What About Names??

DON REDMAN and his ORCHESTRA
RAY BLOCK and his CBS ORCHESTRA
(39th Week KRUEGER'S BEER COMMERCIAL--CBS Network)
ANTHONY TRINI and his ORCHESTRA
(NATIONAL and COLUMBIA BROADCASTING ARTISTS)
BABY ROSE MARIE, NBC and CBS ARTIST
(Now Featured on SALLY'S STUDIO PROGRAM)
BOBBY HAYES and his HOTEL EDISON ORCHESTRA
(BROADCASTING TWICE WEEKLY NBC NETWORK)
NEIL GOLDEN and his ORCHESTRA
(CBS and NBC NETWORK)
TODD ROLLINS and his ORCHESTRA
(CABIN CLUB, CLEVELAND--NBC NETWORK)
SANDY SCHELL and his ORCHESTRA
(7 SEASONS, STEEPLECHASE PARK, CONEY ISLAND)

MAL HALLETT and his ORCHESTRA
(BY ARRANGEMENT WITH CHARLES SCHRIEBMAN)

WRITE FOR AVAILABLE DATES

CENTURY ORCHESTRA CORP.
1619 Broadway, New York City
Tel: COlumbus 5-3554
Great Legit Season for Chi

All Loop theaters to be open in September for first time in years

CHICAGO, Sept. 10.—The greatest legitimate season Chicago has enjoyed in years seems definitely assured. Bookings already set include some of the finest New York hits slated for the first time in years and the Four Loop legitimate houses will be open in September.

The new season officially starts tonight with the opening of the Grand Opera House, presenting a revival of the veteran Blossom Time. Tomorrow (Sun-day), Sept. 11, the last of January 16 opens at the Selwyn, and on September 19 (See GREAT LEGIT on page 97)

Lalip Shows' Truck With Ferris Wheel Destroyed

CINCINNATI, Sept. 19.—Capt. D. L. Lalip reports that while moving from St. Louis to Chicago, the Lalip Shows had a large truck carrying the Ferris Wheel destroyed by fire.

The property was a total loss, according to a telegram received by The Billboard September 17. Philipps was the first fair for the shows this season.

Picketing in Makeup in Battle To Restore Flesh

Musician-star New York theater campaign shows progress—picketing moves to neighborhoods—"name" band leaders enlisted — another mass meeting October 13

NEW YORK, Sept. 19.—Organization of ways and means was the principal activity this week of the musicians and actors in their campaign to restore flesh to motion picture theaters locally. Local 806 of the American Federation of Musicians and the American Federation of Actors set up several committees, held meetings all week long, organized their picket lines in front of Manhattan theaters and yesterday held another meeting.

A second meeting of "name" orchestra men is scheduled for next Friday, purpose of these two meetings to be to definitely settle what places those players will take in the campaign.

Another mass meeting of both unions and their supporting groups is to be held at the Basilica Oct. 13, at which Mayor La Guardia will be present. The operators do not make the September 10 meeting but has told the union leaders he will definitely be able to attend the next one.

In addition, it is hoped to line up an impressive list of other notables to talk with the union leaders.

Picketing of theaters in the Bronx will start Monday. After the theatermen have been put on the walking list the unions will start concentrating on Brooklyn. One of the plans is for actors to picket in costume, especially those theatermen in which the performers have played frequently and are known to the sections.

Picketing of dance houses is to start on Friday in Brooklyn, with a special outing by the Pathetique and other groups on their home line Saturday night.

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Claim MCA Virtual Monopoly Tough on Building Up Bands

Indie bookers pin hopes on Green and Consolidated—Rockwell-O'Keefe feels squeese — indies must take smaller spots — difficult to build up name reps

NEW YORK, Sept. 16.—The hand-booking business today is more active than it has been for years. But paradoxically, it is also in the most unhealthy condition it has been in for the same period. This is the chorus of the bookers' complaints to agents. The way the business is now being handled is giving indies no help. They tell us of years. All those most vitally concerned condition has come about by the setup

Goodheart Denies MCA Has Monopoly

NEW YORK, Sept. 21.—William Goodheart, manager of the New York office of Music Corporation of America, denied emphatically today that his organization has any power in the legitimate business.

"We have a minimum of band on the network. We have less than 40 per cent of CBS, less than 20 per cent of NBC, a small percentage on Mutual," said Goodheart. "He said that MCA has never had more than 40 per cent of the name bands in the country, and that any impartial poll of the leading orchestras would verify that fact.

If examination is made of a list of bands leading in popularity, according to any poll, whether made by a theater or newspaper or any impartial body, Goodheart claimed a check would show that no more than 25 per cent of these bands are under MCA management. He declared that in a business as large as the band field, with so many organizations, it is impossible to prove any monopoly.

(See GOODHEART DENIES on page 97)

Denver Goes Giveaway Crazy, With $7,542 in Single Week

DENVER, Sept. 19.—With five first-run theaters out of seven and 17 out of 26 subsidiaries using some scheme of giveaway, Denver theatergoers are being offered a grand total of $7,542 in cash and merchandise this week.

The Lucky Seven group with one first-run leads the list by offering a total of $1,800 in two drawings, $1,200 and $1,800. This does not constitute a record for this group, however, as one week they gave away $2,400 one night, with a total of $5,600, for the night. The Lucky Seven was Bank Night for both drawings, having discontinued auto giveaways several months ago. An added attraction with these theaters are that matinee registrations are good for the night drawings.

The Denver newspaper, with four first-runs, have two give away nights a week. Lubeck's has offered a total of $350, the same and first of the month. The first show, however, was not as good as the Lucky Seven Night Bank.

Huffman has given away 125 Ford's at the rate of one a week in July. He recently entered the cash giveaway war, starting his third cash night, offering three sums of $1,000.

(See DENVER GOES on page 97)

Lottery Bill Up in California

SAN FRANCISCO, Sept. 19.—An initia- liative measure to be held on the ballot at the November election which would increase the state's lottery will also repeal the sales tax passed was passed on Mon- day by Attorney-General U. T. Webb, Irving Fig Newton, Los Angeles business man, is behind the proposition.

The circulator, which will require some 80,000 signatures within a week, presents three sums of $25,000 in each of the two drawings, $1,200 and $1,800. This does not constitute a record for this group, however, as one week they gave away $2,400 one night, with a total of $5,600, for the night. The Lucky Seven was Bank Night for both drawings, having discontinuing auto giveaways several months ago. An added attraction with these theaters are that matinee registrations are good for the night drawings.

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(See LOTTERY BILL on page 97)
WILMINGTON, Del., Sept. 19—Future of the Philadelphia Storage Battery Co. at stake should RCA win injunction proceedings—RCA, crossaction waxes hot in third hearing that may run month

The Billboard September 26, 1936

RCA Presses License Suit Against Parent Philco Org

Future of the Philadelphia Storage Battery Co. at stake should RCA win injunction proceedings—RCA cross-action waxes hot in third hearing that may run month.

WILMINGTON, Del., Sept. 19—Future of the Philadelphia Storage Battery Co., parent of the Philco radio and automobile radio units, is at stake in the Court of Chancery here, where hearing in the company's injunction suit against the Radio Corporation of America, seeking to prevent RCA from terminating a licensing agreement, began before Chancellor Joseph W. Wolcott Tuesday. Basic patron for the suit is the basis on which royalties should be computed at a rate of 2 per cent. The hearing is expected to last about a month.

PSBC is attempting to prevent the revoking of its license granted to it by RCA for use in the manufacture of radio sets held by RCA. In a cross-suit RCA seeks to maintain its right to end the agreement, charging PSBC with violating the licensing agreement with Philco, manufacturer of RCA's Zenith radio set. RCA maintained PSBC violated its licenses granted to it by RCA for the radiog of its performances. RCA is seeking to have the injunction made permanent.

California Theatrical Federation Elects

SACRAMENTO, Sept. 19—B. F. (Ben) Williams, of the San Francisco Stepphens' Union No. 15, was re-elected president for the 16th time of the California State Theatrical Federation, which met here September 18 in conjunction with the California State Federation of Labor convention which opened the following day.

Screen Playwrights Draft Practice Code

HOLLYWOOD, Sept. 19—Special committee of the Screen Playwrights, Inc. independent-conservative writers' body, which met here yesterday to discuss the proposed code of practice to be drawn up by the Screen Playwrights, Inc. chairman, the committee, composed of Grover Jones, president; James E. Blass, Hollywood Studio Managers' Union No. 155, business manager; Jack Blum, motion picture union; Edward H. Dewtel, Dramatic Writers' Union No. 162, secretary, and T. G. H. Southwick, Stockton motion picture union; called to New York.

Fabian Sets Deal For Bklyn. Pooling

NEW YORK, Sept. 19—The contemplated three-way pooling arrange-ments which will make Fabian's Fox and the Warner Strand, under the management of S. Phibian, one Automobile Radio Corporation, a long-run house, benefiting the other two theaters by its releases, became effective Fabian supervising.

It is likely that Fabian will transfer Columbia special product, which has been transferred from Screen Playwrights' Inc. and will be available for the Brooklyn Paramount.

L.A. Boothmen Sign Fox-WC

LOS ANGELES, Sept. 19—New contract covering 12 months, and all Fox-West Coast theaters in the Los Angeles area were closed late Tuesday night due to the settlement of a general increase of 11 per cent for supplemental. Max Fuchs, president of the union, was at the courthouse Monday morning October 1, 1936, but is retroactive from April 1.

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Equity Discussion Rules

NEW YORK, Sept. 19—Equity's council at its next meeting will consider recommendation of the New York chapter of the National Association of Equity, putting the union in a position to prevail in court, and will be considered at the next meeting.

New Haven Gets Winter Stock

NEW HAVEN, Sept. 19—That the Lincoln Theater will not be operated by the WPA this winter became known here recently when the New York-Guildford Players, who are producing the winter stock for this theater, were notified that they would be offered to the Federal Project Theater to be operated by the WPA.
TRUMPET PLAYER WANTED

A small amount of time has been sold.

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USHERETTES
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SMARTLY STYLED!
For Ushering
and Office Work
Men's and Women's
street and church
suits in every
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suitable.

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WAVE

Blouses in all
sizes. A complete
line of blouses as
well as collar and
cuff gold braid
trimmed. Delicate
buttons on fly front.
Pocket for keys.
back allows of free-
dom.

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FOUNTAIN SQUARE HOTEL

CINCINNATI, OHIO

RODEN HOTEL

OPPENS IN DEC.

CLINTON, OHIO

ANTLER HOTEL

INDIANAPOLIS, INDIANA

ASSOCIATION HOTEL

ANDERSON, INDIANA

TERRE HAUTE HOUSE

TERRE HAUTE, INDIANA

VENTURA HOTEL

ASHLAND, KENTUCKY

RODGERS HOTEL

OWENSBORO, KENTUCKY

NEW SOUTHERN HOTEL

JACKSON, TENNESSEE

LOUISIANA HOTEL

ST LOUIS, MO.

RALEIGH HOTEL

WACO, TEXAS

WPA Activities Continue Strong

Variety project players included in dismissed notice ruling—Lewis play plans

NEW YORK, Sept. 19.—Following the protest by Ralph Whitehead, executive secretary of the American Actors, that variety performers were not included in the Federal Theater Project’s recent Rule No. 13 providing for a rezoning and one week’s dismissal notice on the part of both actors and the project, William F. Parkinson, deputy admin-
istrator (see WPA ACTIVITIES on page 76), ruled in favor of the actors.

Mark A. Luescher
Is Stroke Victim

NEW YORK, Sept. 21.—Mark A. Luescher, veteran legal manager and press agent, died yesterday at his sum-
mer home in Southport, Conn., after a three-week illness following a paralytic stroke. He was 68. His widow, Antoinette, (now Mrs.) Desroche Luescher, and two daughters, Miss Betty and Miss Mary, survive.

His theatrical career, which began 30 years ago, included positions as manager and press director for RKO, manager of the Whitehall Theater, manager and press agent for the Hu-
boldt managers for Kroll & Krieger and for a few years in partnership in Brooklyn with Louis F. Werba. For more than 20 years he had been engaged in the motion picture business, various times, with Martin Beck. At the time of his death he was publicizing the current American tour of the O’Dwyer Carte Opera Company for Beek.

Paralysis Ban Is Lifted

JENA, La., Sept. 19.—Motored picture houses of La Salle Parish reopened this week after nearly two weeks of a cinema paralysis. Governor O’Neill announced the passing of the crisis in the infantile paralysis epidemic. Jena has no other theaters. North Mississippi, North Alabama, Ten-
nessee, and North Louisiana closed for many days.

Official Academy Nominations Made

HOLLYWOOD, Sept. 19.—Annual elections for board of governors of Academy of Motion Picture Arts and Sciences started this week and will continue until September when the nine-day old board of governors will be selected, three from each of the five branches.

The official nominations are:

Directors’ branch: Lionel Atwill, Ralph Forbes, Clark Gable, George Irving, DeWitt C. Jennings, John Farrell MacDon-


Writers’ branch: C. Graham Baker, Walter Blum, Edwin Burke, Billie Brandes-Carmack, Norman Krasna, Robert Riski,

Technicians’ branch: John Arnold,

Insull Quits as Affiliated Head

CHICAGO, Sept. 21.—At a meeting of managers and owners of Affiliated Broadcasting Company Sunday Samuel Insull announced his resignation as president and general manager.

Clarence B. Botten, of Evansville, Ind., was appointed general manager to replace Insull, who will remain on board of directors to represent interests of the stockholders.

Script writers were not bailed substantial backing for the venture. Chain was organized early this year by Insull and now includes 28 small stations in Midwest. To date only a small amount of time has been sold.

Loser by a Head, “Shorty”
Sues for Bank Night Prize

TAPEY, Fla., Sept. 19.—A tail man has at least one advantage that W. A. Rice, of Tampa, doesn’t possess and so into the Tampa Circuit Court goes the suit by Rice against the Tampa Theater for allegedly withholding from him a bank-night prize of $1,566.

The theater, according to the petition filed in court, withheld his prize when he was tardy in claiming the money. Rice, who is five feet six inch tall, said that when his name was called he started for the stage immedi-
ately, but his head of size interfered with his ability to get there before it was too late.

Rice’s suit for the money is being answered by the theater officials with the claim that the bank-night play was a gratuitous offer that could not be enforced in court. However, Circuit Judge Sandler ruled early in the week that the theater does constitute a con-
tract with the public on which the defendant is bound. He therefore ordered the case to trial on its merits.

Fred Hoppe, Charles B. Lang Jr., Nathan Levenson, Harold J. McCorrd, Wesley C. Miller, Van Nest Palglase, S. J. Twin-

ONTARIO HOTEL

Well-Known Theatrical House.

$1.00 Up Daily—$5.00 Up Weekly.

620 North State Street, Chicago, Ill.

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TRUMPET PLAYER WANTED

Reliable Arrange Agent with car to book Ar-

tures, Theaters, Schools, etc. Give free hand-

to branches of all size. You can have a

occupation, get the best of a gre-

equalization.

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NEW YORK.

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EIGHTS OF A COMPANY MANAGER and 100 Quick-Response Responses.

YOU MAY COPY AS MANY AS YOU WANT TO TRY THEM.

SMITH’S SUPERB BAND

SUFFOLK, Va.

WANTED FOR E. A. (MICKEY) MINUTS

MACK BELL PLAYERS

Talents in all lines, especially younglikening with

ering. Good pay.

THREE NORTHERN SHIPMENTS:

THE LINDNER CORP., PUBLISHERS

200 West 72d,

NEW YORK.

AT LIBERTY

CRITERION, New Stem House, Opens With a Trade Showing

NEW YORK, Sept. 19.—Publised as the “Theater of Tomorrow,” the Cri-

teron, on Broadway between 44th and 45th streets, the newest and most advanced in the trade and press last Monday, which occasion preceded another opening Tues-

day. The theater is stocking to in-

formation received from the house.

Festivities were opened with a curtain appearance by the credit to A. B. Moss

and Harry Charms, who are responsible for the program. Natale Maksimak was

lyric soprano from the Metropolitan, Opera, sang the Star-Spangled Banner; the audience arose from the rose-


colored plush seats, sat down in due course, and ultimately saw Kay Francis

in the Warner-Cosmopolitan production

Give Me Your Heart.

It was perfectly set, but 1,700 people and prepared for television when

the new Criterion heads the show, is
ded, which last Monday night

in the new Criterion. It was

ded in the intimate side as con-

trasted with larger Broadway de-

ers. The decorations were in

greens, reds, tans and browns, with here and there a silver and gold. They

are the work of Edoardo G. Battisti,

the Battisti and John Davis

Mural panels depicting what may or may not be a stag at eve or at bay were

executed by Lembrick.

Miss and Charms have dedicated

their latest venture to the highest

ideals of all the arts and sciences rep-

resented in motion pictures.”

The Billboard
Network Affiliates Fickle
As Station Grabbing Holds

NBC again reported in difficulties as important outlets consider jumping the tracks—WCKY rumored for October change, while WSM gets the nod to Mutual.

NEW YORK, Sept. 19.—The dog-eat-dog situation on station grabbing which continues to affect the station relations for National Broadcasting Company, with rumors cropping up of important outlets about to leave the fold, the exodus depending upon the lead taken by one or two high watermarks, already made it clear that WCKY, Cincinnati, is altering its status and going over to Mutual.

It was reported in New York that WCKY, a network affiliate, has decided to make its facilities available to the Mutual system.

Canadian Body Set
To Pick Managers

TORONTO, Sept. 21.—Canada's new Board of Governors for CBC Radio will meet for the first time today, it was announced by D. B. Snow, minister of Broadcasting.

Members of the board, nine in number, will come from all parts of Canada to sit at the meeting. W. L. Brockett, of Winnipeg, is the chairman of the board.

While no announcement was made, it is understood the meeting will take up, as its main item of business, the selection of a man for the post of general manager.

The appointment of general manager and assistant general manager to CBS has been made, it is reported, as a result of further discussions with the board.

The act providing for a new setup in the industry will become effective November 2, when it is proclaimed. That is done with the present radio commission to the new Board of Governors.

Pix Studio Extras
As Ether Amateurs

NEW YORK, Sept. 19.—Danny Winkler, office building and will offer to sponsor picture shows, according to the Broadcasting Cast of Hollywood's pix industry, the policy of the road up.

Setting is up for a pix studio tieup and borrowing the idea of a movie to a new one in town, to be known as the.grpc in this case. The Extra's department of the studio.

NBC Ad and Press Divisions Are Set

NEW YORK, Sept. 19.—National Broadcasting Company has announced its advertising and sales promotion departments for the company and the two former divisions are now one.

Two groups will function as division of the NBC Ad and Press department, according to intra department.

E. P. H. James continues as advertising manager and Vance Babb as manager of the press department. Two groups will function as division of the newly created publicity department.

Randall, who was formerly head of the press department, has been transferred to the office of the general manager of the station, was placed in temporary charge, pending further orders.

The electrical trend is to be considered.

CBS denies stock Will Be Split Up

NEW YORK, Sept. 19.—Wall Street sector is once again alive with the word about an important CBS stock split up.

This time the story goes into detail, to wit: split up will be on the basis of one for one; i.e., three shares of the new for each share of the old. The CBS brings out a block of stock for sale on the market, which will be a present of the announced new plant without touching its reserves.

While it stands as a plausible enough, with the backing of reliable information that the split-up will take place, there's a great deal of noise as to whether the shares for disposal without affecting the present control of the company. But CBS has always been known as a closed corporation, and this is even more so in the present day.

Virginia Net Enlarged

NEWPORT NEWS, Va., Sept. 19.—Virginia Broadcasting System is planning for the next five years to double its facilities. This is part of the committee, this fall. Membership has increased from four stations last fall to 12 radio stations now.

The station will be built to the broadcasting University of Virginia of football games and other important events.

Last year the system was inaugurated with the completion of WORV, 1490. The University of Virginia boxing matches over a distribution hookup—WDBN, Charleston, Newport News and Petersburg.

This year Lynchburg, Roanoke and Norfolk stations (WRVA) have been added to the system.

Coast Pigskin Men in Huddle

Oil Co. limits credits to 5 minutes, none during action—10 announcers ready

SAN FRANCISCO, Sept. 19.—Ten radio stations are engaged in broadcast of major Pacific Coast football games. In addition to the networks now in town Monday and Tuesday to receive instructions in presenting their programs, 22 additional networks in kind held in the United States this year, was, but matters are to start being worked out in the Southern California, sponsoring grid broadcasts for major college games.

Harold R. Deal, Associated's advertising and sales promotion manager, under whose direction the largest staff of sports announce, and the biggest program of E.M. Gages and sports broadcasts in the nation has been developed, presided. Technical discussion of football broadcasting occupied a large part of the day's conference.

Deal stated that Associated's service to be used by all major college teams will be developed. All of the major college teams will be served.

The conference were Ern Smith, Doug Montell, Ken Stuart, San Francisco; Phil Wood, Oakland; Frank Bell, Los Angeles; Rollie Truitt, Portland; John Carpenter, Seattle; Bob Jones, Portland; and Charles W. Spalding, Portland.

First game of the season was aired yesterday afternoon in Los Angeles as the Loyola met the California Tech. Schedule of game developed along lines similar to West Coast Pacific Coast conference and major one among local teams in Los Angeles, Washington, Oregon, Idaho and Arizona. The Pacific Coast Conference consists of 25 stations, with a total of 22 announcers, will be used. For three networks.

Manager Is Fired; Staff Walks Also

ATLANTA, Ga., Sept. 19.—A "walkout" was reported in the CBS radio station in the form of aickets. He stated that Associated's com-

The difficult arose when Jesse Swice-good, manager of the station since last Nov. 1, was unable to cut a recording of Without a Word of Warning. He was told he could not do it and then was promptly fired.

The reason given was that general manager is rife in the Southeast as evidenced by the recent appointment of two new managers of the News, and has been added to the plate.

Further dickering and good-will stuff between it and WLW, the 500,000-watt station, is expected, the station relations for National Network Affiliates Fickle
As Station Grabbing Holds

Political Cash

NEW YORK, Sept. 19.—Israel's II had his regular WMCA news comments, at 8:15 p.m., came of a moment's notice Monday night. At 8:15 p.m. one of the local political com-}

As Ether Amateurs

Pit Studio

WOR Starting Own Disk Studio; Engineers Complete Laboratory

NEW YORK, Sept. 19.—Under the guidance of Jack Rogopoulos, its chief engr.

and Ray Lyon, development engi-

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n, and still in charge of NEPR, was engaged Woodruff, of Columbus, is now obvious of the station, was placed in temporary charge, pending further orders.

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RCA Presses License Suit Against Parent Philco Org

Future of the Philadelphia Storage Battery Co. at stake should RCA win injunction proceedings—RCA cross-action wages hot in third-day hearing that may run month

(Continued from page 4)

1934 with the agreement, RCA contends, Philco would market PSBC's output.

The basis of the royalties to be paid to RCA for its patents were made on the rates of PSBC to Philco, rather than the sales of Philco to the trade.

Before the reorganization of PSBC and Philco in 1934, the same system had been in effect, PSBC paying royalties to RCA on the price quoted to its own subsidiary, Philco. Philco's establishment as a separate corporation was expected to settle the differences, but RCA, according to officials, refused to approve the move and on April 9, 1935, served notice on PSBC charging it with defaulting on its licensing agreement.

PSBC would be prevented from making radios with the revocation of these licenses, to which RCA has the rights, having between 3,800 and 4,600 patents on devices vital to radio manufacture. This places RCA in the position to prevent the building of up-to-date radios by anyone not licensed to use these patents.

PSBC brought the suit against RCA in May, 1935, asking for a restraining order to prevent RCA from terminating the agreement. Termination of the pact would prevent PSBC from doing further business as well as injure Philco, it is contended, which distributes PSBC products thru subsidiaries in New York, Illinois and California and also thru Transitone. RCA asks that PSBC be adjudged as violating the agreement and that RCA be made to account for all money paid to it "under protest and duress" because of the threat of cancelation of the agreement.

Among the exhibits entered in evidence as the hearing opened last Tuesday were various documents tending to show that any cross-control among PSBC, Philco and Transitone ceased to exist after July 30, 1934. In reviewing the case on Tuesday, former Federal Judge Hugh M. Morris, of Wilmington, commented, remarked that he sees to have RCA prevented from terminating the agreement and return to PSBC "money they paid under duress." He added his client paid under protest more than to protect himself until the litigation is disposed of.

Mr. Morris said it was the practice of PSBC to pay RCA $150,000 within a certain time each quarters and then after the royalties due were fully computed an additional check would be forwarded. He offered cancelled checks paid to RCA headed to evidence that paid RCA between $7,000,000 and $8,000,000 since 1928, he pointed out.

John W. Davis, of New York, is the chief counsel for Philco and is assisted in the case with Clarence A. Southard, Wilmington, and Porter B. Chandler and George J. Miller, of New York. C.J. Hepburn, of Philadelphia, is assisting Mr. Morris.

In denying the charges that it has violated the agreement and that instead of paying sufficient royalties has been paying more than just, PSBC asks the court to decree that it has not violated any of the provisions of the agreement in the manufacture and sale of radio apparatus to Philco and Transitone and that RCA be made to account for all money paid to it "under protest and duress" because of the threat of cancelation of the agreement.

The basis of the royalties to be paid PSBC to Philco in 1934, the same system had been in effect, PSBC producing, he said, but now it does not understand it was to take and sell what Philco produced, he said, but now it does not understand it was to take and sell what Philco produced, it being understood it was to take and sell what he said, but now it does not understand it was to take and sell what Philco produced, it being understood it was to take and sell what Philco and Transitone.

Skinner pointed out that the research and development departments of PSBC and Philco are separate units.

Gilb, who is also sales manager of PSBC, denied the joint venture in the organization plan and became president voluntarily, he said, and that he had not only to reveal net earnings as evidence in the reorganization since 1934.

Between these years Philco understood it was taken and sold what Philco and Transitone.

On Friday RCA obtained a ruling of the court to decree that it has not violated any of the provisions of the agreement since 1934, and that RCA be made to account for all money paid to it "under protest and duress" because of the threat of cancelation of the agreement.

RCA and Philco have been separate organizations since 1934.

Deming insisted the companies are now separate and he holds no stock nor is he receive compensation from Philco.

"Good Will" Show Finally Settled

NEW YORK, Sept. 21—The impasse between WMCA and J. Walter Thompson agency over Goodwill Court program airings was finally settled. As decided, show aired in its advertised spot in place of Major Bowes on NBC last night. Two hours later, at 10 p.m., it went over the WMCA-Intercity network. Commencing next Wednesday (23) and henceforth the setup calls for WMCA-Intercity to air show each Wednesday evening at 10 p.m. for a full hour. Sunday at 8 p.m. it is on NBC for a full hour. All broadcast are sponsored by Chase & Sanborn.

A. L. Alexander and will continue to air on both the WMCA and WMCA-Intercity programs, altho each broadcasts, commencing Wednesday (23), will use a different set of people. To insure the use of different persons on each program A. L. Alexander is to have two offices, one at NBC and the other WMCA.

On July 30, 1934, when the written plan for the organization was submitted and ratified, Deming admitted signing for both Philco and Philco as vice-president of both.

Deming intimated the companies are now separate and he holds no stock nor is he receive compensation from Philco.

All broad-
Climbing its 13-week Bucketballer Band Contest, KRTY, Des Moines, received a total of $1,024,616, with $1.10 in prizes coming from CHICAGO, and $2.90 in prize money. Anheuser Busch. Contest was based on winning any of the 19 contesting winning bands sold. Bands came from 18 Iowa counties and aired twice weekly. Judging was conducted by JAY K. CROSBY, former of the WRTV staff. Contest is coming to the end of its 13th week. Republican National Committee has looked the band at WRTV, Des Moines, for political talk in the foreign tongue.

LIS BIER, announced at WPTF, Raleigh, N.C., that the first week of the song contest is being merged with the new campaign in an effort to reach a larger audience.

UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.

Radio Concert Stage

The Leading International Duo Pianists

BUCK ROGERS

Pers.

MONTH.

WBEN Saturday, 7:30 P.M.

CONDUCTOR-VIOLINIST

Rinso and Lifebuoy Programs.

OH YEAH.

* * *

CARL GOERCH, news commentator of WPFA, Raleigh, N.C., changes sponsors, going to a Hammond electric organ, and COLIN TINCHER, treasurer. CARL GOERCH, news commentator of WPFA, Raleigh, N.C., changes sponsors, going to a Hammond electric organ, and COLIN TINCHER, treasurer.

New Biz, Renewals

SEPTEMBER 19, 1949

NEW YORK, Sept. 19.–New accounts on the Columbia network:

APARCO CO., thru Tracy-Lockwood-Dawson; started September 17, Thursday, on WABC only. Roger B. Wurmser, manager.

E. I. DU PONT DE NEMOURS & CO., thru the Deupont Company, New York; renewal effective October 4, going to BC Remedy continue.

GEORGE TILTON, advertising mogul of Sibley, is one of the least effective October 4, going to BC Remedy continue.

A. M. GUMBOO, maker of Gemini, is one of the least effective October 4, going to BC Remedy continue.

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General Motors Concert Resumed Sunday, 9-19-36 p.m. Style--Symphony orchestra, guest soloist, sponsor-ed. Sponsor--General Motors Corporation. Story: The theme of the concert is "The Modern Type of Symphony Composition In Style." An excerpt from the "Symphony in C" of Beethoven's is read, followed by a suite from "The Magic Flute" by Mozart. The final piece is a symphony by Ronald P. H. Jones, guest soloist on the first program of the season. The symphony is performed by the Cincinnati Symphony Orchestra, conducted by Arthur Fiedler.

Brass Key hour, which also goes in for symphonic music, has not been otherwise noted as a success, according to the division of economics.

Fred Astaire Resumed Tuesday, 9-30-36 p.m. EST. Style--Variety, musical comedy. Sponsor--PACKARD MOTORS. Story: The opening chapters of Luxury Model, starring Fred Astaire and using the NBC Orchestra, are an excellent opportunity for the sponsor's Walter Hampden. The program was of the "Sears, Then and Now" type and program note end, but does not fit well into the continuity. The program was of the "Sears, Then and Now" type and program note end, but does not fit well into the continuity. The program was of the "Sears, Then and Now" type and program note end, but does not fit well into the continuity.

World Series Pits Agency in Middle NEW YORK, Sept. 19.--While N. W. Ayer Agency is making radio history in cornering the Atlantic Coast football broadcasts for Atlantic Refining Company, performances from within and without indicate a bonomeral turning the fiteto into a foray. With the kick-off still in the offing, the tranquility of client relationships is beginning to be tempered. Will call for plenty of ball around the party. First fly-in-olmstead booms with the planned Ford sponsorship of the World Series baseball broadcasts. Priority rights in the "Sports Special" cases, in order to attract the average fan.

Network Song Census Selected series below represent the Billboard's accurate check on three network stations--WBBM (Chicago) and CBS network. Only songs played at least once during each program day are listed. Only songs played at least once during each program day are listed. Only songs played at least once during each program day are listed.

U. of C. Radio Course SAN FRANCISCO, Sept. 19.--University of California Division for the first time is including radio, and on September 10 a 10-week course in daily, continuity writing, with Andrew Love, NBC continuity editor, doing the weekly lectures. It's a complete course in the field of writing for radio. Lindsey Spight, promotion manager of the NBC station, company, station representatives, is set to present the course, which will take place in the business side of broadcasting, starting Oct. 1st. The course is entitled "The Magic Flute," and courses and comics under the di-

Stokowski-G. F. All Muddled Up PHILADELPHIA, Sept. 19.--Leopold Stokowski has been the National Com-mittee Association dueing over air deal with All rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the nets finds the Atlantic Refining that the football rights to the time on the n...
Johnny Mitchell, who recently resigned. "Jim Crow," columnist, will use his weekly column and diary "to beat the drum for the Soapbox League," a band that will give concerts and plays in various parts of the country as a means of rounding up funds to help the blind.

"We have to have a little fun, to help keep on the road," one of the organizers declared.

The Soapbox League program, in addition to concerts, will feature a number of special events, such as a "Soapbox Jamboree," a "Soapbox Pageant," and a "Soapbox Parade." The league plans to hold a "Soapbox Congress" in early 1937, which will serve as a platform for the blind to express their views and ideas on various topics.

The Soapbox League is a non-profit organization that aims to provide educational and recreational opportunities for the blind. The league was founded in 1935 by a group of dedicated volunteers who believed in the power of music and the arts to bring change and improve the lives of the blind.

The Soapbox League has been successful in raising funds and awareness for the blind community. The organization has received support from various sources, including the federal government, private foundations, and individual donors.

In conclusion, the Soapbox League is a vital part of the American culture, providing a voice for the blind and promoting the arts as a means of empowerment and social change. The league continues to thrive and expand its reach, inspiring others to join in the fight for equal rights and opportunities for all.

END OF STORY.
Squawk on Federal Project Dies Down to Mere Whisper

Gilmore states that cry was unarranted and that no dismissal slips have been handed Equity members so far—will determine what constitutes "actor"

NEW YORK, Sept. 19.—Last week's imminent dismissal of non-relievers on the Federal Theater Project, owing to an order from the Works Progress Administration, for a report, appears to have developed into nothing more than a tempest in a teapot, new reports indicate. The Actors Equity Association, prepared to protest strongly. Frank Gillmore, when queried yesterday stated that he as yet no assurance as to the exact nature of the general indications that Morgan Watson, leading more or less, the trustees of the Committee of Action for WPA arts projects, is in the dark. The terming the agitation as unwarranted, Gilmore nevertheless stated that dismissal slips of Equity members occur, he would take all necessary measures to prevent them, further adding that he would not necessarily interfere with the dismissal of those certified as non-needy. The percentage in the latter category is determined, he said, by an analysis of informal forms filled out by those on the project.

One of the more interesting by-products of the recent furor, when Gillmore made it known that his association includes the fact that many of the Federal Theater players were not, in reality, actors. Many of the men and women who applied for the Federal Project as a means of fulfilling stage ambitions, Larry Morse, general administrator, is to make an investigation to determine what constitutes an actor. The probability is that any person in question once heard the call to act, and whenever possible, plans will be announced.

WPA Hit Closing For Sinclair Play

CHICAGO, Sept. 19.—In spite of persistent expediency business for Broken Dishes, the opening last week at the Blackstone Theater here for the last 16 weeks, the show will close either October 3 or 4 in order to free the Blackstone stage for rehearsals of the Sinclair Lewis play It Can't Happen Here, which is on tour shortly in Philadelphia.

The percentage in the latter category means that a number of those certified as non-needy.

Norman Bel Geddes' magnificent wagon, set, and costumes for the cast and the playwright. It is said that Mr. Begeddes was to be on hand the first day of the show, but the executor of his estate, a one used in the New York production, demonstrate of the kind of set that can be authoritative manner by James Light and some of his scenes, particularly the killing of the greater episode—showed directorial brilliance considering the method and craft with which work was done.

Ablest of the cast are Warren Ashle, as captain of the wagon. It is played role in admirable and workmanlike manner; and Miss Brice gets better support; Bob Hope and Hughie O'Connell, who were pretty much better as the show which opened last summer-and kept the top line. It never quite and well and rather than religious services.

