled that the anti-slot law applied to all pinball games as well as slot machines. The Automatic Merchandisers' Association of Iowa, State-wide organization of operators, obtained a temporary restraining injunction to protect novelty pinball games and the recent hearing was to determine if the injunction should be made permanent.

A. C. Sweetman, of Waterloo, first vice-president of the AMA, was the first witness called in the hearing. He estimated that the public plays about \$1,560,000 a year into pinball games in the State. He did not make the estimate himself, but suggested the probable weekly earnings. There are 200 members of the State association, according to Sweetman's testimony, and each member owns an average of 15 pinball games. The play into these 3,000 machines will average about \$10 a week, he said. This would make a total of \$1,560,000 for the year.

Sweetman explained in detail on direct examination the activities of his association and the operation of pinball games. Operators buy them for the usual price of \$69.50 each, place them in locations, bear the servicing cost and divide the gross receipts with the location owner, 30 per cent to the operator and 70 per cent to the merchant or location owner.

While newspapers headlined the "pinball intake" by suggesting that "Iowans Pay Dearly for Fun," Sweetman indicated that operators were not getting rich on their share of the receipts from games.

"Coin Chutes"

Sweetman emphasized that the machines bear on their faces a statement that they are "for amusement only." He testified that no member of the association is interested in any machines used for gambling.

On cross examination by Norman S. Genung, special assistant attorney-general, Sweetman balked at every question put to him employing the word "slot" to describe the point of entry of a nickel into an amusement machine. He refused to adopt either "contraption" or "device" as an alternative for "slot," and said, "there is no such thing as slot in my vocabulary."

"A coin slot," Sweetman explained to the court, "is an opening into which a dropped coin starts things moving without any manual effort upon the part of the person dropping the nickel. A coin chute, on the other hand, requires a mechanical release by the operator in addition to insertion of the coin."

Law's Intention

An important point in the hearing was the testimony of Representative Leo A. Hoegh, of Chariton, author of the House amendment which became a part of the State law. Hoegh, a lawyer, testified that he offered his substitute for the original anti-slot machine bill because there were rumors the whole bill would

be killed unless pinball games were exempted.

"It was my purpose," Hoegh said, "to exempt pinball machines that contained no element of chance for pecuniary gain."

"What do you mean by pecuniary gain?" the court asked.

"Without a payoff," Hoegh answered.

GRUBERG

(Continued from page 3)

and not Hennes Bros.' Shows was denied. The suit followed claims by Max Gruberg as an individual and as owner of the World's Exposition Shows that a priority contract signed by him for the midway was broken and a similar agreement made with Hennes Bros.' Shows.

As a result of the court action the Hennes Bros.' Shows will exhibit at the Laurel Fair instead of the Gruberg organization. The court has still docketed damage suit filed by Gruberg against Hennes Bros. asking \$15,000 as just return for contract breach.

MINN. SETS

(Continued from page 3)

parking spaces and many other facilities. There were 50,000 exhibits, valued at \$26,000,000. Indications are that prosperity has returned to farmers in increased sale of farm machinery. During the first four days more than \$1,000,000 worth of new farm machinery was sold.

More than 100,000 paid to see the night grand-stand show, State Fair Revue of 1937, during the four-night period. Under direction of Barnes-Carruthers, it included a Parisian Fantasia, introducing the "Hild-Lambert dancing ensemble, Bartel-Hurst Four-some and Gibson Company; Chapel in the Moonlight, starring Ruth Pryor; Celloray, transparent vision rhapsody with Miss Pryor; King's Horses, novelty, and finale, Parade of Tomorrow.

Acts included Juego Del Voladors and Aztec Indian pole dance; Paul Sydel and his dog Spotty, Necker's Dobermann Pinschers, Carl Freed and his Harmonica Lads; Fredyson Troupe, teeterboard, and Torelli's Circus, ponies, dogs, monkey and mules. Fireworks program was one of the most complete and extensive ever at the fair, under direction of Frank P. Duffield, Thearle-Duffield Company.

Royal American Shows on the midway did not release figures or give any estimates of business during the first four days.

CNE GATE

(Continued from page 3)

the evening at the Tom Mix Circus, which helped receipts, talks on the front announcing his presence.

Attendance at the exhibition on Thursday was 76,000, as against 91,000 in 1936; Friday, 1937, 74,000; 1936, 73,000; Saturday, 1937, 115,000; 1936, 154,000; total for the 14 days, 1937, 1,302,000; 1936, 1,603,000; decrease on year, 301,000.

Shortly before midnight Canada's big show was brought to a formal close by a finale of pyrotechnic bombs and varicolored rockets. Acting President George Bridgen in his closing address said, in part: "Altho our expectations for this year's exhibition have not been fulfilled, still we look forward to our Diamond Jubilee in 1938 with unbounded optimism."

General Manager Elwood A. Hughes said: "It is disappointing when conditions over which we have no control put the skids under us. This year we will



ROYAL FLUSH
Selective Draw Poker Machine
With Plenty of Sumpuns and
Burrins.

32⁵⁰



GINGER
Master Built Automatic Clarette
Token Payout Machine.
10 and 50 Play.

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BALL GUM 15c a Box (100 Pieces)
Case Lots (100 Boxes), \$12.00.
1/3 DEPOSIT, BALANCE O. O. D.

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THE SHARPSHOOTER

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(EVERYWHERE)

10 Feet Long, 7 Feet High and 36 In. Wide.

\$1,700 IN 6 WEEKS
\$45 IN TWO HOURS! \$409 IN ONE WEEK!

... are reports received from enthusiastic operators. You are missing the BIG MONEY without The KRAK SHOT. Appeals to everyone! Repeats again and again! This DeLuxe Model, Acoustically lined comes equipped with 1 Winchester Repeating Rifle (22 Caliber)—1,000 Targets—5,000 Spatter-Proof Cartridges—Spare Loading Tubes—All Lighting Fixtures—Famous Ronald-MacDonald Safety Bullet Trap. Nothing extra to buy. Write, wire or phone your orders today.

NATIONAL PREMIUM COMPANY
1312 FARNAM STREET, — OMAHA, NEB.

THE National Base Ball Game

Is a proven winner. Card takes in \$12.55, pays out \$9.55, making a profit of \$3.00. Sample 50c. Dozen Lots, 30c Each. Write for 100-Lot Price. Cash with order.

H. & D. Sales Co., Inc.
410 North Gay Street, Knoxville, Tenn.

have one of the worst stories to tell that we have had in 59 years and yet there are good features. There is one thing I would like to say on behalf of the management and that is to express my appreciation of the loyalty of the citizens of Toronto.

"Outside newspapers have often referred to the exhibition as the Toronto Exhibition and for once they are right. This year it was the Toronto Exhibition. We got no national or provincial play. There were no outside people here this year. There is, however, no evidence that this is to be a permanent condition; the others will be back next year. Exhibitors did not suffer greatly from the huge attendance decrease, but the 300,000 decrease represented the amusement-buying public."

\$99

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MONEY TALKS!

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"MY REEL SPOT AVERAGED \$6 NET PER DAY OVER A PERIOD OF TWO WEEKS."

PRICE

\$29.75

Tax Paid, F. O. B. Chicago.

You can't beat that for big and steady profits! BE MONEY-WISE—ORDER NOW!

H. G. PAYNE

312 Broadway, Nashville, Tenn.



ROUTES

(Continued from page 37)
 Morley, Marie, Magician; Portland, Me., 13-16; Westbrook 18-21; E. Portland 22-28.
 Otto, Bert, Med. Show; Uniontown, Pa., 13-18.
 Rilton's Show; Cowpens, S. C., 13-15; Paeolet 16-18; Cross Anchor 20-22; Goldville 23-25.
 Rippel Show; Arrington, Va., 13-18.
 Secorum Park Rides, No. 1 unit; (Fair) Upper Sandusky, O., 13-19; No. 2 (Fair), Toledo, O., 13-18.

HIRST CIRCUIT SHOWS

(Week of September 19)

Babes With Charms; (Casino) Pittsburgh.
 Bars and Stripes; (Casino) Toronto.
 Beef Trust; (Rialto) Chicago.
 Cupid's Carnival; (Garrick) St. Louis.
 Foot Loose; (Roxby) Cleveland.
 Frisky Frolics; (Palace) Buffalo.
 Galettes of 1938; (Empire) Newark.
 Jolies Bergeres; (Capitol) Toledo.
 Meet the Girls; (Howard) Boston.
 Merry Models; (Century) Brooklyn.
 Pageant of Folly; (Gayety) Baltimore.
 Parisian Flirts; (Star) Brooklyn.
 Pirate Belles; (Lyric) Allentown, Pa., 20-21; (Orpheum) Reading 22-23; (Earl) Atlantic City 24-25.
 Pleasure Mad; (Gayety) Washington.
 Sean Dolls; (Jacques) Waterbury.
 Snyder, Bozo; (Gayety) Cincinnati.
 Stage Scandals; (National) Louisville.
 Swing High; (Embassy) Rochester.

REPERTOIRE

Baxter-Leonard Players; Bald Creek, N. C., 13-18.
 Billroy's Comedians, Billy Wehle's; Lincoln, Ill., 15; Springfield 16; Jacksonville 17; Beardstown 18; Quincy 19; Hannibal, Mo., 20; Moberly 21.
 Bishop Tuller Show; Union Bridge, Md., 13-18.
 Blythe, Billy, Players; Bridgeville, Del., 13-18.
 Brooks Stock Co.; Sabula, Ia., 13-18.
 Brownie's Comedians; Wadley, Ga., 13-18.
 Bryant Show Boat; Portsmouth, O., 16-18.
 Ginnivan, Frank R., Co.; Bellaire, Mich., 13-18.
 Ginnivan, Norma, Co.; Fayette, O., 13-18.
 Richey Co.; Petersburg, Va., 13-18; Norfolk 20-25.
 Roinour, J. B., Players; Fairchild, Wis., 13-18.
 Russell, Bert, Show; Lake View, S. O., 13-18.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo; Atlanta, Ga.
 All-American; (Fair) Walters, Okla.
 American; (Fair) Marion, S. C.; (Fair) Clayton, N. C., 20-25.
 American United; Pocatello, Ida.
 Anderson-Strader; Scioto, Kan.
 Arena; Meteor, Pa.
 Atlantic Expo; Orange, Va.; Culpeper 20-25.
 Atlas; Bradford, Ill., 13-17; Spring Valley 18-19; Chillocco 20-25.
 Bantley's All-American; (Fair) Gaffney, S. C., 18-25.
 Barfield's Cosmopolitan; (Fair) Oneda, Tenn.; (Fair) Bowdon, Ga., 20-25.
 Barker; Chaffee, Mo.
 Barkoot Bros.; West Branch, Mich., 14-18; Sterling 19-21.
 Barnhart's Golden West; Hampton, Ia., 13-18; Madison, Ia., 17-18.
 Baysinger, Al; Tyrone, Ark.; Earl 20-25.
 Bazinet, Wm., & Sons; Black River Falls, Wis., 13-14.
 Beckmann & Gerety; (Fair) Topeka, Kan.
 Bee, F. H.; (Fair) Centerville, Tenn.; (Fair) Jackson 20-25.
 Blue Ribbon; Owensboro, Ky.
 Bremer Tri-State; Webster, Wis., 13-15.
 Broadway Shows of Amer.; Bell Haven, N. C.
 Brown Family Rides; Uvalde, Ga.
 Brown Novelty; (Fair) Eldersville, Ga.
 Brownie, E. M.; Okarche, Okla., 15-18.
 Browning Am. Co.; (Exhn.) Victoria, B. C., Can.
 Buck, O. C. Expo; (Fair) Mebane, N. C.; (Fair) Rutherfordton 20-25.
 Buckeye State; (Fair) Eupora, Miss.; (Fair) Drew 20-25.
 Buffalo Bazaar Co.; Ithaca, N. Y.
 Bullock Am. Co.; Floyd, Va.; (Fair) Fincastle 20-25.
 Burdick's All-Texas; Gonzales, Tex.; (Fair) Lagrange 20-25.
 Burke, Harry; Ville Platte, La.; (Fair) Port Allen 20-25.
 Byers & Beach; Paragould, Ark.
 Central State; Madison, Neb.; Franklin 22-25.
 Cetlin & Wilson; Reading, Pa.
 Christ United; Fort Wayne, Ind.
 Coleman Bros.; (Fair) Greenfield, Mass.; (Fair) Centocook, N. H., 20-25.
 Colley, J. J.; (Fair) Bristow, Okla.; (Fair) Potcau 20-25.
 Conklin's; (Fair) London, Ont., Can.; Kitchener 20-23; Galt 24-25.
 Covey Greater; (Fair) Cookport, Pa.
 Crescent Am. Co.; Ohne Grove, N. C.; Newtown 20-25.
 Crystal Expo.; (Fair) Maryville, Tenn.
 Crystal Attrs.; (Fair) Perry, Okla.
 Cumberland Valley; (Fair) McMinnville, Tenn.; (Fair) Manchester 20-25.
 Cunningham's Expo.; West Alexander, Pa., 16-18; Waynesburg 23-25.
 Ourl, W. S.; Blanchester, O.; St. Paris 20-25.
 De Luxe Shows of America; (Fair) Durham, N. C., 20-25.
 Dixie Elite Attrs.; Irvington, Ky.
 Dixie Expo.; (Fair) Iuka, Miss.; (Fair) Booneville 20-25.
 Dixie Model; Welch, W. Va.; (Fair) Madison, N. C., 20-25.
 Dodson's World's Fair; Hagerstown, Md., 13-18; E. O. 20-25.
 Dudley, D. B.; (Fair) Vega, Tex.; (Fair) Morton 20-25.
 Edwards, J. R.; (Fair) Wooster, O.; (Fair) Elyria 20-25.
 Elite Expo.; (Fair) Central City, Neb.; (Fair) Minneapolis, Kan., 20-25.
 (See ROUTES on page 86)



HOLLYWOOD CHOCOLATES

Double Layer Ass. Chocolates, Individually Cupped, Ass. Movie Star Boxes, Cello Wrapped.

Doz. \$1.20

Per Carton of 4 Doz. \$4.80

20% Deposit with Order. Send for FREE Illustrated Catalog.

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NOVELTY SUPPLY FOR
 FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
 Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
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LITTLEJOHN'S FAIR CIRCUIT
 Opening Fair, Clanton, Ala., September 28; then Troy, Okla., Elba, Andalusia and LeFlore. Will book Shows and Rides for 20 per cent.
 WANT Octopus, Funhouse, Side Show, Wild West, Fat Girl, Motordrome, Plantation, Mechanical Show, Big Snake, WANT six-piece Band. WANT one more Platform Free Act. WANT Canvasman for Exhibit Top. WANT Second Man for Wheel. WANT Piton, Pin, Win, Knife Rack, American Game, Milk Bottle Ball, Cotton Ploss, Devil's Bowling Alley, Grab Joint, Fishpond and Bumper. Address THOS. P. LITTLEJOHN, Mgr., Troy until Sept. 20.

CIRCUS PEOPLE WANTED IMMEDIATELY

Long season, with reliable Truck Circus. Want Performers that do two or more turns for big show band, strong Trombone for Side Show. Colored Musicians and Minstrel People, Colored Girls for Minstrel Chorus. Ticket Seller, Housecar sleeping accommodations for Musicians. Want Side Show Privilege People, also good Seat Men and Riggers, Workmen and Truck Drivers. For Sale—5 kilowatt Universal Light Plant, \$125.00 cash. Address **MANAGER CIRCUS**, Prescott, September 16; Arkadelphia, 17; Malvern, 18; all Arkansas. P.S.—Want attractive Hit Show capable of all day grinding.

BABY WHALE

6 ft. long with \$10 Banner, \$25.00 cash. The big Sea Serpent with \$10 Banner, \$25.00 cash, and lots of others at low cash prices for this sale. All ready to ship. List free. **THE NELSON SUPPLY HOUSE**, 514 E. 4th St., South Boston, Massachusetts.

Wanted ATLAS SHOWS Wanted

Corn Games, Photo Gallery, Ball Game, Pitch-To-Win, Scales, etc. Concession Shows with own outfit, Bradford, Ill., September 11 to 17; Spring Valley Bridge Celebration, September 18-19; Chillocco Bridle Festival, September 20. **ATLAS SHOWS**, Bradford or as above.

CARNIVAL WANTED

With Rides, Shows and Concessions.
DELTA FAIR, OCT. 7-8-9
 For all Southwestern Missouri.
 Address **J. O. SULLIVAN, Secy.**, Delta, Mo.

HUGHEY BROS. SHOWS

Operator for Smith & Smith Chairplanc. Must be sober and reliable and join at once. Long season. Address **Morrisonville, Ill.**, this week.

WANT

Rides and Legitimate Concessions. Start Celebration September 10. Two good spots. Wire or write.
J. KARNAL
 10912 Garfield Ave., Cleveland, O.

ATTENTION *Beacon* **ATTENTION**
CORN GAMES
GRIND STORES
SALESBOARDS
HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.
 BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.
WISCONSIN DELUXE CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

Want North Carolina State Fair--Want
 COLORED
 Week October 18, Raleigh, N. C.
 INDEPENDENT RIDES AND CONCESSIONS
 Will sell exclusive on following: Bingo, Scales, Novelties, Grab and Cook House, Ice Cream. Others all open. Come on. Wheels, Blowers, Hoop-La, etc. (Sam Mechanic, Wire). Two more Free Acts.
 All mail and wires to
J. E. TIERNAN, Exec. Secy., 118 E. Hargett St.

WANTED CIRCUS ACTS
 Teams or Troupe doing two or more Acts to open at Bismarck, N. D., week Wednesday, September 22. Long season. Address
POLACK BROS. FRATERNAL CIRCUS
 IRV J. POLACK, Manager
 Saskatoon, Saskatchewan, Canada, until Sept. 18; after that Bismarck, N. D.

NASH COUNTY FAIR
 SPRING HOPE, N. C., WEEK SEPTEMBER 20
 Concessions all open. Photos, Floss, Novelties. Want to hear from one more good High Aerial Act; six weeks' engagement. Will book Motordrome, Monkey Show. Marion, N. C., and Laurinburg, N. C., Fairs to follow.
ENDY BROS. SHOWS, INC.
 Doylestown, Pa., Fair, this week. P. S.—Also Booking Independent Shows, Concessions. Gratz, Pa., Fair, next week.

GREAT SUPERIOR SHOWS
 WANT FOR TWELVE FAIRS AND CELEBRATIONS IN ARKANSAS AND MISSISSIPPI, SHOWS AND RIDES NOT CONFLICTING WITH WHAT WE HAVE.
 CAN PLACE Kiddie Auto Rides. WANT Man to handle Athletic Show. Have complete outfit, ready to go. Pop Kelley wire. CONCESSIONS OF ALL KINDS. WANT Cook House and Corn Game.
O. J. BEATY and TERRY MARTIN, Mgrs
 LEPANTO, ARK., THIS WEEK.

The Last "Word" in Your Letter to Advertisers, "Billboard".

CLOSE-OUTS PRICED FOR QUICK SALE

2 PAGES RACES, 5c Check Model, 20 Payout, Each, \$120.00. All ballows newly covered, completely reconditioned, work perfect. 40 MILLS 1c Q. T. VENDERS, convertible, \$22.00. 20 MILLS 10c BLUE FRONT MYSTERY VENDERS, Single J. P., Light Cabinets, Each \$40.00. 5 MILLS 10c BLUE FRONT MYSTERY SINGLE J. P. VENDER, Light Cabinets, Each \$50.00. 1 MILLS 5c FUTURITY MYSTERY VENDER, \$50.00. 5 MILLS 5c EXTRAORDINARY STANDARD VENDERS, \$37.50 Each. 2 PAGES COMETS, 1c Mystery, Each \$37.50. 1 WATLING 1c ROLATOP MYSTERY VENDER, \$37.50. All above machines high serial number, completely reconditioned, operate and appear like new machines. 50 MILLS SAFETY FLOOR STANDS, Each \$4.80. MILLS Q. T. STANDS, Each \$1.50. 5 MILLS 5c EVEN PAY VENDERS, in perfect condition, Each \$25.00. 100 VEEPER REGISTERS, Each 75c. 1 KEENEY TARGETTE, almost new, \$75.00. All prices F. O. B. Rapid City, S. D. One-Third Deposit, Balance C. O. D.

R. C. KING, Rapid City, South Dakota

J. J. PAGE SHOWS WANT

For Floyd County Fair, Rome, Ga., Next Week—Organized Girl Show with Music. Will furnish real outfit for same. Can place legitimate Concessions. Come on. Want one more Free Act. Must be sensational. Rome, Ga., Fair, next week; followed by Newnan, Gainesville, Eastman, Dublin, Elberton (all Fairs), and Lanett, Ala., Fair. Address

J. J. PAGE SHOWS, Pennington Gap, Va., Fair, this week.

BERTIE COUNTY FAIR

WINDSOR, N. C., WEEK SEPTEMBER 20.

Want Flat Rides, Shows of all kind, Concessions of all kind. Want Promoters and Sensational Acts. We play all Fairs and Celebrations until Thanksgiving.

Address WORLD OF FUN SHOWS

N. P. ROLAND, Mgr., Robersonville, N. C., this week.

WANT CONCESSIONS OF ALL KINDS

Also want one more Free Act. Week September 20, WARSAW, N. C. COMMUNITY FALL FESTIVAL. Week September 27, ZEPHON, N. C. FIVE COUNTY FAIR. Not a promotion. Week October 4, SANFORD, N. C. AMERICAN LEGION TOBACCO FAIR AND FESTIVAL. Address all mail and wires as per route. BELHAVEN, N. C., this week.

BROADWAY SHOWS OF AMERICA

P. 8—Caterpillar for sale, cash. Now booked and operating.

GREAT SUPERIOR SHOWS WANTS

FOR LEPANTO, ARK., AND EIGHT ARKANSAS AND MISSISSIPPI FAIRS, Corn Game, Cook House, Auto Kiddie Ride, any Flat Ride, Shows with or without outfits, Real Girl Show, Capable Kelley come on. All legitimate Concessions open. Come on. Real Mitt Camp wire. PLACE Loop-o-Plane. Miller Archer no longer connected or with this show.

O. J. BEATY

CRESCENT AMUSEMENT COMPANY WANTS

FOR COONEE COLORED FAIR, DUBLIN, GA., WEEK OCTOBER 4 Organized Plant, Show with Band, Doc Staunton, O. K. Purl Shields wire. Will furnish Tent, or buy complete outfit. Independent Shows with own outfits. Big Snake, Illusion. Swain wire. Penny Arcade. Monkey Show or Drome, Fat Girl. RIDES—Single or dual Loop-o-Plane or U-Drive-Em Cars. CONCESSIONS—Small, neat, Grab Joint, Floss Candy, Bowling Alley, Ice Cream, and Stores that will work for stock and not over 10c. We own our own Rides. Positively stay out all winter. FOR SALE—Frozen Custard Outfit, completely overhauled, perfect condition, \$200.00, or will furnish to experienced custard people on percentage. Fair Secretaries Georgia, Florida, Alabama, get in touch with us.

L. C. McHENRY, General Manager

China Grove, N. C., week September 13; Newton, N. C., week September 20.

DIXIE MODEL SHOWS WANT

For Madison, N. C., Free Fair, September 20-25, Cookhouse, Concessions, Shows and Rides. Get in touch quick. Space is limited. Address, this week, Welch, W. Va.

MAJESTIC SHOWS WANT

FOR TEN WEEKS OF BONA-FIDE FAIRS

Loop-o-Plane, Kid Rides, or any Flat Ride that can gilly. WANT first-class Cook House, Diggers, Scales, Custard, or any Concessions that will use stock. CAN USE one more high-class Free Act, Musicians and Performers for Minstrel. Have outfit for Side Show, or will finance any worth-while Show. Bink Lorc, E. Reno answer this ad. Clintwood, Va., this week.

R. G. McHENDRIX, Manager.

BANTLY'S ALL AMERICAN SHOWS

Southern Fair Season Starts With an Eight-Day Engagement, CHEROKEE COUNTY FAIR, GAFFNEY, S. C., SEPTEMBER 18-25, INCLUSIVE. WANT Wheels, Blankets, Groceries, Ham and Bacon, Chromium, Grind Joints, Fish Pond String Game, Lead Gallery, Ball Games. One neat Grind Show, catering to Ladies and Children. Write or wire, this week and till September 25, Gaffney, S. C.

Thank You for Mentioning The Billboard.

Photomatics Go Well In Hotel Lobbies

NEW YORK, Sept. 11.—“Photomatics go well on locations of every type,” states William Rabkin, president of the International Mutoscope Reel Company, Inc., “but there is one type of location where these machines have proved to be veritable gold mines. The locations I am referring to are hotel lobbies.

“Operators who have placed machines in hotel lobbies,” he went on, “report that the machines are busy all day long. Different organizations are constantly holding meetings in these spots and many people who attend want to perpetuate the memory of the good times they have enjoyed and turn to the Photomatic for a picture of either themselves or the friends whom they have met at the meeting.”

BIRTHS

(Continued from page 73)

Baker at Ravenswood Hospital, Chicago, August 26. Father is a member of the continuity department of Station WLS.

A son to Mr. and Mrs. Artie Valinotte in Philadelphia August 24. Father is bass player in Leo Zollo's Orchestra.

An 8½-pound boy to Mr. and Mrs. Jack Jenkins at St. Vincent's Hospital, New York. Mother is professionally known as Doris Dudley, screen actress.

An eight-pound son to Mr. and Mrs. Will J. Harris at Passavant Hospital, Chicago, August 28. Father is a theatrical producer. Mother is a former professional dancer.

A seven-pound daughter, Bobbie Jean, to Porter (Bob) and Mickie Keheley, repertoire and night club performers, in Tallahassee, Fla., August 25. “Mother is the daughter of Roy E. and Hazel Fox, well known in the tent repertoire and tabloid fields.

An 8½-pound daughter, Lottie Patricia, to Mr. and Mrs. C. B. Ricks in Tallahassee, Fla., September 1.

A seven-pound boy, Donald Richard, to Mr. and Mrs. Charles Masse in the Cambridge (Mass.) City Hospital September 6. Father is a Colonial Network radio salesman with WAAB, Boston.

A daughter, Natalie Ann, to Mr. and Mrs. Edward H. Weiner at the Midwood Hospital, Brooklyn, September 7. Father is a press agent.

A 7-pound 8-ounce son to Mr. and Mrs. Joseph Santos at New York Women's Hospital August 31. Mother is a dancer, and father an orchestra leader.

An 8½-pound daughter, Florence Charlotte, to Mr. and Mrs. E. F. Small, of the Buckeye State Shows, August 31. Father is foreman of the Tilt-a-Whirl.

A daughter to Mr. and Mrs. Marian Coppola in Germantown Hospital, Philadelphia, September 5. Mother is the daughter of Edward K. Johnson, contracting agent for Crystal Exposition Shows.