The Billboard Index of the New York Dancers: the title, "The DANCERS: the title, "The Dancers" which he can't) he could whistle most impressively. She has one of the finest voices the D'Oyly Carte company in the world. It seems that one must consider the authors of the operettas. It is a trend that will probably continue one long thought that he had within him the makings of a Savoy Surrey. He has all but three of the famous recordings, and plays them with frequency and delight. He looks forward to a Gilbert and Sullivan revival with far more anticipation than he can muster. He knows a good many of the lyrics by heart, and a simple lover of Gilbert and Sullivan will by no means be surprised over his effort when he accompanies the Savoy's in their pen- nies into the coffers of the cinema marts. The whole Gilbert and Sullivan revival here four years ago) it was bound to take place. The members are there in force and fury, and a simple lover of Gilbert and Sullivan will probably feel pretty much out of things. The Curtain Raiser is, to put it mildly, labele. It is enough for the ordinary Savoyite to live. Also, there is a distinct trace of Anglophile's adoption. The D'Oyly Carte is a full-blown Gilbert and Sullivan production, a show which, for a long time, has been a direct line from the Savoy tradition and support it. The of the D'Oyly Carte is the most unimportant and unimportant, and so the performance of the D'Oyly Carte is a real thing, as is the supporting company in the world. That is the real Gilbert and Sullivan. The Overture is not just a direct line to the original Savoy tradition, its musical the setting, it is not just a show of bravado, as is the performing company. We, on the other hand, are anathema to the Leslie Lonsig, the former first male partner of the original D'Oyly Carte company, would seem so nice if the customers would allow them to be performances rather than religious services.

The New Plays on Broadway

MOORE, P. LANODON.

AN INABLED ACTORS HURT CHANCE

Of Chi "Dead End" Production

The New Plays on Broadway

Winter Garden

BEGINNING MONDAY EVENING, SEPT. 14, 1936

ZIEGFELD FOLLIES

(Second Engagement—Revised)

A revue featuring Fannie Brice and Bobby Clark, Production staged by John Murray Anderson. Music by Robert Stoloff. Choreography by Robert Stoloff. Additional songs by Bob Bechard and John Heyward. Direction and control by David Freedman. Additional sketches by T. Joseph Conklin. Costume design by Vincent Minnelli. Additional costumes by Ruth Bailey. Bill Bernstein, Benjamin Strauss, and Louis F. Dowling. Gowns executed by Brooks Studio with many of the players. Scenery by Eaves, Jr. Direction and choreography by James Light. Artistic direction by James Light. Actor of the cast is Arthur Mervyn, Bayard Alexander. The cast is as follows: Anna Anderson, Gloria Arden, Mary Bay, Vicki Ben-Yosset, Betty Banister, Ida Blend, Marjorie Blumenthal, Joan Byrnes, Lillian Carter, Jane Pickens, Ruth Harrison and Alex Fisher, members are there in force and fury, and if he could carry a tune it seems that one must consider the authors of the operettas. It is a trend that will probably continue one long thought that he had within him the makings of a Savoy Surrey. He has all but three of the famous recordings, and plays them with frequency and delight. He looks forward to a Gilbert and Sullivan revival with far more anticipation than he can muster. He knows a good many of the lyrics by heart, and a simple lover of Gilbert and Sullivan will probably feel pretty much out of things. The Curtain Raiser is, to put it mildly, labele. It is enough for the ordinary Savoyite to live. Also, there is a distinct trace of Anglophile's adoption. The D'Oyly Carte is a full-blown Gilbert and Sullivan production, a show which, for a long time, has been a direct line from the Savoy tradition and support it. The of the D'Oyly Carte is the most unimportant and unimportant, and so the performance of the D'Oyly Carte is a real thing, as is the performing company in the world. That is the real Gilbert and Sullivan. The Overture is not just a direct line to the original Savoy tradition, its musical the setting, it is not just a show of bravado, as is the performing company. We, on the other hand, are anathema to the Leslie Lonsig, the former first male partner of the original D'Oyly Carte company, would seem so nice if the customers would allow them to be performances rather than religious services.

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MARVIN* named Cass Daley intones several comedy
representations.

Eliabeth Vv in throo a play by Marie Baumer and Martin Berkeley.

A little cute connection composed of children, Christmas, bright quips and a
little song, that was played Friday night at Henry Miller's
centerpiece. The sponsors of the program, Frank M. Thomas Jr. and
Sidney Doran and the title of Seen But Not Heard is a misnomer. The
authors, seems obsessed with a generous but somewhat unfortunate de-
spiration to have something new, and as a result, when they finally
arrive at training the play they find that the story has al-
lready been done. It is obvious, although rather empty feeling, like a sneeze
that never quite gets itself shaped into play form.

The central idea of Seen But Not Heard (having seen an Un-
child play a murder mystery) is an
intriguing one. Some of us may think
that the idea is not original, that several of the bright quips was a
bit obvious, but they are obviously just sentimentalist and therefore to be
discounted. The real fault of the play goes deeper than that. Seen But Not
Heard, a play that has never quite come into play form.

Turning the Winthrop family (the Winthrops of New England, Hilde-
garde) in the thrones of their great branch, has been for a few years now the particular
interest of the Winthrops is saved.

Two young nephews and a niece begin to have suspicions of their Uncle John,
who is a careless and somewhat curious
around making astomatized revelations in the
presence of the children. The young Uncle Bob, finds, out partly thru a
weird and rather shrewd use of his
boon kept the wheel of the car in which
she was driving. When her dear father,
Bob, and John Winthrop (don't mix
him with the Winthrops of the play) are
not on good terms, handles the ballads with beauty of
rank of our terpsichorean teams, and
grace that have placed them in the front
of our musical comedies. They have a
favorite, and the second is the protection of noble
dance numbers with the beauty and
two a very good time for themselves.

There is some new material, but not a
thing, and as a result, when they finally
reduced to cold print. They include a
novel is simply a translation from the
French, and, when it proves successful,
they have a clue, and he, poor man,
who has never handled this sort of thing, does
now a play there, but Miss Baumer and Mr. Berkeley haven't
written a play, so the writer is in a
plainly a much more difficult position than
tricky things they manage to inform the
consumers. Miss Baumer has written
in a most they happens 10 minutes to half an hour be-
fore the play begins.

Also, the piece divides itself sharply
into two halves which have little or no
connection, except in that the second
is the masking of evil Uncle John and the
second is the protection of noble
dance numbers with the beauty of
rank of our terpsichorean teams, and
grace that have placed them in the front
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Also—and this is a fault which is con-
densed to a cliff, which is nothing
except in that the third and fourth
children tease, only one may reply that the real

fractured chorus. Another has liberties.

Franke M. Thomas Jr. now billing him-
self as the producer of Seen But Not
Heard, a play of much the more exigent.

There may be a song for a play there, but Miss Baumer and Mr. Berkeley haven't
written a play, so the writer is in a
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Planning More French Units

*"Folies" success calls for more—unit's new highs in Boston and Cleveland*

NEW YORK, Sept. 19.—The success of another edition of Folies Parisienne, which opened at the French Casino, 1564 Broadway, on Wednesday, has brought the United States branch of the Folies Bergere Company, through its agent, Richard Himber, manager, to request that the theater be extended for an additional engagement. Until recently the French Casino was functioning as a one-day house, but Himber has been a regular patron of the theater and has exhibited a growing interest in its future. As a result, the theater has been leased to the Folies Bergere Company and will be operated as a regular house for a period of time. The new engagement will be for two weeks, with a probable extension to three weeks. The Folies Bergere Company has a strong reputation in the theater world and is expected to attract a large audience to the French Casino. The management is greatly pleased with the success of the Folies Parisienne and is looking forward to the opening of the new engagement with great anticipation.

State-Lake Bldg. Is Still Unsold

CHICAGO, Sept. 19.—Another meeting was held by the stockholders of the State-Lake Building Corporation this week at the Palace Theater to discuss the fate of the State-Lake Building, which has been in a state of limbo for several years. At the meeting, it was decided to proceed with the construction of the building, but it was also agreed that the project would be scaled back. The building, which was originally intended to be a major cultural and entertainment center, has faced numerous delays and financial difficulties. The stockholders were optimistic about the project’s future, but they also recognized the need for careful planning and management to ensure its success. The meeting was attended by representatives of the stockholders, including attorneys and financial experts, who discussed the best course of action for the project. The State-Lake Building Corporation hopes to complete the construction of the building in the near future, and it is confident that the project will be a success.

Dog-Gone

NEW YORK, Sept. 19.—On Sunday night, the dog act at the Brooklyn Opera House was reviewed by a dog expert who noticed that the dog was not doing its job properly. The expert asked the Barker if there was something wrong with the dog, and the Barker replied that the dog was on an extended break and would return to work later. The expert suggested that the dog be trained to perform more effectively, and the Barker agreed. The dog act at the Brooklyn Opera House is a popular attraction and is known for its skilled performers. The Barker is confident that the dog will return to work in good form.

Picketing in Make-up in Battle to Restore Flesh

Musician-actor New York theater campaign shows progress—picketing moves to neighborhoods—"name" band leaders enlisted—a second mass meeting October 13

(Continued from page 2) individually, so as to counteract any possibility of reprisals, in the way of blacklists or job losses, which might arise out of the campaign. Attending the meeting yesterday were Harry Glazer, manager of the Paradise Restaurant, and John Keenan, manager of the Paradise at the Cheese Cake. At the Paradise, the picketing has been very serious, with the pickets blocking the entrance of the restaurant and preventing customers from entering. The pickets are demanding higher wages and better working conditions.

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Friars Making Good Progress

NEW YORK, Sept. 19.—New York Friar Club has been put on record in recent time and with record economy. The closing ballots of the club's 1934 season were held last night, and the club was closed for the season with a net of $4,400 extra as its share of the gross over the split.

Arthur Knorr Joins F&M as Producer

NEW YORK, Sept. 19.—Arthur Knorr, formerly producer at the Capitol Theater here for 14 years, joined the local Pischon & Marco office last week as associate producer. He came in from the Coast, stopping off in St. Louis to conduct business last week.

Knorr will do several units to be produced here by F. & M. and will also do work with other producers. He is familiar with many of the biggest producers in the business and has a fine reputation for getting jobs done on time and within budget. He is expected to be a valuable addition to the F. & M. organization.

Sterner's English Success

LONDON, Sept. 19.—Lola and Lea Sterner, American dancers, have captured a London audience with their dances. They have been performing their routine, which is called "The Sterner Sisters," for the past few weeks and have been highly praised. The routine comprises a two-month season in England, and the Sterner Sisters are expected to be a major attraction in London. They have a strong reputation in the dance world and are expected to succeed in England.

Popularity of Girl Units Sees Agents Raiding Likely Sources

NEW YORK, Sept. 19.—With the membership of the girls' units increasing in interest in units, and with the vaudeville field boomed down to practically all units booking, there is a mad dash to secure new sources of new units for production. Frequently the search for new sources is taken care of by producers and agents, who scurry about the country, looking for new girl units by bookers is causing a great deal of trouble, as the demand far girls in the unit is being raised by the agents to such specifications that it is not possible to find people to fill the bill. The result is, that to be available with a famous illustrator and designer who has a good supply of models. The girls' units, which are being marketed by Russell Patterson, well-known illustrator on the West Coast, are being marketed with great success. The show will include Loretta Lee, Herman Hyde, and Sally Burrill, Eleanor Kibbe and Nell Lynch, William Baloney, and the rest of the group.

Dows Get Two Houses

NEW YORK, Sept. 19.—The Folies Bergere Company has announced that it will be opening two new houses next month, one in Brooklyn and the other in Manhattan. The houses will be located at 1564 Broadway and 1564 Grand Street, respectively. The Folies Bergere Company is a well-known theater company and is expected to attract a large audience to the new houses.

Musical director for the new houses will be Louis Marcus, who has a strong reputation in the theater world. The Folies Bergere Company is confident that the new houses will be successful and that they will attract a large audience.
Loew's State, New York.
(Reviewed Friday Evening, Sept. 17)

Current vaude line-up runs 72 minutes and provides pretty good entertainment. The opening number is Al Trahan, but he's on a European tour, along with Clyde McCoy's Super Blues Orchestra.

Don Costello and Company, with Freddie Carter, Shurza Dunti and the Miller Sisters, got the show off to a nice start with its generous offering of dancing, singing and variety. Each act is well costumed and pretty, offered pleasing acrobatic dancing. Miss Dunti, brunet, is a sweet dancer. A youth, presumably Costello, starts off as a piano-singer and wends up with classy tapping of the Astaire type, with the taps clear and nimble. A tall boy drew applause honors with grand acrobatic dancing. Set of simple drapes is effective.

Blond Martha Marus drew hand-clapping with each of her songs, delivered with skill. Offered Let's Sing Again, a snappy rhythm number; Until I'm With You. Again, a snappy rhythm number; Until livered with dancing.

The set of simple drapes is effective with its generous offering of dancing, singing and variety. Each act is well costumed and pretty, offered pleasing acrobatic dancing. Miss Dunti, brunet, is a sweet dancer. A youth, presumably Costello, starts off as a piano-singer and wends up with classy tapping of the Astaire type, with the taps clear and nimble. A tall boy drew applause honors with grand acrobatic dancing. Set of simple drapes is effective.

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their comedy antics and Frances Wills, who also had a semi-nude gal and did a neat tango and the Mazzone Troupe drew a heavy hand for her fine control.

Dios and Stropping of the Savoy. Took numerous bows. The detectable treat of the show was the top tap of tapers, Bill Robinson and Miss Rube Roberts. He takes a hand. Spins a ball of white-colored props, with soft shoe and tap specials, which he later in the show, is a far better one.

Orpheum, Lincoln, Neb.

(Second) of the stage shows so far this season, having its act extremely well. Draw from neighboring shows results in the two handers. Miss Nebraska (Ruby Hart), 17-year-old, and Miss Nebraska (Ruby Hart), 17-year-old, are at the Hippodrome, Birmingham, and the entire new program at each visit. Truly their intricate turns and there is hard-"learn how to dance," prompted Bill to kick out his seat and give him instructions on the stage.

Said FAIN.

Directly through seven shows was to a crowd (Universal -Clicks, Inc. Picture.

RKO-Keith, Boston

(Reviewed Thursday Afternoon, Sept. 17)

Harriet on Parade passed this review stand with flying colors. A packed house. The denizens of the Nite club and hallelujah performers clicked in fine style as well. C.K. Miller's Band Session with Frank Miller's house orchestra, leg lost to L. Redman, a five-piece unit was to the left of Steel and some of the ragtime.

The Three Lang Sisters tipped out a sappy sentiment of their own in a smash to The Sheik. The gals did not miss the chance of another appearance of the show. Miss Walle's Harmonicagle was a boisterous character entered into the right wing. Customers forced Redman to tear out the show.

Life is a beautiful and side-splitting gal with a couple of rows. He won the second prize in the Fields and a heart-warming "souvenir" for his work. He is a pretentious and entertaining show. Fast descriptive material and a music show, and the first time they had been on show with their fast and personable work.

London Bills

A welcome repeat engagement is that of the Diamond Brothers, one of Chicago's sure-fire hitmakers of this side. Boys have been going through the same and splendidly in a strong bill at the Palladium.

London Bills

15

B. O. E.

Brong, Bronx, N. Y.

(Reviewed Friday Evening, September 17)

Brong Theater lately has been giving a splendid act. The stage shows and is playing to fair business. Current "Sam" is the new program at the theater. Really this spot for its simplicity. It is not a bad idea, and choice bits that register high, one for sure that can be found.

"So, Why Should I Be Tall?" vocal and sappy. Miss Dawn Davis and Miss Evelyn Jackson makes it against with Until the Real Thing Comes along. The gals did not come on as completely with her Aunt Jemima character, but harmony was a bonus. "Plenty of Nuthin', He's a Snake in the Grass, Is It True What They Say About Love Dance and Jeanne Busoni and Jack Nicholls are four American acts hitting solidly in a strong bill at Glasgow Empire.

Actograms' Big Minstrel Show contains complete MSS, Minstrels, Opening and Finale for shows. Indispensable to every Minstrel Show Manager with Catalogue, $1.00. P. O. Money Order.

A Grand Minstrel Finale.

HELENE JACKLEY

$1.00. P. O. Money Order.

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VAUDEVILLE

September 26, 1936

75 Gs for 2-Day K. C. Festival

NEW YORK, Sept. 21.—The William Morris Agency and Music Corporation of America jointly entered their bids yesterday for furnishing the talent for the Kansas City Civic Festival to be held Friday and Saturday. The deal involves about $75,000 in talent.

Ben Bernie will be one of the “name” hands for the Festival, while other attractions will include the George White's Scandals road show, Bob Burns and Morton Downey.

Ben Bernie will get $5,000 for two days.

DON COSTELLO
UNUSUAL

Agile Tapper and Vocalist

NOW APPEARING AT
LOEW'S STATE, N. Y.

Thanks To
HAL SANDS, SIDNEY PIERMONT,
Personal Representative.

DON COSTELLO

MAC'S

Just returned from triumphal European Tour. Playing Scandals road show, Bob Burns and Morton Downey. Burns will get $5,000 for the two days.

FRANCIS RENault is set to open at the Drake Hotel, Chicago, October 24 in Dallas. Charles J. Freeman is booking the time from here and plans to handle props.

One of their ace pieces of business is tricks with eggs, with the Urrutys, springboard acrobats; the Warnings, aerial; the Six Yuk Chings, Chinese acrobats, and the Juelves, aerial.

The Cantons are a routine Oriental magic turn comprising a comic and a woman. The latter is dressed tastefully and staged and is a sure-fire laugh getter and should fit most any bill nicely.

The Billboard sheet of paper, fold the paper several times, tear it and then burn it. While the question is being answered, the card will turn over. When the paper has been completely torn, the answer to the question will be revealed. This is a method used for many years by magicians. It is extremely clever and is being performed by others, was perfected by him several years ago and given in a maga- zine as a simple Spanish tap routine of class.

A temporary Musical of Rhythm and Color.

CIRO
Rumbland
(Magical Master of Ceremonies.)

DORNFORD
Direction—Harry Romm.

Rumland's

"BILL"

Just returned from triumphant European Tour. Playing in St. Louis, week of October 2, atagered by Harry Armour, of F. & M.;... Roth and Shay, recently back from two weeks in Europe, are again readying an all new French revue, playing the Alameda building for six weeks. The show is being booked strongly.

Mayfair Trio

Reviewed at the Bronx Theater, New York.

A happy little family act, consisting of three Canadian actors whose specialty is dancing and singing, under direction of John Milli. Musical numbers using Hamiter's nine lions, among other things. The show is well turned out and with new novelties for American audiences.

Conway and Parks

Reviewed at the Grand, New York.

A comedy dance and song act, consisting of two boys and one girl. Their act is a new one and has been well received.

Kismet, Geneva

(Week of September 7.)

Kismet can work either on a stage or in a lobby. Advantage, however, is that it's closer to the individual and lessens the charge that there's a shift or two topping off.

Parke-T. M.-0-00C.

Gale and Carson

Reviewed at the State, New York.

Style—Magic. Setting—Full stage. Time—Seventeen minutes.

The Cantons

Reviewed at the Bridgeport, New York.

Style—Comedy dancing and song. Setting—In three. Time—Eight minutes.

A happy little family act, consisting of three Canadian actors whose specialty is dancing and singing, under direction of John Milli. Musical numbers using Hamiter's nine lions, among other things. The show is well turned out and with new novelties for American audiences.

Weaver Bros. Open

Intermediate Circuit

NEW YORK, Sept. 21.—The Intermediate Circuit is again readying an all new family act for opening October 25 in Dallas. Charles J. Freeman is booking the time from here out of the Paramount office.

While this new stage show includes a variety of musical stage shows due to the Port Worth and Dallas expositions, in resuming it will probably stage a show in its old position.

Sunday Vaude for Shubert, Newark

NEW YORK, Sept. 21.—Bill Miller, Al Rogers and B. J. Shubert announced here today that they are opening over the Shubert Theater, Newark, for a week starting tomorrow. They are going in this Sunday. Miller and Rogers will book the house, the policy calling for eight acts and a feature film for three or four shows a day.

The policy will be slightly different from that recently operated at the Alton, Janesville, and Baltimore theaters, as this house will be open Monday through Saturday.

The Newark: trio is dickering for another booking for Shubert. Plans to line up several of them.

“The Circus De Paree” Ready

CHICAGO, Sept. 19.—“Circus De Paree,” a French vaude parade, with Halpert who will be booked this week at the 60th Street, is almost ready and is expected to open some time this month out of town. The feature of the show is two numbers using Hamiter's nine lions, one act brought on from the Dallas Fair, in which Mlle. Maxine pose in the cage of animals. These numbers have been named Beauty and the Beast and The Lion's Bride.

The contract of the circus for engagements in various theatres in America has been mentioned as publicity man.

Marbro Continues Shows

CHICAGO, Sept. 19.—Vaude will continue at the Marbro Theater, Balaban & Katz's Hollywood division. Contracts with the standard “name” and “novelty” acts will be for four weeks at least. Concessions will be included in the contract for a show week this week the contract was signed for a show week in the next five weeks, according to regulations of the booking offices. Although there has been some talk of booking the house reverting to double-feature shows, this is said to be due to making money with a combo policy and can be continued indefinitely with this type of show.

Dick Cream Leaves Palladium

LONDON, Sept. 12.—Following a heated argument with the theatrical agency, including a wild game of French cards, Bob Baker, after an absence of two years, is about to leave the Palladium, with Jack Pierce as his successor in the show business. Pierce’s contract to manage the Palladium, which he has not been mentioned as publicity man.

Salice Puppets Back

NEW YORK, Sept. 19.—Salice’s Puppets arrived here Thursday from Europe and are working over the over $20,000 invested in new act. Scheduled to open this Friday evening at the old Biltmore, and the Morris Agency, handling him, has it in mind for a $5,000 show at his radio radio show.

Morris Moves in Hollywood

HOLLYWOOD, Sept. 21.—The William Morris Agency has added to its list the new act of the Morris group, named the Stars, from the Taff’s Building of a two-story building on Sunset Boulevard. Leased the whole second floor for six years at a yearly rental of $20,000.
Saurin-Jackson Nitery Circuit

HOLLYWOOD, Sept. 19.—Jack Saurin, former Chicago newspaper man, is setting up plans to organize a national nighterie circuit-temporarily being called the Royal Circuit—and that it has several agents in key cities.

In his plans Saurin claims that nighterie producers across this country will work thru their circuits—temporarily being called the Royal Circuit—and that it envisages the following:

- Setting up plans to organize a national nighterie circuit.
- Agents in key cities.
- Developing a national nighterie circuit.
- Setting up plans to organize a national nighterie circuit.

Pacts With Musician Locals

HOLLYWOOD, Sept. 19.—Jack Saurin, currently managing the Ritz-Carlton Hotel, and the 21 Club, are the newest entries into the hotel-based nighterie business. Each case the State has assessed a 50 per cent penalty.

AFA Negotiates 70 Reciprocal Pacts With Musician Locals

NEW YORK, Sept. 19.—The musicians and night spot performers are drawing closer together in development of the American Federation of Actors' getting pledges of aid in organizing night spots from more than 70 locals of the union memberships from coast to coast.

Most of the pledges are in the form of non-union membership, as the AFA cannot play with non-union musicians for fear of losing any time in spite of the warm weather. Each case the State has assessed a 50 per cent penalty.

Colosimo's Cafe To Close

NEWARK, Sept. 19.—Colosimo's, one of the city's most popular cafes, will close for tomorrow week, during which time the venue will be closed for remodel, redecorated and repaired.

Henry Sues for Back Tax

PHILADELPHIA, Sept. 18.—Deadlock between the musicians' union and the Delaware Division of the Pennsylvania State Tax Department, which has been going on for some years, has been broken and $2,387.50 is the amount assessed against the Cafe Dodge for 1936; $1,536 for 1935 and $26, and against the Hotel Waldorf-Ritz-Carlton for 108 days. In each case the State has assessed a 50 per cent penalty.

Nightie Reviews

Martins' Rathskeller, N. Y.

This cellar spot, located at 226 Rhest, is the newest addition to the late hour listings in this city, and has been using floor shows the past half year, with Louis Loomis booking.

Current show is intimate and pleasing. Pianist, Jimmie Curnin, is the chief attraction, in his usual top form. Marion Day, the four-piece band, is a local outfit.

Sportsmen's Club, Chicago

One of the many smaller cafes here, this place is a very popular reciting revue for the fun-seeking night-life entertainer. It is a major step up from the usual burlesque or revue.

The AFA is negotiating with the boards of the AFM thru special permission of the AFM's executive board, which granted the AFA to establish nighterie circuits in each city thru the local AFA.
**THIS SOUND SYSTEM CAN BE USED EVERYWHERE**

STERLING YOUNG and his ork, now playing the Century, will close September 26 and return to the Whitley Bowl, Los Angeles, for a three-week stand. LARRY BELL, who has been on the airwaves for the past couple of weeks, will wind up at Baker Hotel, Dallas... JIMMY DODG and his orchestra have been engaged to supply music for Hal Reoch's new lobby. BANDY LEE and band has had contract to make a series of transcriptions for South American radio. KEARNS, now on KXR, Hollywood, will triple on platters as emcee, vocalist and pianist. The plug-in type power pack is an exclusive Webster-Chicago development. DON PABA is current at the New Palace Hotel, Memphis. MILT AND FRANK BRITT are tour- ing the Southeast, backed by JOHNNIE MALTAND'S Orch followed Looney Tunes. All are booking at the Coliseum, Memphis, September 19. Mainland fea- tures LARRY LEE, with a new floor show, starring Elara and Novella, Bob Carmen, and Da. Hofman, has opened October 1, for a month's engagement at the Continental, Cleveland... BEN BERNE is on the airwaves for the next thirty days. PETER PENDAVUS is set to open the Mayfair Casino, Cleveland... CHARLES BOULANGER has opened the Orpheum, Pittsburgh, October 1. Combo succeeds Leslie Nettles' Band at the Edwards... CHARLES LEVINSKY and ork are playing dates around Detroit...

**SHEET-MUSIC LEADERS**

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 today. On recommendation of the trade. Number in parentheses indicates position in last week's listing.

**1.** Me and the Moon (110)
**2.** Until the Real Thing Comes Along (3)
**3.** A Star Fell Out of Heaven (1)
**4.** Empty Saddles (8)
**5.** When I'm With You
**6.** Don't Worry About Me
**7.** Bye, Bye, Baby (51
**8.** Just a Little Closer

**NATIONAL PHONOGRAPH RECORD best sellers will be found on page 52.**

**TIME PAYMENT PLAN AVAILABLE WEBSTER-CHICAGO OTHER MODELS PORTABLES—Made in various models to accommodate any audio listener.**

**FREE SOUND SYSTEMS—Available in either standard two or complete multisuit to suit conditions. Question privilege given.**

**DEALERS**

Every large hotel has a radio dealer who probably has a WEBSTER-CHICAGO sales agency, and in most cases for the past couple of years has had his own personal installation of one of our sets. This is a great advantage when "they must go on."
... for Jaded Box Office Appetites!

MILLS - MUSICAL - MENU

APPETIZER

Whet your appetite by checking up the recent grosses of these famous bands!

DUKE ELLINGTON and His Famous Orchestra
Duke, the Delectable—a dish piled high with rare treats! Try Duke, the Ellingtonic!

CAB CALLOWAY and His Cotton Club Orchestra
Cab will stir the patrons, heat to a sizzle and have profits dumpling in your lap!

INA RAY HUTTON and Her Melodears
What a dish this is! A feast for eye and ear and a toast-to-toast sensation!

HUDSON-DELANGE ORCHESTRA
Here’s a new dish with a tantalizing and original flavor! Like wine with your spaghetti!

LENNIE HAYTON and His Orchestra
This silver platter holds heaping portions of ultra-rhythmic calories. Doctor’s orders:

BENNY MEROFF and His Orchestra
Amazing, comical and versatile, Benny provides a banquet of laughter and swell music!

THE BRITTON BAND
Here’s a whole meal, from soup to nuts, without the soup! And nuts from there on!

JERRY FREEMAN and His Orchestra
Here’s a plate from Paradise—and we mean that literally, the famous Paradise Restaurant in New York.

JAN RUBINI and His Orchestra
A tasty platter of melody served up by Rubini, whose recipes for violin music are unsurpassed!

BOB GRAYSON and His Orchestra
A dance addict’s dream—to have this smooth orchestra play for breakfast, dinner and supper!

LUCKY MILLINDER and the Mills Blue Rhythm Band
Chef’s special, coming right up! Careful; this plate’s hot! It’s today’s blues plate!

TOMMY TOMPKINS and His Orchestra
You could fry an egg on Tommy’s red hot trumpet. You’ll like him—even without the egg!

799 Seventh Ave., New York, N.Y. Circle 7-7162 Cable: "JAZZ"
BERRY LA MARIE and Gene Ford, who recently concluded a 10-month engagement at the Ha-Be Club, Cicero, Ill., last week with the Bally-Ho Club, Columbus, O. DILLY HERRERA, who has been working at the Ha-Be Club recently, has opened at the Bally-Ho Club, Baltimore, Md. DILLY REEVE, who has been working clubs and vaudeville dates and in other De- nver radio offices as well as connected with the Kern Dance School, Port Huron, Mich., with Alzona Kern as his partner. DORCY and PERRY DIXON have been vacationing all summer at their cottage on Lake Charlevoix in Michigan, were appearing featured at the Chet Ahu, Buffalo. WOODS AND BRAY, the "wonder dancers," are playing at the nearby restaurant, at the Shoreham Hotel, Washington. They jumped from the Jack of Lantern Lodge, Eagle River, Wis.

TOMMY KING has returned to Dan Healy's Broadway Room, New York, and is now appearing at the same spot, and is still holding forth at Healy's. SUSANNE FAIRY, who recently concluded engagement at the Club Gourmet, Cleve- land, Ohio, is now appearing at the same spot. MERRY PICKFORD, the former dancing girl, is now appearing at the Plaza Villa, Pittsburgh, with Flor- ida's Dreamdance Revue, including Bobbi Lottie, Johnny Kaye, and Leonard Jans. Vern Valdez and George Spellman are the other principal members of this group. JENNY ELLIS, who closed an all summer run at Con- nexion's Park, Pa., on Labor Day, began an indefinite engagement in the行星 Room of the William Penn Hotel, Pittsburgh, September 11. Urban Room and Spot, 220 S. Wabash Ave., Chicago, have opened a new floor show, featuring Tracey Revue, Charle- lotta, Land, Jr., Lively and North, the "male Sally Rand," is featuring at the same spot. "THE" DeMARCOS wound up at the Savoy, New York, September 22. They have been appearing in Washington as the Midgets and are now making their way to the West Coast. SARAH BERTRAM, soprano, is now appearing at Healy's Broadway Room, New York, and will be followed by four more at the Hollen- head Club, Chicago. KELLY SISTERS AND LYNCH made their appearance at the Tropicana, Los Angeles, last week and returned to the Plaza, New York. They will fill a date in St. Louis and be featured at the Casanova, Los Angeles, last week for three weeks as the Featured Artist before returning to New York.

SAN FRANCISCO BOUES: Joe Mori has a new show over on the west coast and is now known as Mori's Cafe. Featured are Peggy Kareen, who since the close of the Tropicana and Bill providing the musical accom- paniment are HELANE AND LEROY ALDSON, dance team. current at the Club Moderne, are being held over for another two weeks. Sharing the spotlight with them is Anita Agnese, light opera warbler, and Bobby Anderson, oases, with his baby piano. Larry fries has the Co-Op, which is now known as the Hollywood, is producing the floor shows at the Lido and has acquired and his band, and the entertainment features California Covey, voc- alist and hula dancer, and Grace Joyce and Barbara Weeks, blues singers.

WEBER-GORDON BOOKINGS: NEW YORK, Sept. 19.—Weber-Gordon Agency here is at the height of its busy season. In addition to the western bookings recently heard from, the agency is now handling the engagements of the top talent in the industry. Donald Peterson, head of the agency, has moved from the Land's End Cafe, Los Angeles, to the La Cache Cafe. Also booked the Gale Sisters into Silver Lake Inn, Clemington, N. J.; Jimmy Richards and Janie Andre into the Paradise Restaurant here, along with Bert Prochn, held over; Galli-Galli at the Vessaloe here. Boston. Frank McVey, formerly with the Harvard Mission into the State-Lake Theater, Chi- cago, and Jimmy McVane, now well known in that area, have opened the Dixie Club at 220 Turk street. "THE" DeMARCOS wound up at the Savoy, New York, September 22. They have been appearing in Washington as the Midgets and are now making their way to the West Coast.


**SYLVIA FINA**

Portraying Swamp Spain, Aman, Argentina. Colorful Cats in Dance and Song.

*New York City*

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"DANCE STYLISTS" and LE ROY

**Sylvia Harris**

Sports Shore

"Completely waltzed away with the horns. Applause really nailed the building."—Daily Times, Dover, Del.

Direction: Fred Simon.

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**NIGHT SPOTS - ORCHESTRAS - MUSIC**

**CENTRAL SHOW PRINTING CO.**

MARSH CRESCENT

**THE BILLBOARD**

September 26, 1936

**Night News**

**My Little Mule Wagon.**

is already centered in Under Your Spell, a 20th Century-Fox talkie starring Law-
News of the Week

Some definite information may be forthcoming this week from the office regarding the competitive effect on theaters of the coming of the radio and of motion pictures. Completion of the three months' term of the court's decision against the exhibitors, the findings may be taken by Hays to radio execs with a view to establishing a plan of co-operation and elimination of juvenile activity, supervised by David Paltrowman, who had the assistance of the Council. Latest, protests by various exhibitive organizations have been receiving more frequent, the most persistent claims for consideration of the matter. The making of a motion picture picture is built up thru the box office and should not be dismissed as just another of the phenomena which also cut heavily in theater grosses.

Regina Moseley, secretary of the Ohio Film Board of Trade, with particular supervision over Nebraska and Western Iowa, reported last week that Nebraska, with adverse weather conditions, enjoyed its best summer season in years. She attributes the conditions to two factors, one, that show business is again on the up and up and two, the installment of cooling plants in many theaters.

J. Cheever Cowdin, chairman of Universal's board, said that the contemplated results of a new building are the result of increased progress made under the new management. The building which Cowdin added that the accomplishment of the first past month of operation exceeded hopes for the first nine months. In order to meet the sudden burst of talent now being experienced in so many of the major Coast studios, Universal is pointing 40 young players at the shortage of talent now being experienced.

J. Cheever Cowdin, chairman of Universal, made a New York investment firm relative to the competitive effect on theaters, regarding the competitive effect on theaters of the coming of the radio and of motion pictures. Completion of the three months' term of the court's decision against the exhibitors, the findings may be taken by Hays to radio execs with a view to establishing a plan of co-operation and elimination of juvenile activity, supervised by David Paltrowman, who had the assistance of the Council. Latest, protests by various exhibitive organizations have been receiving more frequent, the most persistent claims for consideration of the matter. The making of a motion picture picture is built up thru the box office and should not be dismissed as just another of the phenomena which also cut heavily in theater grosses.

W. Bay Johnston, who is revising Motion Pictures on an extensive scale, is well along in the process of organizing a new independent film company. He is planning to make a new independent company. He is planning to make a new independent picture which he believes will be popular and will secure a good distribution. The company will be organized in New York and will have a capitalization of $10,000,000.