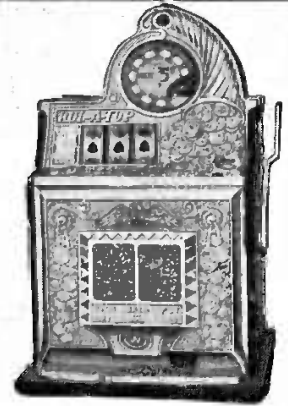
PITCHMEN

Outdoor—Indoor Season's Best Seller. More essential than a toothbrush.

Sample 25c postpaid. BETTER SIGHT VIBRATOR, 801 American Radiator Bldg., Detroit, Mich.

Pan-American Shows WANT

Shows and Show People. Will furnish Outfits for Hula and Revue. WANT Acts for Side Show, also Talkers and Ticket Sellers. WANT Colored Musicians for Minstrel. WANT Concessions, CAN PLACE Wheel and Grind Store Agents. CAN PLACE General Agent with car that knows Arkansas. Address Fort Scott, Kan., this week.



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. 1899—Tel.: COLUMBUS 2770. Cable address "WATLINGITE," Chicago.

20 EXHIBITS Races & Silver Bells

Used one week, \$150.00 each. Like new, 40 Face and Watlings Ball Gum Venders, 10 play, \$18.00 each.

D & S. SALES CO.,

1005 Broadway, Rockford, Ill.

CANDY FLOSS MACHINE ANNOUNCEMENT

As perhaps you know, my husband is now demonstrating his Candy Floss Machine with Cole Bros.-Clyde Beatty Circus and is now in his second transcontinental tour with that circus. I announce here that he has perfected a single head Junior Model Floss Machine that sells for \$95.00 complete, while the double head machine remains the same, \$190.00. We have one double head machine on hand now. The circus closes around the 11th of November. After that date we will be able to fill all orders promptly on all models. Write me for all information and free literature. MRS. ROXY FIBRE, Plainfield, Conn.

FLORIDA SUNSHINE SHOW

HARRISON, OHIO

Sept. 20-26 inclusive

Wants—Out All Winter—Wants Ferris Wheel and Kiddie Merry-Go-Round. Will sell exclusive on all Legitimate Concessions. Only one of a kind, \$15.00 each. Want Man with Sound Truck. Want Light Plant Electrician. WILLIAM TUCKER.

GAINSBORO FALL CELEBRATION

Week September 20-25; Gains Free Fair, September 28-October 2. Want Concessions and Auto Kiddie Rides. Can place Legitimate Concessions. STONEMAN PLAYLAND SHOWS, Murfreesboro, Tenn.

DIXIE EXPOSITION SHOWS

— WANT —

For Ten Straight Fairs—Octopus and Pony Ride. Have Hula outfit, 50-50. Have outfit for Half-and-Half, Panel Fronts. Want Musicians and Performers. All winter's work Mobile, Ala. Grind Shows, Stock Concessions, Workingmen and Ride Help, come on.

Iuka, Miss., Fair, this week; Booneville Fair, next week. Address

C. D. SCOTT.

CLOSE OUTS FOR QUICK SALE!

200 MILLS WAR EAGLES
 SERIAL 365,000 TO 420,000 — ESCALATOR BELLS
 DOUBLE JACK — 5c-10c-25c..... \$45.00
 SINGLE JACK — 5c-10c-25c..... 49.50
ALL LITE CABINETS — LOOK LIKE NEW
100% GUARANTEE

PHONOGRAPH SPECIALS

100 DANCE MASTERS—NATURAL CAB..... \$ 99.50
 50 DO RE MI—1936..... 139.50
 50 ROCK-OLA — 1936..... 139.50
 20 WURLITZER P-12 — 1935..... 124.50
 100 STEWART McGUIRE 7-COL. CIGARETTE MACHINES..... 69.50

1 BALL CLOSEOUTS

10 CAROMS..... \$59.50
 20 PREVIEWS..... 49.50
 10 WINNERS..... 59.50
 40 BUMBERS..... 19.50
 20 ROTARY MERCHANDISERS..... 84.50

1/3 Deposit, Balance C. O. D.

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO, ILL.



4 PIECES OF NUTTY CHEWING CANDY WRAPPED WITH PARAFFINE PAPER IN ASSORTED BRIGHT COLORED BOXES. 10c—IMPRINTED ON END.

1c A Package

Packed in Cartons of 100, 250 and 500 Boxes. No Less Sold. Terms, Cash With Order. Sample Box for 9c in Stamps. We have a full line of prizes to make up your own prize packages. WRITE FOR OUR LIST OF FALL SPECIALS.

MIDWEST MERCHANDISE CO.
 1026-28 BROADWAY, KANSAS CITY, MISSOURI

Ponser Fostering Friendly Service

NEW YORK, Sept. 11.—George Ponsler seems to be doing everything possible to make his newly adopted slogan, "A Friendly Firm," the guiding spirit of his firm's activities. During the past week he is reported to have sent instructions to the employees of both his home office and branches to conduct all business of the firm on a real honest-to-goodness friendly basis. "Instead of regarding our customers as simply people who buy from us, let's consider and call them friends," he instructed.

In commenting on the new policy, Ponsler stated: "The more friendly we can develop the relationship between our customers and ourselves the more our customers will encourage the same type of relationship among the operators, and ultimately this will serve to better conditions thruout the industry. It seems to me that the industry needs more than anything else a greater feeling of understanding and comradeship among the authorities, the public, operators, location owners, distributors and manufacturers. We intend to do our part by promoting in every way possible the fact that the George Ponsler Company is in every way "A Friendly Firm."

Banner Goes Ahead With Gum Merchant

NEW YORK, Sept. 11.—Banner Merchandise Company, Inc., distributing Gum Merchant, modernistic gum vending machine, in the Eastern territory, informs that since its advent into business a short time ago the sale of the machine has far exceeded the delivery. Louis Goldberg, general manager, reports that this condition is being remedied rapidly, as the venders are now being sent thru in large lots. Other officers of Banner Merchandise are Al Glickman, president, and Murray Lax, treasurer.

ROUTES

(Continued from page 84)

- Endy Bros.: (Fair) Doylestown, Pa.; (Fair) Hope, N. O., 20-25.
- Eureka: (Fair) Nassau, N. Y.
- Evangeline: (Fair) Stigler, Okla.; (Fair) Evans, Mo., 20-25.
- F. & M. Am. Co.: McConnellsburg, Pa.
- Fairly-Martone: (Fair) Spencer, Ia.; Keokuk 20-25.
- Florida Am. Co.: Cordele, Ga.
- Frisk Greater: (Fair) Bird Island, Minn., 13-15; Springfield, Ia.; Wood Lake 17-18.
- Gibbs: W. A., Washington, Kan.
- Gold Medal: Kentland, Ind., 13-17.
- Golden State: Fresno, Calif., 14-19; Visalia 21-23.
- Gooding Greater: Hartford City, Ind.
- Goodman Wonder: (State Fair) Huron, S. D.
- Great Sutton: Cairo, Ill.; Poplar Bluff, Mo., 20-25.
- Greater U. S.: Augusta, Kan.
- Greater Expo.: Evansville, Ind.
- Greater United: (Fair) Holdenville, Okla.; (Fair) Atoka, 20-25.
- Groves: (Fair) Greensburg, Ind.
- Gruberg's World's Expo.: Lebanon, Tenn.; Grenada, Miss., 20-25.
- Hames, Bill: Longview, Tex.
- Hansen, Al C.: (Fair) Chandler, Okla.
- Happyland: (Fair) Saginaw, Mich.; (Fair) Allegan 21-25.
- Harris: Carlisle, Ky., 15-18.
- Heller's Acme: Bridgeton, N. J.
- Hennes Bros.: Decatur, Ill., 14-19.
- Heth Bros.: Southern; Equality, Ill., 13-17.
- Heth, L. J.: (Fair) Tusculumbia, Ala.; (Fair) Jasper 20-25.
- Hildebrand's United: Corvallis, Ore.; (Fair) Grants Pass 22-25.
- Hodge, Al G.: Mayfield, Ky.; Paris, Tenn., 20-25.
- Honest Bert's: Smithfield, Ill.
- Hughy Bros.: Morrisonville, Ill.
- Hurst, Bob: (Fair) Pittsburg, Tex.; (Fair) Jefferson 22-25.
- Hyde Park: (Fair) Pauls Valley, Okla.
- Hyde, Eric B.: Gainesville, Ga.
- Isle: (Fair) Lutesville, Mo.; (Fair) Imboden, Ark., 20-25.
- Jones, Johnny J., Expo.: (State Fair) Louisville, Ky.; (Fair) Salisbury, N. C., 20-25.
- K. G. Am.: Lancaster, Mo.; (Fair) Edina 20-25.
- Kaus United: Leaksville, N. O.; Lexington, Va., 20-25.
- Kaus No. 2: (Fair) Woodstock, Va.; (Fair) Blackstone 20-25.
- Keystone: Shenandoah, Va.; (Fair) Asheville, N. C., 20-25.
- Landes, J. L.: (Fair) Overland Park, Kan.; (Fair) Junction City 20-25.
- Lang's, Dec. Famous: (Fair) Perryville, Mo.; (Fair) Fulton, Ky., 21-25.
- Large & Lane: (Fair) Collins, Miss.; (Fair) Magee 20-25.
- Lawrence, Sam: (Fair) Wendell, N. C.
- Lewis, Art: (Fair) South Paris, Me., 14-17, also (Fair) Topsfield, Mass., 15-19; (Fair) Farmington, Me., 21-25.
- Liberty National: (Fair) Waverly, Tenn.; (Fair) Whiteville 20-25.

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Plenty of BEACON BLANKETS

CORN GAME ITEMS

NOVELTIES

Shipments made same day as orders are received.

Continental PREMIUM MART
 822 N. 3rd St., MILWAUKEE, WIS.

EUREKA SHOWS SOUTH BOUND.

WANT Loop-o-Plane, Kiddle Rides and one Flat Ride. CAN PLACE Shows of all kind. WANT legitimate Concessions of all kind. CAN PLACE Promoter who is capable of handling Fairs. Also one more High Free Act. Out until Christmas Week. All address STANLEY ROBERTS, Nassau, N. Y., Fair, this week.

WANTED For Holt, Mich.

Third Annual Exposition and Street Fair
 SEPTEMBER 15 to 18.
 Popcorn, Photo Gallery and Stock Wheels.
 Wire
E. A. LITTLE, HOLT, MICH.

HUGHEY BROS. SHOWS

WANTS Cook House to join at once. Rates reasonable to one who will feed our people at reasonable rates. Also want Shows with or without outfits. Long season South.
 G. ALLAN POWERS, NOTICE—Communicate with this show; it might save you some inconvenience. Address Morrisonville, Ill., this week.

WANTED

Kiddle Ride and Loop-o-Plane, also few more Legitimate Concessions to open.
ROUSEVILLE, PA.
 September 20—Six Days
 Auspices Parent-Teachers Association
 No racket. Two more good spots to follow. Playing Saltsburg, Pa., all this week. Communicate ED WEYLS. Telephone 523, Saltsburg, Pa.

J. HARRY SIX ATTRACTIONS

Want for Big Home-Coming and Free Street Fair, New Richmond, O., September 16-17-18-19. Legitimate Concessions of all kinds. Chairperson to join at once for Southern tour. Note—Anyone knowing present whereabouts of Eddie (O'Connell) Harris, recently with Capt. Dodd's high-dive act, communicate at once. This week New Richmond, O. Stamping Ground, Ky., September 21-25.

WANT

For Indoor Department Store—Circus Units, Animal Acts, Novelty Acts, good Dog and Pony Man, Pinball Player for Road Unit. Address
GEORGE E. ROBERTS, Mgr., PANAMA-SIKA'S ATTRACTIONS, 514 E. W. Erie Ave., Philadelphia, Pa. Tel. SA 6more 5538.

MODERNISTIC SHOWS, INC.—Fairs-Fairs-Fairs

JENNERS FAIR, Jennerstown, Pa., September 14-17; TAZEWELL COUNTY FAIR, Tazewell, Va., September 20-25; WESTERN NORTH CAROLINA DISTRICT FAIR, Burnsville, N. C., September 27-October 2; HENDERSON COUNTY FAIR, Hendersonville, N. C., October 3-9; SUMMITER COUNTY FAIR, Sumter, S. C., October 11-16; LAURENS COUNTY FAIR, Laurens, S. C., October 18-23; NORTHWEST GEORGIA DISTRICT FAIR, Conover, Ga., October 25-30, and others booked and pending thru Thanksgiving Week. Show closes six weeks, then opens Florida Spring Fairs. Show opens Florida dates with Ten-Car Railroad Show. We have Merry-Go-Round, Caterpillar, Chairplane, Loop-o-Plane, Octopus, Kiddle, Whip. WANT any Rides not conflicting with above. We have Minutrel, Ten-In-One, Animal, Girl Revue. CAN PLACE any Show not conflicting with above. CAN USE good Acts for Ten-In-One, Talkers and Grinders, Ride Help. Legitimate Concessions of all kinds come on. No exclusive at Fairs. Patty Harris and George Hurley communicate with Chas. S. Sutton. Mary Troutman, Frying Pan and Mary Carpenter communicate with Joe Snares.
 R. C. McCARTER, General Manager; CHAS. S. SUTTON, Business Manager.

ROYAL PALM SHOWS

Can place Talkers and Grinders, also can place Grind Shows. All Concessions open except Cook House and Corn Gama. No grift. All winter's work. This week a real one, Court House Square, first show in five years, Virginia, Ill.; next week, Celebration on the Streets, Roodhouse, Ill.; then South.

WANTED RIDE HELP FOR RIDES ON No. 1 AND No. 2 SHOWS

CAN PLACE Chorus Girls, Posing Show Girls, Ball Game Workers and Concession Agents who can work for stock. WILL BOOK Shows with own outfits. Address
GREATER EXPOSITION SHOWS
 Evansville, Ind., this week; Water Valley, Miss., week September 20; Greenville, Miss., week September 27. Fair Committees, have some open dates. Long Season South.

BEACON BLANKETS AND SHAWLS
BIG STOCKS ON HAND FOR IMMEDIATE DELIVERY



THE NEWEST FEATHER DRESSED CELLULOID DOLLS
— ALL SIZES —
FOR SCALES AND BALL GAMES

OUR BIG 1937 CATALOG
EVERYTHING THAT'S NEW AT LOWEST PRICES
Send for it TODAY!



GELLMAN BROS
119 No. 4th St. MINNEAPOLIS, MINN.

K. G. AMUSEMENT SHOWS WANT
Concessions, Athletic Show, Grind Shows and Ride Help. Lancaster, Mo., Street Celebration, September 13-18; Edina, Mo., Fair, September 20-26. BILL PIKE.

WANTED For 10 Southern Fairs

To Join at Once
Merri-Go-Round, Octopus Loop-o-Plane, Shows of all kind with own equipment 20 per cent. Will book organized Carnival with five or more rides and not less than four good shows, but must be able to join September 27. Want six-piece band. Wire quick, no time to dicker.
JOHN B. DAVIS
Fairgrounds, Sylvester, Ga.

WANTED FIRST-CLASS CARNIVAL COMPANY
At least six rides and six shows. No Girl Show. Home-Coming week September 27. Wire or write D. E. WILSON, Ashland, Ill.

BARLOW SHOWS
G'deon, Mo. (Home-Coming), this week; Cardwell, Mo. (Home-Coming), next week; Caraway, Ark. (Home-Coming), September 27; Lake City, Ark. (Home-Coming), week October 4. All locations on streets and other Street Celebrations with Christmas. Want Legitimate Concessions (no graft), Ride Help and Grab Joint Operators.

Dixie Belle Attractions CAN PLACE
For Cloverport, Ky., Free Fair, September 23 to 25; Photo Gallery, Cotton Candy, Shake Up, Stock Concessions of all kinds. Come on Irvington, Ky., this week on the street. LOUIS T. RILEY, Owner.

ROYAL AMUSEMENT COMPANY
Can place one more Major Ride and Kiddie Ride for long season of fairs and festivals in sections having heaviest cotton crop in years. Also wants organized Colored Minstrel and one Grind Show strong enough to feature. Will sell on Cook-house, taking part privilege in meat tickets. Can always place Legitimate Concessions and competent Ride Help. J. E. CLAYTON, Mgr., or DICK HALKE, Assistant, Warren, Ark., this week.

TIP TOP SHOWS WANTS for Cotton and Tobacco Markets; Ferris Wheel and Kiddie Rides. Complete Cookhouse for rent. Want Bingo, Photo gallery. Legitimate Concessions of all kinds. Colored Performers. Can use Cook Show on fair without outfit. Can place any show with own bill. All winter's work in Florida. Can use streamer for Clairborne. Address TIP TOP SHOWS, Lamar, S. C., week September 13-18; Latta, S. C., September 20-25; Olanta, S. C., September 27-October 2.

FOR SALE
Allan Herschell "Ideal" Merry-Go-Round, A-1 condition. New Top and Organ. Will consider to reliable party or young trade for all Ferris Wheel. Address ROBERT YOUNG, Mt. Pleasant, Texas.

McClellan: (Fair) Greenville, Miss.
McKee Am. Co.: (Fair) Greensburg, Kan.; (Fair) Macksville 20-21; (Fair) Atlanta 22-25.
M. E. Am. Co.: (Fair) Mountain Grove, Mo.; (Fair) Ava 20-21.
Majestic Expo.: (Fair) Clintwood, Va.
Malarkey, W. S.: (Fair) Mansfield, Pa., 15-18.
Marks: (Fair) Durham, N. C.; (Fair) Lexington 20-25.
Miller: (Fair) Hugo, Colo.
Miller Amusements: (Fair) Mt. Vernon, Ill.; (Fair) Jonesboro, La., 20-25.
Miner Model, No. 1: McClure, Pa.
Miner Model, No. 2: Ardmore, Pa.
Model: (Fair) Etowah, Tenn.; (Fair) Rockmart, Ga., 20-25.
Modernistic: (Fair) Jennerstown, Pa., 14-17; (Fair) Tazewell, Va., 20-25.
Nash, C. W.: Lake Providence, La.; St. Joseph 20-25.
Orange State: Douglasville, Ga.
Page, J. J.: (Fair) Pennington Gap, Va.; (Fair) Rome, Ga., 20-25.
Pan-American: Fort Scott, Kan.
Paragon: (Fair) Greenville, Ill.
Peerless Expo.: (Fair) Morristown, Tenn.; (Fair) Martinsville, Va., 20-25.
Pellie & Kenosian: Battle Creek, Mich., 18-25.
Reading's United: Sparta, Tenn.; Waynesboro 20-25.
Rogers Greater: Gallatin, Tenn.
Rogers & Powell: Anguilla, Miss.
Royal Fair: Virginia, Ill.; Roodhouse 20-25.
Royal Am. Co.: Warren, Ark.
Royal American: (Fair) Jackson, Tenn.; (Fair) Nashville 20-25.
Sheesley Midway: Covington, Va.
Silver State: Portales, N. M.; Littlefield, Tex., 21-25.
Six Greater: Collingwood Ont., Can., 13-15; Midland 18-18; Stratford 20-22.
Smith's Greater Atlantic: (Fair) Durham, N. C.
Snapp Greater: Newport, Ark.
Sol's Liberty: (Fair) Beaver Dam, Wis., 14-19.
Sparks, J. F.: Maasillo, O.
Spencer, C. L.: Monette, Mo.
State Fair: (Fair) Tulsa, Okla., 18-25; (Fair) Ennis, Tex., 27-Oct. 2.
Stoneman's Playland: (Fair) Woodbury, Tenn.
Strates: (Fair) Hamburg, N. Y.; (Fair) Clearfield, Pa., 20-25.
Sunset Am. Co.: (Fair) Bland, Mo.
Swisher, H. C.: Lane, Kan.; Kincaid 20-25.
Tassell, Barney: Alexandria, Va.; (Fair) Harrisonburg 20-25.
Texas: Sugarland, Tex.
Texas Longhorn: (Fair) Mt. Pleasant, Tex.; Crockett 20-25.
Tidwell, T. J.: (Fair) Floydsda 20-25.
Tidwell, T. J.: (Fair) Anadarko, Okla.; (Fair) Ada 20-25.
Tilley: Farmer City, Ill.
Tip Top: Lamar, S. C.; Latta 20-25.
Tofel: Pawhuska, Okla.
Valley: Hallettsville, Tex.
Wade, R. H.: Lisbon, O.; Smithfield 20-25.
Wallace Bros.: (Fair) Okolona, Miss.; (Fair) Aberdeen 20-25.
West, M. R.: Leipsic, O.
West Bros.: Oskaloosa, Ia.; Columbia 20-25.
West Coast Am. Co.: (Fair) Lodi, Calif., 16-19; Susanville 22-27.
Western State: Blackwell, Okla.
West's World's Wonder: (Fair) North Wilkesboro, N. C.; (Fair) Lumberton 20-25.
Weydt Am. Co.: Ellsworth, Wis., 15-18.
Williams, Ben: Fredericton, N. B., Can.
Work, R. H.: Pittsboro, N. C.
World of Mirth: (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 21-25.
Wild of Fun: Robertsonville, N. C.
Yellowstone: (Fair) Leonard, Tex.; (Fair) Bonham 20-25.
Zeiger, C. F., United: (Fair) Forsyth, Mont., 13-15; (Fair) Baker 16-18.
Zimdars Greater: (Fair) Thayer, Mo.; (Fair) Memphis, Tenn., 20-25.

CIRCUS AND WILD WEST

Barnes-Sells-Photo: Great Bend, Kan., 14; Garden City 15; Dodge City 16; Pratt 17; Liberal 18; (Fair) Amarillo, Tex., 20-25.
Barney Bros.: De Queen, Ark., 16.
Cole Bros.: Hanford, Calif., 14; Bakersfield 15; Oxnard 16; Santa Barbara 17; Glendale 18; Los Angeles 19-22.
Haven 15; Gulfport 16; Mobile, Ala., 17; Pensacola, Fla., 18.
Howe Bros.: Owensville, Mo., 16; Hermann 17.
Main, Walter L.: Unlontown, Pa., 14; Brownsville 15; Waynesburg 16; McDonald 17.
McTom: Jamestown, N. Y., 14; Meadville, Pa., 15; Fainesville, O., 16; Canton 17; Marion 18; Minster 19; Muncie, Ind., 20; Crawfordsville 21; Danville, Ill., 22; Decatur 23; Springfield 24; Pittsfield 25.
Polack Bros.: (Stadium) Saskatoon, Sask., Can., 13-18; (Memorial Aud.) Bismarck, N. D., 22-28.
Fort Peck Rodeo Co.: Pittsfield, Ill., 13-18.
Ringling Bros. and Barnum & Bailey: Shawnee, Okla., 14; McAlester 15; Muskogee 16; Ada 17; Ardmore 18; Fair, Tex., 20; Texas, Kan., 15, 21; Shreveport, La., 22; Longview, Tex., 23; Corsicana 24; Greenville 25.
Seal Bros.: Clarendon, Tex., 15; Wellington 16.
Self-Stirling: Tecumseh, Neb., 14; Beatrice 15; Marysville, Kan., 16; Seneca 17; Hawthath 18; Savannah, Mo., 19.
Vanderburg Bros.: Naylor, Mo., 15; Corning, Ark., 16; Success 17; Peach Orchard 18-19.
WPA: (Meagher Field) Brooklyn, N. Y., 14-17.

Additional Routes

(Received too late for classification)
Almond, Jethro, Show: Greelyville, S. C.
Brown, Harry, Show: Amery, Wis., 13-18.
Bfrike & Gordon: Marshall, Mo.
Daniel, Magician: Reed City, Mich., 16-18; Flint 17-18; Saginaw 20-21.
Harris Road Show: Badger, Minn., 13-18.
McFalls Variety Show: Wallingford, Vt., 13-18.
Modic & Lemaux: (Golden Gate) San Francisco 15-21.
Sharian & Aldyth: (Corktown Tavern) Detroit 13-20.
Walker Family Show: Coffee, Ga., 13-18.

RE-POSSESSED CLOSEOUTS
WURLITZER MODEL 616

WURLITZER SIMPLEX
SEEBURG MODEL K
MILLS-DO-RE-MI
MILLS DE LUXE
DANCE MASTERS
MILLS TROUBADOUR
MILLS MODEL 801
HIGH BOY
AND OTHER TYPES

★ PHONOGRAPH OPERATORS ★
If you are looking for bargains in automatic phonographs, here's the place to get them! An assortment of practically all kinds—some of the very latest models and like BRAND NEW—and many others of the older types. Instruments for ALL CLASSES of locations. ALL GUARANTEED to be in PERFECT SHAPE. This entire lot is being CLOSED OUT at unbelievably LOW PRICES. Just tell us the kinds wanted, whether you wish to purchase one, five, ten or twenty-five—and we shall immediately submit quotations that will actually knock your eyes out. ACT NOW while they are still available!!

Yes . . . we carry a complete line of Slots, Automatic One Balls and Amusement Games in both New and Reconditioned. WRITE FOR OUR COMPLETE LIST WITH PRICES!!

390 MILLS BLUE FRONTS

MYSTERY PAYOUT BELLS AND VENDERS
ALL GUARANTEED PERFECTLY REBUILT LIKE NEW!
ALL SERIALS OVER 360,000

5c PLAY \$59.50
10c PLAY 62.50
25c PLAY 65.50
(F. O. B. FAYETTEVILLE)

ORDER QUICK!!

Mills Blue Front Mystery Bell.

Attention Operators...

OF MORE THAN 500 MILLS WAR EAGLE BELLS AND VENDERS OFFERED LAST WEEK, THERE ARE ONLY 212 LEFT! THESE ARE THE SAME CONDITION AND APPROXIMATELY SAME SERIALS AS THE BLUE FRONTS OFFERED ABOVE—THEY'RE A WONDERFUL BUY! SEE THE SEPTEMBER 11th ISSUE OF BILLBOARD FOR PRICES AND 'PHONE, WIRE OR MAIL YOUR ORDERS!! (BELLS AND VENDERS SAME PRICE—IN ORDERING SPECIFY WHICH WANTED! ENCLOSE 1/3 DEPOSIT, BALANCE SHIPPED C. O. D.)

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.
Cable Address "COINSLOTS"

JUMBO GIVE-AWAY CANDY
PACKED 200 TO CARTON, \$2.00 PER CARTON, 1,000 PACKAGES, \$10.00.
25% Deposit With All Orders, Balance C. O. D. Send for FREE ILLUSTRATED 1937 CATALOG. Our Candy is Guaranteed to Stand Up in All Weather.
MARVEL CANDY CO., INC.
101-108 Wooster Street, New York City.

WICHITA, KANSAS-SPECIAL NOTICE-WICHITA, KANSAS
WITHOUT DOUBT THE BEST STILL DATE CITY IN NORTH AMERICA FOR EITHER CARNIVALS OR CIRCUSES.