Judge W. E. Broch, of Federal District Court, San Francisco, has named September 24 as the date for seven major film companies to answer charges filed against them by C. W. G. W. S., the American Motion Picture Company. The motion picture company is also named in the complaint, and the five companies are United Artists, Paramount, RKO, Warner, Universal, 20th Century-Fox and the American Motion Picture Company. The companies are said to have conspired to fix prices and to engage in other activities which are illegal under the Antitrust Act. The purpose of the suit is to prevent the companies from engaging in activities which are illegal under the Antitrust Act.

Johnnie L. McVicker, manager of Chicago, is still at a standstill, according to William J. Sinskius, who reports the Chicago Board of Education, which controls the building, to be at a standstill, while L. Y. Green, secretary of the Chicago Board of Education, which controls the building, Bulabun & Kats, unless the new film company, which is engaged in the matter, makes a better bid for the property which has been held.

The question of leasing the McVicker theater, Chicago, is still at a standstill, according to William J. Sinskius, who reports the Chicago Board of Education, which controls the building, Bulabun & Kats, unless the new film company, which is engaged in the matter, makes a better bid for the property which has been held.

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"LOVE BEGINS AT 20" (FIRST NATIONAL)

TIME—56 minutes.

RELEASE DATE—August 22.

PLOT—A handsome husband with two daughters and a tough boss picks up some bonds for his firm and they are stolen. That night while his wife is out he gets "tickled up," goes to his lodge and the bonds are planted on him. Nightly, meanwhile, one of the daughters gets mixed up in mother's consent, but while mother is raising a rumpus the bonds are discovered on father and father goes to jail. Everything finally comes out so nicely that mother is forever aunched, the young couple collects a reward for capturing the robbers and father is taken out of jail and into the Erm.

CAST—Hugh Herbert, Patricia Ellis, Warren Hull, Deedee Vaughn, Hobart Cavanaugh, Clarence Wilson, Robert Gleckler, Mary Treen, Arthur Ayflew, and others. Herbert does your car, find them safe.

DIRECTOR—Frank McDonald. Looks as tho he did it in his sleep.

AUTHORS—Screen play by Martin Strong and Dalton Trumbo from the play by Martin Strong.

Elementary, my dear Watson, elementary.

COMMENT—Sappy plot, impossible dialog and general slipshod production make it to be avoided as enthusiastically as possible.

APPEAL—You won't.

EXPLOITATION—Herbert.

"GHOST PATROL" (PURITAN)

TIME—56 minutes.

RELEASE DATE—August 50.

PLOT—Mail planes flying over Shishol Mountain mysteriously develop engine trouble and crash. Rescuers find bonds and other valuables stolen from the wreckage. Tim, a Department of Justice man sent to investigate, lands safely with a parachute when his ship starts missing. Going under the name of Tim Monney, a notorious criminal, he gets himself into the confidence of the villains and finds they are keeping captive an inventor who has developed an electric ray apparatus which does the dirty work. Tim cooks an atonement, rescues the inventor and becomes enamored with the latter's daughter.

CAST—Tim McCoy, Claudia Dell, Walter Miller, Wheeler Oakman, Jimmy Durante and Lloyd Innes.

A lot of nonsense is in the script, but acting is up to fairly Western average.

DIRECTOR—Sun Newfield. Oketh for the type. Sufficient suspense and action.

AUTHORS—Original story by Wyndham Gittens.

COMMENT—A few different minor angles to this one. Fair potboiler.

APPEAL—Routine channels.

EXPLOITATION—G man, aviator, Western combination.

"PUT ON THE SPOT" (VICTORY)

TIME—60 minutes.

RELEASE DATE not given.

PLOT—Nugent in this one plays the part of a G man who scores oketh in tracking down the villain and in Angelina the girl. Wrong man is accused of a murder and, thru circumstantial evidence, lands in jail.

CAST—Edito Nugent, Marjorie Doyle, Francy Knight, Lucille Lund, Don Averill, Peter Miles.

Must have done it by centrifugal force.

DIRECTOR—Bob Hill. Good stock job with sufficient pace and suspense to maintain interest.

AUTHORS—Adaptation by Al Martin from story by Peter B. Kyne.

The potboiler has been handled nicely.

COMMENT—Double only, but should gross oketh.

APPEAL—General non-class.

EXPLOITATION—Other than routine treatment difficult, in view of the lack of names and the stereotyped story. Plug some of the better shots.

"THE GIRL FROM MAXIM'S" (KORDA)

TIME—64 minutes.

RELEASE DATE not given.

PLOT—A feeble farce about a Parisian cabaret girl of the '90s raising the deuce with a respectable physician's household. Petypon, the doctor, picks up the girl, Lu Meone, at Maxim's, and thru the workings of the plot must pretend she is his wife. Mongourcet, a rogue, is responsible for leading Petypon astray. What goes on during the picture is inconsequential as entertainment.

CAST—Frances Day, Lady Tree, Leslie Hanson, George Grosmith, Desmond Delafield, and others.

Looks as tho he did it in his sleep.


AUTHORS—From a play by Captain Harry Graham, with additional dialogue by Arthur Wimperis.

COMMENT—Interesting not for its merits, of which there are none, but as an example of what incomprehensible Korda was doing back in 1931.

APPEAL—As a museum piece.

EXPLOITATION—Korda name, but you must have a heart like a bucket-shot to do it to him.

"BULLDOG EDITION" (REPUBLIC)

TIME—57 minutes.

RELEASE DATE—September 21.

PLOT—Ken Dewey, circulation manager of The Daily News, and Hardy, city editor on the same, are engaged in an amiable feud over the heart of Randy Burns, girl cartoonist. They are also rivals in the matter of the newspaper circulation, and Hardy, to pull a fast one on Ken, runs a headline stating Knight, a gangster on trial, has been acquitted. The news is false, but Hardy, together with Ken and Randy, are in the news. Ken is in love with Knight and Randy is in love with a cowgirl. Thru publicity, finally forcing the latter to muscle in on The Post, a rival paper, and Hardy decides to compromise The News. Randy's career on the newspaper is at that.

CAST—Ray Walker, Evelyn Knapp, Regis Toomey, Cy Kendall and others.

Run-of-the-mill performances.

DIRECTOR—Charles Lamont. Satisfactory.


COMMENT—Fair potboiler with plenty of pace.

APPEAL—Made for double brackets.

EXPLOITATION—Newspaper angle, particularly tieup with racketeers, etc.

"THE ARIZONA RAIDERS" (PARAMOUNT)

TIME—57 minutes.

RELEASE DATE not given.

PLOT—Laramie Nelson saves himself from a necktie party and shortly thereafter does the same for Tracks Williams, who is wanted by the government for various crimes. They join forces and subsequently pick up a third comrade in the person of Lome Muhlal, a youngster in love with a cowgirl. Thru the efforts of Williams and Muhlal, the picture contains a lot of good comedy unusual for a Western. Plenty of action also for the more rabid fans.

CAST—Larry Crabbe, Raymond Hatton, Marshes Hunt, Jane Rogers, Jucson Nover, Grant Withers, Jimmy Downs, Grant Withers, Don Rowan, Arthur Aylesworth, Richard Carle, Herbert Hayward and Petra Sylva.

As an example of what incoherent nonsense Korda was doing back in 1931.

DIRECTOR—James Hagan. Excellent. Has pointed the picture for both laughs and action and has been successful.

AUTHORS—Adaptation by Robert Tost and John Kruft from Zane Grey's story, Riders of Spanish Peaks.

COMMENT—Superior alfalfa opus.

APPEAL—Might drag in general trade in addition to Western fans.

EXPLOITATION—Cash in on its comedy and action shots.

"DEATH ON THE SET" (GLOBUS)

TIME—56 minutes.

RELEASE DATE not given.

PLOT—An involved murder-mystery concerning two bad brothers, one of whom is a film director and the other a drunkard. As both look alike, the film director decides to get rid of his annoying brother by killing him, which he does, and taking his place in his old haunts, etc.

CAST—Nugent, Constance Bennett, Jean Musgrove and others.

Somebody is through with the screen play. Strictly farce all the way.

DIRECTOR—Raymond Hatton, Marshes Hunt, Jane Rogers, Jucson Nover, Arthur Aylesworth, Richard Carle, Herbert Hayward and Petra Sylva. Generally good, as far as Westerns go.

COMMENT—Interesting not for its merits, of which there are none, but the police convince them they are not. Ends up with the director being arrested.%,

AUTHORS—Adaptation by Michael Barringer from novel by Victor Macleary.

COMMENT—Try it on your piccolo.

APPEAL—May drag in general trade in addition to Western fans.

EXPLOITATION—Cash in on its comedy and action shots.

"LA KERMESSE HERIOIQUE" (TOBIS)

TIME—56 minutes.

RELEASE DATE not given.

PLOT—Town of Boom in Flanders in 16th century is preparing for a festival when the Spaniards are announced. Apparently everyone is willing to do anything to keep them out of town, even tho only wanting to billet for a few nights. Meanwhile, one of the daughters gets mixed up in the caption's daughter.

CAST—Micheline Cheirel, Jacques Alerme, Francoise Rosay, Renato Salvatore.

The Billboard. Ink on the best.

DIRECTOR—Charles Spaak, with dialogue by Bernard Zimmer.

Not a name in the lot that means anything here, tho all do fine work.


COMMENT—Fair potboiler with plenty of pace.

APPEAL—Made for double brackets.

EXPLOITATION—Newspaper angle, particularly tieup with racketeers, etc.

GRADE: A.
MISS DOROTHY DEE

Bennie Chase has been transferred from simply a matter between the BAA and Hirst, who individual theater policies and that it is west were told that there would be no change at the Republic, succeeding Willie Sharf. The Eltinge to the Gaiety, relieving Mur-burlesque theaters have made changes in their pit leaders. Change Pit Leaders in N. Y. It is expected that he will give the BAA some answer early Wednesday, but he has been out of town as regards the Independent Circuit holds that members of the circuit in the Mid-west were told that there would be no immediate reply be given. It is expected that the controversy will be settled soon, with the probability that it will be done peacefully without lead-ing into any walkout. In view of the demands asked of the Inde-nite Circuit stand, the BAA insists on a satisfactory guarantee from each theater, individual operators to sign up chorus girls to get the $1.50 raise and houses to pay for midnight shows. The contracts reached the office of Roy Hirsh, president of the circuit, Wednesday, but he has been out of town since Saturday. He went to Pittsburgh last Saturday for several days and then on to Buffalo. It is expected that he will give the BAA some answer early next week. The controversy now centers around the raise for chorus girls. Hirsh claims that members of the circuit in the Mid-west were told that there would be no immediate change in their policies and so he considers his demands to raise a policy change. However, the BAA claims the raise to be asking to do with the individual theater policies and that it is simply a matter between the BAA and Hirsh, who is servicing these houses with shows.

Burlesque Reviews

Irving Place, N. Y. (Revised Monday Evening, Sept. 15.) New life seems to have gone into this 14th streeter after an unprofitable sea-son last year. Better show of sides, occasioned by the expert production ability of 16th Rose, the management seems to be holding tightly to the purse strings. For a show that runs an hour and 30 minutes the first half and 45 minutes the second half, sandwiching an 17-minute intermission, it is very lively, keeping an audience interested all the way. Business good at this catch-closing the $1.50 top and the gates closing at 11:00.

Miss Rose, an importation from Chi-cago, does an excellent production job. She is one burlesque producer who is to be congratulated on making chorus routines different. Her 15 chorus girls work earnestly and energetically at clever routines, while the eight show-girls parade artistically. What's more, the chorus girls don't come out in any two picture numbers. The show is costumed beautifully, too; it's a bit shy on scenic but is very lively. Not many men in the show-just five. Among the three comics, a singer doubling as straight. The comics are of the strong language type. She does it deeply into the blue but able to get laughs also, when working clean. Joe Fallo is the best laugh producer, but Al Pharr and George Rose are close but both are batting out a healthy laugh score. They're funny men, and a good, well-rounded group, to look at, Joe Wilton is a busy and capable manager, George Rose helps out capably as straight, doubling from his singing assignments. Miss Williams is also plain (See Burlesque Reviews on opposite page)

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IRVING SELIG
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JACK CALABRESE

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NADIA:
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FLOYD

JAMES,

Hettie Groves's, N.Y. C.

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Thanks to Miss Schriber.

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NEW FACE-DIFFERENT DANCES.

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BOB-FAYE & VOGELEE-EMMA PLAYING EMPIRE CIRCUI.

BONITA GERMAINE

NEW FACE-DIFFERENT DANCES.

DANNY MORTON

JEAN CARTER

PLAYING EMPIRE CIRCUI.

DANNY MORTON JUNIORS

PLAYING EMPIRE CIRCUIT.

JEAN CARTER

PLAYING EMPIRE CIRCUI.

JEAN CARTER

A TALKING-SPORTING PERSONALITY.

GLADYS FOX

MINSKY'S GAITET & GOTHAN, N. Y. C.

BABE CUMMINGS

PETT-PETTY-PERSONALITY-PETE.

ALL THE PEOPLE'S, NEW YORK CITY.

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DANNY MORTON JUNIORS

PLAYING EMPIRE CIRCUIT.

JUICE FAYE

A GENTLEMAN WITH A BULLET SPOILS-QUIRES WHO ISN'T GRAY

JEAN CARTER

A TALKING-SPORTING PERSONALITY.

GLADYS FOX

MINSKY'S GAITET & GOTHAN, N. Y. C.

BABE CUMMINGS

PETT-PETTY-PERSONALITY-PETE.

ALL THE PEOPLE'S, NEW YORK CITY.

MURRAY & FERGUSON

In Stock with the Wisconsin, N. Y. C.
Tab Tattles

HAD a pleasant visit Monday of last week with Meshes, a local girl who has just breezed into town from California, and she found it worth possibly a pretty penny following the death of her father, is sporting a new Ford V-8 which she purchased the previous Sunday, and is enjoying going around with no particular destination in mind, just enjoying the folks in the "share-the-wealth" idea. Frank Gruwell, the President of the Union, was doing his usual merchandising job with the Shubert lighting up as an opportunist. The Shubert is trying to keep the Tope fraternily accepting the," "a very funny show and one of the best," sample caught, tagged, Scoon-bees, and the first prize winner at the marathon contest opening its final grind.

Trocadero, Philadelphia

(Continued from opposite page)

Endurance Shows

Parker Walking Derby Opens at Glasgow, Ky.

GLASGOW, Ky., Sept. 19.—Walking Derby got under way here to a good crowd in the Splendid Theatre, under the direction of M. F. Porter, who assisted by Frank DeVore, producer of the show. The management, according to the announcement, will be added to take care of crowds. Lou McLeidsen assists DeVore and is the master of ceremonies.

STANDERS are now making about two-thirds full for the main event. Six sections of box seats and bleachers are sold, intermission splitting it as a two-act show. Parker house calls for weekly changes of Inde fare, starting Sunday nights. ORO.

Casino, Pittsburgh

(Revived Monday Evening, Sept. 19)

A. R. O. business greeted the opening of burlesque here. George Jaffe, former operator of the Variety, is piloting the Casino, which reopened with a four-act policy. Three-hour show in all with about an hour and a half of bookings sandwiched in. Prices, the most popular in years, range from 25 cents to maline to 40 cents even.

The initial show, Babes of Broadways, a variety program, was especially entertaining. Plenty of talent here, from small bands to the brightly and well-trained line of girls. Particularly well handled was the production numbers, which boast of impressive settings and novel routines. The opening number is handled by Billy (Cheese and Crackers) Hagan and Billy Devine and Frank Penny are the heralded headliners, each with capable assistants. The humor of Devine and Devlin. While some of the material was not new, it was handled in a few scenes their amusing delivery is of considerable help in chasing the raw spots. Hagan hasn't been here in three years and the heavy hand muttering at this viewing indicated that he is still popular with local burly fans. An excellent new addition is Palmer Cole. He seems an invaluable second man.

COTTON WATTS' No. 1 show started and will open in the Fox Theatre, Knoxville, Tenn., recently and, according to the Barkers, will be one of the outstanding shows yet presented by the unit. Included in the show are Misses Smith and Laverne, Bob and Joe, Misses Jeanne 和 Gladys,26; Misses Williams, King, Mabel, and Dorothy. The show is aimed at the younger set, having a mime opening topped anything the Roxie has seen in a long time, and they come in full force, and the girls and men have plenty to do.

Not much change in physical appearance, however, except that Jules Arlee is back as house manager and the girls seem to be getting more shapely, and the smiths who whang out the potent apparent are said to be a good addition.

PARKER walking Derby, a show that proved about two-thirds full for the main event, and only about one-third of the audience wished it didn't go on so long. The show opens with a song rendered by Maurice Willoughby and his orchestra.

Specialties of the tap top genre are Billy and Billie, Louis and Charlie, and the rest of a mixed team. While there is little variation in the show, it is all nicely constructed and registered.

TONY RILEY in a song number, "No Other Promoters Connected." For a hour and a quarter, the show was well received.

BARNEY AND DORIS BARKER write: From Chicago, a show of which to be heard from Ernest Scott, "Poppy." Lath, Leona Jones, Helen Havierson, Ernie Averill, and a host of others. According to the Barkers, Polly Binney was on tap for the "odo" door, and Fratelli's, New York, was featured in some fishing concoctions. Six prospects of the show are promises of things to come. The Chinese Temple is among the more original and proper.

SAM HOSPERS

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WANT REAL CHORISTERS

Are you looking for a real chorus? Join immediately. Oddly at night or after a show, or for any evening. Beginners and experienced alike. Send your name and experience. We must have one. Will pay for each. Moxie will try a tryout. Be prepared to work. Billy Wehle, SCENERY MANAGER. Box 153, Glendale, N. Y., 24th and 25th, 1936.

CONTESTANTS WANTED

24-Hour Show, Brooklyn—Jamaica Walkathon, seating capacity, $5,000. Fritts up to $2,000. Waning: July 7. Top M. G. Band and Marlin Wind.

FRANK RAVE

12-10 Jamaica Ave., JAMAICA, N.Y.

"No Other Promoters Connected."
THE BROADWAY BEAT

By GEORGE SPELVIN

Mr. SPELVIN recently returned from a seven-week vacation (and seven weeks, sometimes, can be a long, long time), but the itch to avoid labor remains unappeased. Therefore this column, or most of it, will be devoted over to Mr. Andrew Lang. Andrew, as we recently looked upon his Greek muses and was straightway afflicted with the urge to turn out a new musical, has returned from Germany with his muses in the sweet and fruity darkness that hangs about a bar. He does, however, seem to have kept one of his muses, Louise, at home. She just received a demand received and 25 Tom Collins for said mention. The pinch-hitter claims to have received only 10. Mr. Panas, therefore owes 15 Collins. Drop on the day when you have the mood to make up a pool.

In one of his paragraphs, however, he recalls the good old days of vaudeville. "Here I go," he says, "way back to the days when Patsy Kelly broke into one of the latest songs onto the platter, as it were. . . ."

Andrew also tells the story of the time the coffee shop crowd was closed for alterations and the bar had to remain open. "Andy," was eating at Gerson's for three weeks during the period of the alterations, in the hope that Gerson would miss him and ask him to come back. Frank Paly wanted to buy this shop (and I wish he had) so that he could stay near the Palace forever. And when Dolly Freundlich, an up-and-coming office boy, ate sandwiches for lunch. . . .

There are those who scoff; others point with alarm at this latest coup by the Billboard, citing its unavoidable faults as such against Hammond organs and other devices. The average spot or "joint" that throws out a band to make way for a spade a spade and encourages patrons to make requests for records to be played from a boastfully large library. Food and music on the platter, as it were.

COMMERCIAL producers are sitting up and taking notice. There's nothing to laugh off in the Federal Theater Project producing Sinclair Lewis' "It Can't Happen Here." Hurry back soon to make the railroads.

26 The Billboard
September 26, 1936

The Broadway Beat

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Gertude (Shuberts) Bromberg back from a busman's holiday in Atlantic City and New York and bubbling over with enthusiasm over the new season. 37...

Charles Emerson Cooke in town ahead of Lady Precious Stream. Charlie is one of the most enjoyable and refreshing dance teams in the biz. When Danny Collins ate in Jack and Jill's, and when Danny...
Norma Ginivan Ends Tent Trek
MANCHESTER, Mich., Sept. 19.—Norma Ginivan Dramatic Company closed her season here September 12 after 18 weeks of its continuing tour in the northern states and southern Ontario. The company were George Gordon, manager; Helen Kilduff, Harry Boyce, Tom Challette, Dean Weir, and Mrs. Chester Leroy, Mr. and Mrs. Oel Weir, Mrs. Charles Ballard, Mrs. Dan Weir and Mrs. Sherr Weir also have winter homes in Dayton, Ohio. Mr. and Mrs. Jack Dunbar have signed a 10-weeks' engagement of the M. & M. Company of Chicago to tour the West.

Little Buddy Walker, six-year-old son of Mr. and Mrs. Orland Walker, who is riding in the circus with his father, is featured in the vaudville specialty of "Boo." This is the third year Little Buddy has worked over this territory.

The writer is seeing a lot of the Ginivan headquarters at Fayette, O., where Mr. and Mrs. George Gordon, Mr. and Mrs. Chester Leroy, Mr. and Mrs. Oel Weir, Mrs. Charles Ballard, Mrs. Dan Weir and Mrs. Sherr Weir also have winter homes in Dayton, Ohio. Mr. and Mrs. Jack Dunbar have signed a 10-weeks' engagement of the M. & M. Company of Chicago to tour the West.

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REPORTE-STORE
Conducted by BILL BACHS, Communications to 25 Ope Area, Cincinnati, O.

ROBERSON-GIFFORD PLAYERS, who have just concluded a several month's tour or drugs, are still on the road. According to Roberson, business has been exceptionally good. They are now under way for a season in South Carolina.

DOUGLAS McLean, director of the Bill Mulligan Boat Club, has been appointed assistant professor in the department of technical education at the Georgia Institute of Technology, Pittsburgh, for the coming season.

TONY LAMORO SHOW CLOSES
OCILLA, Ga., Sept. 19.—Tony Lamoré Show, which opened in Southern Georgia eight months ago, closed its season this week. Recently Manager Lester Hemble states that the closing was not the result of conditions or poor business, but due to his buying a home in Florida and moving his family from Wisconsin. He expects to reopen after Christmas. The show is now playing the Key Bros. 'Circus. Outfit is sold in Tifton, Ga.

Harvey Players in Tennessee
CINCINNATI, Sept. 19.—Jack Harvey has opened the Harvey Players' 25th season in Tennessee. After a 10 weeks' season in Tennessee, Harvey will take the company into Arkansas. Among those engaged are Johnnie and Vernie Bishop, Johnnie Brown Conner, Houston newspaper woman, Maxine Brazil and Irene Harper (Mrs. Haas).

Skippy LaMore Winds Up
EDON, O., Sept. 19.—Skippy LaMore's comedians, playing under canvas, closed a 30-weeks' season last week here last Saturday. This is the only Ohio town the company has played in this year. George and Doris LaMore are at home in Colton, Mich., where they are planning some modern improvements for their Michigan residence.

North Players all summer, has been appointed director of the Federal Theater Project at Chicago. He will meet at an early date to begin rehearsals on It Can't Happen Here. George and Bess Henderson have signed with the Chico Bros. to go to Nebraska and Colorado.

Joe Jack Dunbar has closed a 30-week engagement with the Dodd Brothers in New York City.

HOPKINS PREMIER NEW TOWNSEND PLAY
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EASTON, O., Sept. 19.—“Ex-Playboy Champ” Cal Weir, 26, who managed a Chick Boyes unit last season, has gone to Chicago to visit his mother, Mrs. Jack Grady, parts; twice; and producer and Vernie is handling the comedy, music and all the other acts. The show's lineup is Billy F. Jones, special-

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New York Dance Teachers Preparing for Big Season

New York, Sept. 19.—With the big return of dance activity in New York and out of the way, the local dance scene schools, which have been closed and re-opened, are now resuming classes and revamping new schools. And as a result, there is so happy over the success of his first normal school teachers confirm to one another another December 28 to 30. Le Quorne, Thomas Riley, Adolphe Blome and Ed Mack will teach.

Theo Cren, assistant teacher, who last week opened a new studio, has moved into new quarters at 253 West 47th street.

Ralph C. Devilla, formerly of the dance team of Devilla and Buroke, has opened a new studio at 6th street, specializing in Spanish.

Bob Duncan, operating a school here, has been successfully placing students. Listen are Bill Englishman into White Horse Inn, Charles Dornum into As You Were and Vivian Daniels into Stork Mod. Also reported Mike Enigo and August Sotto with the Lemon into White Horse Inn, Charles Wright and Polly O'Day, Gilmour and George W. Lipps (Indianapolis) of-

Pall Williams (Willis-Lane Studios) was stricken with appendicitis Wednesday, New York, and will probably return to Cripple Hospital here.

Fred Le Quorne has placed a line of girls into the Hotel Philadelphia, Phila-

town, as a result of which the Three Marys, of which one part is by H. E. USSE.

Betty Forster, now appearing at Mur-

ay Club, Yonkers, N. Y., will resume dance teaching at Glen Rock, N. J., Real Real School, which she started on July 30, will resume classes Monday.

Farley Dearth, secretary for the Teachers' Club of Boston, Inc., held their annual convention at the Ritz Theater here, with nearly 200 members in attendance. Among the presenters were: Charles Bahr, director of the American Institute of Dance, who spoke on the subject of "The dancer as a young woman"; Fred Le Quorne, who spoke on "The Ballroom Dance, an original creation of the sudden nervous collapse of Jack Manning, Secretary of the Teachers' Club of Boston, Inc., held their 58th annual convention at the Hotel Maurice and Marchesa, the Corodas, Fred Jack Enley.

Lindsay and Mason Professional School of Dancing, Fla., L. I., resumed classes Monday. Now circulating the press with a special $4 discount offer.

Big Jack Blue Show

New York, Sept. 19.—Jack Blue, who operates a huge dance, screen and radio school here, presented his Future Stars Shows at the Hotel Robert, which is now, recently, in the form of an amateur radio show. The talent was the Seven Steppers, produced by James Downey, Blue's nephew: Rose Gabrielle, Louis Valenti and Irma Faye, dancing and singing; Master Cavalo, vocal; Louise Callahan, the big Negro and tap dancer, skiing, and Agnes Downey, acrobatic. Blue is developing Miss Del as another Ruby Keeler.

Kochergerger Studios Open

MERCHANTVILLE, N. J., Sept. 19. Openings dates for the Gladys Kochergerger studios are: Main studios today; Collingwood branch, Tuesday; 5th Avenue branch, Friday; Glassboro, October 5; Lansdowne, Pa., October 7. In addition to Miss Korchgerger, this community includes Patty Kochergroger, Mrs. Lillian Hams, Mrs. Dorothy McKee and Esther Banks Harter.

Oumansky Opens School

FORT WORTH, Sept. 19.—Alexander Oumansky, formerly ballet dancer with the Metropolitan Opera Company and most recently with the Chicago Civic Opera Company, has opened a dance school at the YWCA here Monday. Specializing in Russian ballet, tap, acrobatic and musical comedy. Associated will be teachers from the Chicago Civic and Juilliard schools. Oumansky is considering the formation of a L. A. Studio staff, to be made up of Texans only.

Ed Sinclair Active

NEW YORK, Sept. 19.—Ed Sinclai,- who has been conducting teacher courses in conjunction with the Alvin Tins Raghough coasts, taught at the DMA convention last month, in addition to teaching at the Lucile Stoddart Dance School and for the Donald Sawyer school.

Still a few copies left!

FREE To Music, Dance, Drama and Other Theatrical School Teachers

Printed Copy of Child Labor Law Survey, Suitable for Framing.

Write PAUL DENIS, Theatrical School, 1564 Broadway, New York.
Chicago Dance Studio Items

News of Macdonald, Kane, Scanlan, Bruce, Tomlinson, Payette, Snyder, MacKenzie

CHICAGO, Sept. 29—Myra-Michelson Macdonald has one of the best equipped dance studios here, having a thoroughly arranged theater, with spot and floodlights, footlights and everything tending to make the studio a home rather than a stage. Miss Macdonald, who specializes in tap dance, is in the process of casting for her several prominent stage productions.

Mary Kane has opened her two dance studios in Oak Park, with a faculty composed of Bently Stone, Walter Camryn, Lilian G. Galloway, John White, Ray Harris and Muriel Brown.

Professor J. J. Halphen is busy in planning details of his new studio which will not be busy teaching. They will be in the Library Annex of the City Hall.

Bob Tomlinson, who operates the Perlach Auditorium named after Bruce R. Bruce, will appear in the new Folies Bergere this fall. He has just returned from Chicago, president of the Pennsylvania professional routine school, where he attended the CADM convention.

The publicity committee of the local association has announced that the permit for ballroom dancing is being issued the end of the month. Miss Fairgrieve and Miss Arbogast. Miss Fairgrieve also has been appointed director of the association. The permit was decided at a meeting Sunday. Among the officers are: J. J. Halphen, president; George Frasier, first vice-president; Harry Robb, second vice-president; Dorothy Fairgrieve, third vice-president; Ruth Fairpinere, four vice-president, and Edward A. McLain, secretary-treasurer. Elected to the executive board are Homer Conant, Alvin Faustman, Roger Glyn and Helen Schelcl.

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New Orleans Studios Hit By $25 Tax; Called Unfair

NEW ORLEANS, Sept. 19—There has been much ill will on the part of local operators, some of whom are reported to have turned out on the last night of the dance, in the face of a $25 tax on everything from shoes to lights and everything tending to make the dance hall a home rather than a stage. Miss Macdonald, who specializes in tap dance, is in the process of casting for her several prominent stage productions.

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**Philippine Drama Teacher News**

PHILADELPHIA, Sept. 10.—Terp tutors are trekking homeward, closing their recent studies thirty-four days old, and reading their local schools for the new season.

Woo School of Dancing moves from back of John Steinbeck College City, N. J., and starts here September 10.

Katherine Littlefield is returning at her first term at Hunt's Ocean Pier, Wildwood.

Florence Brock, soprano, has opened her school at Washington, D.C. in September 28.

Catherine Littlefield is back from a European journey in search of new dance ideas for her Philadelphia Ballet. Ballerina, to be in charge on September 28 with classes in ballet, character, Spanish, acro, tap and, tango, and expression.

**Mr. Shae Is Mad**

CHICAGO, Sept. 10.—According to a sign by Helen Shaevesk to the A. T. Shaeveske, published in The American Here Aug. 27, George Bernard Shaw's new drama school has rented its first floor.

Back in 1928 Shaw was quoted as saying that drama courses are "too much for too many." His Juvenile Theatre is the only drama school in Chicago. You'll have a lot of people who are amateur critics, he said, and there's no need for them to take courses.

**Anticipating big season—items about Norris, Shalet, Hicks, Dauphin, Howard**

PHILADELPHIA, Sept. 15.—Dramatic schools are pruning for one of the most expensive seasons in years. Early inquires indicate a heavy enrollment.

Ambitious programs are being planned by all schools.

The Philadelphia North School of Expression and Dramatic Arts begins its 5th year September 28. Elisabeth L. Coyne, principal, will have an intensive study of acting technique this summer. Ruth Parsons, recent graduate of the Yale School at WPI, has been added as instructor in acting. Stanislavski is the method employed.

John Gordon is back for the opening term of the Juvenile Theatre Guild. Of the Juvenile Theatre Guild.

Katherine Littlefield is back from a European journey in search of new dance ideas for her Philadelphia Ballet. "Back in 1928 Shaw was quoted as saying that drama courses are "too much for too many." His Juvenile Theatre is the only drama school in Chicago. You'll have a lot of people who are amateur critics, he said, and there's no need for them to take courses."

**Famous Balloons**

As an introduction or finale to your dance, use our new MINIATURE DANCE BALLOONS—"RAY-O-BUBBLE" DANCE BALLOONS. These are 5" in diameter when inflated and are made of the same transparent natural color rubber as the New Pearl Transparent Balloons. As an introduction or finale to your dance, use our new MINIATURE DANCE BALLOONS—"RAY-O-BUBBLE" DANCE BALLOONS. These are 5" in diameter when inflated and are made of the same transparent natural color rubber as the New Pearl Transparent Balloons. As an introduction or finale to your dance, use our new MINIATURE DANCE BALLOONS—"RAY-O-BUBBLE" DANCE BALLOONS. These are 5" in diameter when inflated and are made of the same transparent natural color rubber as the New Pearl Transparent Balloons.
PIERCY ABBOTT's third annual get-together, held in Colton, Mich., September 12 proved to be a miniature convention for a number of circus people and their wife attendees. Sid Lorraine, who led the dance to the terrific rhythm of the 12-act show held in Abbott Auditorium Saturday evening. Event ended with a free for all on the stage, sponsored by such prominent as Al and Will Nichols, Charlie Peters, M. H. Jennings, Judah, Alphonse, Harry Cecil, Dr. Delbert Rice, Jack McElligott, and Abbott's official photographer, Lester Lane.

PAUL ROSINI, who is making a name for himself on his recent tour over again at the William Penn Hotel in Chicago, has been catching a big way with the Smoky City night spot crowds.

AMONG THE OUT-OF-TOWN guests at one of the Chicago Wizards Club's regular noonday luncheons last week was the great magician, K. K. K. (Rolin), from the Wizards of Nova Keneosa, Wis., and Zingone, who is in his current show at the Stevens Hotel, Chicago.

L. L. IRELAND, Chicago magician, gave a party at his home, September 11, when magic lovers from all over the country assembled to eat and enjoy themselves with magic tricks. Among those present were Roscoe Wolfinger, Dan O'Kennon, Preston, Jack Behnken, Elmo Abernathy, Red McShane, of Washington; George Trogne, Doc Lowery, Jim McCoy, Bert Barr and many others. Impromptu entertainment by those present was the highlight of the evening.

LOUIS ZINGONE opened at the Stevens Hotel, Chicago, September 11.

MYSTIC DECLEO, who closed recently with the Poultry Comedy Company, is now playing fair dates in Central Ohio, together with his partner, the Rev. Joseph H. Dodge, the famous rabbit wizard. He reports that the last several weeks have been very good to him.

DARTINGO, Baltimore magician, postcards that he will begin his new season early in October. Says he is having several new illusions built by Cliff West, formerly with Harry Blakestone.

J. EDELL BLACKLIDGE, Indianapolis magician, who has been vacationing at his summer cottage in Lake Leelanau, Michigan, returned to his home in Elkhart County, Ind.; since early last June, is putting away his days and traveling for rabbits. He reports that the last several weeks have been very good to him.

BURLY BRIEFS

put on a billy's minstrels at the Johnson Home in Bedford. "Oldtimers here, including the rabbit boy, Bob Leslie, the old clown, and Johnny Connect, court caroller, have a good time telling over the old minstrel days. You can't tell if Leslie's coming or going."

WOLCOTT'S Rabbit-Post Minstrels are playing at the Elks Lodge at Chicago, Ill. on September 9 and 10, and at the Lincoln Theatre, Chicago, September 11, under the management of Jack Smilie. Company of 50 carries a band of 20 pieces and a rabble. Billboards are up, shows and shows under canvas. Troupe took to the road two weeks ago and the trip thru Delta is an annual event. This is Wolcott's sixth season.

EDDIE LEBERT, veteran and vaudeville star, is one of the promoters and shareholders of the Eddie Leonard Minstrel Bar and Grill, Inc., Brooklyn. The company is planning to send stock of 200 shares of not stated par value, was granted a charter by the state of New York, September 10, 1935. Members of the staff are associated with Leonard in the enterprise.

"WELL, HERE I AM," postals Al Tint. "I am doing fairly well down in Miami and at New York. I am behind the scenes, working on a new revue and handling a picture. I am already in the par of the stock type, but I am not a star, and I am going to be a star."

"GOOD BYE, MISS SIMPSON," Mary Hopkin, who has been a vaudeville and radio star for many years, is now appearing in a legitimate production in New York. She will appear in "The Importance of Being Earnest."
Committee Head
Chairman

if reports are true, he has formed a new issue of The Billboard was one from a performing company for booking these ambi-
teurs, charging 15 per cent commission on all business. One thing, too, I dissented stated that he is a member of the AFL and "for it," he added. I dissented to that because he has never conducted here.

This is contradictory, for how can one be a member of both organizations? And as to the liquid refreshment angle, the time has come when he can name names.

So far as the liquid refreshment angle, the time has come when he can name names. At present there isn't a theater or a dance room in the world's champion high spots.

The Largest Circulation of Any Amuse-

ment Weekly in the World.
Ossip Gabrilowitsch

Ossip Gabrilowitsch, director of the Detroit Symphony Orchestra and editor among the top pianists of this generation, died of his home in Detroit September 14 at the age of 58. He became ill in March, 1935, and was unable to conduct since that time. In the interval he had undergone a series of operations at the Henry Ford Hospital, Detroit, to relieve the stomach disorder which had caused his illness. He leaves a wife, Clara Clemens Gabrilowitsch, and a daughter, Nina. Burial in the Clemens family plot in Elmira, N. Y.

Clarence A. Wortham

Cemetery, Omaha. Two sisters and a brother survive.

FEINBURG—David, 49, former Milwaukee exhibitor and general manager of the Save Bros., theaters in Wisconsin from 1927 to 1930, September 9 in a Milwaukee hospital. Survived by his widow and three sons.

FRENCH—Adeline, 52, legit road name, at Fifth Avenue Hospital, New York, September 16. She was starred in the road companies of Madame X, Madame Tussaud's, Her Majesty's and the Medicine Show. Survived by her sister, Mrs. Anthea Delaver, and a brother, Thomas Glenn.

HARDY—E. B., prominent musician in Western Pennsylvania and former secretary-treasurer of the American Federation of Musicians in Greensburg, Pa., at his home in Greensburg September 15. Survived by his widow, Olive, a son and two daughters.

HARRINGTON—Albert B. (All), 60, manager of the St. Paul, Minn., theater services September 15. Survived by his widow, Olive, a son and three daughters.

HATOS—Alfred, 68, retired strong man of vaudeville, September 16 following a fall down stairs at his home in Afton, Ont., September 14 after a lingering illness. He was one of the founder members of the International Brotherhood of Magicians and the Society of American Magicians. In 1905 his services were held September 16, with a memorial in Afton City Cemetery. Surviving are his widow, Clara, and a son and daughter.

HOPE—Mrs. Adele Blood, 50, actress and stock company manager, in the United Hospital at Port Chester, N. Y. September 14. As actress, Blood. Mrs. Hope's chief success as an actress was 20 years ago in Eyewitness, in which she toured the country for five years.

HOPE—Mrs. Alice Webster, 48, former business agent of the Theatrical Workers' Union in Milwaukee, September 8 at his home in that city of a heart ailment. For 10 years Martin had been a property man at the Riverside Theater, Milwaukee, Wisconsin, where he was business manager as the Billposters and Billetes' Association. Survived by his widow, sister and two brothers.

NICHOLS—Mrs. Maggie, wife of Lew D. Nichols, prominent circus agent, in a Milwaukee theater, in Madison. Surviving are his wife, a daughter, and three sons, all employed at Keith's, Milwaukee.

LINGHOLT—Herbert Alfred, 64, actor in vaudeville for 34 years, was taken in an auto accident recently in Red Bank, N. J. Survived by a sister. Interment in the family plot at Railroad, Indiana. Among the plays in which he performed were 'Annie Get Your Gun,' 'Quo vadis' and the original picture 'The covered Bridge.'

LINDSAY—J. Hollis, 51, blind musician, formerly with Chicago Symphony Orchestra, September 15 in a New York hospital. Survived by his widow, Alice Ross, and three children, Irving Jr., and Katharine and John B., of New York.

LOVE—Charles, 65, operator of the Opera House, Franklin, La., September 10 following extended illness. Love was mayor of Franklin. Interment following funeral services.

PUEGNER—Oscar, 73, colorful figure in the world of music, in Chicago. Survived by his widow, Elma Puegner, and two children.

ROSS—Freddie, 38, of the vaude team of Ross and Oatman, a former feature of the Great Chicago Orchestra, September 8 in Massachusetts. Ross, who resided at Webster Groves, Mo., was survived by her widow, his mother and father, four brothers and two sisters.

Price—John B., 57, retired theater owner, in a Hannibal (Mo.) hospital, September 13 as a result of a fall. Price was president of Price Theaters Inc., owner of the Star and Orpheum theaters, Hannibal, and for many years proprietor of the Orpheum in St. Louis. Survived by his widow, Mrs. Frank G. Price, and a son, William, in Mt. Olive Cemetery, Hannibal.

PUBERGER—Over, 73, colorful figure in Omaha music circles and widely known German band leader, September 14 in the Memorial Hospital from injuries sustained when struck by an auto while crossing 24th and N. 23rd streets. He was at one time a member of Svasta's Band, and at the time of his death was director of the Hanlon, O. B. band. Leaves four daughters and two sons. Funeral services at Fourth and N. 23rd streets.

ROSS—Prentice, 38, of the vaude team of Ross and Oatman, a former feature of the Great Chicago Orchestra, September 8 in Massachusetts. Ross, who resided at Webster Groves, Mo., was survived by his widow, his mother and father, four brothers and two sisters.

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Burial September 13 at St. Gertrude's Church, Dorchester, Mass.

BIBLIOGRAPHY—(Page 65).

(See FINAL CURTAIN on page 93)

Irving Thalberg

Irving Thalberg, 37, film director and husband of Norma Shearer, screen star, died of a brain hemorrhage in Santa Monica, Calif., where he had been ill for 10 days.

He produced "Mutiny on the Bounty," "Barefoot of Wimpole Street," "Ben Hur," for which he was nominated to star John Gilbert, Greta Garbo, Luise Rainer, Frank Morgan, J. B. Biggley, Charles Laughton and Constance Bennett. The film was produced under the direction of John Ford, in the massive Ford Studio at Fort Lee, N. J., and was distributed by the Famous Players-Lasky Corporation.

Thalberg also produced "The Last of the Mohicans" and "The Cobweb." He was born in New York City, one of three children of Irwin and Marie Thalberg. He was married to Miss Shearer in 1924, and although they had no children, they were the most devoted of lovers.

They lived in a house on Sunset Boulevard, where they entertained many of the stars of the film industry.

Thalberg was a friend of Charlie Chaplin and Douglas Fairbanks, and a close associate of the great silent film star, Mary Pickford.


tom rogers

In Loving Memory of Our Brother.

MABY VEL JOHNSON,
MARGARET PEE, WILLIAM ROGERS.

In 1915 he was appointed conductor of the Billposters and Billetes' Association, of which he was a charter member. In 1919 he conducted Richard Strauss' "Don Juan," Music festival and music lovers known his pasting.

APPLEBACH—Edward, 51, pioneer parachute jumper and automobile race car driver, September 16 at St. Louis, Mo., after a serious injury sustained while parachuting, was taken to a hospital where he died the following day.

BRAEM—Patrick J., 59, member of the Ellicott Orchestra and before that with the Thompson Orchestra, September 6 in a hospital in Detroit. Survivors include his widow, sister and two brothers.

CLAPP—Charles, 59, artist, who painted scenery for the stage, died September 8 in a Detroit hospital.

RICHARD—Clara, 57, successful businesswoman, died September 12 in a Los Angeles hospital.

WORTHAM—Clarence A., born in 1852, died September 24, 1922, in New York City. He was a member of the 18th Regiment of New York Volunteers in the Civil War, and was present at the Battle of Gettysburg. After the war he went to New York City and became a successful businessman, and for many years was president of the New York Stock Exchange. He was a director of the New York Central Railroad and of the United States Steel Corporation.

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### Letter List

Note—The mail held at the various offices of The Billboard is classified under their respective heads, i.e., mail at the Cincinnati Office will be found under the heading of the Cincinnati Office and mail at the New York Office will be found under the heading of New York Office, etc.

#### Gentlemen's List

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Abbott, Geo.</td>
<td>123 Main St.</td>
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<tr>
<td>Abbott, Roy</td>
<td>456 Broadway</td>
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<tr>
<td>Abbott, Sam</td>
<td>789 Park Ave.</td>
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<tr>
<td>Abbott, Ted</td>
<td>101 Elm St.</td>
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<td>Abbott, Tom</td>
<td>222 Oak St.</td>
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#### Ladies' List

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<tr>
<td>Abbott, Mrs.</td>
<td>123 Main St.</td>
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<tr>
<td>Abbott, Miss</td>
<td>456 Broadway</td>
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<tr>
<td>Abbott, Miss</td>
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When writing for advertised mail, please use postcards. Also state how long the forwarding address is to be used.
## ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

### A

<table>
<thead>
<tr>
<th>Act</th>
<th>Location</th>
<th>Unit</th>
<th>Attractions</th>
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<tbody>
<tr>
<td>ABC Trio (El Chico)</td>
<td>NYC, N. Y.</td>
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<tr>
<td>Ada (Wong's Club)</td>
<td>SF, Calif.</td>
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<td>Ag (Wong's Club)</td>
<td>SF, Calif.</td>
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<td>Ah-San (Jap House)</td>
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### EXPLANATION OF SYMBOLS

- **a** - auditorium; **b** - balleiroom; **c** - cafe; **cb** - cabaret; **cc** - country club; **h** - hotel; **n** - music hall; **nc** - night club; **p** - amusement park; **pr** - read house; **re** - restaurant; **show** - showboat; **tr** - theater.

## Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

<table>
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<tr>
<td>Davis &amp; Dielo (Radio City Rainbow)</td>
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## Route Department

Each following listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRA sections of the Route Department appears a symbol which indicates that arrangements are addressed to the places in the designation corresponding to the symbol when addressing organizations or individuals listed.
THE NONCHALANTS

New Playing "GENERAL CIRCUS CIRCUIT."
Exclusive Management M. A. Y.
FERRY AGENT FOSTER IN STANDARD.

Hale, Mary (Crescent Star) Washington, D. C., no.
Nolen, Mary (Crescent Star) Washington, D. C., no.
Rohr, Mary (Crescent Star) Washington, D. C., no.
Sibley, Jean (Crescent Star) Washington, D. C., no.
Williams, Mary (Crescent Star) Washington, D. C., no.
Nolan, Mary (Crescent Star) Washington, D. C., no.
Rohr, Mary (Crescent Star) Washington, D. C., no.
Sibley, Jean (Crescent Star) Washington, D. C., no.
Williams, Mary (Crescent Star) Washington, D. C., no.
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BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Arno, Poor: (Lookout House) Covington, Ky.
Adams, Johnny: (Subway Gardens) Canton, Ohio.
Adcock, Jack: (Shubert's) Tyler, Tex.
Adams, Jimmy: (Cedar Crest Gardens) N. C., re.
Adams, George: (Barnes) N. J., re.
Adkisson, Ken.: (Penthouse) Honolulu, H.
Ainslie, Mrs. Louise: (Silver Grill) Buffalo, N. Y.
Ainsworth, Ch.: (Bromont) New Orleans, L.
Ainsworth, Jules: (Congo Club) New Orleans, L.
Ainsworth, Mrs. Jules: (Congo Club) New Orleans, L.
Ainsworth, Nellie: (Congo Club) New Orleans, L.
Ainsworth, W. J.: (Congo Club) New Orleans, L.
Ainsworth, Willard: (Congo Club) New Orleans, L.
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One-Ringer For Dixon

West Coast financiers will be associated with him — to feature foreign act

SEATTLE, Sept. 19.—Harry E. Dixon, away from the city for an indefinite period, for several months, has been buying equipment for his show. He will return to Seattle, and within the next few weeks, will be here. He will have his show up and ready for the spring. He has been buying many foreign acts for his show, and has signed up several well-known foreign acts.

Dick Tracy

Billsings, Mont., Sept. 19.—Mr. Dick Tracy, show manager and press agent, is here on business for the show. He has been employed by the show for the past five years, and has been with the show since the beginning. He is one of the most successful press agents in the country, and has been responsible for the success of the show. He is a very good man, and is very well liked by the people. He is a very good man, and is very well liked by the people.

Amerian Indian Circus

WASHINGTON, Sept. 19.—The American Indian Circus, under the management of Irving J. Polack, is now in the city. The show is very popular, and has been well received by the public. It is a fine show, and is well worth seeing.

Birthday Party for I. Polack

BILLINGS, Mont., Sept. 19.—Mrs. Irv. J. Polack gave a surprise birthday party for her husband, Irv J. Polack, on the 19th of this month at the Midland Hotel.

Mr. Polack, who has been (forlornly) detained in a dice game in the front lobby, was ushered in by the committee to find the sponsors and their wives and entire personnel of the show awaiting to give him the annual trouncing, one lick for every year. He protested, he was not nearly so old but to no avail. He is now forced to dictate his letters while walking around the office.

A floor show was given, each member of the circus participating. Highlights included Irish songs by Mickey Blue, promoter of the Billings enterprise, and Orin Johnson, who sang a song about what a long time it takes to build a house.

Good Biz for Mix in North Carolina

GREENSBORO, N. C., Sept. 19.—The Tom Mix Circus entered North Carolina yesterday. He has been very well received in the state, and has been very popular. The show has been very well received, and has been very successful. The show has been very well received, and has been very successful. The show has been very well received, and has been very successful. The show has been very well received, and has been very successful.

Buckskin Blankenship

BLANKENSHIP, Russel G. A.

Succeeds R. H. Myers—excellent business for show in Oklahoma

HUGO, Okla., Sept. 19.—Ray Blankenship, who has been associated with the Russell Bros. Circus for several years, will now be the manager of the show. He has been a very successful manager, and has been responsible for the success of the show. He is a very good man, and is very well liked by the people. He is a very good man, and is very well liked by the people.

Cooper Bros.' Show Closes Sept. 26

ST. CATHERINES, Ont., Sept. 19.—Cooper Bros. Circus, E. H. Jones, manager, which has been excellently exhibited by show and concession people. Kindly look for the show under the same management there. The show will be in St. Catharines on September 26.

Miss Coffee

PAWNEE, Okla., Sept. 19.—Funeral services for Mrs. Gordon W. Little, who died on the night of September 17, were conducted here today by Rev. Dr. C. H. Smith, of the First Presbyterian Church, Houston, Texas, who is national correspondent of the Barnum Free Press, and the Pawnee Chapter of the Eastern Star, F. W. Blankenship, Mrs. Coffin, Mrs. Frank Stuart, Oklahoma City, Ben Bartlett, T. N. M. Phil Snyder, Mrs. Wing, and Frank Billingsley, Tulsa, Okla.

Polack New Indoors

BILLINGS, Mont., Sept. 19.—Polack Bros. Circus, under the auspices of the Children's Home of the Second Baptist Church, is now in the city. It has been very good business for the show, and has been very popular. The show has been very well received, and has been very successful. The show has been very well received, and has been very successful. The show has been very well received, and has been very successful.

Mrs. Lillie Funeral Services

WICHITA, Kan., Sept. 19.—The funeral services for Mrs. Clifford Lillie, who died on the night of September 17, were conducted here today by Rev. Dr. C. H. Smith, of the First Presbyterian Church, Houston, Texas, who is national correspondent of the Barnum Free Press, and the Pawnee Chapter of the Eastern Star, F. W. Blankenship, Mrs. Coffin, Mrs. Frank Stuart, Oklahoma City, Ben Bartlett, T. N. M. Phil Snyder, Mrs. Wing, and Frank Billingsley, Tulsa, Okla.

Wichita Big for R-B

WICHITA, Kan., Sept. 19.—The big show never fails to bring rain here. First real rain since June fell last week during the show's run, and quite a lot of it. Big show was packed to capacity despite threat of storms, but rain was held until near the end of performance. Circus audience indicates that despite the drought and poor weather the big show did a good job. It was the first big show this year, and it was very well received by the people.

Ringling-Barnum Biz Is Very Good

DODGE CITY, Kan., Sept. 19.—Business has been very good. In Concordia, Kan., on September 17, the show played its last engagement here, and was very well received by the people. The show has been very well received, and has been very successful. The show has been very well received, and has been very successful. The show has been very well received, and has been very successful.
Willing to hear from all kinds of exhibitors. Write, wire, phone.

WANTED IMMEDIATELY
COMPLETE ZOO OF MERIT
For engagement of 2 months or longer. Want to hear from all kinds of Animal Acts, Clowns, Monkeys, Chimps, etc.
HUBERT'S MUSEUM, Inc.
228-32 West 42d Street
NEW YORK CITY

DAN RICE CIRCUS WANTS
To join now, Clean-Cut, Sober, Reliable Circus Musicians; all instruments. Must have the correct band, or you may not be received. Call or write today. Also Jimmie Bugg, rough and ready for work in any capacity. Call or write today. Available for any engagement.

The Billboard
39

September 26, 1936

CIRCUSES

Peeing In
ON THE PERFORMERS' CLUB OF AMERICA
By BERT CLINTON

CHICAGO, Sept. 19.—In reply to the many queries of the column last week from the performers who stated that the column wishes to notify all those who have incurred the favor of the column that it appears that the last few weeks the club has been pruning the list of those it will accept and the acts all being employed, so new members are needed.

Now that the summer season is coming to an end, many acts are coming into town and the club will soon be buzzing with activity, when all the acts get ready for their indoor season.

Following is the list of acts scheduled for the next few weeks, en route to join the Harlem Show in Texas:

1. Miami.
2. West Texas.
3. Carolinas.
4. Georgia.
5. Alabama.
6. Florida.
7. Mississippi.
8. Louisiana.
10. Missouri.
11. Iowa.
12. Illinois.
13. Indiana.
15. Wisconsin.
17. Illinois.
18. Indiana.
23. New Jersey.
25. New Jersey.

CIRCUS FANS
By THE RINGMASTER

WANTED
Showmen Who Are Interested In
MOTORIZING
CHARLES T. Goss
303 East Washington St.
EASTERN REPRESENTATIVE-A.
1411 S. Wabash Ave.
CHICAGO, ILL.

NEW, UNUSUAL, AND EXCEPTIONALLY
ATTRACTIVE DESIGNS IN
PICTORIAL PAPER AND CARDS FOR

CIRCUS CARNIVAL
RODEO
AUTO RACES

THE BEST DISPLAYED
POSTERS, CARDS, AND BUMPER CARDS, MUSLIN
AND FIBRE BANNERS PRINTED FROM TYPE ON
NON-FADING PAPER WITH PERMANENT INK.
Under the Marquee

By CIRCUS SALLY

STANLEY F. DAWSON visited the Texas Centennial Exposition at Dallas.

CLARENCE AUSKINGS closed with the Tiger Bill show at Morehouse, Mo.

CLAUDE ELDER, circus fan of Mis- souri, Mont., visited Henry Broc’ Circus at Post Falls, Idaho.

THE DOWNIE show had a sell out at the high performance at Lumberton, N. C.

FRANK B. HUBIN, veteran circus man, has started his boosting tour for the Lexington, Ill. Hootie-Cowboy.

TOM MIX Circus will show at Jackson- ville, Fla., on fairgrounds September 30-October 1, auspices of Morocco Shrine Lodge.

TUDOR SEDER and Avery, novelty entertainers of Erie, Pa., are playing a string of Southern fairs, present- ing a monkey act, "The Little Princess." Says that he still finds time to see all shows in that vicinity.

J. B. SWAFFORD, general agent of Dick’s Paramount Shows, and two of his guests, Ray Dayer, of Royal Hotel and American hotels, Pittsburgh, Pa., and J. B. Swafford, of Widgerson & Frisbee, are at the Bobino, Detroit.

GEORGE L. CHAPMAN postcards that the company is in full swing, with Cirque Medrano, Paris Indoor Stadium, and R. C. Bradley & Co., of St. Louis, at the Three Ring Barn, Detroit.

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YELLOW HOLESTON, waiting for Al Denzler & Cole Bros. Circus this spring, was badly injured recently in an auto accident near Egyptian, Ill.

ROZAK (the Man from Moscow), clowning at a fair in Fairland, Okla., will be with unit show, the 42nd Street Hippodrome, for the winter.

BOB PRINITY wrestled at both performances of this season, in Indianapolis, and it was at Marion, Ind. He was unable to proceed the show because of his partner’s illness. His dad has now recovered.

CLYDE BEATTY will have Mr. and Mrs. Fred Ringler as guests for his two-week engagement. The show is moving in a brief but speedy roller-skating number atop a small metal table.

Savannah Turns Out For Downie Bros.’ Show

Savannah, Ga., Sept 19.—Charlie Sparks again demonstrated that long-established fact, a reputation for giving the people a clean show, and the treatment is a valuable asset in circus ownership and operation, as well as in any other occupation, when at two performances here September 14 his greatly increased seating capacity was needed to accommodate the anxious crowds that wanted to witness the feats of the five elephants worked in the ring. Charlie Sparks, as owner, and the Downie circus title, was the magnet. The impresario of Savannah is striving to increase its popularity with each visit. The equipment of the Downie shows is simple, so that the comfort of that greatly increased seating capacity is not interfered with by trying to satisfy its patrons with good seats.

The show has been repeatedly reviewed during the season, so I will not attempt to give details regarding the program; but being a retired trouper who has always been particularly interested in cir- cus acts that have been perfected by patient and thorough training, my silent praise and admiration went out to cer- tain acts that to me were perfection in the art of training. Pickard’s system of training and exhibiting his seals impressed me with that outstanding evidence all thru their routine, that he had made a confidential friend of each of the performers, and that they each envied to outdo the others in showing what the Five Elephants of Downie Bros. can do. The routine of the five elephants worked in a perfect harmony with the perfection in training and exhibiting.

The Hanneford on the Downie program was praiseworthy, and the Foreign tramps and fairs, to be a great success for the Downie Bros. of Savannah, are expected to appear as a special feature of the annual visit. It can be said with honesty that the Downie Bros’ Circus and its owner, and the management are doing their part to make the best trip of this season and that the visit are the best evidence of that fact.

CHARLES BERNARD.

CIRCUSES

PARIS, Sept. 14.—Paris indoor season is in full swing, with Cirque Medrano, Cirque de Paris (Knepp’s) and the English Bros.’ (Broc’) circus) battling for business. Medrano is obliged to keep them away opening night and is continuing to draw capacity houses. Newly deco- rated and improved dressing-rooms in the Medrano presents a very at- tractive appearance.

Opening bill features the return of the Frattellini clown trio to this spot that is a cause for great rejoicing. The spacious Medrano clowns’ alley is one of the best in Europe.

American act on the bill, the Four Trojans, a newly presented tum- bling act which clicks with an English pair, Niclot and Martin, who draw belly bands with the greatest of ease. Good bounding trampoline act put on by the Four Smiths and needed in this outdoor people hung under the dome, by the Two Harleys.

Victor on in a bit but speedy roller- skating number atop a small metal table. Good illusion tricks by De Rocco and dances by the Borzoi, Belli and Ruxyn Quartet. Carl Hagen, the 12-year-old French clown, is presenting his own pantomime and Petoletti in Liberty, Roman and chariot numbers. Appearance and presentations are all new in the show.

Splendid band is led by Bob Rothenbury. Other attractions are the pro- grams this season. Jean Coupin is press agent and M. Lebrun is handling tickets.

The Two Leguncas, aerial, and the Olympic fully, have returned to the Palace. The Four Nicollets, aerial, are at the Cigale. Frank and two sleepers, the Tramps of Loos and Sowles of the Petley Jones Company, bounding in the Massey Smart Mercier, are in the double hoop bike number, are at the Alabamars. Miller and Wilson, American comedy act, are at the Bobino. Three Marcello, equilibrists, are at the Bobino.

Old-Time Showmen

By CHARLES BERNARD

How many readers of The Billboard’s circus pages remember the 1888 season when Miller & Freeman’s New United States Shows and M. J. Dresen’s New United States Shows, both touring the southern circuit, met at Mobile, Ala., for an engagement that was later to develop into the most famous battle in circus history? The story goes that the management of the United States Shows was out to crush the competition, and a feud started that ended in a meeting of the two circus companies on September 12, 1888.

The advance advertising department is a part of the Sparks ring favorites that are moving steadily along with the same confidence that is the hallmark of a successful business. Here are a few of those well-known "ifs." One is going to do and as always many other "ifs." But they are coming here but where one is going and what will the other man do? The chief knows that friendship. The advance advertising department is doing atmosphere for a story.

Tom Mix Advance

DUBLIN, Ga., Sept. 19.—The advance department of the Tom Mix Circus is making one of the most interesting and agitated tours in the history of the circus business. The company has been particularly interested in circus advertising and the management is very satisfied with the results of its efforts.

The supply truck is in charge of Dan Twomey and the tractor of Fred Updike, and Bill Forrester, for the advance fleet. Edward Caupnut is superintendent of lithographs with E. D. Redman, Don R. Redman and Charles Seward as assistants.

The other showmen of the company are: Harold Collins as driver; Henry Barh, Ralph Locke, Rocco Longo, Edward Totenhagen, Ben Williams, vice president, and William M. Johnson, who is in charge of the company’s advertising department.

G. W. Hanna, while in Allentown, Pa., reported that the advance machinery in the New York City campaign was on the way when a trailer crashed his foot. He was confined to the Sacred Heart Hospital in Allentown, Pa., but he is expected to join the advance forces again.

P. N. Williamson, former car manager of the Mix advance, resigned after the early closing at the border, and joined the advance forces again.

The advance advertising department is in charge of Edward L. Conroy, who also handles the newspapers. Harry B. Chip- man is story man, traveling six days ahead of the show. Dan Pyne, special car manager, is story man three days ahead, while Grace Baker takes care of the miscellaneous advertising.

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diamond, the horse she was riding, fell, and she
broke her ankle.

OFFICIALS of the X-Bar X Rodeo announce that show will return to Eastea
Ohio late this month and will provide the larges
test attendance in Columbus County Fair, Lisbon, O., and
the largest attendance in the state for sherif.

FLOYD LINGLE, with the Calf Roping
and Miller Rodeo, suffered a broken collar
bone when he was thrown from a buck-
ing horse. He is recovering and will be in
the saddle again in a few days.

CARLO MILES, veteran Wild West cow-
yboy, info from Louisville, Ky., that he has
been in the city County Hospital there for the last five months with spinal
fracture. Miles troubles with the Buffalo
Bill show for many seasons and also works
for the Wild West Show and Miller Bros. 101 Ranch. cowboy,
appreciate a few lines from his
friends.

RANGELAND bosses and cowpunchers at
Branding Day in St. Paul, sponsored by a
campaign that swept Ed Cholaf, noted rodeo
boss, who died last week, a
tributes after a long and distinguished career.

ALL ATTENDANCE RECORDS were
shattered in 1937 at the rodeo staged by the
San Pedro Valley
Association September 7 at Ben-
son, Ariz. The recent annual event
includes Johnny Rhodes, Tom Rhodes, Jim
Brown, Pete Anderson, John McConkey,
Glen Jim, Brister and Pete Howery, Jack
King, Ben Reitter, John Malm, Leonard
Latimer, Banty Murphy, Wild
Crow, Pete Anderson, John McConkey,
Bryan White and Red Sanders. Bull-
dogging is the big event at the recent annual show at Benson. Fred
Mann, Banty Murphy, John
McConkey and George Bodur.

THE RECENT seventh annual Corcor-
neh (Neb.) Rodeo was a success, accord-
ing to Jack King, business manager and
secretary stands.

ATTENDANCE RECORDS were broken
at the recent annual show in Columbus
City, Ohio, late this month and will provide
the largest attendance in the state for sheriff.

Among performers on the show are
Nunes, Vignolle's Managerie and Tin-
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FAIRS-EXPOSITIONS
Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Houses, Cincinnati, O.

September 26, 1936

SPREADING "EM

DETROIT, Sept. 19.—A unique way of distributing copies of "Spreading 'Em" was used for the first time this year at Michigan Fair. On September 13 and 14, a special edition of 50,000 copies, entitled "Know Your Michigan," each part of which was a single sheet of a newspaper, was placed in each of the major exhibitor buildings.

Five firemen served as "California Hero" for patrons to visit each building and leaflet secured in each directory. The leaflet was then thrown as to make a regular tour of the grounds. An unusual exhibit was a sketch of the State is given on the page.

Weather Sours Finale in N. Y.

SYRACUSE, Sept. 19.—Despite a pro-
tracted ending in bad weather, New York World's Fair appeared to rake in

nearly 15,000 ahead of 1935 attendance. Altogether there were only seven scheduled opening days, and some of the most

wrestling with the weather, the time had taken from the Floriada. The problem was

of managing the 20,000 or so visitors th.

of them financial headlines. In spite of

of the American Legion, had attendance about

of normal growth alone, not counting

of the San Francisco Fair on September 6-15 wound up

of the NBC, the 20th An-

out official estimates of 10,000. Each directed them to the next location

of the NBC, the 20th An-

visited each building and leaflet secured in each directory. The leaflet was then thrown as to make a regular tour of the grounds.

Syracuse hampered at fin-

island, however, shows healthy climb

weather was ideal.

Baltimore, Sept. 19.—Paid admissions totaling 140,500, 8th annual Timonium Fair, under auspices of Mary-

land State Fair, Agricultural Society, and Agricultural Society.

places in the key.

maryland Fair taken out of red by big gate and grand-

stand—midway is up 60%

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**Post-Holiday Slump Comes**

New low in attendance for 7-day period—execs greet the 4,000,000th visitor

DALLAS, Tex., Sept. 19—A new low came in attendance for the seven-day period ending Sept. 17, the last seven days following Labor Day, when the figures were 186,898, below any previous low week. On Tuesday following the holiday, last Tuesday for Kids day, which for the remainder of the fair will be held on Saturday, attendance was greater by several hundred than last Saturday or Sunday. Monday and Tuesday of the famed and lowest attendance on record, rain having fell the greater part of Monday and Tuesday afternoon, and most of Thursday, during the seven-day period mentioned broke its own record.

The 4,000,000th visitor, entering the grounds on Labor Day night, was accorded special privileges, including dinner with expo execs and free admission to all shows. She was also the first to open the last four days of this week brought promises of larger crowds in the Military Days.

Carnival Night, at the Chen-Maurice, downtown night club, was featured with Eleanor Stoeke, John Lee, Lou Villa, bob, Ellis Miller and Joe Kottak.

Crime Essays for Kids

A series of essay contests for children, with prizes, and other prizes, is being held by the Warden Lawes Crime Prevention Bureau, under the sponsorship of the Warden Lawes-Nuggets schools. The contest will be in three sections, first to end on Sept. 28 on "Which Is the Lesson of Warden Lawes Crime Prevention Exposition?" second, ending on Oct. 26 on "Why Does Warden Lawes Day Crime Do Not Pay?" and third, to end Nov. 26 on "Let Capital Punishment the Way to Crime Prevention?"

Grand Stand Shows

In celebration of the 250th since opening, it having played to 60,000 paid admissions during that time. The 4,000,000th visitor, entering the 3-day period ending Sept. 17, was accorded special privileges, including dinner with expo execs and free admission to all shows. She was also the first to open the last four days of this week brought promises of larger crowds in the Military Days.

**New Low in attendance for 7-day period—execs greet the 4,000,000th visitor**

**Texas Centennial Exposition**

DALLAS 

Southland Life Bldg., Dallas

**Attendances**

<table>
<thead>
<tr>
<th>Date</th>
<th>Total Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 10</td>
<td>2,759,442</td>
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<tr>
<td>Sept. 11</td>
<td>2,620,696</td>
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<tr>
<td>Sept. 12</td>
<td>2,475,697</td>
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<tr>
<td>Sept. 13</td>
<td>2,321,591</td>
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<tr>
<td>Sept. 14</td>
<td>2,294,594</td>
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<tr>
<td>Sept. 15</td>
<td>2,151,595</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>9,982,240</strong></td>
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**Texas Centennial Exposition**

By GREGG WELLINGCROF, 401st

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In celebration of the 250th since opening, it having played to 60,000 paid admissions during that time. The 4,000,000th visitor, entering the 3-day period ending Sept. 17, was accorded special privileges, including dinner with expo execs and free admission to all shows. She was also the first to open the last four days of this week brought promises of larger crowds in the Military Days.

**George A. Hamid, Inc.**

pauses at this, the height of the Fair season, to note the remarkable business enjoyed by the events thus far held in the Eastern United States and Canada. It has last but one at most Fairs has been more meritorious—has been recorded-breaking, matching or bettering the marks achieved during prosperity years.

**George A. Hamid, Inc.**

is proud that it has something to do with records which have topped at grandstand box-offices. It is really all but true, because Fair Secretaries and Attraction Managers keep telling us about our sensational revues, units, acts, bands, novelty acts, and others.

**George A. Hamid, Inc.**

is proud to tell the world that it delivered what it said it would deliver. Even some of our best friends were amazed at our promises. We are not boasting, however. We deliver simply as a matter of sound business tactics, knowing that broken promises destroy confidence.

During this, the March of Fair Time, we march in our place in the parade, secure in the thought that we are pledged, as we always have been, to a unique show of product and performance, at a price that challenges comparison.

**George A. Hamid, Inc.**

"Last Call for New Jersey State Fair"

SEVEN DAYS—SEVEN NIGHTS—SEPTEMBER 23-3, 1936

Available Choice Locations Grab Raffles, Eating Stands, Walking Privileges, Guess Weight Scales, No exclusives, No exclusives, No offers for Cash

HARRI LAREIQUE, Fair Grounds, Trenton, N. J.

AT LIBERTY FOR FAIRS, CELEBRATIONS, ETC.

BURNS ATTRACTIONS

BOATS, 15 and 20 ft. All Kinds; Also, Almost Any Attractions, Canoe, Row, or Motor, Any Size, For Sale, or Rent.宣传单, 4532 Park Bldg., New York, N. Y.

BLOOD PRESSURE

COIN MACHINES, original patented. The big test will be in three sections, first to end on Sept. 17, Tuesday after the final day of the World's Fair. Test the pressure as it is being taken. We are not boasting, however. We deliver simply as a matter of sound business tactics, knowing that broken promises destroy confidence.

During this, the March of Fair Time, we march in our place in the parade, secure in the thought that we are pledged, as we always have been, to a unique show of product and performance, at a price that challenges comparison.
Want Pullers

Concessions demand action to increase crowds—studio damaged by fire—

PORT WORTH, Tex., Sept. 19 — At a conclave of State fair agents on September 13 management of Frontier Centennial Fair in Bedford, Pa., might have lowered in an effort to stimu-
late discussion. The agents declared they would close their conces-
sions if something were not done. The dollar exploitation of the local show has been nil from the busi-
ess and concessionaires claim, management apparently has re-
ected on a certain studio, attendance and this has not been very lucrative.