Can handle and book any Carnival or Circus any week in the balance of September or October on one of the best lots in Wichita. Just one block outside of city limits on paved highway. Plenty of parking space. This town is educated to a 10c gate. All Concessions can positively operate. Also can show the best Sunday if desired. Best wheat crop in ten years. Bumper corn crop. Old wells all around the county. Plenty of money in Wichita at this time. Get in touch with me at once by wire or letter, care Wichita Beacou, Wichita, Kan.
JOHN R. CASTLE.

Advertise in The Billboard—You'll Be Satisfied With Results.

"GABRIEL BLEW A MEAN HORN"

"But we're content to toot a more mellow trumpet.
 "This custom of blowing a lot of hot air about how great you are well. It's just not our way of doing things. As far as we're concerned, we don't want to sell you our machines—we want you to buy them.

"And already many of you have come to realize that our 'service' isn't only a catchword or our extra 'value' a cute come-on. You know that 'IT PAYS TO DEAL WITH 'PONSER.'"

"For the word is spreading that we're pretty right guys.

"Say, fella, drop in and let us show you why they say 'There's A FRIENDLY FIRM.'"

George Ponsler



A FRIENDLY FIRM
THE GEORGE PONSER COMPANY
 31 WEST 60TH STREET, NEW YORK CITY (Circle 6-6651)
 11-15 EAST RUNYON ST., NEWARK, N. J. (Blgelow 3-6272)
 900 NORTH FRANKLIN, PHILADELPHIA, (MARKet 2656)
 1435 BEDFORD AVE., BROOKLYN, N. Y. (MAin 2-1297)
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STEP-UP CARD
 Offer Big Profits for Small Investments.
 133 Winners in all.
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AVERAGE PAYOUT . . . 70.00
AVERAGE PROFIT . . . \$ 44.00
 Write For Quantity Prices
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Daval BOO-HOOS
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 Recommends
The New BALLY AIRWAY
 Location Tests prove it as one of the best novelty games!
ELECTRO-BALL CO., Inc.
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BUY FROM THE CURBSTONE BROKERS
 USED MACHINES — A-1 CONDITION
 FIRE BALL . . . \$11.50
 SKOOKY . . . 21.50
 BALL FAN . . . 17.50
 HOME RUN . . . 17.50
 BALLY BOOSTER . . . 16.50
 RE PLAY . . . 16.50
 BATTER UP . . . 17.50
 BUMPER . . . 11.00
 ELECTRIC SCOREBOARD . . . 17.50
 SKIPPER . . . 19.50
 DOUBLE ACTION . . . 16.50
 SHYVER'S HAND BALL . . . 21.50
 KEENO . . . 22.50
 1/3 Deposit, Balance, C. O. D.
 SEND FOR OUR LIST OF USED COUNTER GAMES AT LOWEST PRICES.
GLOBE DISTRIBUTING CO.
 3030 1/2 OLIVE ST., ST. LOUIS, MO.

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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.
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 6320-32 Harvard Ave., Chicago, U. S. A.

Hurviches Describe Billiard Feature

BIRMINGHAM, Ala., Sept. 11.—According to Harry and Max Hurvich, of the Birmingham Vending Company, one of the outstanding features of their latest streamlined coin-operated Imperial billiard tables is its in-a-drawer mechanism. "The entire mechanism," they report, "is incased in a drawer right in the front part of the machine just like in the pay tables so that the operator can get at it any time he desires. "The only trouble that is apt to befall the table," they went on, "is an occasional jammed slug or coin. To correct this trouble all the operator needs to do is to open the drawer with his key, slide it out and remove whatever obstacle is causing the trouble. This, together with the other features which we have built into the machine, has completely modernized and simplified it. It's strictly legal and is making a hit with ops because it insures steady profits over a long period of time."

successful in operation that it is his desire to have every operator become acquainted with the winning principles incorporated in its play. To accomplish this he feels that asking the operator to see and play Dominole would not in itself be a sufficient inducement. Consequently the company has posted \$1,000 in cash to be given away free to operators who enroll and compete successfully for the awards. While all of the details of the contest have not been published as yet, it is understood the requirements are decidedly simple. According to Cliff Bowman, Pacific's sales manager on Dominole Console games, the company is offering an equal opportunity to all operators to get a slice of the big award. He states that it is not at all necessary for an operator to purchase Dominole to enroll and win in the contest now in progress. However, the operator is required to see and play the game at either the distributor's showroom or at any location where it is installed. First of all it is Bowman's plan to have operators get in touch with Pacific, and upon receipt of each operator's inquiry full details will be furnished on the contest without obligation. Bowman advises that the contest rules do not call for heavy thinking or delving into dictionaries and that there will be no drawings of names out of the hat. Pacific company expects many operators to compete in the contest. Judges who will determine awards are not affiliated with either the Pacific company or any distributing outlets. It is understood that attractive inducements are also being made to distributors who participate in the Dominole Console contest and that already many of the country's leading distributors have expressed their eagerness to co-operate.

South Milwaukee Licenses Games

SOUTH MILWAUKEE, Wis., Sept. 11.—An ordinance providing for an annual license fee of \$100 for owners of skill games with an additional annual \$5 fee for each machine has been adopted by the common council here. The measure prohibits games that emit coins or tokens and forbids the awarding of any prizes by the business men in whose places the machines operate. Penalty for violation of the ordinance, which becomes effective September 25, may be a \$100 fine or a 30-day sentence in the house of correction.

Pitts Op Moves To Larger Quarters

PITTSBURGH, Sept. 11.—The business being enjoyed by the Pennsylvania Novelty and Cigaret Vending Company, owned and operated by Leon Paschaleles, is said to have reached such proportions that the firm has had to move to larger quarters at 282 Marshall avenue. Paschaleles is one of the largest operators in this territory. He stated that the move was necessitated both by the increased business he is enjoying at this time as well as by the plans he is formulating for expanding his operating activities in the near future.

Dominole Contest Off to Fast Start

CHICAGO, Sept. 11.—Much interest and activity is said to be centering around Pacific's Dominole Console contest just announced to the operator trade. According to Fred McClellan, president of Pacific Manufacturing Corporation, the new Dominole game has met with such a splendid reaction from operators that the company has decided to get behind the game in a big way. McClellan says that orders for Dominole have run far ahead of anticipated production, and the game has been so



GEORGE H. PICKETT, owner of P. & H. Coin Machine Company, and his staff welcome I. F. Webb, Rock-Ola phonograph head, to Toronto during Canadian National Exhibition.

STONER'S LATEST



\$74.50
TAX INCLUDED



STONER CORPORATION

Aurora, Illinois

IMMEDIATE DELIVERY!
STONER'S
AROUND THE WORLD
IT'S A SENSATION! ORDER YOURS NOW!
WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.
D. ROBBINS & CO. 1141-B DEKALB AV. BROOKLYN, N.Y.
Steady Money Maker

200 MILLS BLUE FRONT SLOTS, 5, 10 and 25c	\$ 59.50	10 to PACES BANTAMS, Selective Heads	\$ 20.00
50 JENNINGS CHIEFS	55.00	4 MILLS DIAL VENDORS	15.00
1 JENNINGS CENTURY	40.00	TRI-O-PAKS	11.00
1 JENNINGS VICTORIA	35.00	RELIANCE DICE MACHINES	24.50
20 5c WATLING GOOSENECKS, G. A.	20.00	REEL DICE MACHINES	5.00
12 1c WATLING GOOSENECKS, Selective Heads	35.00	2 ROCKOLA PHONOGRAPHS, Multi Selective	100.00
	27.50	WURLITZER 412 PHONOGRAPHS	150.00
		WURLITZER 318 PHONOGRAPHS, Slightly Used	237.50

Large Quantity of Cash and Cigarette Boards, latest numbers. Will sell considerably below current prices. Write your needs for quotation.

We are crowded for room. What is your bid for any or all of the following? 8 Sunshine Derbys, 1 Bally Round Up, 1 Top Row, 1 Peerless, 1 Bonus, 15 Jumbos, 4 Aces, 7 Prospectors, 1 Red Salls, 4 Bally Derbys, 1 Flying High, 4 Pamco Parlays, 2 Pamco Chase, 1 Galloping Plug, 1 Pamco Ballot, 1 Leatherneck, 1 Multiple, 35 Paces Races. Cash Payout. Mechanically perfect. Serials up to \$700, 30 to 1 Payout.

1/3 Certified Deposit With Order, Balance C. O. D. Reference, First National Bank, Hickory, N. C.

J. L. JONES SALES COMPANY
HICKORY, N. C.
Corner 13th Street and 11th Avenue.

McGALL'S NOVELTY CO.
McGALL'S GUARANTEED USED AUTOMATICS
BUY FROM THE HOUSE THAT GIVES YOU SERVICE AND QUALITY

Air Derby	\$87.50	Sky High	\$10.00
Bally Derby	16.50	Speed King	57.50
Belmont	7.50	Speedman Deluxe	67.50
Big Casino	6.00	Stampede	17.50
Big Shot	9.50	Sunshine Baseball	17.50
Bonus	45.00	Sunshine Derby	49.50
Challenger	52.50	Furf Champs	50.00
Carena	6.00	Winner	10.00
Daily Races (Mystery)	27.50	Double Score	4.00
Fence Buster	22.50	Rox	17.50
Flicker, New Model	22.50	Pamco Palooka	17.50
		Skill Roll	17.50

Gold Award \$ 5.00
Golden Harvest 12.50
Leatherneck 12.50
Multiple 15.00
Peekness (New Model) 69.50
Peekness (Old Model) 52.50
Puk 'N Tako 6.50
Prospector 9.50
Pamco Ballot 17.50

Terms: 1/3 Deposit, Balance C. O. D.
Send for our Complete Price List of New and Used Games.
3147 LOCUST ST. ST. LOUIS, MO.

Capehart Addresses Calif. Ops by Phone
NORTH TONAWANDA, N. Y., Sept. 11.
A few weeks ago the California Operators' Association staged an elaborate dinner-dance at the Cafe de Patee in Los Angeles. At the same time Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, was vacationing on his 1,100-acre farm in Indiana. The distance between them did not keep the resourceful Capehart from springing a surprise address on the assembled operators and their families.

Unable to attend in person, Capehart had Bill Nathanson, Wurlitzer distributor in the Los Angeles territory, rig up a public-address system. Promptly on schedule Capehart picked up the receiver on his Indiana farm and started to talk. The large audience at the Cafe de Patee, over 2,000 miles away, are reported to have been agreeably surprised as Capehart's familiar and inspiring voice boomed out a message of greeting to them. So distinct was his talk and so unique the means by which it was delivered that the assembled ops are said to have voted the talk the highlight of the evening.

WONDER BARREL

FOLLOWING OUR SENSATIONAL SUCCESS DURING THE PAST SUMMER WITH BARREL BOARDS WE BRING YOU "WONDER BARREL," AN OUTSTANDING CONTRIBUTION TO OUR LINE OF THIN BARREL BOARDS! "WONDER BARREL" - 50% TO PLAYER - Tip-Style Tickets. Plenty of Winners, Large and Small. Made in Both 5c and 10c Deals. Big Profits in Fast Turnover. A THIN BOARD, Popularly Priced!

10c Deal Takes In: 2300 @ \$230.00
Pays Out (av.) 141.50

Profit (av.) \$88.50
5c Deal Takes In: 2300 @ \$115.00
Pays Out (av.) 70.75

Profit (av.) \$44.25
Thin Board With Ensls, Celluloid Protector Over Jackpots.
Write for Copy of Superior's Scoops—only Salesboard Trade Paper

SUPERIOR PRODUCTS, Inc.,
DEPT. B. CHICAGO.
14 N. Peoria St.

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.
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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

The Last "Word" in Your Letter to Advertisers, "Billboard"

Caille
Announces
THE JUNIOR
CONSOLE
A Beautiful Console
at a Special
Low Price!
\$114⁰⁰
PLUS TAX

MACHINE
AND STAND
IN ONE

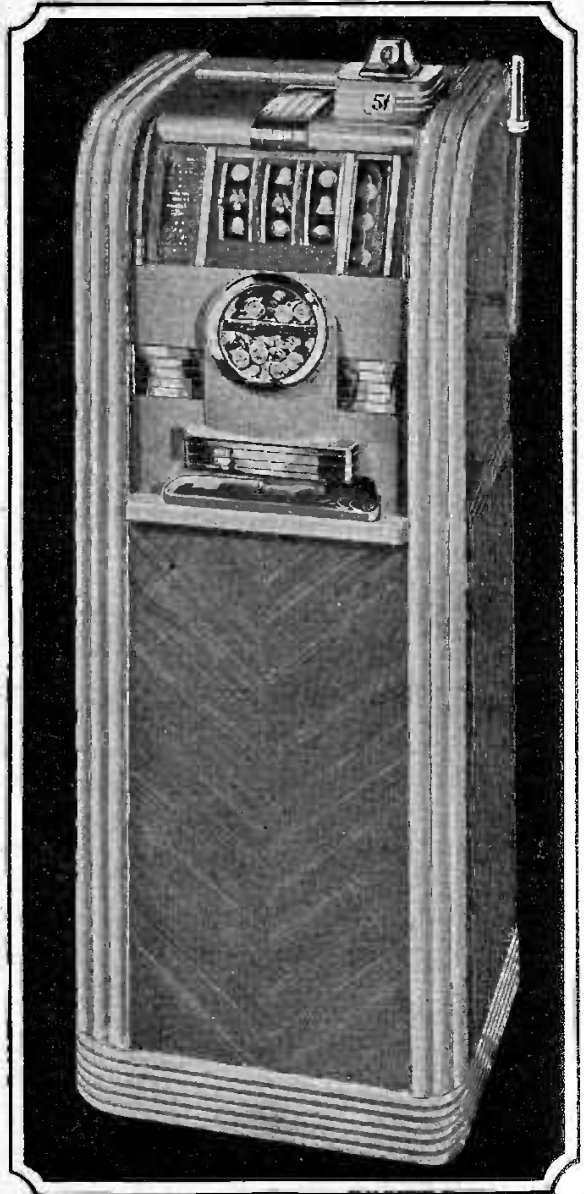
Attention!
Texas Operators!
See These Ma-
chines at
Walker Sales
1723 Franklin
Waco, Texas

**Two-Tone Walnut Cabinet
Trimmed in Light Maple**

Suitable for Any Location

1c, 5c, 10c and 25c coin play
—all at the same low price.