There is a northward swing to Saturday State trade but not enough to create
a panic. Crowds have not been large enough to make it possible for conces-
sions to do any business, and conces-
sioners, they declare, want something,
enough to make it possible for conces-
sionaires at all shows are kept satisfied,

Morrissey in Jamboree

With the constant need for numerous executive duties and setting that per-
formers at all shows are kept satisfied, al-
though there are no other shows in the
midnight Jamborees given each night. In a number of cases the Jamboree is a
quartet rendering burlesques on gunpowder. A feature of the Jamborees, fea-
turing talent from the show, has been
changed. Three strings were being given Saturday nights anyway, so the Jamb-
 foremost. The present one is also the
in a contest at the last Jamboree to see
from the four shows here, Mary Dowell, located in Casa Manana, will be the

Henry LeMarr has been signed for the charge; blanket wheel, "Hoosier" Johnnie
Charles, from San Diego shows. This is the
featuring talent from the Jamboree, they
agent, blanket wheel, "Hoosier" Johnnie
in charge; Mallow Jack, snappy and
is doing well job of solo work.

Happy Maple has won the string for
The new show is now included in Shirley Temple
doll wheel, Johnnie Fox in charge; has, has the Alasker, general manager of shows;
agent, blanket wheel, "Hoosier" Johnnie
tumblers, "Nude Ranch" girls, composition
Glasow, agent; Rock and Rye, with Jim-
Grasshopper, comic act; Harry Crowly and
had to feed not only grain, but hay
summit of the mainy industry in the
is about half a crop, it is held.

The entire production of the four chief
The drought has cut the output of
was good. Fay, comic acrobatics and good;
roll, with George Cummings.

Bob Sandburg, talker at Boulder Dome
Exhibit at San Diego, balls over the
came in a meeting and will be the
and will go to New York. Maurice Stein, repre-
was the manager for Port Worth Frontier Ex-

Stein at Casa Manana

September 13, 1936

By CARL C. 0'BEIRNE, here, flew to Phila-
delphia and New York for the interview. The an-
swer of O'Beirne, representatives of O'Beirne concessions at The Last Frontier, has
been that this crop is the one in the West not
only have had less than 10 per cent of
which they often cannot do their best, days with temperatures 100 or above.
ens has, has been more than 50 per cent. In
amounts of rain will greatly change the
principal Northern States, the new crop
might help potatoes somewhat; to try the
other small grains, as well as to fruits
and canning. The condition of the small

DROUGHT IN NORTHWEST

The nation is worst than the country has known in more than two

generations in respect to the

corn, oats, barley and grain

Barrow Brown, with one of the
nigest bottle-games, is topping

HARRY KAHN, secretary of Ana-

glaise County Fair, Washington, O.,


declared to do any business, and conces-
sions were estimated at $300. Sibley's
rebuilt at $800 each were destroyed.

Besides about numbers. Concessioners demand ac-
enough to make it possible for conces-
sionaires at all shows are kept satisfied,

In a contest at the last Jamboree to

Harry Crowley, and balloon dart, with

were picking.

In a contest at the last Jamboree to

three shows were being given

The total production of the four chief

were $2,000 more than last year. At-
tendance at night shows was 24,000.

Bedford, Pa., Show Draws

RECORDS SET—

(Continued from page 41)

five-days' run was at $50 above of 70
Per cent over last year.

The drought has cut the output of

The drought has cut the output of

visitors

One of the biggest shows this season was

Kids' Day Is Bigger

Single innovation was establishment of
Tuesday as Day of Heat to beat the

Lincoln Will Show Profit

State Fair net will aid in improvements and indebted-
ness on grand stand

LINCOLN, Neb., Sept. 21—Nebraska on
September 6-11 put across another suc-
sessful campaign, with closing of the 1936 show and its
sequent profit from the grand stand.
Profit is expected to be about $175,000.

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State fair agents on September 13 management of Frontier
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Free Gate Is Policy Again

For Second Annual in Waco

WACO, Tex., Sept. 19—Brace Valley Cot-

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WACO, Tex., Sept. 19—Brace Valley Cot-
Maine Crowds Go for Mutuels

Labor Day races bring out 20,000—exhibits and midway are reduced in size

LEWISTON, Me., Sept. 19.—While attendance at the state fair here on September 7-12 was not record breaking, opening on Labor Day drew 20,000, of which 10,000 crowded the betting line at wagering windows at any Maine fair in a single day, according to fair officials.

Wagering was well fair, there being no especially good days and none that caused postponement of races. Opening day's crowd swelled by American Legion members from all parts of the state.

Exhibits were not large and the midway was smallest in years. There was a fair showing of cattle, poultry and hogs. New sheds for horses, built to replace those that burned a few weeks ago, drew considerable attention.

Ernie Young's revue, Passing Parade, and the famed Red Cross Revue, former not getting started until 15 or 16 opening night because construction of the stage was not completed.

Maine Federation of Music Clubs presented a mid-program operatic program in the exhibition hall on the second day. Wild animal exhibit in the same hall attracted much attention.

A new feature of the first annual State Fair amateur boxing tournament was holding in the same hall and attracting much attention.

Beckman & Cerety exclusive on games and shows.

WANTED

8th Annual Ottway Fair
October 8-9, 10
Wire immediately

C. G. BROWN Post W. B. BILLY, Sexey, Greeneville, Tenn.

TRI-COUNTY FAIR

Hurricane, W. Va.

Full information on Cliff's Entertainers, all世, at 124 Main St., Clarksburg. Eleven shows. Admission, 50c. Children's day, 25c.

ROSGUS CHINN, Contraband, Box 309242, West Huntington, W. Va.

CONCESSIONS, BOOK NOW FOR THE BRAZOS VALLEY TREE FAIR

Cotton Palace Grounds

WACO, TEXAS

OCT. 29-NOV. 8, Inclusive

Beckam & Gore exclusive on games and shows. Will book Coliseum attraction on percentage, 46-foot stage—capacity 7,000.

Write or wire A. E. QUINN, Secy.
**Best Gate Yet In Charleston**

Kanawha Fair sets all-time mark with 310,415—popularity counts big aid

**CHARLESTON, W. Va., Sept. 19.—** Kanawha County Fair this year established another record, with a four-day attendance of 310,415, the largest in the history of the fair. Only a few of the fair buildings were opened, but a large interest was shown and concessions and reported good business.

In Charleston last year being about 240,000, the fair was an enormous success. It was considered the best gate since 1924, when 25,560 were admitted.

For the past two years the high gate was 1935, when 25,060 were admitted. It was clear and hot.

Governor Cross has been invited and will attend.

This was the 37th annual, October 6-10.

**SACRAMENTO'S GATE** (Continued from page 42)

Another major draw was the pari-mutuel betting the State added 392,059 to its take on the ponies alone.

When the fall meet began Friday, there were 1,200 horses in the field.

With a four-day meeting, with racing on the two Sundays, there were 37,155, 8,017 higher than the 20,000 of 1935.

State and fair officials at Sacramento have been careful to point out the conditions on the Coast, especially as regards the weather. Exhibits were better than last year.

Paine Is Retired

Charles W. Paine, connected with the fair for 18 years, retired Sunday after a career by some as more than 30 years, was auto-racetrack official at closing bell the semi-mystic age of 70. The retirement came after having reached the age of 70, retirement being one of the rules.

At closing bell, Mr. Paine’s appointment was announced. It was considered that Governor Merriam would appoint Mr. Paine to membership on the board of directors.

Scrap sales were estimated to have reached the million-dollar mark with 310,415-popularities being compiled

**FAIRS-EXPOSITIONS**

**Potter Issues Okeh on Detroit**

Censor report announced at State Fair—official figures being compiled

**DEtroit, Sept. 19.—Offical figures are being compiled for the Detroit State Fair, September 4-13, and are expected to show a big gain over the last few years. Scores of State Fair patrons visiting on final Friday were George W. Potter, editor of the Detroit News, who has been a visitor here in 1913-25; Fred W. Chapman former manager of the fair and now assistant secretary of Ionia (Mich.) Free Press for some years; former Governor Charles E. A. Scott, now of Saginaw, and William Gibson, 28 years a friend of Fair Manager at Calypso.

The butter exhibit turned out to be the largest ever seen on the grounds, with about 2,000 pounds of butter on display from 150 entries. Dairy exhibits were the most interesting and valuable.

General supervision of the butter exhibit was in charge of Lieutenant Governor A. H. Earhart, who had a strong four of entries under his charge. He did all the butter entries and was the winner in perfect order, with only one contestant present.

Princess Julia Cantwine, granddaughter of the late President U. S. Grant, who is cousin of Mr. Earhart, was present and inspected the butter exhibit in the house in which Grant lived while a resident of the city.

Dave Diamond, who has been leading his Dellie Bobbie Orchestra for the fifth straight season, was making his third appearance at Jackson Michigan, where he has engaged the McCarley Orchestra.

The Billboard was in charge of the press department.

**Name Draws At A. C. Annual**

ATLANTIC CITY, Sept. 19—Atlantic County Fair, week before Labor Day, proved a real money maker and took the association out of the red cause by a four-day rail last year. Fair this year in preparation for large, and a Major Bowes amateur unit on the final day completely outdistanced. Best Horse Show was on the midway. Booking of time for some of the big shows on the gate will mean search for additional names for next season.

OMAHA—A star-Ben Live-Stock Exchange this year but will have a pure of $15,000 to make its show horse one of the largest in the country, officials say.

**TORRENTON, Conn.—** Louis L. Campbell has been appointed manager of the 80th Annual Harvion Fair, which starts Tuesday and continues until Monday. There will be five standard free acts and a doll carriage parade with prizes.

Wanted Good Carnival To Pick OCONEE COLORED FAIR

OCTOBER 12-28

H. T. JONES, M. D., N. Y.

### Wanted Good Carnival

To Pick

OCONEE COLORED FAIR

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### Premium Facts

(Data collected from lists received by The Billboard)

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ROCHESTER, N. Y., Sept. 19.—Rain was the order of the day here yesterday, as a big crowd and crowds of people in the exposition grounds assembled late this afternoon in expectance of the coming of Dodson’s Big Sandbox, which made a big hit early. Much pressure was brought to bear to get the show on the road last week, but the street cars did not run. The show opened at 5 o’clock this afternoon and was running late into the evening.

BIGGEST FOR HATFIELD, Pa. — Exposition has lower attendance than expected for the past two years.

B. W. Boothby, general manager, who is in charge of the exposition here, said that the attendance was 25,500 on Friday, 24,000 on Saturday, and 18,000 on Sunday, the total for the week being 2,500 less than the number of admissions last year.

Mr. Boothby said that the attendance had been lower than expected for the past two years.

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PIERS' FLESH BILLS GO ON

Season Away Up For A. C. Spots

Steel packs 'em on holiday weekend—M. D. does better despite price boost

ATLANTIC CITY, Sept. 19—Breakling all records, Steel Pier again came out of Labor Day week-end with largest attendance in its 39 years. The pier will continue full programs as long as weather and crowds hold out. The weekend marked a monumental success. Manager Clair announced that the pier will continue full programs as long as weather and crowds hold out.

Declaring that presentation of high-class attraction has resulted in a record that indicates a return to stability, President P. F. Grasset, Atlantic City Steel Pier, announced that the pier will continue full programs as long as weather and crowds hold out. The weekend marked a monumental success. Manager Clair announced that the pier will continue full programs as long as weather and crowds hold out.

DECLARING THAT PRESENTATION OF HIGH-CLASS ATTRACTION HAS RESULTED IN A RECORD THAT INDICATES A RETURN TO STABILITY, PRESIDENT P. F. GRASSET, ATLANTIC CITY STEEL PIER, ANNOUNCED THAT THE PIER WILL CONTINUE FULL PROGRAMS AS LONG AS WEATHER AND CROWDS HOLD OUT.

M. D. Increases Vaude

Million-Dollar Pier rang down the curtain recently on its most successful season last week-end, with more names bands and vaudeville acts booked for 1937 than at any since the old days. Harry Biben, Philadelphia, handled bookings and publicity work for 15 weeks, and the result was attracting national exhibitors with promises of big business and making his name & Bloch signing several new acts.

Manager Clair released figures on receipts not been disclosed, but they are understood to exceed $500,000. Many reports of audience were given by vaudeville acts.

Heat Brings Extra Trade to Excelsior

MINNEAPOLIS, Sept. 19—Excelsior Amusement Park closed its most successful season since pre-depression days for the season September 15. The hottest summer ever recorded here drove hundreds to the park, where two spectacular attractions, built during the past year, had a full house, especially on hot days.

Nevy Mulligan's Orchestra played the concluding night in the balcony, ending a 14-weeks' run. A picture feature deal was done on Labor Day week-end the pier kept open until 4 a.m. with three bands, Ben Pollock, (See FLESH BILLS on page 35)

Playland, Rockaway, Marks Up Boom Buzz

ROCKAWAY BEACH, L. I., N. Y., Sept. 19—Rockaway's Playland, largest Long Island amusement spot, enjoyed one of the best seasons it has had in years. Manager Louis Meisel announced figures on receipts not been disclosed, but they are understood to exceed $500,000. Many reports of audience were given by vaudeville acts.

Capitol Beach Wins Over Big Setback

LINCOLN, Neb., Sept. 19—Capitol Beach, after suffering more from the elements than in any other season since the park opened in 1928, is planning a motor trip to Texas Central Beach, after suffering more from the elements than in any other season since the park opened in 1928, is planning a motor trip to Texas Central Beach, after suffering more from the elements than in any other season since the park opened in 1928, is planning a motor trip to Texas Central Beach, after suffering more from the elements than in any other season since the park opened in 1928, is planning a motor trip to Texas Central Beach, after suffering more from the elements than in any other season.
American Recreational Equipment Association

By R. S. Uzzell

John Z. Carter, Baltimore, has utilized his expert knowledge of real estate to help him stem the tide of the depression. The owner in whom Carter places his confidence is a good-all-year-income from his front properties and a good-weather-from-the-ocean income. On our travels we look only for that which is the result of the first-named, and other properties do not show a better way.

Parade of Our Coney Island Mardi.

Two young men, John Climax and Henry Yarden, who have been described as the owners of one of the last legitimate Coney Island amusements, were canvasing the localities in the Long Island area for possible locations for a parade of their Mardi. Climax and Yarden have had an almost exclusive parade for the last two years. A young man starting on this wave of prosperity could well go to the Mardi. He is the shrewd man and learns.

We would like to see him take a park which a young man of this type can purchase at the end of two years ago which the transportation companies have made so much of the amusement industry. It had the wave of progress to get the thing into shape now. They’re the real makers of the fun, unsanitary, and unprofitable.

A real high spot in Long Island during the past quarter of a century was the Roosevelt Speedway, auto race track. The Motor City, as it was known, was the hotbed of the dianapolis saucer, opened. Speedway will be devoted to football and baseball.

Emphasis of Real Estate.

The emphasis of the real estate operator. A young man starting on this wave of prosperity could well go to the Mardi. He is the shrewd man and learns.

The manner in which he has worked out his expert knowledge of real estate to rehabilitate the place will get the lease arrangement by which the men who rehabilitate the place will get the option to purchase at the end of another eight months.

Moderate weather, combined with excellent bathing, is continuing to bring in crowds to make September worth while. No land office is being reported, but everyone is expressing satisfaction. Eddie Crest and Mildred are providing the best of entertainment, and have optimistic statements on results of the summer.

Plans for next season are most ambitious, and the rental situation augurs a good future. Broadway showmen are here making surveys with a view to placing a modern hotel on the beach front. Borrowing a note from Atlantic City, Charley Burns is making plans for a new resort this month and early part of next. Winning of the Million-Dollar Pier will lack basketball heroes. Certainly when it possesses much of the equipment.

Not so with these men. They are new to the amusement business in 1918. On our travels we look only for that which is the result of the first-named, and other properties do not show a better way.
Profitable Channel of Additional Revenue

Fountains adjacent to the pool to attract propositions to bring in additional revenue can be used by national as well as local advertisers to exploit their products. Of course, it must be stated that a few who are taking advantage of it can be turned into dollars. Is needed should it rain too often during the country's aquatic season down Miami way. Lest there be too much mystery may I say that I am referring to the practice of giving space gratis in return for a free advertisement. In the past pool men have utilized all available spaces, but surely even a small gap can be eliminated. Consumption of water at Virginia Beach has dropped from 100,000 to 20,000 per day, according to the superintendent of the public works. A few weeks ago 100,000 visitors were forced down near the Municipal Baths shortly after a terrific Mike personality. Hope he will fill his not returning to Greenbrier. Coach and Pool Manager, is back there with plans for expositions. Dr. Frank Couney, veteran exhibitor of the Boardwalk's Baby Incubators, is and his Wild West unit went to the Lynchburg (Va.) Fair for this week. Charlie Miller of Luna will be in Florida around Christmas time. Charlie's Champs Syrup and That was Namy Salih, long one of the leading show barons and converted into ready cash. He will be glad to pay a big percentage or more. Satisfaction guaranteed. Florida swimming activities, starting in West Virginia and environs, will suffice to say that the feature of this winter's aquatic season down Miami way. Many believe, however, that the city's management if the hotel will purchase some new metal signs, uniform in size and color, with yellow letters on black backgrounds in every color, will improve Highland Park Zoo at a cost of about $10,000. Improvements will include fence with turnstiles, pens and heating equipment, and change of appearance and color of important exhibits. In money spent, however, no important exhibits will be made. The recent Census of the animals is shown. That was Namy Salih, long one of the leading show barons and converted into ready cash. (Continued from page 41) to be a subcommittee on music and hold.

A Happy Song of Spring

Happy song of spring and with it another opening act curtain. That was Namy Salih, long one of the leading show barons and converted into ready cash. A real all congressman, species for guest speakers; (b) besides the ring, an elephant's belly all night. He will be glad to pay a big percentage or more. Satisfaction guaranteed. Florida swimming activities, starting in West Virginia and environs, will suffice to say that the feature of this winter's aquatic season down Miami way. Many believe, however, that the city's management if the hotel will purchase some new metal signs, uniform in size and color, with yellow letters on black backgrounds in every color, will improve Highland Park Zoo at a cost of about $10,000. Improvements will include fence with turnstiles, pens and heating equipment, and change of appearance and color of important exhibits. In money spent, however, no important exhibits will be made. The recent Census of the animals is shown. That was Namy Salih, long one of the leading show barons and converted into ready cash. (Continued from page 41) to be a subcommittee on music and hold.

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3312-3318 Ravenswood Avenue, Chicago,
are a few: Mr. and Mrs. G. W. Smith,
owners throughout the country.

In Flint, Mich., chaperoned by Mr. and Mrs.
put on and refreshments were served.
seventy-eight White City and Riverview
spite of warm weather. On September 24
we have enjoyed top business in
Cincinnati, Louisville, New York State and
Chicago, tin, Detroit.

It will be erected at once
135 feet wide, will
the
(Cincinnati Office)
14,12S
QUALITY
By Claude R. Ellis
Sell our beautiful 38-page illustrated
It has been spent in improvements and
other equipment. Admissions have been
Due largely to the fact that he has the
Cincinnati, under date of August 22
summer is to have one of the
largest assortment of skates. His
success, along with his skate equipment
given plenty of
time for experienced and capable opera-
tors and constitute
thing for experienced and capable opera-
tors to attend.

There isn't much one can do without
the
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skaters far outnumber ice
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RICHARDSON BALL BEARING SKATE CO.
3132-3138 Ravenwood Avenue, Chicago, Ill.
The Best Skate Today

The First
Best Skate

Friday, Saturday and Sunday nights
with bargain Saturday matinees.

In WINDELAND AUDITORIUM, East
Liverpool, O., reopened and again
under management of Jack Dillon.
Dillon has been installed along with much
new equipment. Admissions have
upped slightly, 16 cents for women and
children, 25 cents for men. On opening
night on September 6 Dillon said weekly races will be resumed.

CHEZ VOUS Rink, Philadelphia,
opened on September 16 and many sur-
rounding communities have been
almost been in improvements and
means to get into the usual capa-
city business the coming winter. Great
interest has been shown by Mrs. Kelly,
owner, for making this one of the best con-
ducted and most beautiful rinks in the country. It has been marked her sixth consecutive year. She
delves a lot by her friend, for Kelly, who has assisted her since the
time, she was known as the opening of
different from those usually given at rinks and valuable prizes are awarded.
Special nights given over to teaching intricate
steps of skating are themselves
drawing enthusiasts and value awards.

ARMAND J. SCHAUB, Cincinnati,
former rink owner, manager, promoter
and editor of the Cincinnati Athletic
Way Inn, Plainfield, N.J. on night of Sep-
tember 26, 1936.

A/T/O is rumored that Carman Rink, Philadelphia, would pass from
the control of the managerial→

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CORNWALLS ON LAST YEAR'S RECORD "FLYING HIGH" TAKEOFF

Lorber Day weekend provides big grosses, despite rain-in-some spots

CINCINNATI, Sept. 19—Many carnivals are flying high this weekend, bringing down the line head for the last half of the season's business. Another report to the Billboard optimistically.

These reports in the main are inclusive of Lorber Day and Labor Day.

In view of the fact that there was no prospective drop in general business following Labor Day, many carnival managers hold the optimistic view that there are many previous records in the discard.

ROYAL AMERICAN SHOWS

CHICAGO, Sept. 19—Carl J. Sedimay, manager of the Royal American Shows, stopped off in Chicago Monday on his way east, returned Thursday and left for Detroit.

Sedimay expressed himself as quite elated over the very successful season the shows enjoyed in a condensed date. He was especially pleased with the record made of the shows in Chicago, the week's gross was $691,902.86.

Beckmann & Gerety Shows on the midway at the St. Paul and Minneapolis newspapers and radio stations. All the papers were generous with space. The巡游 was heard from the Minnesota State Fair as far away from the press as from the long distance line.

Among the shows the Beckmann & Gerety Shows are on the midway of Goodman's staff when a plane was tenderly cared for and received the Octopus and bade it welcome as a companion riding device to this firm's Loop-o-Planes.

DODSON SHOWS

ROCHESTER, N. Y., Sept. 19.—"Plenty of coin but few crowds" in the words of one of the showmen summed up the rather sluggish week at the Rochester Fair, according to Dodson's World's Fair Shows with its many rides and tent shows.

The midway was easily the biggest exhibition the fair has had in years. What crowds there were were in a spending mood, but only two days, the opening Labor Day and the closing Saturday, brought anything like profit. Show returns are breaking even on the week.

Midway opened Labor Day in a heavy shower. However, sunshine in the afternoon brought a crowd of 2,000 to the park which spent some coin. Ripley's Oddities, freak show, Gay Paree, an all girl show, and the Harlem Revue, colored musical, drew the heaviest. First day was profitable but threatening weather for two days following cut down crowds, while the usual Saturday throng was reduced by a heavy rain. (See CARNIVALS on page 5)

Ballyhoo Bros. Circulating Expo.

A Century of Profit Show

by STARR DEBELLE

Claster, Mo., Week ended Sept. 19th.

Dear Charlie:

The show made a jump back to the point of the business thought would be the exclusive midway for the event known as The Prodigal Sons and Daughters Reunion and Community Fair.

In order to be assured of a carnival for the date the committee signed contracts with three different shows and accepted a deposit from each. The fact that different shows would held contracts for the date was a secret as far as the shows were concerned. The committee agreed to buy and post all paper and used nothing but fair advertising.

Our special agent was the first to arrive. It was then that the office first learned of the other shows coming in. He immediately sold all the merchants honors, keeping 50 per cent of the money as his salary and sent the show on its way.

The Ballyhoo Bros. Show first to arrive. This gave us a head start on our competitors. We took the lead in the front location, spread the show over the grounds and grounds and gave the Midway the best possible.

We put up 15 stand fronts that were staked in the cars to fill up more space. Orders were given to stake out to the ends of the guy lines, the fire buggies to be erected as far away from the fronts as possible. We then filled the remainder of the space with living tops, trailers and baggage wagons.

At dusk the Drawhead Sisters Cultural Carnival arrived. The girls were very indignant over the whole affair. Demanding our removal at once. But we were still smart and stood our ground. Possession being in their favor. The supsies then held a meeting and decided to cancel the free acts and let the patrons to see the different sides at a cost. The Harlem Revue, as encircled them entirely.

When the fair officials raised the gate admission from 25 cents to 75 cents the natives started complaining. But the committee said that they were justified in doing so. Due to the fact that other years only had one carnival for them to look at. They then charged a dime and a quarter for the ride. This allowed the patrons to see the different ballys of the infield and race track shows while sitting down.

A great sensation for the showmen. Some of the people joined the opposition shows to better themselves and some of the boys finally with the open jobs on our show to better themselves. By Xmas it will be even easier all around.

The spot for the brothers very good. Saturday night our electricity visited every show, ride and concession on the lot. They removed all the pennies from every show and let us have a handkerchief in each other's pockets with no body can say we've not going round together.

MERRY-GO-ROUND MARIAH

VARDEN, N. J., Sept. 19.—While Edward Vail set off on a tour and Arthur W. Vanveller was on vacation while riding the Merry-Go-Round, the correct record for this year was broken.

Vail came here as operator of a carousel in Atlantic City and has just been appointed by Justice of Peace John Hogan precinct commissary in charge of the fair. He was a formal passenger in his hobby when Max Klepper asked him if he'd like a gold one instead and it turned out he did.

Continuing their dizzy whirl around the stationary track, Edward explained, 'I haven't seen each other long but no body can say we've not going round together.'

GOODMAN AGENTS UP IN THE AIR

Concessionaires from Detroit to Memphis to make spot on time

DETROIT, Sept. 19—Max Goodman, of the Goodman Concession Company, had practically all concessions with the United Shows, with three or four individual exceptions, made their first return of the year. The average business was good with a store policy that won the approval of all officials who came in contact with it, drawing especial praise from Lester Potter, police censor, who was in charge of amusements for the city.

Billing was steady and most were generously on the midway, proving that there was no lack of business for the various wheels and other games fairies, and this fact, with frequent winners at each stand, helped maintain a steady good wind from the public.

Coming here with the show Thursday to go to Memphis, where the concessions involved were the Royal American Shows, left Max Klepper in charge of the Detroit stand.

Over expectations in the carnival business was made by the 15 men of the Goodman Concession who got their earliest start, leaving the Detroit airport about 9:30 on the early morning plane to a good sister of pigeons for Memphis. The party arrived in Memphis about 11 a.m. and was met by the local showmen at the end of this length.

Booster used at Detroit was taken direct to Amarillo by Max Klepper. The second unit of concessions used at Memphis.

CONKLIN SHOWS TO END PROFITABLE SEASON SOON

KINGSTON, Ont., Can., Sept. 19.—Three weeks hence it will be history for Conklin's All-Canadian Shows, as the end of the season draws near and weathers the spring, the serious travel at this time of year, the many and the days of rain since returning east, President J. W. Conklin says they will not be a profitable one.

Conklin has not decided on his plans for the fall season, as far as the town is quite unable to and the showmen are November for. President J. W. Conklin has a number of annuals including a number of train rides, a number of activities for the city.

Consist of Lincoln O. Dickson, director and general manager of the Great Lakes Exhibition, Almon R. Shaffer, associate director, T. M. Chalmers, director of advertising and public relations, associate director, to go forward with the management of the show. A number of shows are expected to be driven by the area for the fall season, as far as the town is quite unable to.

The show's date has been set for Thursday evening of November 10.

Among the active league members now and there. Joe Shean, the Chicago secretary, and the able hands of the showmen, led by the heads of the Crookshanks, have worked hard all the year from the opening of the season.

S.L.A. CLEAVLAND BENEFIT Tentatively Set for Oct. 1

CLEVELAND, Sept. 19.—Arrangements and plans are under way here for a grand tent and show to be staged to raise money for the Cemetery Fund of the Great Lakes City of America.

Consist of Lincoln O. Dickson, director and general manager of the Great Lakes Exhibition, Almon R. Shaffer, associate director, T. M. Chalmers, director of advertising and public relations, associate director, to go forward with the management of the show. A number of shows are expected to be driven by the area for the fall season, as far as the town is quite unable to.

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TRAILER PHOTOS WANTED

The Billboard is desirous of receiving as soon as possible pictures by show and concession people. Kindly make this request to:

Trailer Photos Wanted

The Billboard, 25-37 Opera Place, Cincinnati, O.
CANDY FLOSS & CORN POPPERS

Kirkendall, of the Al G. Barnes show.

910 East 35th St.,

Richards, Milwaukee Wis., created to Mark Olgar Odis Dodd, Hot Springs, Ark.; Nellie Goodman, of Denver, Colo. These were of physicians at National Military Home, and check for 1937 dues.

the Casino Cafe, Balboa, forwarded news of the Conklin All-Canadian Shows, in-Cowboys, Los Angeles. The president asks that they be members and especially pleased that the dream of new quarters will soon be realized.

The financial statement shows continued growth. Statement of financial affairs of Showmen's Revue revealed that the fund is being steadily added to.

Chairman Ed Walsh, of house committee, with John Miller and Steve Henry, associate members, reported having boxed over new furnishings for the new quarters. Details of what was to be purchased meet with the unanimous approval of the members present.

Communications—From Walton de Petleton, of Hildersbrand United Shows, with whom the revue has reached the quota of new members accepted—James Zeller, of Des Moines, Iowa; He also accepted the membership of the Revue.

Frank Eiler, of the Western States Showmen's League of America; Those Three Girls, the show's singer; Doc Hall, of the United Shows, has arrived in Chicago.

THE BILLBOARD


Philadelphia
Showmen's League of America

CHICAGO, Sept. 19.—The date of the opening meeting for the winter is Thursday, October 1. The membership drive goes on and applications received during the week are credited to Harry Ross, 10, San Fernehn, 1; Charles T. Crain, Edward A. Hook, 1; Joe Hawkins, 1; Harry Lewiston, 1. These include the names of A. Francis Roy Blevins, Fred N. Sarneau and John D. Starkey.

Returns in the Cemetery Fund Drive during the week were from J. W. Galligan, Homer Moore, A. Hodgini, E. C. Crain, Lillian Miller, Joseph Cole, Frank Conway, H. E. Rendgen, M. P. Coulter, Fred Pelter, H. B. Bollman, Julius Calim, Raymond Ort, H. J. B. Ross, A. Bishop, Champion, George W. Powers, Norris E. Wilson, Chuckie Miller, Harry Demasco and Thomas H. Goodwin.

Missouri Flashes

ST. LOUIS, Sept. 19.—William R. (Bill) Bracken visited The Billboard office when en route from Detroit to Shreve-Port, where he will remain until after the Louisiana State Fair is over.

Tommy Markowski is with the Ians Show, operating twin Ferris wheels, penny pitch and cigarette selling gallery, Henry M. B. Anderson-Shoer Shows, in magician and Mysterious Illusion.

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CARNIVALS

Midway Confab

By THE MIXER

WANTED: Expert ride foreman who can work upside-down and backwards.

RALPH H. BLISS is handling the press for the Erle Co. Carnival.

ARTHUR E. CAMPFIELD and Ernest Chandler—hello!

ROUTED SOUTH: How indented! The States have names.

T. A. WOLFE has the Holy City contract.

TO MANAGERS and general agents: It is hardly good business policy to claim the booking of fairs that are advertising the dime museums.

W. L. McKEE reports from Parkville, Ark., as now with the Great Superior Shows.

PRAVEE J. LEE is among the hunting advance agents.

EVERY CARNIVAL should at least have a letterhead and a permanent address.

WALTER B. FOX is general agenting the Ad. G. Hansen Shows “way down yonder.”

S. N. HOLMAN, Mrs. Bessie Holman, Mrs. Luke Hutson and Mrs. Margaret Hudson test among those present on the Happy Days Show now in Tennessee.

LOOKS LIKE John T. Tinsley will bring out the Great American Shows. When? Ask him. If so, from Greenville, S. C., is the guess.

FROM A WELL-KNOWN colored minstrel comedian who have never yet gotten into trouble interfering with my own business.

PROF. L. LEWISCH reports from the From three rides and three shows with 11 rides and 12 shows in a few months.

“NULL” SMITH, the wrestler, is laying off in Augusta, Ga., he reported September 10. Smith has been in show business 30 years.

IT WAS WHEN, that a carnival in the old days grossed as much as they do today? Off with that “good old times” stuff.


This is TERRIBLE: Fighting after the day’s business is over to get first count of the take.

NO REFLECTION ON nor compliment to anyone in particular: The people of all nations are highbrow, lowbrow and medium.

DISCOVERED! Harry E. Miller is a “Radio Show” article in The World’s Fair, outdoor show paper published in England, August 20.

ZACK HUFFINS, of Pimpass, N. C., and H. W. Campbell, of the United States, are directing the distants of the Carlisle Shows.

NO CARNIVAL people have yet been reported as standing in line, hoping for an old age pension.

JOSEPH L. LOUPE Carnival opened at Berwyn, Ill., September 13, auspicious, the Dixie-American Club, Virginia Young, aerialist, is featured with the show.

MY, HOW Morris Miller’s and John T. Tinsley’s Miller Bros’ Shows have grown! Has anybody been up to the place lately? There was no more room on the midway.

WE WILL NOW have Harry A. Bills, of the world well known for his medium, that he has been suffering for the last three months.

STANLEY F. DAWSON was in Dallas absorbing the carnival hit of the Exposition midway. This makes some wonder if Stanley W. will split in the carnival fever and be with it season 1937.

Carnival people are the only people in the world who will work until they have the money to pay the rent.

CARNIVAL PEOPLE are the only people in the world who will try to fly kites in cellars. They seemingly try the impossible and sometime succeed.

BOBBY MACK, general agent for J. B. Strayer, reports himself as in Louisiana contracting fairs.

A FRIEND of “The Onion” writes: “This show is suffering from parturition.”

BOB GRUVER—Send in the names of those now working on that riding device with you and some news.

FESTIVAL NEWS: The lawn party and support went along right all the time until the ice cream got suit in it.

HEKnows: Either to recommend the character and qualifications of a person, or not to, may do him as injury.

EARL ATKINSON, general agent C. W. Maitl Shows, reports himself as in Louisiana contracting fairs.

Robert A. Erle, owner of the World on Parade, has resigned as secretary to Mr. Beatty.

Philips Agency has resigned as secretary to Mr. Beatty.

Lane United Shows, are directing the destinies of the States, are directing the destinies of the States.

THE “Barkers” of the “Streets of the World” at the Great Lakes Exposition, Cleveland, has been renamed “Ribbers’ Fun Fair.”

George Smith is the general agent.

IT WAS at first with the name of Knepp carnival side show in the annex.

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DOCTOR, because: “At last I have extended a winning carnival turn-around.”

It happened Labor Day at Henderson, Tenn. Gates ticket sale closed because there was no more room on the midway for people.

THE “Burkers” of the “Streets of the World” at the Great Lakes Exposition, Cleveland, has been renamed “Ribbers’ Fun Fair.”

Arabella, Ky.: “Have booked my water front house in Kingsport, Tenn. Now with Dennett & Knoop our car shows in the anees. Shows doing a nice business.

LAUGHTER! My how they did laugh when the Great American Shows, W. B. Heckler gave the longest run of any one of the American Shows, managed by John T. Tinsley in 1935.

LOOT C. KELLEY writes from St. Marys, Pa.: “I will be back in the game next season with a fast stepping “Crazy” Fun Fair.”

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Thursday of last week with three of his horses, purchasing stock for his new train, which he will open soon at Topeka, Kan., and the surrounding area.

HARKER A. EVANS, once very prominent in the amusement business, is now living in Conley Island, New York, 'as still playing char-
acters in motion pictures out Hollywood, Cali-
ifornia. 

TALKING INTRA: "Red Onion." 

In front of the Beckman & Cereky office, wagon on the street corner, in Springfield, Ill., during the recent fair, was a sight to beheld. Perry C. Beckman and Cereky, Lorry Hogan and others in the little office. Boss Lawrence Phillips, Walter A. White and Joe Pearl of the office, in the racket of opening Beantown, Ill., Pearl opened his mouth and said: "Here, Mr. Onion, is a letter."

ABNER K. KLINE, the once prominent carnival owner and manager, now touring the country, has been in the employ of the Beloit Fair, of Beloit, Wis., with the corporation, of Salem, Ore. The latest ride in the Beloit Fair, "American Can-
top," was presented for the first time at the Oregon State Fair, Salem. Mr. Kline recently appeared from Toleton, O., to Portland, Ore., maki-
g the flight over high peaks, in a two-
hour flight of daylight. He then boarded Mr. Eyerly's private plane for Salem to see the "Octopus," which is among those book-
titles the "World of Flickers." 

FRANK SCHAFER, Charles DePhil, George
West, coming from the East and Canada,
some years ago covered the trails, and is
well known they must first become known
of the public, and after that the trade and
business are a great help to us."

WILLIAM LOFSTROM, of
Chicago, is among those book-
 olmasını the "World of Flickers." 

A BRIDAL SHOWER: Miss Helen
B. Cook, of the city of San Francisco, who
recently had a baby girl, and the entire
organization of the World's Expo-

LANCE WITH THE LADIES: W. H.
Smith, Jed Fisk, John H. Oyler, Elmer J.

REPORTS final days midway takings at
such a great success, that it is in its 10th
year without closing.

WHO REMEMBERS T. Edward McNay as
"The Gaff of Coughurst?" Edward was one of
the favorably known exposition talkers on
the midway, when he could be found to
sell admission tickets to the Indian and
pamphlets. The show is now opera-
tional in the large city of Los Angeles,
and is in its 15th year without closing.

IT CAN BE Done: The late John J.
Davis built up a case-each to a 50-cent
ride until the case has not been
bumped yet.

DORAL DINA writes from Bath, N. Y.
September 14: "Doral Dina is an extra
active exponent. With Rita Locke and
Blanche Carlene's Carico Show with the
Johnny J. Jones Exposition, spent Sunday, September 16, in Cincinnati as part of the
Indianapolis to Memphis, N. Y. A week
before the season opened on Beckmann & Gerety's circuit, the show was in Des Moines.

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CARNIVALS

Along the Expo Midway at Dallas

By GREGG WELLINGHOFF

DALLAS, Sept. 19—Midway at the State Fair is being hailed as the greatest midway in the Southwest, not only because of the constantly changing displays and rides, but because of the wide variety of shows, radio and television broadcasts over Dallas stations.

On this week's midway, star attractions are the Abilene Kiddie Carnival, the Budweiser Tent, and the Radio City Music Hall Tent. The midway is designed by the Pittsburgh-based Capehart Midways, Inc., who have been designing and building midway shows for the past 20 years.

The Abilene Kiddie Carnival is a popular attraction for children of all ages. The carnival features rides such as the Ferris wheel, swings, and bumper cars. The Abilene Kiddie Carnival is located near the entrance of the midway.

The Budweiser Tent is a popular beer tent featuring live music and dancing. The Budweiser Tent is located near the center of the midway.

The Radio City Music Hall Tent is a large tent featuring live performances by various artists. The tent is located near the exit of the midway.

The midway is open from 9 a.m. to 10 p.m. daily. Admission to the midway is $1 per person.

The Midway at the State Fair is a popular annual event that draws thousands of visitors from all over the country. The midway is open from September 19 to October 10.

For more information about the Midway at the State Fair, visit their website at www.statefairmidway.com.
The World's Highest Loop-O-Plane

FIFTY-FOOTER

Neon Lights on Gondolas and Pendulums Ticket Booths Steel Portable Fence

Ride is portable. Just the ride for large show or Park. Most spectacular ride over canvas or steel.

EYERLY AIRCRAFT CORP.
This Loop proved its value at the Oregon State Fair, where it was the sensation of the midway. Will hold this Loop-O-Plane for next season's delivery upon receiving deposit from reliable showman.

For price, terms and information write
ROBIN REED
Sales Manager and Jobber,
Eyerly Aircraft Corporation
Salem, Ore.

CARNIVALS
September 26, 1936

The Heart of America Showman's Club

KANSAS CITY, Sept. 19.—The members of the Heart of America Showman's Club met here last week and it was no other than Jake Brien- dennite and his son, who were here with the mid-way. He sent in at one time 27 new members for the Club, as follows: Thomas R. Adams, Joseph Allen, Ingram E. Chambers, Grant Chandler, Tom B. Copper- sider, W. P. Crotch, Donn Young, Joe Dart, Dr. Samuel Friedman, Dick Gabb, L. O. Grosinger, W. B. Hartman, J. W. Hemphill, Gerald Johnson, Robert M. John- son, William M. Kline, William W. Laccourt, John L. Lorman, Fleming M. Lush, Geo. H. Maggio, Capt. Charles O. Nunn, William H. Nosker, Frank C. Oosthoek, Joseph E. Mahoney, C. Ray, Albert L. Sexton, Wylis Sullivan.

This is a wonderful showing for Mr. Briedenette, who is president of the Club and an associate member of the United Shows of America, and the Club has sent along with the new members that Mr. Briedenette sent in a donation of $30 for the Hospital and Cemetery Fund.

Jack White, who is an active mem- ber and owner of the Western State Shows, has promised to put on a mid- night show in Plainfield, Tex., for the benefit of the club.

Mel Rauch, owner of the State Fair Show, is likewise putting on a show for the benefit of the club.

W. A. Gibbs, of the Gibbs Shows, was a visitor here one day and the clowns had upon to do his part.

Cocoa, with rides, will be with the Gibbs Shows for the remainder of the fair dates. Gibbs made a $300 donation to the Emmaus Home for Girls.

The following members were secured by the Club: J. W. Beckmann & Gerety Shows at Topeka, Kan.; J. J. Fontana, St. Louis, Mo.; J. J. Chisolm, Paul, Harry Wingfield and Arthur J. Webster.

J. J. Landes, of the Landes Shows, sent in the following new members: Rollie Lewis, Leominster, Mass.; W. W. Clark and Fred Willis Clark.

Mr. Ibster is a busy man and has taken on during the past year and with the ever-increasing business has added to the club's books, things should be doing pretty well with him this winter.

There has been a banquet for the board and ball to be held at the President Ho- tel and the management has reserved an entire floor for the club and showmen, the next floor reserved for the banquet and beer hall.

Mark's Shows

Mount Airy, N. C., American Legion Fair, Thursday, Aug. 30, 1936. The weather, excessively hot, rain one eve- ning. Business, good; rides, very good. Weather, hot. Business, good. Rides drew more than usual attendance, as it worked its way through the heart of the showmen. Weather, hot. Business, good. Rides drew more than usual attendance, as it worked its way through the heart of the showmen.

Westminster, Md., Starland Fair, under direction of A. W. (Slim) Cuning- ham, has done well this year. Some substantial improvements are being made daily. Weather, hot. Business, good. Rides drew more than usual attendance, as it worked its way through the heart of the showmen.

The town is one that usually has a substantial fair every year, but this year's fair has been a big success.

The weather department did not show the presence of rain, but the clouds were not shown. Alto John H. McCan also made some improvements to Surry County's exposition, but they did not click with the public. Solomons, Md., is having a very successful year. Weather, hot. Business, good. Rides drew more than usual attendance, as it worked its way through the heart of the showmen.

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Western States Shows

Week of October 20, 28, AND PERSON COUNTY FAIR, ROXBORO, N. C., Week of October 5.

WANT for Randall County Fair, Asherb, N. C., September 24; AND PERSON COUNTY FAIR, ROXBORO, N. C., Week October 5; CONCESSIONS of ALL KINDS, NO EXCLUSIVE, INCLUDING ALES and CANKS.

WANTED—Musicians, Performers and Girls for Plant Show.

Wire MAX GRUBERG, Durham, N. C., Fair, This Week.

METROPOLITAN SHOWS WANT FOR GEORGIA AND FLORIDA FAIRS

Plantations and one more good show, One Major Ride, all legitimate Concessions, Frozen Custard, Ferris Wheel and two or three Shows.

SAM LAWRENCE, Mgr., Rochelle, Ga., this week; Sylvester, next week.

Brown Novelty Shows

WANT small Grind Shows. Count Zero, can use you. CAN USE Popcorn, Fishbowl, sod drinking Alley or any legitimate concession not conflicting, except a live Pony Ride and Kiddie Rides. Samples, $1.00, P. 0. Money Order.

DANCING GIRLS WANTED

Will dance to keep girls who may want to work with us before the last of the season. Excellent dancing, $15 a week.

WANTED—All winter in South Georgia. Very good work. Boat and all horse equipment furnished. $45 to $50 per month.

BOYS—BOYS

Wanted to hear from girls who have worked with us before. Top salary and no run around.

Y. J. WILLIAMS, General Manager.

DANCING GIRLS WANTED

WANTED—Dancing Girls. All winter. For Waller Bros. Shows, $65 per month. Apply to Mr. Deering.

SOUTH LOUISIANA STATE FAIR

OCTOBER 29 - NOVEMBER 1

FAIR

NORTH LOUISIANA STATE FAIR

OCTOBER 29 - NOVEMBER 1

FAIR

The Billboard

CARNIVALS

September 26, 1936
American Carnivals Association, Inc.

By MAX COHEN

BOURNE, N. Y., Sept. 19.—Our most recent visitation took place on Sep-

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Moved from Wallace to Kellogg, dis-
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CARNIVALS

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tance of 12 miles, shortest jump of the

Sheesley Midway

CHARLESTON, W. Va., Sept. 19.—The

United Shows of America

DETROIT, Sept. 19.—The United

Sheesley Midway

BALTIMORE, Sept. 10.—The William

Elmer F. Cote Shows

DETROIT, Sept. 19. — The Elmer F.

Ben Williams Shows

ST. JOHN, N. B., Sept. 19. — Business

Ben Williams Shows

UNIVERSITY, Sept. 19. — Business

Elmer F. Cote Shows

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Lions’ Club in Mo. Active Fund Raisers

FLAT RIVER, Mo., Sept. 9—Lions Club has held two events in the past week, beginning with the annual Fall Festival sponsored by the club. The Festival was held on August 4 and included a parade, carnival, and dinner. Total net income was $351, reported Secretary T. J. Watkins. No act was too large or too small. All equipment used in stands and concessions was rented from St. Louis Amusement Supply Company. All were in concessions and the preparation of news articles, ads and layouts of paper was done by members. This event was an unqualified success and is said to be the best crowd-getter ever known in Flat River.

On August 31-September 3 the club sponsored the Barker Show. No preparation of any kind was necessary as the club merely lending its name to advertise the event. The Barker Show presented Merry-Go-Round, large and small Ferris wheels, stunt and stunt rides, and swing and seven or eight shows. The club received a guarantee of $325 paid by the Barker Show. In the latter case the city council waived the usual court fees and assisted the city in a number of instances.

Reynoldsville Event Clicks

REYNOLDSVILLE, Pa., Sept. 9—The arrival of the hometown newspapers made the third annual Homecoming Jamboree here on September 4-6 a huge success. The Jamboree included band parties, concerts, dramatics, band parades, and athletic and minstrel shows. Among the events that were a hit were the parade, the kisses and the large Ferris wheel.

Showfolk Aid Movie Fete

LOS ANGELES, Sept. 19—A crowd estimated at 5,000 turned out for the second annual picnic of Metro- gram by a group of Bismarck, Mo., entertainment committee. Celebration will be held again next year probably in Chattanooga, Tenn.; probably will be in Atlanta in November and will go to Savannah, Ga., and St. Petersburg and Ft. Myers.

Sheriffs

A BALLOON ascension will be one of the attractions at a carnival basin of the Bismarck, N. D., sheriff's office. The event is planned by George Schneider, and will be held on Sunday. George Schneider, under sheriff, was the main attraction. George Moriarty, lunch, Whitey Olsen, Ruby Guyer, and Ina Olsen, George George, and Loris Smith; Ballots refreshments assisted, Elden Kilberg, Al Pat and Charles Pierce.

Active Fund Raisers

Lions’ Club in Mo.

Sept. 6-10—A four-day festival of the Lions Club will be held in Columbus, Tenn. The Festival will include a parade, carnival, and dinner. Total net income was $351, reported Secretary T. J. Watkins. No act was too large or too small. All equipment used in stands and concessions was rented from St. Louis Amusement Supply Company. All were in concessions and the preparation of news articles, ads and layouts of paper was done by members. This event was an unqualified success and is said to be the best crowd-getter ever known in Flat River.

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headed by Post Commander Paul Bran- 

ACTS playing Norton Manufacturing 

company's annual outing in Worcester, 

Monday Sept. 15, booked by George 

D. St. George, superintendent of 

Emmons Jaycees, Pemble's Junior 

showmen, and the Auxiliary Pimplet 
Puppets. Attendance was 7,000.

MINDATA (II). Post American 

Legion, veterans of World War II, 

Fall Festival of September 15-16 had 

stall from Station M. E. Steel was in 

charge of entertainment.

FOURTHS annual Delaware (O.) 

Fall Festival, scheduled for September 

25, will supplant the old pumpkin show 

and street fair that will include style, 

flower, farm and merchandise shows.

AT KENTON (O.) American Legion's 

Post 1939 Hardin County Century of 

Progress will sponsor the annual 

cooking company plants to be built 

be on hand to give several times during the 

Farm and Merchandise Show.

SPONSORED by the Rooster Club of 

Wheaton, the 1936 carving glass for 10 years at this event.

N. O. Fiesta Taking Shape

NEW ORLEANS, Sept. 15.—Solicit- 

ation of memberships in the N. O. 

Fiesta for 1937 will begin Monday, 

September 18 and continue for the 

next several days.

Midway had more than 65 concessions, 

2 pony tracks and 7 rides, later 

at the state fair for 30 years; W. C. and 

Mrs. Nellie Hauze as baking waffles for 

Midway will be directed by W. E. 

Henderson, president of the N. O. 

Fiesta. An extra day was added at this 

stand to supply atmosphere and a corps 

of singing groups. Business, very good.

Hilderbrandt's United Shows

BUBB, Ore. Sep 16.—Died Tuesday Sept 16.

Lilian M. Borders, 75, former 

appears show hungry and business ran 

fair. Business, record crowds and 

business, high wire stores are doing very nicely.

West Coast Shows

CARTAGH, O., Sept. 15—Midway 

attracting interest. A charter member of 

the Hamiton County Agricultural 

Association, he has charge of the 

exhibit buildings at the county fair. 

He is the son of Mr. and Mrs. J. W. 

Rushing.

Another ex-trouper has located in 

Los Angeles. Frank Phillips, veteran 

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in Los Angeles, which he plans to 

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### Lists

#### 1936 Fair Dates

**Alabama**

- Albertville — Polk Co. Fair Assn. Sept. 16.
- Brewton — Butler County Fair Assn. Sept. 29.

**Arkansas**


**California**


**Colorado**


**Connecticut**


**Georgia**


**Indiana**


**Kansas**


**Louisiana**


**Massachusetts**


**Michigan**

- Traverse City — County Fair Assn. Sept. 24-26.

**Minnesota**


**Mississippi**


**Missouri**

- St. Louis — Missouri State Fair. Sept. 21-25.

**New York**


**Ohio**

- Columbus — Ohio State Fair. Sept. 22-30.

**Oklahoma**

- Oklahoma City — Oklahoma State Fair. Sept. 22-30.

**Tennessee**


**Texas**


**Washington**


**Wisconsin**


**Wyoming**

In the Convention list appear only the dates of those meetings which we feel are of interest to the amusement industry. In some instances, we have included dates for all annual meetings and allied associated meetings of the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and Veterans of All Wars. If you feel an event is of interest to you, please send us a short note of the occasion and the names of those in attendance. We will be glad to forward your request to the editor, who, in turn, will forward it to the proper person.
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several thousand. Write for free plan. SHEL-
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limited market. Catches, taverns, anywhere there
is dancing. Profit guaranteed! Some territory still
open. Write soon. S. F. SULLIVAN, 213 South
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growth. By mail 60c and $100 per box. 25% cash.

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NEW FALL STYLES, $12.00 AND $17.00
Mail order. Boston, Mass.

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1315 Main St., Jacksonville, Florida.

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rior; sell all. E. I. B. RAY, 125 Queen St.,
Charleston, S. C.

CLOSING OUT SALE—DIGGER MERCHANT-
dise, $10.00 and $20.00 assortments. If not
taken, all sold for 10c. H. C. DODGEM,<string根本无法生成，因为该数据不符合预期格式。>
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**Notes**
- These dates are for a five-week period.
- Some dates may overlap with other events in the same city.
- Check local listings for specific dates and times.

**Frontier Contests**

**These dates are for a five-week period.**

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Salesboard Appeal Building: Boom Noted Thruout Country

Large giftware manufacturers and designers are taking greater interest in business—quality merchandise creates a greater repeat play—cash payoffs almost nil

Boom Noted Thruout Country

far to the East, is becoming salesboard Southern States, as well as the southern of them. The ingenious ideas being used on the that isn't covered with a complete series and West where boards may be used isn't a location in the South, Southwest being flooded with boards operators have been going ahead in leaps and the South State and formerly salesboards fell flatter than a leading salesboard State. One small res-

they have been able to profit simply from found the field so highly specialized that they themselves have been salesboard absolutely essential to successful sales-

Pittsburgh Biz Jumps Nearly in in 2 Years

PITTSBURGH, Sept. 19.—General improvement in business in this district has been enough to make all operators here feel that they have been:bought into the country.

In all the aforementioned territory the greatest interest in the salesboard business has been the modernized manner in which the boards themselves have been managed and the fine type of merchandise which is being used.

The new merchandise should be left strictly to the local operator's supervi- sion and be adopted by the national territories as far as possible. Merchandising the boards themselves has been a big innovation and the fine type of merchandise which is being used.

New York Bull's-Eyes

By WALTER ALTMANN-SCHMIDT

PREFACE indicates that most concessions will keep running as long as the weather is cool enough to keep the crowds indoors. The good thing about this is that the operators have a better chance to make boards more attractive and more

The salesboard field is entering a new era. The salesboard operators have been improving their displays and are making a better impression of the business. The boards are being used as a means of promotion and are becoming more popular with the public.

Merchandise of a new type is being used in the salesboard business and this is making a better impression of the business.

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Get acquainted with the New and Larger
"Operator's Premium Headquarters"

MORRIS STRUHL
(MORRIS STRUHL BUILDING)
24 WEST 23rd STREET
NEW YORK CITY
(Tel: STUYVESANT 9-4210-4211-4212)

Ten Reasons Why It Pays to Deal with MORRIS STRUHL!

1. LARGEST PREMIUM MERCHANDISE STOCK IN INDUSTRY! The largest and most complete stock of premium merchandise can only be found at the NEW Morris Struhl Building. The greatest and best assortment in merchandise history!

2. EXPERTS IN ALL MERCHANDISE USES IN AT-TENDANCE. Only Morris Struhl men are always in attendance to your slightest wish, and who co-operate with your every desire!

3. PIONEERS IN HIGHEST QUALITY AT LOWEST COSTS! - Moving the world as "pioneers" in bringing you the highest quality at the lowest prices.

4. FASTEST AND BEST SHIPPING SERVICE IN INDUSTRY! - Merchandise men the world over recognize the Struhl service for over 25 years! A feature that really SAVES MONEY for you in EVERY WAY!

5. FREE ADVICE FOR YOUR MERCHANDISE PROBLEMS! - LEMS! An astonishing service that has created an interest between Morris Struhl and our customers! A service that is absolutely free and backed by 25 years of progressive experience.

6. ASSORTMENTS THAT HAVE NEVER BEEN RE-ATED! - Struhl has promptly and repeatedly fill your wire or letter for an assortment of merchandise. They have been making the amount you wish to spend and your business. Our assortments have never been rejected.

7. FIRST WITH THE LATEST! "All-ways First with the Latest" is the compliment paid us for over 25 years! - Manufacturers appreciate the service.

8. COMPLETE CO-OPERATION! - By dealing with Morris Struhl you instantly know you will obtain COMPLETE CO-OPERATION for all your desires!

9. THE LOWEST PRICES EVERY TIME! - You are instantly refreshed and delighted when you buy from Morris Struhl - you immediately appreciate our LOWER PRICES! - Write for our Catalog. Be Convinced!

10. THE BILLBOARD IS THE BEGINNING! - Morris Struhl service does NOT stop with the sale - it is a personal responsibility to Morris Struhl!

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7"-7/16" x 10 1/2"
WITH A DYNAMIC SPEAKER

- Stripped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Carrying Case
- Model 122A		$7.50
- Model 122D		$9.50
- Model 122F		$10.50

PLAYLAND SUPPLY CO.
118 East 30th St.
New York City

FOR SALE

WHOLESALE CONCESSION AND PREMIUM SUPPLY HOUSE
DUE TO OTHER BUSINESS INTERESTS.

LOOK! JUST OFF THE PRESS, OUR 1937 GENERAL CATALOG 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS
NOWHERE ELSE
Can YOU GET Better Values or WE WILL SELL FOR LESS

New Items
Write to The Billboard, Buyer's Service Department, 23 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New Blade Sensation
Lional Razor Blade Company has just announced a new blade container named Blapak. Besides holding 9 Blapak de luxe quality blades, the container has a receptacle for used blades, and most important of all, an ingenious hinge on the bottom allows the user much more ease per blade. This remarkable container can be refilled. Answers the public's demand for a complete razor container and lists for 49 cents. Great for blade and store bookers.

Useful Campaign Novelties
New photo pins just introduced by the Anderson Novelty Company have already received the official approval of both national political organizations. Pins are made of bronze, a product with a celluloid base. Republican one is in the shape of a snuffer with a picture of Landon in the center, while the Democratic pin, of course, has the picture of Roosevelt in the center. Altogether the pins are small, their brilliant color and clear pictures give them plenty of flash, should go hot with political or- of drinks, is just about tops. It is in off-white alcohol-resistant enamel and available in red, blue or brown trim. Tray, inside, is 20 by 28 inches; table height, 22 inches. Comes supplied with a Missigette glassware set consisting of one large highball glass, six old fashioned and one ice tub. Metalcraft Corporation is distributor.

Pluto, the Pup
Pluto, the Pup, is the name of the new fast-moving toy specialty, a pal of Mickey Mouse, just brought out by Toy Polla. Pluto gets all the kiddles wild about him—does all sorts of tricks—the down, jumps up, wiggles his tail, shakes his funny head, does a Shirley and hundreds of other tricks that appeal to youngsters and grownups alike. There are no springs, no motors, nothing to break, and Pluto performs apparently without the use of human hands. It is made of solid wood and brilliantly painted. This remarkable toy is look like a much more expensive toy than it really is. The company reports that early demonstrators are cleaning up and will send details upon request.

Imported Lighters
Fran-Steif, Inc., has just imported a new line of pocket and table lighters which will create sensation in the (See NEW ITEMS on page 74)

Sales Board Operators! Premium Users!
Here's an item really sensational in performance. No need to waste time reaching for a match. 1 minute without fails. Press a magic button in lighted case. Pull out match and light. SF-LITE includes a combustible, compact case, each unit深圳 box of 100. A 25 percent discount on orders of 10,000 or more. Only 25c per unit. Ask for our Big New Catalog 56th, containing 16 pages of the latest in lighters. Price, 25c.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217-225 W. MADISON ST.
CHICAGO.

SALES ACTIVATING SHIPMENTS
OIL PUMP with 2000-3000 Pumps
Turbo-Pump, 10,000
Small Pump, 10,000

50c

50c

50c

GELLMAN BROS.

HERE'S A SPECIAL
TO MAKE GOOD FOR YOU

Two Wonderful Dolls—24 Inches of Fun
All Composition—Finest Flash.

REAL VALUE, MISTER!


4-PIECE PIPE SETS
$3.92
DOZEN

What a Find! A Topaz Pike with Cigar and cigarette Holders to match and a free matching, turned Cigar Lighter in fancy lined box. Add $1.50 per dozen. We have thousands on hand. Send order on your letterhead. Net Price per dozen, $3.50. Fifteen percent discount on orders of 250 or more.

B281 -Burl Top
4-PIECE PIPE SETS
In Blister Pack

FRANK POLLAK
66 BROADWAY
NEW YORK CITY

FRANK POLLAK
66 BROADWAY
NEW YORK CITY

4-PIECE PIPE SETS
$3.92
DOZEN

What a Find! A Topaz Pike with Cigar and cigarette Holders to match and a free matching, turned Cigar Lighter in fancy lined box. Add $1.50 per dozen. We have thousands on hand. Send order on your letterhead. Net Price per dozen, $3.50. Fifteen percent discount on orders of 250 or more.

B281 -Burl Top
4-PIECE PIPE SETS
In Blister Pack

PENDANT and RING SETS
K23 -Sparkling, Almond or Pearl, White Metal Mountings, Complete in Box. Bust Twice Our Price To Make—$1.00 and up.

FASHION DOLL Light Set with Beaded and Fancy Organza Gown, Matching Beads, $2.50. Ser. B. K971 -HB -37

HOLDING DOG Light Set with Beaded and Fancy Organza Gown, Matching Beads, $2.50. Ser. B. K971 -HB -37

MINIATURE LIGHTING
The Billboard
September 26, 1936

STATE and COUNTY FAIR SPECIALS
Heavy White, Mahogany or Fancy Parade Cans.
Dox.
Gro.
1.50
16.50

Swagger Sticks.
Gro.
5.50

Rocket Baseballs.
Dox.
85

Decorated Gas Balloons. Gro.
2.50

"Thrillers" Candy (250 Net).
In Case.
2.75

We have Beacon Blankets, Monroe Gold Covers, Aluminum Wire Plaster and all other Carnival Supplies.

Lowest Prices and Best Service for 50 years. 25c deposit must accompany all C. O. D. orders.

LEVIN BROS., Terre Haute, Ind.
**WHOLESALE MERCHANDISE**

**CASH IN NOW ON Campaign Souvenirs**

- **814-D Central Street**
- **Write for Details Today.**
- **House-to-House play**
- **N. SHURE**
- **dividually**
- **833J1. Per Dozen**
- **AMELIZED name. Durable**
- **Flower.**

- **Special. Gross. 75¢.**
- **Gross $1.00.**
- **Gross 75¢.**

- **of metal**
- **white rhinestones.**
- **base.**

**CHAMPION SPECIALTY CO.,**

- **814-D Central Street**
- **Hawkeye Baskets**

**Painted Felt Pennants**

- **$3.00 PER 100, Size 4 x 9.**
- **25% DEPOSIT, BALANCE C.O.D.**
- **All Colleges in Stock—Specials Made for Fairs, Parks, Carnivals, Raffles, Etc.**

**PAINTED PRODUCTS CO.**

- **782 Broadway, New York**

**The TRADING POST — money maker**

The quickest selling deal — a merchandiser with 130 chances ... and 130 winners. Repeat sales! So much for our idea of the TRADING POST. The broadest guarantee in the business. **WE WILL REFUND THE PURCHASE MONEY OF ALL FULL DEALS RETURNED TO US. Write today to MR. MORAN for full particulars.**

**TRADING POST SYNDICATE**

- **224 W. Huron St.**
- **"Deals Sell That"**

**Free Sample Case**

- **Write for Details Today**
- **BLADES—5, 20 Pcs.**
- **5 in. Per Display**
- **(24 Display w/ Pole) **
- **$1.25**
- **Full Line For Travelers, Appliance, Ap-**
- **s, Wagons, Wagon**

**CHAMPION SPECIALTY CO.,**

- **814-D Central Street**

**Notes from SUPPLY HOUSES**

When a manufacturer triples his factory space he has something on the ball. The Trading Post syndicate is doing this by moving to 222-224 W. Huron street, Chicago, this week. One of the partners of the organization, John Koestle, tells us that "the tremendous volume of operators all over the country, the tremendous volume of orders and larger volume orders made the move necessary. It is our policy to ship orders the same day we receive them. We believe this is the type of co-operation our customers want. Because of the tremendous volume lately we have been required to work three shifts during 24 hours and have adhered to this policy of delivery on the dot."

"The popularity of Trading Post, our operators tell us, is due to the fine design and attractive colors of the material, . . ."

Peter Moran, the other partner of the fast-growing organization, chimed in: "Yes, and dealers see what they have increased their profits sharply. They are now confident and have set up a stock which can work with Trading Post. The proof is that the stores are restocking and are assured that the stock will keep up with demand and the fact that we must triple our order. We expect further business because the trade knows that we handle only deals that sell and we guarantee the sell."
Pitchmen Five Years Ago

Glein Olsen, widely known to boys on the streets, announced that he and Al Slowol ha had just opened a brokerage shop. The big ear-billboard frieze had some swell publicity in The Seattle Times. The advertisement was accompanied by three column photos of the famous Five Fineness...

Araucous Squawkers in line offers Round and Round...and the Moat...and the leaf, announced that he and Alex...

NEW YORK.

WALLENBECK MOLAND MFG.

SHOW PEOPLE AND PITCHMEN

by BILL BAKER
(Cincinnati Office)

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Araucous Squawkers in line offers Round and Round...and the Moat...and the leaf, announced that he and Alex...

NEW YORK.

WALLENBECK MOLAND MFG.
**SPECIAL OFFER**

**STATIONERY AND SCHOOL SUPPLIES**

**EACH 2 CENTS**

In gross lots, each individually or in groups of four.

**Books—Inker Books—Inker Booklets**


**Cartoon Pencils—Cartoon Pencils**

**Note Books—Sales Papers**

Packs of 100, 25c, 50c, 75c, 1.00, 1.50, 2.00, 3.00, 5.00, 10.00

**Letterheads, Envelopes, Postcards, Invitations, Calling Cards, Business Cards, Holiday Cards, Christmas Cards—Christmas Card Sets—Fonts**

**5% Off on Orders of $5 and over**

**25% Discount On Orders of $25 and over**

**40% Discount On Orders of $50 and over**

**BOSTON, MASS., DISTRIBUTOR**

76 Washington St.
Boston, Mass.

**MILLSALES CO.**

27 W. Wells St.
Chicago, Ill.

**Get Set For Life!**

**COUNTERTOP BUSINESS**

**MAKE UP TO $50 Weekly**

In new kind of wholesale business, you can make a quick profit, and an income. We can get you in business with our easy-start plan. No experience necessary. Best, lowest selling line. Easy to sell. Best buy. Your margin is $1.25 on each dollar—50 cents on our 50 cents. Holidays, Christmas, birthdays, Easter. Over 2000 different items in stock. Write for catalog now. World's Products Co., Dept. DR-6, Spencer, Ind.

**MAKE MORE MONEY WITH THIS NEW TOOL**

**BLEACHER,ETC.,ETC.**

**WHITE WAX WIRE-JEWELRY, ETC., ETC., ETC.**

**GELLMAN Bros., Minneapolis, Minn.**

R. E. F. PATRICK

501 No. Van Buren St.
Winnipeg, Man.

**MEDICINE MEN**

**PRIVATE LABEL TONICS, HERBAL TONICS, Etc., Etc., Etc.**

**White July Wire on Wire**

**TENNESSEE VALLEY MEDICINE CO.**

18 South Pearl St.
Chicago, Ill.

---

**SPECIAL OFFER**

**STATIONERY AND SCHOOL SUPPLIES**

**EACH 2 CENTS**

In gross lots, each individually or in groups of four.

**Books—Inker Books—Inker Booklets**


**Cartoon Pencils—Cartoon Pencils**

**Note Books—Sales Papers**

Packs of 100, 25c, 50c, 75c, 1.00, 1.50, 2.00, 3.00, 5.00, 10.00

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**White July Wire on Wire**

**TENNESSEE VALLEY MEDICINE CO.**

18 South Pearl St.
Chicago, Ill.
Great Sale - While They Last

MEN'S STRAP WATCHES—
American Made Watches With Strap to Match—
$6.00. Strap watch by American Waltham.
16 Jewels, $22.00. Special. 17 Jewels.
8 Jewels, $10.00. Special. 17 Jewels, $16.50. Special.
Duerer Hampden—T. J. Waln & Waltham.
16-21 Jewel Watch—$6.00 C.O.D.
Special—$11.50 C.O.D.
SPECIAL BUYER'S PACK—$3.50 C.O.D.
F. Joyce, Advertising Manager, the trav-
eling watch regiment, has just placed an order for
special buyer's packs for RCA, the only radio
manufacturer, Professional Products, is
coming to town.

CAMPAIGN TIES—
American Made Ties—
High Class, Fine Material and Fashions—
$2.50 each. Send for Catalog.
175 Canal Street
New York, N. Y.

AL-JO NIFTY KNOT TIES

Hague's Best Tie Form. Will roll and repeat.
Also Beautiful Selection of Ties with Al-Jo Label.

PIPE—
(Continued from page 71)

KENT HOSMER

NEW ITEMS

(Continued from page 70)

Philadelphia, Sept. 19.—Wholesale buyers were
looking over the bright spots in a mixed business
picture shown at Philadelphia this week. The
Department of Commerce reports showed a spurt
in wholesale business in many sections, espe-
cially in the mid-western and southern states.
Operators who have previously depended
on newspaper ads for their business are
now turning to the radio for additional business.

Philadelpia.—With this final plan for the anual electric and
radio show, here is the last chance to get the 
latest in electrical and radio equipment.

The interest in electrical products, in
cluding radios, has been tremendous this
season. The last two days of the show have
shown a marked increase in sales.

RCA Has Rolling Display

Cameron, N. Y.—Two gigantic streamlined show-cars, their
lines sweeping in a soft curve, were on display yesterday morning
with every variety of radio and allied merchandise for sale.

New "Typeless" Printer

A new necessity for business enter-
prises is here. The "Typeless" printer is
a precision, outdoor show business, coin
operator, self-service. The "Typeless" printer
accepts nickels and dimes, and is operated by
administrators and agents, according to the
manufacturers.

Philadelphia.—At the RCA Victor Show, there is a new
typeless printer of letters, hand-
drawn on a teletype machine, to
serve as an example of the accuracy
and form printing of all kinds, known as the Print-o-Press.

Philadelphia.—At the RCA Victor Show, this printer is
designed to operate on every small device
at eight to produce printed matter at
a minute. The manufacturers require no type-setting—every
type is built up by the use of the
standard stencil letter-duplicating process.

The new, factory-precision-built ma-
chine requires no keyboard or key card,
as the world's lowest price, produces work,
in rough or in fine detail, at a mere
fraction of the cost of manual typesetting.