CAILLE BROTHERS CO., WRITE FOR SPECIAL OPERATORS' PRICE
6200-6250 Second Blvd. Detroit, Mich.
Originators and Manufacturers of Coin-Operated Machines Since 1888.



Caille Brothers Co.,
6200-6250 Second Blvd., Detroit, Mich.

Please send literature showing the Junior Console in colors—also Special Proposition to Operators.

Name

Address

MAIL COUPON

**Sells Old Games
For Use in Homes**

DETROIT, Sept. 11.—A new method of disposing of used coin machines has been discovered by Henry C. Lemke, of the Lemke Coin Machine Company. This is to remove the coin chute attachment and sell the machine to the public for use as a home game.

Recently finding a sizable stock on hand, Lemke conducted a general bargain sale, selling machines at \$2.95 apiece. These are usually in fairly good condition and just as acceptable to most people who want merely a game to play in their home as is the high-priced new game. The savings on games costing \$60 or \$70 now offer a considerable inducement to the general public. Lemke is advertising his offer thru special banners across the store windows, which are seen by thousands of people daily.

**CHEST OF FUN
JAR DEAL with Double JACK POT**

Making History in Jar Deal Profits. 1920 Tickets with 87 Winners. Flashy Seal Card with 30 Seals on one side and Double Jack Pot with 15 Seals each on back. Average Profit \$25.00. A Stop Holder for Operators. Sample Outfit, including Tickets, Seal Card and Fancy Jar Label, \$3.30. Dozen sets, \$33.00. Special prices to jobbers. Also Tips, Jack Pots and 2, 3 and 4-Way Baseball Combinations.

BARNES PRINTING CO.
New Paris, Ohio.



The ZEPHYR PLAYS FAST

No. 1200-ZEP (Zephyr)
(Size of Board 8 3/4 x 12 1/2 Inch.)

TAKE-IN:	1200 HOLES	
LESS	400 FREE	
	800 AT 5c.	\$40.00
PAYOUT:		
2—	\$5.00	\$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.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Tom Thumb Jar Games

Sample Jar, 5c Sale, 200 Winners, \$18.80 Profit. Price, express prepaid, \$2.15. Low Prices on Quantities. Write for details. 39 other Games.
TOM THUMB, Dept. 77, Nauvoo, Ill.



ELECTROPAK (AC)
Equipped:
TICKET MODEL EXTRA
5c or 25c PLAY
OPTIONAL

DERBY

THE CLASS OF THE INDUSTRY!

Console

ARISTOCRAT OF ALL CONSOLE GAMES!

NEW FEATURES!
NEW IDEAS!
NEW EARNING POWER!

Absolutely the greatest achievement of modern engineering skill! Combines the finest features of outstanding pay-outs and consoles with sensational NEW ideas, in a perfect Masterpiece of Beauty and Play Appeal!

DERBY CONSOLE has EVERYTHING — furious action — seductive beauty! Massive de Luxe genuine Walnut Cabinet! Silver-etched, multi-colored plate glass field! Spinner-Light playing action! Mystic 3rd Dimensional Back Panel! Mystery Single Slot (selects Field, Daily Double or 1 to 9 horses!) Odds from 4-1 to 40-1! Daily Double and Field pay 40-1!

New, ingenious, highly simplified mechanism assures absolute dependability! Tested and proven on locations

that amazed operators with its miraculous performance! It's the game to turn your top spots into gold mines!

★ **MAMMOTH CONSOLE** de Luxe Cabinet, 20" deep, 38" long, 55" high. Genuine Walnut, chrome trim. Disappearing handles for transporting.

★ **SPINNER-LIGHT** playing action.
★ **CYCLE ARRESTER**, absolutely prevents cycling; foils sharpshooter systems.

★ **MYSTIC 3RD DIMENSIONAL BACK PANEL.**

★ **ADJUSTABLE AWARDS**, Automatic electrical control.

★ **HAMMOND ELECTRIC CLOCK**, 6-Way Fuse and scores of other super-features!

IMMEDIATE DELIVERY
COMING!
DERBY CONSOLE
WITH MULTIPLE 9-COIN HEAD

See Your Distributor or Write for Prices!

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MOSELEY'S SPECIALS

NEW, FLOOR SAMPLES and SLIGHTLY USED MACHINES OFFERED SUBJECT TO PRIOR SALE

1 ROCKOLA HOLD & DRAW... Each 10.00	4 JENNINGS GRAND STAND, Brand New... \$ 40.00
3 FOTO FINISH... 110.00	12 SKIPPER, Perfect, Like New... 25.00
8 HI DE HO, Cash or Ticket... 20.00	21 A.B.T. TARGETS, S. U... 16.50
6 PHANTOMS, Brand New, Original Crates... 80.00	2 POST TIME... 60.00
1 PINCH HITTER... 13.50	1 SPORTSMAN DELUXE, Like New... 57.50
1 PAMCO ROSEMONT, F.S... 100.00	4 AIR RACES... 47.50
1 GALLOPING DOMING, C.P., Per-foot... 175.00	1 EXHIBIT RACES, Console Model, Like New, 7 Slots... 150.00
1 DOUBLE DECK, Brand New... 12.00	1 PREVIEW, F.S... 47.50
1 BALLY RELIANCE, J. P... 22.50	5 PHANTOM, Used 10 Days, Cannot tell from brand new... 55.00
2 FOTO FINISH, Floor Sample... 110.00	

We have for immediate delivery, Mills Flashers, Racing Form, Airway, Dominole, Paces Races, Rays Tracks and other new machines. Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. D., Express or Telegraph money order.

PACES RACES

1 Light Cabinet Paces Races, 30 to 1 Cash Payout, Like new, Serial 4415... \$250.00
2 Black Cabinet Paces Races, 20 to 1 Check Separator, Serials 3462, 3465... Each 130.00
1 Paces Races, 30 to 1, Check Separator, Serial 2741... 180.00

MOSELEY VENDING MACHINE EX. Inc., 800 BROAD ST., Richmond, Va.
DAY PHONE 3-4511. NIGHT PHONE 6-5328.

\$15.00 GUARANTEED ELECTRIC DRY SHAVER ON A 1,000-Hole 5c per Sale Tip Style Cut-Out Board. Takes in \$50.00. Pays Out 25 Packages 15c Cigarettes. Liveest Deal on the Market. PROFIT \$38.45
\$7.80 EACH
Send 25% Deposit With Order. No. B-37.

SALES BOARD OPERATORS
SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES
LEE MOORE & CO. 180-182 West Adams Street Chicago, Illinois

Reconditioned Automatic Payout Tables

3 Winners... \$45.00	2 Triple Reels... \$35.00	4 Mazumas... \$30.00
3 Like-a-Palm... 30.00	3 Spot-Lite... 25.00	5 Air Races... 45.00
1 Daily Races, Multiple... 15.00	1 Ten Strike... 15.00	4 Boat 'Em... 35.00
1 Top 'Em... 35.00	1 Snappy... 30.00	1 Santa Anita... 85.00
1 Skill Roll... 17.50	1 Center Smash... 22.50	2 Sportsman De Luxe... 69.50

1/3 Deposit With Order.
MOUNT ROYAL NOVELTY CO.
23 W. MOUNT ROYAL AVE., BALTIMORE, MD.

SPORT FOR THE SPORTSMAN

PROFITS FOR YOU!
SPORTSMAN

No. 717 600 Holes
Takes in... \$30.00
Average Payout... 13.35
Average Gross Profit \$16.65

A New Thin Harlich Jackpot Board That Is Sweeping the Country.

Write for Details

HARLICH MFG. CO., 1401-1417 W. Jackson Blvd CHICAGO, ILLINOIS.



MYSTERY SLOT MACHINES

5c MILLS BLUE FRONTS
Extra Special
5c, 10c AND 25c JENNINGS CHIEFS
Late Models
\$49⁵⁰
Quantities Limited. Terms: 1/3 cash with order.

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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

CHICO DERBY

The Greatest Novelty Game Playing Idea In Years!



1. From one to three selections appear on backboard upon insertion of coin.
2. Horse winning race is shown in light as soon as race is over.
3. Changing odds with every play adds to the intriguing appeal.
4. Player tries to line up as many balls in starter stall as possible. These are released when ball passes over starter switch.
5. Ball passing over 1st place or 2nd place awards those odds if horse selected wins.
6. All selections lite up on board if this switch is passed over, giving player a positive winner.
7. The first ball to pass over the finish line is the winner. There are six winning stalls.

NO HOLES --- NO SPRING OR RUBBER BUMPERS!

A smart new idea for a novelty game. Tested by hundreds of operators and acclaimed by all to be a positive sensation. CHICO DERBY is mechanically perfect and has no bugs whatsoever. Get yours before someone else beats you to it.

ORDER TODAY!
\$74.50
 F. O. B. Factory

Player's Skill

Determines the Number of Horses in Each Race

CHICAGO COIN MACHINE MANUFACTURING CO.

1725 W. DIVERSEY BLVD., CHICAGO

GEORGE PONSER, Distributor for New York, New Jersey and Connecticut.

WANTED 500 USED MACHINES

Our stock has been depleted and we must have 500 used **AUTOMATIC PAYOUTS** within 30 days.

Will Make Best Trade-in Allowance in Northwest
 Bring in or ship your machines to us at once.

Write for Prices on All New Machines

AMUSEMENT GAMES, Inc.
 1679-81 UNIVERSITY AVE., St. Paul, Minnesota

New Chico Derby Based on Survey

CHICAGO, Sept. 11.—Sam Wolberg, of the Chicago Coin Manufacturing Company, reveals that his firm recently conducted a survey in the operating field to find out just why it is that players put coin after coin in a novelty game. "We spent quite a bit of time, money and effort making an analysis of the playing trends of players in order to unearth information that would aid us in the designing of new games. We found that a new idea properly presented, which contained the proper balance of skill, animation and chance, captured and retained player's interest. Upon the many facts which this survey disclosed we have built our latest game, Chico Derby."

Wolberg stated that the playing field has no holes, metal springs, rubber bumpers or the usual type of castings. "The game is absolutely different," he maintains. "Upon the insertion of a coin from one to three selections light up on the backboard and a variable odds commutator registers the odds for win, place or show. The player then shoots the ball which circles back near the top of the arch and should fall into one of the five stalls near the top of the playing field. The idea is to fill as many stalls as possible by skillful shooting. The balls are released when a ball passes by the starter switch on the left side of the playing field. As the balls race down from the starter stall they may pass over a win switch, a play switch or an all-selection switch. The win switch awards the player the win odds if the first ball finishes the race by passing over one of the finish switches that corresponds to one that lighted up upon the insertion of the coin. If the ball passes over the play switch place odds are awarded. If the ball passes over the all-selection switch the player wins regardless of which horse comes in first."

The Chicago Coin firm reports that those jobbers and distributors who have already received their first samples are

enthusiastic in their predictions that Chico Derby will be one of the biggest hits of the year. This has been evidenced by an unusually large order from an Eastern distributor, officials report, who said that Chico Derby will be highly recommended to every operator who walks into his establishment.

Luminous Bumpers Advertise Airway

CHICAGO, Sept. 11.—Word-of-mouth advertising by pinball fans is greatly stimulating play on Bally's 1937 Airway novelty game, according to reports received by Ray Moloney, president of Bally Manufacturing Company.

"Operators report an unusual amount of comment on the new Airway game," Ray stated, "and it is the light-up bumpers which are responsible for most of the talk. Several operators have told me about overhearing players mentioning 'that game with the bumpers that light up' and expressing their enthusiasm over the novel effect."

"Besides the flash and eye appeal of different colored lights gleaming thru the spirals of the bumpers and flooding the play field with a rainbow glow, the light-up bumpers greatly add to the play appeal of the 1937 Airway by giving the player a 'hit by hit' visualization of his progress in the game."

"From every angle the 1937 Airway has everything required for steady profitable play. Bumper action, plus a progressive scoring system which has been proved successful on some of the greatest hits in history. It has the high-score appeal so necessary to novelty game success and at the same time it has an adaptation of the changing odds and win-place-show idea which has been so consistently popular in payout games. It's a fascinating amusement table, an ideal skill-award game and also ideal for competitive play. As a result 1937 Airway appeals to every type of player and is producing the kind of profits operators got used to on our famous original Bumper game."

REEL SPOT

READY FOR DELIVERY FROM SICKING ON 7 DAYS FREE TRIAL GUARANTEE

REEL SPOT IS THE PERFECT, BIGGEST, STEADIEST, MONEY-MAKING COUNTER GAME EVER BUILT! DON'T DELAY! A DAY WASTED MEANS LOSING BIG PROFITS!

RUSH YOUR ORDER NOW! (Enclose 1/3 Deposit, Balance O. O. D.)

\$29.75
TAX PAID.

BALL 15c Per Box GUM, (100 Pieces) OASE LOTS—100 Boxes, \$12.00.



SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

Evans' DE-LUXE PAYOUTS
Unequaled
FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and un-failing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



5c or
25c
Play

All Models

IMITATION
SAYS WEBSTER'S DICTIONARY,
IS "A COPY OF SOMETHING SUPERIOR... A
COUNTERFEIT"!

EVANS' Games are imitated!—inferior imitations that invariably result in loss to the man who buys them!

Why waste your good money on such "counterfeits"? They are NOT built to deliver the performance it takes to make money! They were made to sell cheap, and, however little you pay for them, you still lose!

Insist upon the original, proven EVANS' Games! There is no question about THEIR ability to deliver the PERFORMANCE you need to MAKE MONEY! Judge them by their amazing record—or ask any operator who owns one! The fact that imitations are attempted PROVES how good EVANS' Games are!

GALLOPING DOMINOS

Fascinating Dice Payout

BANGTAILS

Superb Horse Race Payout

ROLLETTO JR.

Automatic Roulette Payout

Ticket Payout Models
Check Payout Models
CONCEALED PAYOUT DRAWER
or OPEN CUP Optional.

EVANS' FINANCIAL RESPONSIBILITY!

Buy from a financially responsible firm! Don't take chances on getting stuck with orphan machines! EVANS' 45 years of reliability and financial strength is your protection!

YOUR PROTECTION!
MONEY-BACK GUARANTEE

If for any reason you are dissatisfied with any EVANS Game, return it within 10 days from date of delivery and your money will be refunded.

H. C. EVANS & CO.
1522-28 W. ADAMS STREET
CHICAGO, ILL.

OUT SOON!
BONUS
★ ★ ★ ★
WONDER GAMES
of the INDUSTRY
★ ★ ★ ★
KEENO

Scooping everything! As far ahead of present games as was GALLOPING DOMINOS when first introduced:

JOBBER: Rush Your Orders for Sample Machines!

H. C. EVANS & CO.
1522-28 W. Adams St.,
Chicago, Ill.

Bazon Says Ops Flock to Monarch

CHICAGO, Sept. 11.—Large as are the new quarters of the Monarch Coin Machine Company, the constant flow of visitors to the display rooms makes the huge space seem rather snug to the casual visitor, since most of the operators who have business in Chicago make it a point to stop here, Bazon reports. "It must be the fact that we can give them what they want when they want it from our huge stock of reconditioned games," says the head of the Monarch organization. "By what they want, I mean we can give them the games they need in perfect condition. And the games are always available, a convenience to which our customers have reacted most favorably."

"In addition to enjoying a nation-wide clientele, Monarch Coin has an enviable large group of overseas customers to whom huge quantities of games are regularly exported," Bazon reports. "We are especially well equipped to take care of export shipments thru the experience we have had with our customers abroad. We are familiar with their requirements and the fact that games must be mechanically perfect without any question makes our service to them exceptionally desirable because our new reconditioning equipment enables us to put a game in perfect shape."



ROYAL FLUSH
Selective Draw Poker Machine With Plenty of Suspense and Surprise.
32.50
BALL GUM 15c a Box (100 Pieces)
Case Lots (100 Boxes), \$12.00.
1/3 DEPOSIT, BALANCE C. O. D.



GINGER
Master Built Automatic Cigarette Token Payout Machine.
36.50
1c and 5c Play.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

We Have a Quantity of SALESBOARDS

Of All Makes and Styles
AT LOW PRICES
1,000-Hole 1c Cigarette Boards, 36 Payout 60c
1,200-Hole 1c Cigarette Boards, 42 Payout 70c
900-Hole 1c, 2c, 3c Cigarette Boards, 72 Payout 75c
Write for Complete Price List.
AKRON MERCHANDISE CO.
677 So. Main St., AKRON, O.

WANTED TO BUY

1c Slots, 5c Late Models, Mills, Paco, Chiefs, Watlings. Serials and Prices First Letter.
C. & N. SALES
815 Poydras, New Orleans, La.

WILL BUY FOR CASH
Used
ROCKOLA WORLD'S SERIES
State Serial Number and Lowest Price.
MANN NOVELTY CO.
4815 Cottage Grove Avenue, Chicago.

WURLITZER P-12 Perfect Condition **\$119.50**

SINGLE—\$124.50. Lots of 10
KEENEY BOWLETTES \$69.50 Used BUMPER Games
USED PAYOUTS, PERFECT CONDITION. \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.
BABE KAUFMAN, Inc. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

Thank You for Mentioning The Billboard.

Genco Presents

A NOVELTY GAME WORTH GETTING *Excited* ABOUT

SILVER FLASH

Read

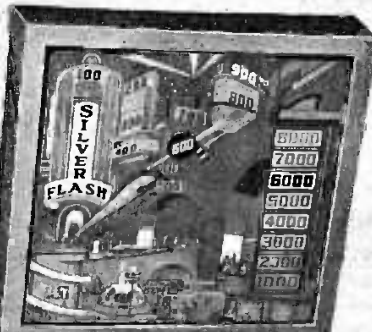
BUMPERS ADD 100 POINTS TO TOTAL SCORE -- ROLL OVER SWITCHES ADD 400 TO 800 POINTS!

Starting a new trend in high score, 5 ball novelty games. A clever combination of bumpers and "silver flash" switches. Skillful arrangement carries player's interest right down to the bottom of the board.

THE GAME OF TOMORROW Today!

\$74⁵⁰

F. O. B. FACTORY CHICAGO



Veeder award recorder may be set to begin count of winning games at any of several scores. STANDARD EQUIPMENT!

Genco, Inc.

2621 N. ASHLAND AVE.

CHICAGO, ILL

Max Glass Takes In the Big City

NEW YORK, Sept. 11.—Max Glass, of Gerber & Glass, Chicago distributors, spent a few days here recently renewing acquaintances and discussing business with many of his friends.

Glass is bubbling over with enthusiasm for Daval Manufacturing Company's new Reel Spot game, which he predicts will make counter game history. He spent some time over at the International Mutoscope Reel Company, Inc., visiting with Bill Rakkin, where he told of the great success he and Paul Gerber are enjoying in Chicago with Photomatic. According to Rakkin, Glass stated: "Wherever we place Photomatics we find that they become popular almost overnight. Contrary to the general belief, the best location for Photomatics is not the Sherman lobby. It is one of the big railroad terminals in Chicago. This may surprise many of the coin men who have visited this Photomatic in the Hotel Sherman lobby, but, just the same, it's true."

Over at the Modern Vending Company offices Glass had a long session with Nat Cohn and Irving Sommer, and many believe that something will come of these long conferences.

Before leaving Glass stated: "We expect to have one of the greatest years in our history during 1937 and we believe that by the time 1938 rolls around the industry will be better established and know just where it is headed. There is no doubt that New York will continue to be the leading market for coin-operated equipment, but, take it from me, we boys over in Chicago are running you Broadway guys a very close race for sales honors."

Capitol Handling New Novelty Game

NEW YORK, Sept. 11.—Capitol Automatic Amusement Company announces that it has taken over the national distribution for Right or Else, new novelty pin table being manufactured by Patent Novelty Manufacturing Company, Inc., Utica, N. Y., which was responsible for the novelty table hit, Bolo.

In describing the game Sam Kressberg claims it has many new patented features and is quite different from any other pin table. "The game is chock-full of suspense," he says, "as the player can only use one ball, but this ball is returned and replayed from four to six times. Players can run up competitive scores or play for a winning score. A flashy electric backboard and colorful lights on the field add to the player appeal. The mechanism is simple, and one of the surprising features of the game is its exceptionally low price."

OPERATORS ATTENTION!! BEST JAR DEAL EVER

GOLD CARGO PAYOFF



LABEL PAYOUTS 22c TO \$1.00

13 JACK-POT CARD PAYOUTS \$1.00 TO \$25.00

GOLD CARGO \$31⁶⁰ Per Doz. Sets

TICKETS - CARDS - LABELS 5c PLAY

2280 TICKETS TAKES IN \$114.00 JAR LABEL PAYS OUT... 54.00 JACK-POT CARD PAYS OUT AVERAGE... 26.00 AVERAGE PROFIT PER JAR \$34.00

1/3 Deposit, Balance C. O. D.

B & B NOVELTY CO., INC. 618 W. MAIN, LOUISVILLE, KY.

BARGAIN SPOT SKIPPER \$27.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

WE CATER TO FOREIGN BUYERS

Our Export Department is equipped to give prompt and efficient attention to orders for shipment overseas. Cable Address NATCOINCO.

BARGAINS IN RECONDITIONED GAMES

Golden Wheel \$90.00	Ten & Five (Ticket) \$35.00	Broker's Tip \$18.00
Foto-Finish \$89.00	Beat 'Em \$35.00	Bamco Balls \$18.00
Rotary Merchandiser \$79.50	Hi-De-Ho \$27.00	Round Up \$18.00
Rover \$67.00	Daily Races (Mystery) \$27.00	Plus \$16.50
Preakness \$67.00	B'dway Angel (Ticket) \$25.00	Bally Derby \$15.00
Derby Day with Clock \$59.00	Bally Multiple \$24.00	Peerless \$15.00
Carom \$59.00	Ten Grand \$23.00	Bonus \$14.00
Winner \$59.00	McCoy \$21.00	Jumbo \$13.00
Preview \$49.00	Flicker \$21.00	Credit \$12.00
Turf Champ \$47.00	Bluebird \$21.00	Baffle Ball \$7.00
Springtime \$47.00	Challenger \$21.00	CROSS LINES \$29.50
Grand Prize (Ticket) \$45.00	Fence Buster (Multiple) \$20.00	Ricochet \$27.00
Grand Prize \$39.00	Daily Races (Multiple) \$20.00	Ball Fan \$22.50
Magic Lamp Floor Sample \$35.00		Booster \$22.50
		Bally Bumper \$18.00
		Roll Over \$17.00

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy Blvd. Chicago, Ill. First With the Latest New Games—Get Your Name on Our Mailing List.



ANOTHER MONEY MAKER

You can't afford to be without this

BASE BALL BOARD

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in \$50.00 Definite Payout \$24.65

Attractive—Colorful—Profitable Price \$2.52 Plus 10% Tax

GLOBE PRINTING CO. 1023-27 RACE ST., PHILADELPHIA, PA. New Catalog Just Out—Send for One.

\$1000.00

...in CASH will be GIVEN AWAY FREE TO OPERATORS!

**COSTS YOU NOTHING... TAKES ONLY FIVE MINUTES OF YOUR TIME...
SEND THE COUPON NOW FOR CONTEST DETAILS ON**

Pacific's **DOMINOLE** *Console*

Priced LOWER--Earns MORE!

One Thousand Dollars will be given away FREE—in CASH—to lucky operators who win prizes in Pacific's rich contest. It's easy to win. Very easy. And it costs you nothing! You need not own a single Dominole console game to compete. You don't have to order Dominole the console to win.

All you do is to PLAY Dominole at your distributor's showroom or out on some location. Then take five minutes to comply with the simple Dominole Console Contest rules. You'll find it very easy to get a piece of that THOUSAND DOLLARS. Clip and mail the coupon below for full details. Or send a postcard.



WIN
ONE OF THOSE
32
CASH AWARDS
IT'S EASY

No manufacturer has ever dared to make such an offer before. It can be made on only a game which is so successful it outsells everything on the market. And that is exactly what Dominole the console is doing. You're going to say it's BETTER than the best game you've ever played. Yet you need not buy it to enter the contest. Just fill in the coupon. Do it now! These next few minutes can be the most profitable in your life

DISTRIBUTORS: Write for details on your part in this contest!

PACIFIC MFG. CORPORATION
4223 LAKE STREET • CHICAGO ILLINOIS
Los Angeles Office: 1320 S. Hope Street

Act Today!

HURRY-

Fill in - mail coupon NOW!

Pacific Mfg. Corporation,
4223 Lake St., Chicago, Ill.

Gentlemen—Kindly rush details on how to enter the Dominole Console Contest by return-mail without obligation to me

Name

Address

Your Distributor's Name

REEL SPOT

"THE GREATEST COUNTER GAME EVER BUILT"

\$29.75

TAX PAID



PLAYERS LOVE IT AND ACTUALLY LOSE WITH A GRIN! OPERATORS, JOBBERS AND DISTRIBUTORS RAVE ABOUT IT—AND CALL IT "THE GREATEST COUNTER GAME EVER BUILT."

THE BIG HIT FEATURE FOR ALL LOCATIONS! DAVAL'S SWIVEL ACTION TURN TABLE! MAKES REEL SPOT DOUBLY GREAT!

★ DAVAL MFG CO. ★ 200 SO. PEORIA ST. ★ CHICAGO ★

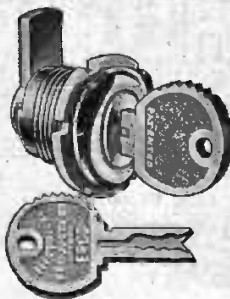
EPCO BELL LOCKS MODERNIZE YOUR ROUTES!



"KEY-ITIS" IS CURABLE

Because now 1 Key does the work of 10! Avoid sloppy key rings—speed up service, have more time for extra business! EpcO Bell Locks, tested by 7 years of use the-world-over and exclusively used

by leading manufacturers, provide the cure for Key-itis—



Ask Your Jobber for ***EPCO BELL LOCK SETS** of 10 for pin games, vending machines, slots. All locks in each set controlled by the same key. (Not a master key.) 10 machines serviced with 1 Key! Sets of locks with special serials available to operators. Price each lock, 75c. Set, \$7.00.

By single-key-control of groups of locks!

Made by the Makers of ELECTROPAK

ELECTRICAL PRODUCTS Co.