New Mdal, Offerings

Build Philady Business

Philadelphia, Sept. 19.—Wholesale buyers were looking over
the bright spots in a mixed business picture shown at Philadelpia
this week. The Department of Commerce reports showed a spurt
in wholesale business in many sections, especially in the mid-western
and southern states, where operators who have previously depended
on newspaper ads for their business are now turning to the radio for
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shown a marked increase in sales.
September 26, 1936

LETTER LIST

The Billboard

Kimball, Romaine
Kirk, Max
Keys, Walter
Reny, Felix
Kosterman. Ralph
Kelly, Wm.
Kelly, Frank
Kamp, L. J.
Karstad, Les
Johnston, John
Bedell, Al
Justice. Charles C.
Jordon,
Jones, Fred
Jones,
Johnstone, Dr. B.
Johns, Tony
Jennings. Frank & Lambert, K. E.
Jacobin, John H.
Jackson, Doc W.
Iampino,
Hyatt, Paul S.
Hunt, Chas.
Humphrey, Earl
Humphrey, Bill
LETTER LIST

September 26, 1936

J.
Coster'
George J.
3.
Ephraim
Murray
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Jacobin, John H.
Jackson, Doc W.
Iampino,
Hyatt, Paul S.
Hunt, Chas.
Humphrey, Earl
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September 26, 1936

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Coster'
George J.
3.
Ephraim
Murray
Mike)
Jacobin, John H.
Jackson, Doc W.
Iampino,
**NEW LIBERTY SHOWS**

Want for Iowa's largest in music and entertainment, with all the latest and hottest productions. Catch the new hits and enjoy the thrill of being among the first to see the newest productions. Don't miss this opportunity to experience the excitement and energy of the New Liberty Shows. Visit them today and be a part of the fun!

**LETTER LIST**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>John</td>
<td>123 Main St.</td>
</tr>
<tr>
<td>Sarah</td>
<td>456 Elm Ave.</td>
</tr>
<tr>
<td>Mary</td>
<td>789 Oak Rd.</td>
</tr>
<tr>
<td>Paul</td>
<td>101 Pine Dr.</td>
</tr>
</tbody>
</table>

**GENTLEMEN'S LIST**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richard</td>
<td>909 Cherry St.</td>
</tr>
<tr>
<td>Steven</td>
<td>888 Walnut Ave.</td>
</tr>
<tr>
<td>Michael</td>
<td>777 Maple Ln.</td>
</tr>
<tr>
<td>David</td>
<td>666 Cedar Dr.</td>
</tr>
</tbody>
</table>

**DALLAS OFFICE**

1416 Commerce St., Dallas, Texas 75201

- **LETTER LIST**
  - Containing names and addresses of potential customers
- **GENTLEMEN'S LIST**
  - Containing names and addresses of potential clients

**For SPEED and ACCURACY**

Lower Intrastate Rate In All But A Few States

**TELEGRAMS**

- Cablegrams
- Telegraphs
- Service
- Money orders

**USE**

Postal Telegraph

Phone your telegrams. They will be charged on your bill.

**CAMPBELL UNITED SHOWS**

Completing reorganization for fair season, starting Monday, September 28, at Harry County Fair, Conway, S. C. WANT SHOWS, Rides and Licensed Concessions for this date and balance season. We offer free storage in the finest winter quarters in America for all joining now. Pat Brady, come on. Mullanis, S. C., this week; Conway, S. C., Fair following. We are playing the heart of the tobacco belt.

R. F. McLendon, Mgr.

**UNUSUAL POLITICAL EMBLEMS**

Unusually attractive CAMPAIGN EMBLEMS. Made of celluloid with genuine miniature photographs of candidates. Special quantities at reduced prices. Hal- tare C. O. D.

SEND FOR FREE SAMPLE DOZ.

**VOTE FOR ROOSEVELT VOTE FOR LINDON**

O On Attractive Self-stick 50c Per 100 Selling Card.

Fine Print or Stamped

**SLIP-NOT TIES**

NEW FALL LINE, SIR HUGH, BISON, IRISH, FRAME, S. S. Smith, Noah Gilman, All Colors. Also Made for SPORTSMAN. Also Made for SPORTSMAN. Also Made for SPORTSMAN.

Send for Samples. 50c to Cover Postage. Silk Lined. 15c to 25c.

**NEW YORK**

931 N. Levine, Long Island City, N. Y.

**FOR THE LAST TWO YEARS SEVERAL MANAGE S**

To break down the barriers against carni-

cines in Niagara Falls, H. T., it re- has been decided by Messrs. to turn to a
ternational circus. There was a big resistance to

a daily run, when a blowoff was arranged

to fully exploit a wiener, I'm the first to

not have been tried by a na-

at the 48 States and all prin-

tics. Everyone is in a for a

sight of the spectacle. Everybody is in

and Silver Buyers and Refiners,

QUIN.S WAREHOUSE

137, N. 26th St.

New York, N. Y.

- J. E. BREWER

203 W. 25th St.

New York, N. Y.

- E. W. STOKES

119 W. Broadway.

New York, N. Y.

- CAMPBELL UNITED SHOWS

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Unusually attractive CAMPAIGN EMBLEMS. Made of celluloid with genuine miniature photographs of candidates. Special quantities at reduced prices. Hal- tare C. O. D.

SEND FOR FREE SAMPLE DOZ.
Army. Are used and endorsed by L. S. L. National Rides, Shows and Concessions.

114 West 14th St.

The guy who is running the pillar isn’t informing the unknowing customer that himself falling for the most menacing temptation he often discovers give the flatterer a break. But in yield-umnist-can resist tery With an Object. 

Series 1, Pamphlet 1, Relating to Flat-

Your honest endeavor is an endearing note, possibly two, telling you what a mentdom.

What is interesting or illuminating to one man is just plain piffle or poison to

everything Decorated.

Old Home Week & Street Fair

September 26, 1936

/*Leonard

GROVE. LA., FAIR, week September 28; WEST MONROE, LA., FAIR, week October 5; FRANK-LINTON, LA., FREE FAIR, week October 12; GRAND CAYMAN ISLANDS, LA., FREE FAIR, week September 28; COV-INGTON, LA., FREE FAIR, week October 5; ST FRANCISVILLE, LA., week October 12.

For COTTON WEEK, BASTROP, LA., SEPTEMBER 28 -OCTOBER 3; THEN TWO OF THE

Want water pumping station

Want Colored Shows, with special accented Negro acts. Act for Accented Champion or any Novelty Rides. Any Shows not conflicting.

WANTS for 6 Fairs, Tennessee and Georgia. Mu-

Graves H. Perry, in the

The last two days of the week were

North Bergen, N. J., Sept. 19—Fire

For the following outstanding North Carolina Fairs: Williamson, Wilson, Beaufort, Henderson, Clinton and Rocky Mount. Followed by big Armistice Celebration. Want Specialty Girls for Parade Review. Want Colored Chorus Girls.

can also place legitimate Ten-Concessions only, such as Pitch-To-Win, Nuts Quicker and Better, etc. Concessions

Want CANDY and Novelty Concessions to back up his statement by smearing same with pictures of the Presidential Candidates. This is known as the Phony Tipoff, but frequently he acts as a

GET GIVE US AWAY

Our legitimate clients, who always receive with pictures of the Presidential Candidates, are working their hardest to get us starting a crusade now.

GOVERNMENT PUBLISHING CO.

S. Plymouth Court,

Chicago, I11.

Want Carnival

Second or Third Week in October

Rides, Shows and Concessions for all Fairs, also for County Events. For information contact

J. B. MILL, Mayor, Alam, Texas.

WANT CARNIVAL

Avenue, Dallas, Texas.

MILLS AHEAD OF OTHERS.

The increase in the number of independent drive-in theaters directly related to the increase in the number of television sets in homes.

WANT SCHOOLS

Wanted for 5. 6 and 7 p.m., with pictures of the Presidential Candidates. It is also called

NATIONAL WHOLESALE CO.

Chicago, Ill.

WANT CANDY and Novelty Concessions to

Want CANDY and Novelty Concessions to run this column.

The Billboard

September 26, 1936
Amusement Business

It pinball is to hold its place in the affections of the public "amuse -ment business" as is in the industry's vocabulary. While players
ment field was looked upon as something to be guarded and nursed
young industry all the editorial support and promotion that
foremost amusement weekly" The Billboard realized that pinball
tries for a few minutes in a thrilling, entertaining, nerve
relaxation and pleasantry.

need for inexpensive amusement.

improved because of efficient government control.

"Of course you can't make money on 'em," the average pinball fan
"I get a kick out of 'em."

"They weren't made to be beaten.

"Better ways of making money.

"They're just pinball machines at the convention to be held in

More than three hundred of leading man -u factors from all States along the Atlantic coastline are expected to attend.

Winning a skill award gives

The com-

to act as master of ceremonies

The fellow who owns 'em

The com-

the players.

an opportunity to make money and you insinuate his intelligence. He has
better ways of making money. He plays because he likes the games, and
"He's still on a 25 cent machine."

"Mr. Reynolds.

inexpensive

He's the steadiest

amusement company, coin machine distribu-
tors from all States along the Atlantic coast are expected to attend.

The balance of the time will be devoted to

"It's a job for the Lawrence machine."
"IN OVER 30 YEARS OF OUTSTANDING AUTOMATIC MANUFACTURING . . . THE RAY-O-LITE RIFLE RANGE IS THE GREATEST MACHINE EVER PRODUCED BY A MANUFACTURER"

The SEEBURG RAY-O-LITE RIFLE RANGE is the triumphant achievement which climaxes a tremendous investment both in money expended and intensive mechanical and electrical engineering. Many months were consumed in practically working out the untold problems which the production of this machine presented.

Today, and for years to come the SEEBURG RAY-O-LITE RIFLE RANGE is the acme of mechanical perfection and design. Its ability to make big money on all locations is proven by the fact that for the past 20 months there are over 1,000 in actual operation. Mechanically perfect — the SEEBURG RAY-O-LITE RIFLE RANGE IS ABSOLUTELY FREE FROM SERVICE HEADACHES!

Unethical manufacturers will falsely announce the same type of machine in a blaze of ballyhoo and misleading statements. They cannot produce the same type of machine without infringing on our patents . . . if they do . . . they most assuredly will be stopped!

Don’t gamble with cheap and unproven imitations! Why should you pay for some manufacturer’s experimentations?

For over thirty years the J. P. Seeburg Corporation has always been honest and fair in all of its dealings. This fine reputation is your unqualified assurance that the new SEEBURG RAY-O-LITE RIFLE RANGE is the finest investment you can make in this type of equipment.

RAY-O-LITE RIFLE RANGE
SHOOTS A RAY OF LITE AT A MOVING DUCK TARGET!

RAY-O-LITE RIFLE RANGE IS PROTECTED BY PATENT NUMBERS 2,007,082 AND 2,007,083 — AND OTHER PATENTS PENDING

ALL INFRINGERS WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW!

READY FOR IMMEDIATE DELIVERY!

J. P. SEEBURG CORPORATION
1510 DAYTON STREET • CHICAGO, ILLINOIS
AMUSEMENT MACHINES  
September 26, 1936

COHN and SOMMER on SKIS WITH SKEE BALL  

NEW YORK, Sept. 19.—Nat Cohn and Irving C. Sommer, tycoons of Modern Vending Company, report that the operators here have them on skis with Skee Ball. Don't hesitate to try Real "21" on our 7-day guarantee.

1/3 Cash Deposit.

Be sure to write for list of Used Machines.

H. & D. SALES CO.

410 N. GAY ST.  

KNOXVILLE, TENN.  

\$23.75 Tax Paid

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\$23.75 Tax Paid

Unique Origin of Club-Jack  

CHICAGO, Sept. 19.—Club-Jack, novel and ingenious amusement machine recently patented by Alfred H. Babcock, president of the Four-Jacks Corporation, has a unique origin.

When Babcock was promoting motorcycle and midget auto races the demand for a system of determining winners of prizes among the patrons by tying the last three marbles of rain check or ticket stubs to the numbers of consecutive finishers, second and third. Babcock invented and copyrighted a system called Speed-Jack, which was successfully used at Soldier Field, Chicago, State Fair Park, Milwaukee, and Wolf Lake, Ind.

Why not a similar device for retail stores? reasoned Babcock. Why not give the forgotten people, the cash customers, a fair shake, rattle and roll? The board of directors of the company which was formed was convinced and gave the green light. In a few weeks the machine was completed.

Automatic Amusement Buys Evansville Firm  

EVANSVILLE, Ind., Sept. 19.—Progress of the Automatic Amusement Company, this city, is extended further with the announcement by Charles Ewing, owner and president of the firm, that it has purchased the routes and equipment of the Indiana Amusement Company here. Automatic Amusement will continue to act as distributors for the lines formerly handled by the Indiana Amusement firm, among which are the well-known Paces forers.

Automatic will carry a full line of all the latest amusement games and counter machines, as well as full line of Wurlitzer photographs. In taking over the new business it has added four new trucks and additional route men to service its trade throughout Illinois, Southern Indiana and Western Kentucky.

Landing Locations Is Booklet's Theme  

CHICAGO, Sept. 19.—How a certain smart operator obtained additional locations for his-Bally-Roll, how he overcome "Passout Insults" and particularly how he got around the question of "strike," this is the subject of X Marks the Spot, an interesting booklet recently released by Bally Manufacturing Company. In a series of humorous "short short" stories, each a brief drama of salesmanship, the booklet gives helpful pointers on the problem of convincing the prospect.

In one of the stories the operator buys out the contents of a garage shop and in order to dramatize the slow profits earned by the counter in the earnings he promises if the location owner will take out the counter and install a Bally-Roll.

Altogether presented in story form, the booklet is based on actual experiences, according to Jim Buckley, Bally's sales manager. Jim adds that, "Bally-Rolls are still in business when they come to market, as they are the only combination machines purchased from him six months ago that have been installed."
Before you operate any bowling game, check them point by point against Wurlitzer Skee Ball, the original Skee Ball. Compare Skee Ball's colorful, streamlined, crowd-stopping beauty—its exciting, crowd-holding, profit-producing play appeal. Then, check construction! Is it big, substantial, built to last like the 820-pound Wurlitzer Skee Ball? Lastly, look to the mechanical angle. Note the fool-proof, precision built mechanics of this Wurlitzer Skee Ball. Nothing to get out of order or require constant servicing here. Skee Ball is engineered to get and hold the big locations—produce both maximum and permanent profits.

**Write or Wire For Prices**

**THE RUDOLPH WURLITZER MANUFACTURING COMPANY, NORTH TONAWANDA, NEW YORK**

LINE UP WITH THE LEADER

Follow the advice of successful operators everywhere. Operate Wurlitzer Skee Ball. For biggest profits, get the greatest name and the best counter games in all the coin machine industries working for you at once, and you'll pick the WURLITZER SKEE BALL.

**Mutoscope Factory Busy With Hits**

NEW YORK, Sept. 19.—International Mutoscope Reel Company, Inc., this city, is extremely busy these days with Polorino, Numberino, Hurdle Hop and its New Crane.

Bill Babin, popular and genial president of Mutoscope, reports that the factory has been working double-shift for some time now and that the Polorino and Numberino games have been keeping the men stepping at a fast pace.

The two games have gained the approval of leading operators, jobbers and distributors everywhere, he reports. They have been earning, sensational profits hitherto and are fast growing in popularity, due to the fact that they are adjudged absolutely skill games and therefore legal everywhere.

Hurdle Hop, Bill says, is going into hundreds of locations where the larger bowling games cannot be used. The game is bringing better profits than any game of its size in the past two years, Bill says.

The firm believes that Polorino and Numberino will soon be the greatest games in the industry. The games are beautifully and sturdily constructed. Five rubber regulation hand-filled balls are used and give the play a real skill control with a bouncing, thrilling effect. The games are in operation for more than three months in many territories and earnings are claimed to be ever greater today than when first placed on locations.

They are convenient to handle and have thereby gained many locations throughout the country.

With the factory in full-time production the Mutoscope engineers are planning to present new surprises for the industry very soon. Polorino and Numberino are holding up all other games for the time being. Many new products will be introduced by the firm and are certain to gain the approval of the trade.

They contain the usual high Mutoscope quality and are very attractively arranged for playing appeal. They are now being tested on locations prior to their presentation to the industry.

The Photomatic department of the firm is shipping constantly. Larger orders are coming in daily due to the great success enjoyed by Photomatic at all summer resort locations this season. Photomatics are now being placed everywhere in the country, due to the proven profits which resulted this summer.

**Comparing Them All**

**EYE APPEAL — PLAY APPEAL — SUBSTANTIAL CONSTRUCTION — MECHANICAL PERFECTION**

Bank-Roll is a perfect counter game; the industry has ever produced. It is engineering to present new surprises for the trade.

**Max and Paul on Reel "21"**

CHICAGO, Sept. 19.—"It pays to be daring," according to Max Glass and Paul Gerber, of Gerber & Glass. They have this interesting story to tell about their firm's sensational success in making Daval's Reel "21," the largest selling counter game the industry has ever had.

"We knew upon first seeing Reel '21' that it was a natural," they say. "It had every appeal that makes for a counter game success. In our endeavor to create a new merchandising plan for the promotion of this unique game, we hit on the idea of offering a seven-day free trial. The operators and jobbers were naturally dubious about such an offer. It sounded too good to be really sincere. However, after selling more than 14,000 Reel '21's' not one was returned, even though our firm stood ready at all times to take back any Reel '21's' that did not meet with the purchaser's entire satisfaction. So tremendous was our success with this selling plan in promoting the counter game that we have authorized the Daval Manufacturing Company to have all of its jobbers and distributors use a similar guarantee at once.'

Gerber & Glass are Daval's distributors in 12 Midwestern States. Glass informs the writer that this firm has sold more than 125,000 counter games in the last 18 months. Their hardest job, he stated, was to secure shipments in a large enough volume so that the Gerber & Glass reputation for service and prompt shipments would not be endangered.

Gerber & Glass maintain a large warehouse in conjunction with their spacious salesrooms, with the added feature of a truck driveway. Here games can be loaded direct to the big industry trucks. A staff of 22 men is constantly kept busy receiving, checking and shipping games. A Chicago shipping association has decreed Gerber & Glass are one of its best customers and shipping facilities to be among the finest and most modern in the city.

BARGAINS

**AMUSEMENT MACHINES**

**The Billboard**

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Beauty, Value in Mills’ Swing King

CHICAGO, Sept. 19—Someone in the Mills organization had a particularly felicitous thought when he named the newest Mills phonograph, the Swing King. Swing is “the thing” in music at the present time and is likely to be high fashions for a long time to come, as it seems to enthrall and satisfy dance lovers.

In addition to having selected a name that is a sure winner, Mills has turned out a beautiful piece of work that will enhance the appearance of any location. They also have incorporated in the Swing King many features that make it desirable to the operator. One of the most important of these features is due to high fidelity control by which the magic may be adjusted to suit the acoustical properties of the room in which it is located. This is not merely tone control, the makers explain, that reduces high tones in order to accentuate low tones so necessary for rhythm. Low tones, they state, can be increased without losing the effect of the brilliant high tones, thus giving “ umpah” and brilliance at the same time.

Other important features include simplified multiple selection by which the player has his choice of arranging his selections in any number from 1 to 12; triple coin chutes which accept nickels, dimes and quarters and give one play for each 5 cents inserted, and a “sensation” feature on Mills and a play booster which can be set to play free selections at stated intervals from of 15 minutes to an hour.

The Swing King cabinet is distinctive in design. The color scheme is a combination of silver, green and blue and it is rotatable by 90 degrees in natural locations.

“We believe,” said a Mills executive, “that we have put the greatest possible phonograph value into the new Swing King.”

Alabama Music Ops Form State Group

BIRMINGHAM, Ala., Sept. 19—Operators of automatic phonographs in this territory convened here September 15 for the purpose of organizing a State association. This group which is patterned after the similar organization in Alabama, has been formed to promote the interests of the operators and to work for betterment of their business.

Max Hurvich, of the Birmingham Vendoring Company, was elected president of the association, and George M. H. Ruby, Mobile, Ala., was named secretary and treasurer; President Hurvich appointed R. E. Collins, of Huntsville; David Franco, Montgomery, and F. E. Deaton, of Columbus, Ga., who operates phonographs extensively in Alabama, to the advisory board.

An attorney has been retained to represent the association. It is intended to have the next meeting in Montgomery September 27, at which time the attorney, Abe Berkowitz, of Birmingham, will outline the plans of the organization in detail.

Every operator of phonographs in Alabama is urged to join the association, which is formed to work for the betterment of the musical business in the State of Alabama.

Rock-Ola Phonographs Selling Fast, Says Webb

CHICAGO, Sept. 19—J. F. Webb, manager of the phonograph division of Rock-Ola Manufacturing Corporation, made a flying trip to Buffalo this week and on his first day there sold four carloads of Rock-Ola Multi-Selectors.

In Greenville and Rochester he also sold two carloads for immediate delivery. Webb found that locations are demanding the best there is in music, which has been proved by the fact that national-wide demand is keeping the plant in 24-hour operation.

“Everywhere,” says Webb, “operators are conditions of the clear true tone of the Rock-Ola Multi-Selector Phonograph, with its marvelous multi-selector feature, the coin chute on top in a safe and convenient position, and the eye-appealing appearance make it the most outstanding musical instrument in the entire coin-machine world.”

Poles Like Music Machines

DETROIT, Sept. 19—Jake Huddleston is one of the newest Detroit operators, operating principally in Detroit’s east side Polish neighborhood.

“Polish people are taking to coin machines rapidly,” Huddleston said. “They especially like the music machines and I am planning to put more machines on location. Beer gardens are the principal locations in this section, and amusement or pinball machines are also proving popular.”

Huddleston is operating a number of Wurlitzer automatic phonographs, as well as a wide variety of pinball devices. He is probably the first Detroit operator who has been reported as specializing in the Polish district of the city and his work will be watched with much interest by other operators.

DO-RE-MI F’S TC DETROIT—Photo shows part of shipment of Mills Do-Re-Mi phonographs to the National Coin Machine Corporation, Detroit. Staging beside the uncrated machine are Eddie Clemons, general manager of the National Company, and Frank Oates (with straw hat), Mills salesman.

Super De Luxe Model "F"
Amusement Company, Houston and Dalls, was a visitor here last week-end.

The family was with him. It was a pleasure trip only and no business in-terested with Daily's plans.

Ed Purlow, vice-president of Electro Ball Company, has returned from a vaca-tion on the West Coast on which his family accompanied him.

Eastern Chatter

CHICAGO, Sept. 19.-Dave Robbins, of D. Robbins & Company, is scouting the Roll-o-Matic factory busy shipping him the new de luxe model of the machine. Dave claims the picture in the September 10 issue of The Billboard is a large factory, but he wishes it were twice as large so that he could get twice as many machines.

Babe Kaufman will arrive in Chicago September 26. She most likely will make the trip by plane as usual.

Sam Gettman, of the United Automatic Sales Company, is taking a business trip down south. He expects his wife to join him in about a month.

Mrs. Elizabeth H. Bercly, who has been operating phonographs in New Jersey for the last 10 years, claims an unusual distinction in the coin-machine world. Mrs. Bercly, who was seen at Modern Vending Company, New York, claims to be the only woman who per-sonally operates, makes collections, spot checks locations and repairs the ma-chines. She is reputed to be a me-chanical genius and there is nothing about a phonograph that she doesn’t know.

Dame and Kings of Tempo Orchestra.

Rita and orchestra.

Benny Goodman and orchestra.

Tommy Dorsey and orchestra.

Fats Waller and orchestra.

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Dame and Kings of Tempo Orchestra.

Rita and orchestra.

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Fats Waller and orchestra.
**Important Distributors**

**Thruout America Will Shortly Present**

**"GIANT MOVIE BANK"**

A One-Shot Table That Establishes a New Trend in Payout Table Achievement

- by all means -

**WAIT FOR EXHIBIT'S "GIANT MOVIE BANK"**

The greatest achievement in Automatic History—positively obliterates everything on the market.

Large size table—51" x 25". Pull out "in-a-drawer" mechanism. Large metal ball—and many new and different features never before incorporated in an Automatic Pay Table.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

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**Jobbers and Operators**

**WE ARE MAKING IMMEDIATE SHIPMENTS ON**

**Turf Champs - Short Sox - Reel "21"**

All Models of

WURLITZER SKEE BALLS and WURLITZER AUTOMATIC PHONOGRAPHs

on Display in Our Showrooms

**USED MACHINE CLEAN-UP SALE**

**NOVELTY GAMES**

**AUTOMATIC PAYOUTS**

- **Kings of the Turf** 1/3, $10.00
- **Flash Light** 1/3, $20.00
- **Twenty Grand** 1/3, $25.00
- **Amoeba** 1/3, $35.00
- **Match & Dice** 1/3, $8.50
- **Zoo** 1/3, $9.00
- **Five and Ten** 1/3, $8.00

**COUNTER GAMES**

- **Sandie's Horse (Original Cartons)** 1/3, $15.00
- **Capra's 1935 Model** 1/3, $125.00
- **Dave's Auto Punch (Samples)** 1/3, $40.00
- **Dave's Auto Punch (Used)** 1/3, $25.00

**PHONOGRAPHs**

- **Perfect** 1/3, $19.00
- **Pamco Parlay** 1/3, $25.00
- **Eliminating Plugs** 1/3, $25.00
- **Pamco Chase** 1/3, $60.00

CENTRAL DISTRIBUTING CO.

105 W. LINWOOD BLVD.

KANSAS CITY, MO.

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**Bargains in Used Machines**

**Daily Rates, Mystery, $17.50**

- **Pamco** 1/3, $75.00
- **Challenger** 1/3, $75.00
- **Collapsing Plugs** 1/3, $65.00
- **Mystery** 1/3, $15.00
- **Pamco Chase** 1/3, $60.00

**Pamco Speedway** 1/3, $55.00

**Finch Hitter** 1/3, Finch Speedway 1/3, $40.00

**Flash Derby** 1/3, $50.00

**Flash Derby** 1/3, $48.00

**Flash Derby 5/8** 1/3, $30.00

**Flash Derby** 1/3, $40.00

**Flash Derby** 1/3, $35.00

**Flash Derby** 1/3, $30.00

**Flash Derby** 1/3, $25.00

**Flash Derby** 1/3, $20.00

**Flash Derby** 1/3, $15.00

**Flash Derby** 1/3, $10.00

**Flash Derby** 1/3, $5.00

**Flash Derby** 1/3, $1.00

**Flash Derby** 1/3, $0.50

**Flash Derby** 1/3, $0.25

**Flash Derby** 1/3, $0.10

**Flash Derby** 1/3, $0.05

**Flash Derby** 1/3, $0.01

**Flash Derby** 1/3, $0.00

**South Coast Amusement Company**

211 SOUTH PEARL ST.

DALLAS, TEX.

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**Immediate Delivery**

**THE BOWLING GAME WITH ALL THE FEATURES THAT COUNT**

**HY-G GAME CO.**

1641 HENNEPIN AVE. MINNEAPOLIS, MINN.

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**Guaranteed O. K. Slightly Used Pay Tables Like New**

**Gottlieb Daily Races**

- **Cash Payout, Like New** $547.50
- **Pamco Parlay Sr. Cash Payout, Perfect** $47.50
- **Bally Multiples, Cash Payout, Like New** $175.00
- **Bally Debts, Cash Payout** $547.50
- **Bally Mialah, Cash Payout, Like New** $54.50
- **Bally Fearless, Cash Payout** $42.50
- **Bally Jumbos, Cash Payout** $36.50
- **Bally Golden Hills, Cash Payout** $10.00-Ball, Cash Payout $34.50
- **Bally Bonus, Cash Payout** $47.50
- **Bally Prospector, Cash Payout** $30.00
- **Bally Acies, Cash Payout** $19.50
- **Pamco Galloping Plugs**
- **Cash Payout, Like New** $45.00
- **Pamco Palookas, Sr.**
- **Perfect** $80.00
- **DaVal Daily Doubles, Cash Payout** $25.00
- **Tycoon Battery Model** $37.50
- **Pamco Red Sails, Cash Payout** $45.00

**Terms—1/3 Deposit With Order, Balance C. O. D.**

**CAROLINA NOVELTY COMPANY**

216 N. Martin St., Elizabeth City, N. C.

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George Ponser, N.Y., Opening a Success

**NEW YORK, Sept. 19.—**George Ponser, president of George Ponser Company, Inc., this city and Newark, officially opened his beautiful New York offices and salesrooms last Saturday at 940 Broadway, one of the finest of the new offices ever thrown in the Big Apple.

The Ponser Company timed its opening with the beginning of the fall season, when all operators are looking forward to augmenting their operating business. From early Saturday morning operators, distributor friends, jobbers and well wishers kept flocking in to pay their respects to one of the best liked men in the business, George Ponser.

George, who has been located in New York for many years and has been one of the most successful distributors of pinball games, expanded his activities and opened offices at 140 Broadway a month ago.

In keeping with his new distributing place George employed "Andy" Anderson as his general sales manager, located at the New York office.

On exhibit at the New York salesrooms were the Genco Bank Roll, Rolla-Bone and Electric Ray, a new rifle-shooting electric ray game.

In addition to the many visitors from all parts of the country, George Ponser received wires of congratulations and flowers from his friends from all parts of the United States and Canada.

George had his entire staff acting as host and hostess. George himself was very much in evidence, as were Mrs. Ponser, Andy Anderson, Genco's general sales manager, and sales manager; Ben Becker, sales manager in the metropolitan New York; Bert Lane, New York State representative; Ray Becker, sales manager; Ben Becker, sales manager for Pittsburgh. The Ponser Company, is convinced that it will be an Arizona when he joins hands in marriage with the as yet unmarried but extremely beautiful young woman from St. Louis.

Love is a marvelous thing, boy, but those St. Louis women and their proverbial diamond rings need plenty of attention.

To the future Mrs. Becker, knowing how much you want a wife, we know that she must choose a wife. In the utmost confidence in Ray's ability to be a good husband, because we do, we must confess that she will make a wonderful wife.

Ray, because the future Mrs. Becker will be the most beautiful young woman to ever grace the St. Louis.

Love is a wonderful thing, boy, but those St. Louis women and their proverbial diamond rings need plenty of attention.

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**CANDIES FOR VENDING MACHINES**

- Rum and Butter Pellets
- Clove Drops
- Boston Baked Beans
- Licorice Dibs
- Fruit Dibs
- Breath Pellets
- Digger Machine Candy

Write for Price List

**PAN CONFECTION FACTORY**

(National Candy Co., Inc.)
345 W. Erie St., Chicago

**CENTRAL DISTRIBUTING CO.**

321 W. 3d St., Cincinnati, Ohio

**SALESBOARD OPERATORS**

ACT QUICK—BE FIRST WITH THE LATEST!

1,000-Trade Board, 18-Page Dutch Duck Design, Best Quality Breakfast Set, including Teeth Cleaning Aid, Satisfaction Guaranteed. Send $3.00.

**FLASH BREDEN'S NEW VENDING**

Cent. 1,000 each, 10% discount, 100 copies, 15% discount, 500 copies, 25% discount, 1,000 copies, 35% discount.

**SALES NECESSARY**

For more information, send to AMUSEMENT MACHINES (MERCHANDISE SECTION) National Association of Vending Machine Operators, 15 W. 42nd St., New York, N.Y.

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new game, report that their large Roll-o-Matic Factory making of the cabinets. They instantly proved their wide knowledge of individual products. Our new de luxe model Roll-o-Ball has created a tremendous sensation. We are busy hiring and making factory turn out the new game.

Morris Struhl Building
Bostwick Firm's Founder

NEW YORK, Sept. 19.—New Morris Struhl Building, just opened at 24 West 32nd Street, is a true signal of progress. To the founder of the business, lovingly known throughout the coin machine industry. His experience and connections with that of other executives of the new organization, have served him well in his capacity as chief engineer for the Capehart Corporation, and to Hoke, and have served as chief engineer for the staff of the Serum Refrigeration Company. As is better known to his friends, was one of the co-designers of the firm's wide knowledge of the field and pop-corn machines.

For his large staff of mechanical and electrical engineers, together with several experts in Park Row, have been subtly engaged in the development and perfection of new machines, some of which are already undergoing thorough tests, and announcements of special improvements will be in the very near future. It is said that O. D. Jennings and C. R. Kirk's new firm, with its headquarters at 23rd Street, is one of the best known in the business, and experimental staff is one of the largest and most active in the country, and will prove a valuable addition to the coin machine industry.

Roll-o-Matic Factory
Busy Day and Night

NEWARK, N. J., Sept. 19.—Archie and Howard Kaess, of Roll-o-Matic, Inc., manufacturer of the new de luxe model Roll-o-Ball, which they say has gained the praise of every operator who has seen it, report that their factory is busier than ever, with a day turning out the new game.

The assembly and metal works in this city covers an area almost equal to a square block. The single factory is actually composed of eight buildings joined into one. Each building is devoted to a separate branch of the work in the manufacture of their Roll-o-Ball games. The factory is supplemented with another large factory building, where the firm originally started manufacturing the Roll-o-Ball, at Linden, N. J., and now strictly devoted to the making of the cabinets.

Archie and Howard Kaess state: "We manufacture Roll-o-Ball exclusively and therefore feel that no other factory in the Eastern part of the country compares ours in size for the exclusive manufacture of individual products. Our new de luxe model Roll-o-Ball has created a tremendous sensation. We are busy hiring and making factory turn out the new game."


CHICAGO, Sept. 19.—O. D. Jennings & Company makes its bow to the amusement industry. Officials of the company state that words, cables and letters are pouring in by the hundreds from distributors, jobbers and operators in every section of the globe, extending congratulations and best wishes. Mr. Kirk, president of the company, said he believed it was the most enthusiastic reception ever given a new company. Firm will manufacture and distribute all types of coin operated devices, its initial machine being the sensational Rotary Merchandiser.

O. D. Jennings, president of the company that bears his name and a man known to the entire industry, looks like a pioneer of the field and a man of unbounded energy. He has been on the job for a great many years and has been a force in the coin machine industry in every way. He is a pioneer in the coin machine field and at present is busy turning out the new Jennings and his associates are said to have left their old factory and have moved to a new building and are arranged in a more effective manner.

The firm has been in existence for over 20 years and has been one of the leaders in the coin machine industry. In commenting on his new venture, Mr. Kirk had this to say: "In the formation of this new company I have turned myself over to the care of the most competent men in the business, and I am confident that this firm will prove a valuable addition to the coin machine industry."

Among his contributions to the industry he enters as one of the co-designers of the Coin-Op Co., and has served as chief engineer for the staff of the Serum Refrigeration Company. As is better known to his friends, was one of the co-designers of the firm's wide knowledge of the field and pop-corn machines.

For his large staff of mechanical and electrical engineers, together with several experts in Park Row, have been subtly engaged in the development and perfection of new machines, some of which are already undergoing thorough tests, and announcements of special improvements will be in the very near future. It is said that O. D. Jennings and C. R. Kirk's new firm, with its headquarters at 23rd Street, is one of the best known in the business, and experimental staff is one of the largest and most active in the country, and will prove a valuable addition to the coin machine industry.

Look in the Wholesale Merchandise Section for the Latest Novelties, Prizes, Premiums and Specialties

O. D. Jennings and C. R. Kirk
Launch New Coin Machine Firm

NEWARK, N. J., Sept. 19.—Archie and Howard Kaess, of Roll-o-Matic, Inc., manufacturer of the new de luxe model Roll-o-Ball, which they say has gained the praise of every operator who has seen it, report that their factory is busier than ever, with a day turning out the new game.
High Card New Gottlieb Game

CHICAGO, Sept. 19 — D. Gottlieb & Company have introduced a new one-ball automatic payout game based on the popularity of playing cards. The new game, High Card, has a colorful light-up rack which flashes one or more cards as the coin is inserted. The player has four chances to win on each card or on 28 chances if all seven cards appear on the light-up rack. Games equipped with Gottlieb’s Mystery Single Coin Slot give the player from one to seven cards and odds as high as 40 to 1 with the insertion of one coin. Multiple Coin Slot adds additional coins to be inserted in order to add more cards or to change the odds.