325 W. Huron St., Chicago.

6535 Russell Street, Detroit, Mich.

3 W. 29th St., New York.

Mercury Biz Booms, Jack Levin Reports

WHEELING, W. Va., Sept. 13.—Jack Levin, of Mercury Automatic Sales, reports that business has been on the increase since opening here and that he and his family plan to take permanent residence in this city. Operators from West Virginia, Maryland, Ohio and Virginia have been flocking to his spot, according to Levin.

"Chief reason for this," reports Jack, "is due to the fact that we represent all the leading manufacturers in the coin machine business and carry a complete supply of payout tables, novelty games, salesboards and slot machines and our parts department is fully stocked."

"Our policy of living up to the Mercury motto, 'Get your games the Mercury way,' which means speedy service and satisfaction, has made us a lot of new friends and customers. Regina Smith has been added to our staff and is in complete charge of the bookkeeping department."

been of American manufacture and the exports of the machines to France were showing a steady increase. Some American manufacturers have displays of slot machines at the Paris Exposition.

The run of slot machines, which extended nearly a year, had been watched with interest by the coin-operated machine industry in all parts of the world as well as by government officials. The French Government originally granted permission for the slot machines to operate with the use of merchandise awards. Consequently many slot machines were equipped with metal frames for displaying novelty merchandise that could be won by playing the machine. The evident intention of the government was to encourage trade in novelty merchandise and thus boost home industry.

Men of long experience in the slot machine trade predicted that government permission would not last long, since too many inexperienced men rushed into the business and violated too many accepted standards.

Dave Robbins Sells Two Cars of Around the World

BROOKLYN, Sept. 11.—Dave Robbins, D. Robbins & Company, Brooklyn, claims he has taken advance orders for two carloads of Stoner's Around the World. "Every operator and jobber who has seen the game has placed orders," Robbins says. "It seems like old times again and I am really going to town in a big way with Stoner's novelty game."

Dave thinks so much of Around the World that he and Irving Mitchell have thought up many unusual publicity gags which they intend using on their operators and jobbers.

Inexperienced Ops Kill Goose in Paris

PARIS, Sept. 11.—Three-month rule of Premier Chautemp's "summer cabinet" drew to a close recently, but Parliament reconvenes at the end of September, when a number of the emergency measures will come up for approval.

One of the government's last acts before expiration of the decree powers was the placing of a ban on slot machines. Many of the slot machines have



"Oh, Say, Can You See?"

One Ball—One Shot—Variable Odds,
Shoot to Match Hole with Horse

Selected and in Meantime
Get Over 7 Kicks to Show, Over 14
to Place, Over 23 to Win!

The Greatest Pay Table in 24 Months!

Clocker!

Now at Your Jobber's

F. O. B. Chicago **\$169⁵⁰**

Mills Novelty Company
4100 Fullerton Ave., Chicago
Phone: Capitol 2110



Bally's 1937 AIRWAY



5-BALL
Novelty Play

\$74⁵⁰

F. O. B. CHICAGO

**WITH BUMPERS THAT LIGHT UP!
ROTATION LINE-UP SKILL APPEAL!
HIGH SCORE APPEAL! LAST BALL SUSPENSE!**

Bally's 1937 AIRWAY has everything! ILLUMINATED BUMPERS! GIANT BUMPERS! DOUBLE ACTION BUMPERS! Rotation Line-up SKILL APPEAL and PROGRESSIVE AWARD SUSPENSE! A fascinating AMUSEMENT game . . . a perfect SKILL-AWARD machine . . . and at the same time ideal for COMPETITIVE PLAY! The ODDS CHANGE by skill . . . and new SCORE BOOSTER feature has all the thrills of WIN-PLACE-SHOW idea of popular payout games!

No wonder 1937 AIRWAY operators are reporting even bigger collections than on Bumper! ACT QUICK to get your share of the biggest novelty profits in years. Order 1937 AIRWAY today!

**HURRY! FACTORY SWAMPED WITH ORDERS!
SEE YOUR FAVORITE JOBBER TODAY!**

TEASER

● Not just another console . . . but a really NEW and DIFFERENT idea . . . FAST, FASCINATING and a SENSATIONAL MONEY-MAKER! A smooth, trouble-proof machine in a cabinet of matchless beauty.

PLAY AS LONG AS YOU WIN!

Red or Green? You take your choice, select your color by pressing red or green button. Immediately the brilliant Spinner goes into action . . . flashing RED, GREEN, RED, GREEN! And in that speedy, sparkling spin is concentrated more SUSPENSE and THRILLS than you will find in ten ordinary games. Because a winner means, not only a payout, but also FREE SELECTIONS and a crack at the big awards!

PROGRESSIVE PAYOUTS

By smart selections, player may obtain from one to SEVEN SUCCESSIVE PAYOUTS in one game . . . awards increasing as the score climbs higher . . . up to a juicy \$2.00 top! Cash in on this LOCATION-TESTED money-maker! See your Jobber or WRITE FOR PRICES.



FAIRGROUNDS

EARNs MONEY 4 TIMES FASTER!

In busy spots 4 players each deposit a coin . . . and each player collects listed odds on a winner. But you don't need 4 players to get 4 NICKELS PER GAME. ONE PLAYER CAN FEED 4 NICKELS into the chute and receive \$2.00 on a 50-cent winner! Game operates on 1, 2, 3 or 4 nickels and automatically MULTIPLIES EVERY PAYOUT BY NUMBER OF COINS PLAYED, up to a juicy \$8.00 top! Collection records too sensational to print. . . . Write for confidential reports.

WRITE FOR PRICE

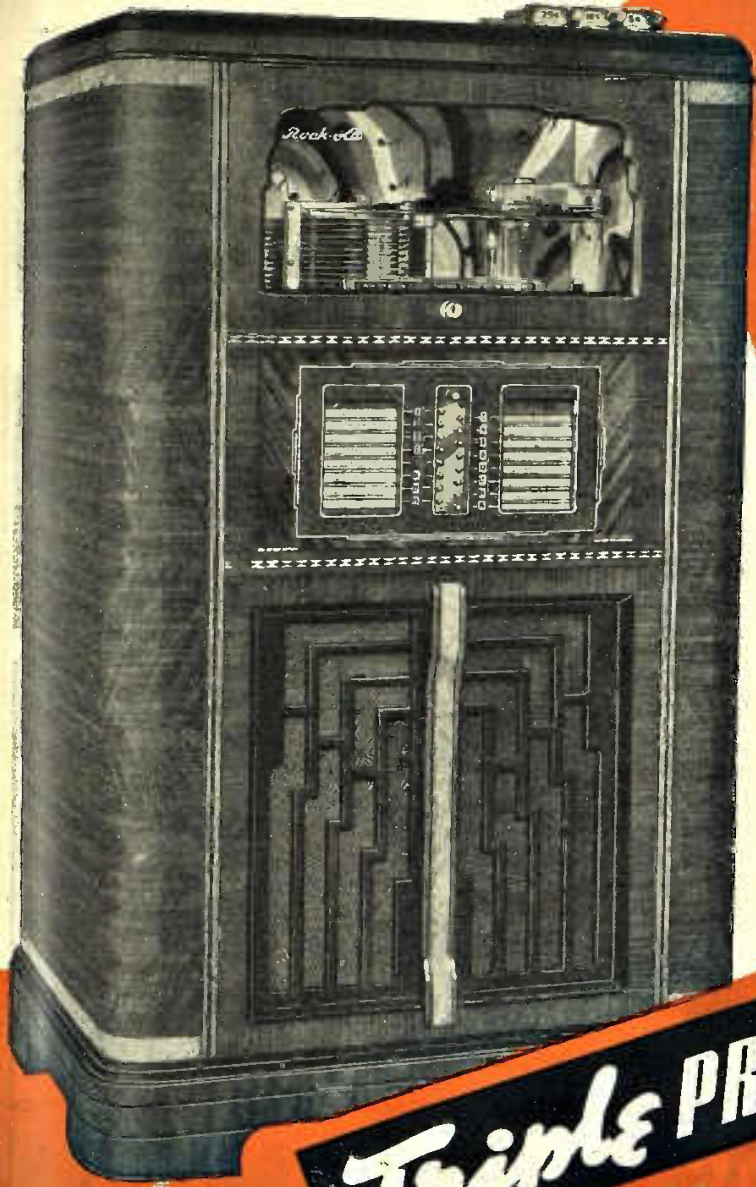


Bally

MANUFACTURING COMPANY
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Rock-Ola's RHYTHM MASTER 16



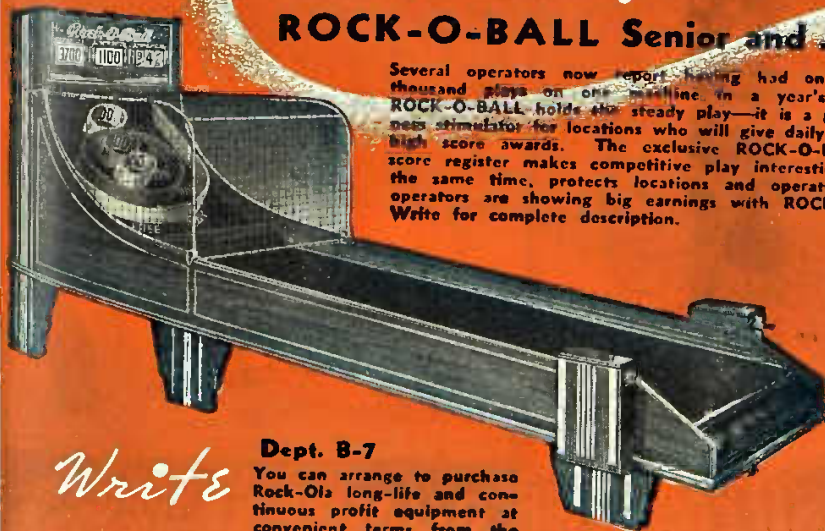
Beautiful Tone — operators owe it to themselves to make tone comparison tests. Rock-Ola Phonographs are matchless in tone quality—clear—rich—deep and powerful, accomplished with Jensen speaker, Rock-Ola de luxe amplifier, and full floating baffle. Trouble-free mechanism—a very simple mechanical principle—positive in function. The best locations are yours with Rock-Ola Phonographs. Rhythm Master 16 is low in cost—the greatest value in sixteen-record phonographs.

Triple PROFITS

by installing all three of these money making machines in your locations

ROCK-O-BALL Senior and Junior

Several operators now report having had one hundred thousand plays on one machine in a year's time — ROCK-O-BALL holds the steady play—it is a great business stimulator for locations who will give daily or weekly high score awards. The exclusive ROCK-O-BALL high score register makes competitive play interesting and at the same time, protects locations and operators. Live operators are showing big earnings with ROCK-O-BALL. Write for complete description.



Rock-Ola's WORLD SERIES

They play baseball in any season and in any weather with Rock-Ola's 1937 WORLD SERIES. The multitude of baseball fans just can't pass up this game. They want to get up to bat and knock out the robot pitcher. It's really a fascinating game. Lots of action in the players, and the "ump" is kept busy signaling balls and strikes. The mechanical scoreboard keeps accurate account of the game. Send for complete descriptive circular.

Write

Dept. B-7

You can arrange to purchase Rock-Ola long-life and continuous profit equipment at convenient terms from the best distributors.

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS, U. S. A.



Canadian Distributor
P and H COIN MACHINE COMPANY
287 VICTORIA STREET, TORONTO, CANADA



1200 overall and apron garbed guests of the Rudolph Wurlitzer Company sit down under the Big Top erected on the factory grounds to feast and frolic at a colossal clam bake following a complete program of athletics, a tour of the vast Wurlitzer plant and entertainment provided by a full fledged circus and wild west show also tented on the grounds.

WURLITZER OPERATORS GO TO A PARTY

Wurlitzer "Century Club" Members have a Gala Time in Buffalo

MEMBERS of the Wurlitzer Century Club and their Guests attended a Convention given by the Rudolph Wurlitzer Company in Buffalo, on August 25, 26 and 27th. In true Wurlitzer fashion, this Convention was carried out in a style that established an all-time record for good times!

In three days, 1200 guests enjoyed a series of sumptuous banquets, a complete tour of Niagara Falls, a professional circus, a mammoth clam bake, luncheons, ball games and saw more than thirty acts of big time vaudeville topped off with an amazing and mystifying performance by Hardeen, world famous magician.

Proof again that, whether it be building automatic phonographs or playing host to its operators—Wurlitzer does things right. Profit by the example and share the rewards of America's Most Successful Operators. Find out if there is room in your territory for another Wurlitzer operator. The coupon will bring you full information.

Scene at one of two Statler Banquets at which Wurlitzer operators saw thirty acts of big time vaudeville, including Hardeen, world famous magician; witnessed six boxing and wrestling matches and saw colored motion pictures of all convention activities.



Homer E. Capehart, Wurlitzer Vice-President peels off his coat at the final wind-up banquet. Hotel Statler hallroom and another great party is under way.



Following luncheon at the Cataract House, Wurlitzer takes its guests on a complete tour of Niagara Falls including a trip on the Maid of the Mist.



The first of forty-six bus loads of Wurlitzer operators arrive at the plant and make haste to the "midway" for a full day of fun and frolic. Following a luncheon at the Statler Terrace Room, the women came out in a second caravan in time for the circus and the clam bake.

THE RUDOLPH WURLITZER COMPANY, Dept. F93
North Tonawanda, N. Y.

Please let me know if there is room for another Wurlitzer Phonograph Operator in my locality.

Name _____

Street _____

City _____ State _____

WURLITZER AUTOMATIC PHONOGRAPHS

Sold Only to Operators