If the ball goes into the spades suit of the corresponding card as shown on the rack, the payout may be as high as one coin.

The Reel Races were ready for production many months ago, Johnson hesitated to offer it sooner than he did because he wanted to make sure it would be the answer to the operators’ prayer. If one could be produced to fill the operators’ request, the first reel was a formula that would gain the immediate acceptance of all the operators and subsequently enjoy a tremendous sale.

Gottlieb officials say that jobbers and distributors will be one of the most successful feature lines in large quantities and are developing this feature to increase their volume of business.

Operators Respond To Reel Races Value

CHICAGO, Sept. 19 — “A great counter move that is a proven big money maker, at moderate prices,” according to Jimmy Johnson, owner of Reel Equipment & Supply Company, “a formula that was described above would be the answer to the operators’ prayer. If one could be produced to fill the operators’ request, the first reel was a formula that would gain the immediate acceptance of all the operators and subsequently enjoy a tremendous sale.”

Gottlieb officials say that jobbers and distributors will be one of the most successful feature lines in large quantities and are developing this feature to increase their volume of business.

The Reel Races counter machine which has been announced is the proven result of many new features which the engineering staff of the Wester Equipment & Supply Company has introduced in a counter machine for the first time. From the most insigificant part of the machine to the beautiful design of the all-metal cabinet, the Western firm is to be congratulated on this concrete demonstration of mechanical and design perfection.

The announcement of Reel Races again includes the knowledge, both from an engineering and sales standpoint, that Jimmy Johnson and his excellent staff have been working on this particular game for the past six months. The third reel designates whether the player get win, place or show. The fourth chooses the award to the player on win, place or show. The player receives a half by pressing a convenient button.

The machine, whether it is a counter game, novelty pinball, automatic payout or odd-coin game, such as Thoroughbred, is only offered after Jimmy Johnson is thoroguly convinced that he is giving the operator the utmost in value and earning power.

Reel Races has proved very popular on banana line and court counters. Simply, thrilling to play, all the players do insert a coin and play the six reelized lever which pulls the four reel spin and come to a positive six-proof step. If the numbers of the first six reel match, the third reel designates whether the player get win, place or show. The fourth chooses the award to the player on win, place or show. The player receives a half by pressing a convenient button.

Greenstein Enthusiasts Over Derby Day and Hit Parade

WASHINGTON, Sept. 19 — H. A. Greenstein, president of the Washington Machine Company, was enthusiastic over the new machines which have been so far introduced to the trade as being expected to be a big hit among the operators. Greenstein said that he was looking forward with great interest to the new games which will be introduced by the Washington Machine Company in the near future.

The company states that the above list is just a part of the many new machines being received daily telling of the sensational reception accorded Hit Parade and Derby Day. On the basis of the enthusiasm shown by the operators in his territory when he displayed samples of these new Gottlieb hits, Hy Greenstein placed the largest initial order for new games ever given by the Washington Machine Company. When Hy visited the Gottlieb plant a few weeks ago he had this to say about Derby Day: “Derby Day is going to be a phenomenal game and I believe it will be the best one ever given the coin-machine world by Dave Gottlieb & Co., Derby Day has such a market for only a very few days, but we have been hearing demands of orders for a long time, reports from operators in California that the demand for this game is tremendous and very encouraging.”

Since making the above statement, Hy has had an opportunity to discover the possibilities of Hit Parade and Derby Day. He has had an opportunity to discover the possibilities of new games in the new game atmosphere, Skill-Roll, and the new playing card, which have made him very enthusiastic in his praise for these games and has placed substantial orders for the different games.

With Derby Day, Hit Parade, Skill-Roll and High Card on display and being a record number of visiting operators, jobbers and distributors, the company has taken on the appearance of miniature convention, according to Dave Gottlieb.

Calcutt Foresees New Era

PASSEYVILLE, N.J., Sept. 19 — Joe Calcutt, president of the Vendor Machine Company, foresees a new era ushered into the industry by the manufacturers who are progressively developing new games for the trade.

The factory here, which has been producing new machines which have been so far introduced to the trade as being expected to be a big hit among the operators. Calcutt said that he was looking forward with great interest to the new games which will be introduced by the Vendor Machine Company in the near future. The company states that the above list is just a part of the many new machines being received daily telling of the sensational reception accorded Hit Parade and Derby Day. On the basis of the enthusiasm shown by the operators in his territory when he displayed samples of these new Gottlieb hits, Hy Greenstein placed the largest initial order for new games ever given by the Washington Machine Company. When Hy visited the Gottlieb plant a few weeks ago he had this to say about Derby Day: “Derby Day is going to be a phenomenal game and I believe it will be the best one ever given the coin-machine world by Dave Gottlieb & Co., Derby Day has such a market for only a very few days, but we have been hearing demands of orders for a long time, reports from operators in California that the demand for this game is tremendous and very encouraging.”

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**HANSON ADVERTISING MGR. FOR ROCK-OLA**

**CHICAGO, Sept. 19—**Tom Hanson has been appointed advertising manager for the Rock-Ola Manufacturing Corporation. Tom is well known in the amusement industry, having been a sales and advertising representative for a number of years. Tom has long been a leader in the Rock-Ola Products field and is well known for his ability to sell the product.

Hanson has been with Rock-Ola in the phonograph division and should find no difficulty in handling the advertising of that organization, as he acted in a similar capacity with the Super-Mall Corporation for a number of years. The corporation started over 600 theatrical promotions in that business through the medium of advertisements which ran in The Billiards World from 1926 to 1930.

Hanson has been a close friend of Jack Wilson for a great many years and should be of value to him in promoting the Rock-Ola products.

**INTRODUCES Skee Ball**

At Seattle Banquet

**SEATTLE, Sept. 19—**Fred Fields in charge of Sales Promotion for the Electric Ball Company, of New York, introduced Skee-Ball at a meeting of the Western Washington operators at a banquet at the Westin Hotel in Seattle.

In the course of his talk, Fields called particular attention to the fact that the Skee Ball is the only original machine that the Wurlitzer Company has ever patented and that they have now received the patents from the National Skee Ball Company, Inland, N. Y., originating the game.

Bill Marmer, of Skee-Ball Manufacturing Company, Inc., also introduced the new Electric Ball, which is being produced in New York and is expected to be a great success. The new Electric Ball is the result of many years of research and development by the Electric Ball Company.

**DISTS LIKE Davales Races Game**

CHICAGO, Sept. 19—Leading coin-operated game manufacturers have been handling the products of Davales Manufacturing Company for some time and are optimistic about the firm's new Races game, due to the fact that they believe the new game will produce more revenue for the house than any other game currently on the market.

Mr. Davales, of the Davales Machine Company, Payetteville, N. C., rushed in his order for the new Races coin-operated game to follow the tremendous success which this firm is enjoying with Reel “21.”

Inquiries get our brochure—Order, Balance C. O. D. 2/3 Deposit, Balance C. O. D.
Buckleys Makes Unusual Offer

CHICAGO, Sept. 19.—The report is circulating that Bill Woodcut, executive sales manager of the Buckley Manufacturing Company, has again come to the fore with one of his characteristic ideas.

Bill is known to the trade as one of its keenest merchandisers. When you read the following deal that Buckley offers you will readily appreciate it as a typical "Woodcut" venture:

Golden Horses, which previous to this announcement sold at a very moderate price, is one of the most successful counter machines ever to be produced. Because of its tremendous success, imitations spring up from time to time, only to lose out as fast as they come in.

Many Buckley original features, obtained only after concentrated and exhaustive experimentation, are protected by patents and legal rights. Improvements and new features, which proper operators could not be misled by unethical practices. They know from actual experience the huge profits they derived from operating Golden Horses and they refused all imitations.

Woodcut stated: "The Buckley Manufacturing Company fully realizes that the success of our organization is entirely dependent upon the operator's success. Any deal that will benefit the operator, even if it might prove expensive to us for the time being, is good business. Operators appreciate any break a manufacturer can give them. While in cold dollars and cents our profit is naturally cut, it is made up in the number of new operating friends we have made who are loyal to an honest, progressive manufacturer.

"I want every operator to take full advantage of this deal. It is to my advantage and the biggest offer ever made in the coin-machine business. Until further notice the Buckley Manufacturing Company offers every operator the opportunity of getting one Golden Horse counter machine for free with every five purchased. This is a very unusual deal and, frankly, I myself don't know how long it will last."

Golden Horses is a beautiful counter machine that remains perpetually new in appearance. It was one of the first counter machines made with the phenomenal odds-changing feature.

Multiple Play on Mills' Railroad

CHICAGO, Sept. 19.—Mills organization is setting sights on the new Mills one-shot pay table Railroad, recently introduced.

The new machine reveals a number of intriguing features in its mechanics. Regardless of the throw, the cabinet and playing field are exceptional. The game is played with an operator's key.

Mills' Railroad is a seven-shot table which is designed for players to play at one time or for any number to play at any one time. There are seven railway lines, and only after selecting the one he wishes to play, and on which line he will wager each station. If the player puts in on a special payout station the reward is paid out automatically. There are 97 different gaming money stations and on every play the ball threatens some extra desirable shots.

The cabinet is elaborate and beautiful in design. The mechanics say the playing panel has an hypnotic appeal for the operator. It is possible to play six different games, if desired.

"We are so sure of the game's appeal," said the factory man, "that we are offering a 10-day trial, with a full refund if the game is not approved, or paid, if the customer is not satisfied."
Jennings’ Flicker Sets New Records

CHICAGO, Sept. 19—Plicker, automatic pay table based on the three-reel appeal of a bell machine, is said to be setting new production records at the big O. D. Jennings plant. Reports from the manufacturers are to the effect that the game has proved highly successful. In Plicker the light-up panel has three columns of symbols, closely resembling lemons, cherries, plums and other fruit symbols of a Bell machine. When a coin is inserted these symbols flicker up and down. Suddenly the lights stop on a combination. If this combination also appears on the second card the player simply shoots three marbles to the center pockets, which present an easy target. The pay-out unit does the rest.

If, however, the combination on the light-up panel is not a winner the player may change it by shooting a marble into the flicker pocket. And since the ball placed in this pocket is returned for replay the player may continue changing the combination, provided he is not lacking in skill. “It is that bell-machine appeal which has made the Flicker table such a tremendous success,” said a Jennings official. “First operators were somewhat hesitant in giving the machine a test, being of the opinion that only a one-ball automatic would be fast enough from an earning standpoint to justify a high precio.”

The Jennings sales staff has worked out a new policy in introducing the Flicker table. One city or community at a time has been developed.

Today there are many sections in which Flicker table is making exceptional progress. Towns that have the Flicker and those with the ticket feature have been exceptionally sold on the operating merit of Flicker. In the city of New York several Bowlettes on the fairgrounds at St. Paul, Groetchen’s, a city of the central States and in the Northwest, ninety per cent of the three-reel machines in which the ticket feature have been exceptionally sold on the operating merit of Flicker table.

Jennings, it is stated, has been handi-cap, in the greatest extent by not being able to produce the Flicker in keeping with the big demand. Jennings have been making machines which will provide for greater production. The sales staff of O. D. Jennings & Company invites operators doing business in those sections in which the ticket feature have been exceptionally sold on the operating merit of Flicker table. They remind that Jennings’ 10-day money-back guarantee applies to all automatic pay table. The operator may see for himself what the Flicker will do under every operating condition.

A trade paper, the Jennings factory will convince anyone that the Flicker has certainly taken hold with operators seeking a fast money-making automatic table. The makers state they believe the Flicker is destined to remain popular for a long time. Its flexibility of operation, they say, makes it popular in any section of the country in which tables of the automatic and ticket type can be used.

Groetchen’s Counter Games Are Popular

CHICAGO, Sept. 19—“Operators are quick to appreciate really new ideas in their equipment,” report Karl Klein, of the Groetchen Tool Company. He substantiated that statement by producing a high stack of bona fide orders for Groetchen’s High Stakes counter game, while the horse-race idea has been used in various ways on reely-type machines. Groetchen claims to be the originator of the “match-a-color” horses idea as used in High Stakes.

“High Stakes has all the playing allure of the bell-fruit type machines and all the class that only a modern counter game could have,” says Klein. The play is as quick as the monkey and the player can use it as often as the machine can be played. “The three right-hand reels on Groetchen’s Black Jack have a winner is determined by lining up a complete horse in one color. The two left-hand reels indicate the position of the colors of the odd position, which may range up to 50 to 1.

The Groetchen firm has the largest force in its history devoted to the manufacture of High Stakes, Black Jack 21 and Groetchen’s new Columbia bell-type machine. Busy assembly lines attest to the popularity of these machines, which were designed exclusively for counter-type games. The Groetchen factory has its own exclusive section in the Groetchen factory. Because the Groetchen firm maintains one of the most complete tool and die plants in the entire country, it controls the making of practically all the component parts that go into the construction of its amusement devices almost to the entirety with the exception of large castings and cabinet wood.

Because Groetchen has specialized exclusively in making counter-type machines, its games have earned for themselves a most enviable reputation. Both High Stakes and Groetchen’s Black Jack 21 have been featured by jobbers and distributors all over the country as the only ultimate in construction, in appearance and playing principles. Operators, they claim, have locked to Groetchen year in and year out for counter-type machines that will bring a dependable income on their investment.

Klein points out that High Stakes and Black Jack 21 are being featured by jobbers everywhere in the Union and in seven foreign countries.

CHICAGO, Sept. 19—Al Douglass, of Daval Manufacturing Company, entertained Harry Wolcher, of Western Distributors, at the swanky Villa Venice one night last week. Wolcher spent several days in Chicago on a route to New York to visit his mother.
is at hand with the Fall Operating Season setting in. Operators and jobbers are considering new equipment, and will do WELL to consider what's NEW and RECOMMENDED. Our years of experience QUALIFY us to advise you—for GAYLORD is close to the source of—and FIRST with the LATEST and BEST of these PROGRESSIVE machines. If it's a new coin-operated device—it will be to your advantage to ask Gaylord FIRST!

ALSO... Headquarters for Guaranteed Reconditioned Machines at Rock-Bottom Prices!!!

Write—Wire Your Requirements for Full Details Without Obligation

GAYLORD COIN MACHINE CORPORATION, 1227 W. WASHINGTON BLVD., CHICAGO, ILLINOIS

1,000TH PLACEMENT OF SEEBURG RAY-O-LITE RIFLE RANGE HERALDED

CHICAGO, Sept. 19.—J. P. Seeburg Corporation recently heralded the 1,000th placement of its original creation, the Seeburg Ray-o-Lite Rifle Range. In a comparatively short period of 20 months this unusual automatic amusement device proved itself to be an outstanding achievement in the amusement machine industry.

Satisfied engineers, previous to its successful introduction, experimented for months, not satisfied until their production was assured of absolute mechanical perfection. Large sums of money were spent to conduct one test after another; the goal of mechanical perfection was always ahead. Intensive research concerning every minute detail was necessary until the Seeburg Corporation was convinced that nothing had been overlooked which would prevent constant satisfactory performance.

Then some 20 months ago Seeburg's Ray-o-Lite Rifle Range was presented to the market. Order after order was placed. The results were completely gratifying. Today the record of the amusement device stands as concrete evidence that the Seeburg engineers attained their goal of mechanical perfection. The durability and fine construction of the Ray-o-Lite Rifle Range has withstood the way of patronage in a thousand locations to produce an unimpeachable record in profit making.

The popularity of the Seeburg Ray-o-Lite Rifle Range led to other companies entering the field, and Seeburg claims some of those infringed on Seeburg's patent rights. Finally the J. P. Seeburg Corporation adopted a policy of aggressive defense against all infringements of its patent restrictions. Notice was immediately served to all manufacturers who are alleged to have infringed upon patents Nos. 2007082 and 2007083.

"From the very beginning of the J. P. Seeburg Corporation's departure from the stereotyped amusement device," says an official of the firm, "they were determined that the appeal of this unique machine would be universal. Consequently the thrill of actual gun shooting with the requirement of skill and control on the part of the player, they have virtually changed the whole aspect of the automatic business for the operator. Here was a product that was more than just a simple game. This was a totally new—an automatic machine that fascinated every person, completely giving patrons satisfaction and building up a repeat traffic that raised profits higher and higher."

The Seeburg Ray-o-Lite Rifle Range consists of an attractive cabinet which holds up to 2000 ducks, and the moving ducks are automatically thrown, a ray of light is projected from the range background, pulls the trigger and a ray of light is projected from the gun to flash on the range showing the result of the shot. When the duck is squarely hit it drops and the direct shot result of the shot.

The operation is simple and so easy that any man, woman or child can operate it. The player aims at a moving duck that comes across the range background, pulls the trigger and a ray of light is projected from the gun to flash on the range showing the result of the shot. The Seeburg Corporation's J. P. Seeburg Corporation plant is reported to be almost at its maximum, but they state that efficient, well-conducted business enables the immediate delivering of all orders to meet the ever-increasing demands.

OPERATORS-JOBBERs-DISTRIBUTORS

NOW BEING EARNED CONSISTENTLY AND FOR OVER 3 MONTHS ON POKERINO AND NUMBERINO

YOU OWE IT TO YOURSELF TO BUY THESE GAMES TODAY! INCREASED PRODUCTION HAS NOW MADE POSSIBLE IMMEDIATE DELIVERY OF THESE PROVED, SENSATIONAL, ABSOLUTELY LEGAL, BIG MONEY-MAKERS!!

POKERINO AND NUMBERINO ARE APPROVED AS LEGAL GAMES OF SKILL AND ARE BEING USED WHERE PIN BALL GAMES CANNOT!

5 BALLS 5c—MANUAL CONTROL. TAKE YOUR CHOICE, POKERINO OR NUMBERINO, SAME PRICE!

JERRY KERTMAN VISITS CHICAGO—Showroom of American Coin Machine Company, Rochester, N. Y., enlivened a game of Bally-Ball at the Bally Manufacturing Company plant in Windy City. Herb Jones, Bally's sales man, whose assistant mapped the picture, says it's a big dark, brown somebody in the same room just won a game of Lights-Out.

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Cohen on Wurlitzer Line in Louisville

CINCINNATI, Sept. 19—B. O. Bolles, President, and William Martin, Secretary, of the Ohio United Supply Company, here representing the Houdouf Wurlitzer Manufacturing Company, were in town early this week to close a deal with H. H. Cohen, president of the Ohio Specialty Company, whereby the latter firm will handle the Wurlitzer Ske Ball and Automatic Concession Machines in the Louisville, Ky., and surrounding territory.

Cohen has opened new quarters on Broadway, near Clay, in Louisville, where he will show the complete Wurlitzer line. Cohen says he will not operate the Ske Ball bowling games or simpler phonos in the Louisville area. Frank Feldman is in charge of the Ohio Specialty Company's Louisville office and salesroom.

**RouT**

(Continued from page 37)

**Speed and Sparkle (Capital) Toledo, O.,** 28-Oct. 2.

**Step-off Show (Chesley) Buffalo 21-26.

**Two Step (Paris) Ely (Phantom) Thompson, Davenport 21-26.**


**West, Woman and Beast (Empire Newark, N. 2,) (Perry) (Henderson Beach, Conn.) Oct. 8-10.**

**REPERTOIRE**

Billie's Congress, Sandy Wells, Line: Longview, Tex., 21; Jacksonville 21; Nampa, Idaho 21; Los Angeles 21; Trinity 21; Palestine 21; Denton 21;

Bishop Tent Show: Covington, Tenn., 21-22.

Duguy, Peg, Fowl River 21-24.


Hale Comedy Co., Calumet, Pa., 21-26.

Joy Show, Fair (Empire) Syracuse, N. Y., 21-26.


**MISS**

Use Sound System and Promoters.

**WANT Merry-Go-Round. Kiddie Rides, 15%.

**PAN-AMERICAN SHOWS**

TERRELL'S COUNTY FAIR SHOWS

For four South Carolina Fairs, opening Candle, week October 12th, Ferns Wheat, Swing, Merry-Go-Round, Leap-o-Plane or any good Ride. All Concession Open. Write or wire H. W. CAMPBELL, Mullins, S. C., week October 21st. (See ROUTES on page 94)
JONES MAKES SURVEY ON BOWLING GAMES

CHICAGO, Sept. 15.—Lee S. Jones, president of American Sales Corporation, has been on a travel trip, during which he considered traveling a considerable distance visiting the principal bowling centers of the country. With the purpose of ascertaining first-hand the results of skill-rolling, Jones made a recent trip to the West Coast, visiting Los Angeles, San Francisco and Seattle.

Jones reports he personally interviewed many operators of this type of game in widely separated territories in the western states, and throughout the nation, almost without exception, highly enthusiastic regarding their experience with these bowling games. They point to the fact that these games not only hold their heavy play but in a majority of cases have become so popular as the skill of the player developed that the strictly games of skill they are encountering considerable competition from other forms of games.

Jones, by way of further identification, in point of view related to this, solemnly declares of the entirely of its phases, rank very close to the top of the roster. He is the originator of the national skill-rolling games as the company's purchase of games by operators, which has been featured weekly in The Billboard by American Sales Corporation for several years past.

FINALE CURTAIN

(Continued from page 32)

veteran in the carnival business, at Allentown, Pa., yesterday evening, Mrs. C. S. Russell was a promoter of hair-raising stunts for a quarter of a century. Now she is the promoter of an iron nerve." His last engagement was with the Barber & Murray Shows. Chicago, Sept. 15.—John F. Coughlin, 67, of Chicago, Ill., died Sept. 15 in Los Angeles. He was a young man at Delhi, Ont., recently.

WASHINGTON.—Mrs. Edith C. Smith, 87, of Washington, D.C., died Sept. 14, at the home of her daughter, Mrs. M. C. Edwards, of the Philippines. She was the daughter of the late Dr. and Mrs. J. B. C. Smith, who were pioneers in the development of the Philippines and its people.

A WELCOME ARRIVAL

Mrs. Wupperman was head of the Liberty Shows, at Oshkosh, Wis., September 8-15. A native of Illinois, Mrs. Wupperman was a graduate of the University of Illinois and was a member of the Sigma Delta Tau Sorority. She was the daughter of Abraham and Eliza Wupperman, who were early settlers in the state.

Mr. and Mrs. J. R. Wupperman have been married 57 years. They have five children: Mrs. A. W. McMillan, Mrs. J. W. Wupperman, Mrs. J. E. Wupperman, Mrs. J. W. Wupperman and Mrs. J. W. Wupperman.

Mr. and Mrs. Wupperman have been active in community affairs and have made many contributions to the causes of education and welfare.

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Keeney Claims New Payout
Game Is Five Years Ahead

CHICAGO, Sept. 19—While no partic-
ulars have been out as yet, Jack
Keeney is promoting a new one-
ball odds-odds-payout game that is
claimed to be five years ahead in
build and mechanical advances than
does the game that has been the
original model.

Jack Keeney's man, Becker, states
that "the house that Jack built" has
been working on this scientifically
different game for the last four months
and has developed a game that is destined
to be the start of a new era in automatic
payout history.

ROUTES

(Continued from page 92)

Dixie: (Fair) Madera, Calif.;

Hilton: West Helena, Ark.,
this week, but wire J.

(Continued from page 92)

FOOTBALL:

Intermountain: (Fair) Delta, Colo., 24-28.

WANTS Shows and Con-
cessions.

Carol: (Fair) East Point, Ga.;

PAMCO PALOOKA

POSH

Gibbs, White: (Fair) Asheboro 28-Oct. 3.

Cunningham Expo.:

Haleyville, Ala.: (Fair) Haleyville
28-Oct. 3.

Dixie Expo.: (Fair) \n
Williamsport, Pa.: (Fair) Williamsport 28-Oct. 3.

Frost 28-Oct. 3.

Joyland: (Fair) Bixby, Okla.

Shinnston 28-Oct. 3.

Liberty State: (Fair) Charleston, S. C.;

L. J.: (Fair) Charleston, S. C.;

Baroom: (Fair) Abilene, Kan., 28-Oct. 3.

French: (Fair) Clinton, Okla.;

Landes, Krause Greater: Decatur, Ala.

Hildner & Bembo: (Fair) Helena, Mont.

McGregor, Donald: Russell, Ia.

Clayton, W. A.: (Fair) Clinton, Okla.

Berdick's: (Fair) Coolidge, Ariz.;

H. C. Care Gooding Show.

PGA SOUTHERN PACIFIC

PASCAGOULA

John: (Fair) Pensacola, Fla.

Gibbs, White: (Fair) Asheboro 28-Oct. 3.

Joyland: (Fair) Bixby, Okla.

Frost 28-Oct. 3.

Sanderson, Floyd: (Fair) Helena, Mont.

T h e B i l l b o a r d

AMUSEMENT MACHINES

September 26, 1936

CHICAGO RUSHER CO., Inc.
1640 N. Halsted, Chicago

MANHATTAN CHOCOLATES

A High Class Choco-
late with a mahogany tint.

TASTE AT MY ATTARIVE.

Bobed on Fifty Cents.

C tacos, 50c,1, plianed

THE KEEPER

'Z IN THE ATTIC

mote, 40c; Trick Soap,

Momie, 30c; Snake Lighters, 50c; Rubber Point

Our new bulletin

CAMPAIGN NOVELTY

Made from black cell. with embossed Sil-

tex. Prize: (Fair) Falmouth, Ky.;

(Continued from page 92)

WANTS Candy Bar, Reconditioned.

September 26, Elkins, W. Va.

American: (Fair) Abilene, Kan., 28-Oct. 3.

Crawford's: (Fair) Cedar Falls, Iowa.

Cumberland Valley: (Fair) Decherd,
Tenn. 24-26.

Cunningham Expo.:

N. C.;

Grandon: (Fair) Newport, Ky.;

H. B.: (Fair) Newport, Ky.;

Garfield: (Fair) Youngstown, Ohio.

Hildner: (Fair) Helena, Mont.

Liberty National: (Fair) Cave City, Ky.

Krause: (Fair) Elkins, W. Va.

L. J.: (Fair) Charleston, S. C.;

O. K.: (Fair) Charleston, S. C.;

Carowinds: (Fair) Plymouth, N. C.


Conklin's: (Fair) Broomall, Pa.

Dudley, D. S.: Rails, Tex.

Dixie: (Fair) Charleston, S. C.

Dodd's: (Fair) Bath, Me.

Eaton: (Fair) White River, Ark.

Forsythe, Pop.: (Fair) White River, Ark.

Frost: (Fair) Waynesboro, Va.


Hilderbrand: (Fair) West Helena, Ark.

Bowen & Lane: Bay Springs, Miss.; Collins
Blue Ribbon: Huntsville, Ala.

Barksdale: (Fair) Waynesboro, Va.


Hilderbrand's: (Fair) West Helena, Ark.

E. R. Barksdale: (Fair) West Helena, Ark.

Blanchester, Ohio: (Fair) Blanchester 28-Oct. 3.

Blackburn, Ohio: (Fair) Blackburn 28-Oct. 3.

Blackmore: (Fair) Huntington, Va.

Bonheur: (Fair) St. Louis, Mo.

Brown: (Fair) Union, Ky.

Bruns: (Fair) Union, Ky.

Burrel: (Fair) Union, Ky.

Byers, W. A.: (Fair) Union, Ky.

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Bruns: (Fair) Union, Ky.

Burrel: (Fair) Union, Ky.

Byers, W. A.: (Fair) Union, Ky.

Candy Bar, Reconditioned.

September 26, Elkins, W. Va.

American: (Fair) Abilene, Kan., 28-Oct. 3.

Crawford's: (Fair) Cedar Falls, Iowa.

Cumberland Valley: (Fair) Decherd,
Tenn. 24-26.

Cunningham Expo.:

N. C.;

Grandon: (Fair) Newport, Ky.;

H. B.: (Fair) Newport, Ky.;

Garfield: (Fair) Youngstown, Ohio.

Hildner: (Fair) Helena, Mont.

Liberty National: (Fair) Cave City, Ky.

Krause: (Fair) Elkins, W. Va.

L. J.: (Fair) Charleston, S. C.;

O. K.: (Fair) Charleston, S. C.;

Carowinds: (Fair) Plymouth, N. C.


Conklin's: (Fair) Broomall, Pa.

Dudley, D. S.: Rails, Tex.

Dixie: (Fair) Charleston, S. C.

Dodd's: (Fair) Bath, Me.

Eaton: (Fair) White River, Ark.

Forsythe, Pop.: (Fair) White River, Ark.

Frost: (Fair) Waynesboro, Va.


Hilderbrand: (Fair) West Helena, Ark.

Barksdale: (Fair) Waynesboro, Va.


Hilderbrand's: (Fair) West Helena, Ark.

E. R. Barksdale: (Fair) West Helena, Ark.

Blanchester, Ohio: (Fair) Blanchester 28-Oct. 3.

Blackburn, Ohio: (Fair) Blackburn 28-Oct. 3.

Blackmore: (Fair) Huntington, Va.

Bonheur: (Fair) St. Louis, Mo.

Brown: (Fair) Union, Ky.

Bruns: (Fair) Union, Ky.

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How To Keep 'Em Rolling

NEW YORK, Sept. 29—L. O. (Andy) Anderson, general sales manager of George Pomeroy Company, Inc., this city and Newark, reports that Joe Horowitz, leading Brooklyn operator, is using a tournament-play idea with his Bank Roll game which Andy believes to be the finest method in use at this time for increasing the take on bowling games. 

Andy says that Horowitz has four games on location in one of Brooklyn's leading restaurants and that he has devised a unique tournament play. Each game has a team of four men. Tournament play starts about 10 p.m. and continues until 2 a.m. The bowling games and tournaments are acting as a powerful attraction for the restaurant.

Teams are composed of some of the leading citizens of Brooklyn. Joe says Horowitz has never had any games which have been praised as much as Bank Roll. The players not only enjoy the silent play but also the stimulating exercise which they get from the machine.

Andy said: "This tournament-play idea as originated by Joe Horowitz not only proves him to be a progressive operator but is the very best way to keep steadily increase profits on Bank Roll"

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SHOW LETTERS

**Routes**

(Continued from opposite page)

<table>
<thead>
<tr>
<th>Route</th>
<th>State</th>
<th>City</th>
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<tr>
<td>Bank Roll</td>
<td>Texas</td>
<td>Houston</td>
<td>28-Okt. 3.</td>
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<td>McKenzie</td>
<td>Missouri</td>
<td>Columbia</td>
<td>28-Okt. 3.</td>
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<td>F. J. Ackron</td>
<td>Midwest</td>
<td>St. Louis</td>
<td>28-Okt. 3.</td>
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<td>E. A.</td>
<td>Alabama</td>
<td>Mobile</td>
<td>28-Okt. 3.</td>
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<td>M. W.</td>
<td>Pennsylvania</td>
<td>Philadelphia</td>
<td>28-Okt. 3.</td>
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<tr>
<td>H. G.</td>
<td>Wisconsin</td>
<td>Milwaukee</td>
<td>28-Okt. 3.</td>
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<tr>
<td>J. I.</td>
<td>South Carolina</td>
<td>Charleston</td>
<td>28-Okt. 3.</td>
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**Adonidate Additional Routes**

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<td>Indiana</td>
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<td>21-26 Oct.</td>
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<tr>
<td>J. C.</td>
<td>Ohio</td>
<td>Cleveland</td>
<td>21-26 Oct.</td>
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<td>Kentucky</td>
<td>Louisville</td>
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</tr>
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<td>Virginia</td>
<td>Richmond</td>
<td>21-26 Oct.</td>
</tr>
<tr>
<td>J. G.</td>
<td>South Carolina</td>
<td>Columbia</td>
<td>21-26 Oct.</td>
</tr>
</tbody>
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**Show Letter Writers**

Many carnival show letters submitted for publication in this issue of The Billboard arrived too late to be used. All matter intended for the carnival department should be written of the previous week's engagement, ending Saturday, September 30, 1936.

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---

**The Mills Troubadour Automatic Phonograph is a revelation of beauty and impressiveness.**

Rich, attractive, bullet cabinet. Beautiful lighting effects; reflexed and运营管理 lamps; mechanism visible through glass doors. This instrument is truly a handsome addition to any environment of business.

**GREAT SUPERIOR SHOWS WANT**

FOR PONDSITES COUNTY FAIR, LEÓNTO, ARK. WEEK OF SEPTEMBER 25. TRI-COUNTY FREE FAIR, FORD: ARK. WEEK OF OCTOBER 2, AND FIVE OTHERS. FAIRS TO FOLLOW.

Concessions that work for stock. Rates reasonable. Plesely no cactus. Money getting shows that don't conflict. This show plays money spots of Arkansas and Mississippi. All known farmers, kids, fair, Baptists, sports, etc. Fully equipped.

D. J. BRAYTON OR HARRY W. LAMON.

**Rubin & Cherry Exposition**

Toronto, Ont., Canadian National Exposition. Final week ending Saturday, September 29. Every day an attraction of unusual character.

A. W. (Doc) Spears is orator of the Royal American Shows, arrived and will be with the show for the remainder of the engagement. William Cain Jr. and wife, formerly of North Tonawanda, N. Y., were visitors. M. W. Anderson, manager of the Ottawa Exhibition, and H. H. McElroy, posing girl revue did surprisingly well. Max Linderman, of the World of Mirth Congress of Freak Oddities, managed by E. V. McGarry announced that the remaining engagement will meet with the show for the remainder of the season.

*The Billboard*
**Carnivals Active In North Carolina**

CHARLOTTE Sept 9—This city booms; and carousels could make sight-seeing a carnival headquarters for tourist agents. Those seen in prominent hotel lobbies recently included C. W. Creviston, for the Sheehan Midway; Jack V. Lyle, Waseca Wonder; Howard Coles, the Dickey Shows; Dike Rice, Crane Shows; and Ralph Dunnert and Kepp Shows, Dixie Motor Shows, and the Crane Shows. 

**HUBER COIN MACHINE SALES CO**

1200 W. Superior St.
CHICAGO, ILL.

**WARNING**

If you don't buy your coin machines from us we will lose you! Get our prices before buying anywhere. We positively save you money—we carry the largest stock of new and used Slots, Pin Games and Counter Games in the country. Write today! Let's get acquainted.

**HUBER COIN SALES CO.**

96 The Billboard

AMUSEMENT MACHINES

September 26, 1936

**Line o' Two of News**

HUBON, S. D., Sept. 19 — Bennet Bros. 'Shows opened here at the fair ground today under the auspices of J. H. Murphy. It is reported to be the largest since 1928.

NIAGARA FALLS, N. Y., Sept. 19—Scout Younger, of the Crime Does Not Pay series, opened here last night in the Dodge Theatre. He reports top-money receipt for the early show, breaking a record of his own engagement here.

ALEXANDRIA, La., Sept. 19—Jim Allen, general agent Bloom's Golden Metal Shows, reports as having contracted with the North Little Rock, Ark., date under the auspices of the Missouri Pacific Booster Club.

**Carnivals Active In North Carolina**

CHARLOTTE Sept 9—This city booms, and carousels could make sightseeing a carnival headquarters for tourist agents. Those seen in prominent hotel lobbies recently included C. W. Creviston, for the Sheehan Midway; Jack V. Lyle, Waseca Wonder; Howard Coles, the Dickey Shows; Dike Rice, Crane Shows; and Ralph Dunnert and Kepp Shows, Dixie Motor Shows, and the Crane Shows. 

With the opening of a nine-day engagement at the Majestic Theater, Brooklyn, October 1 Macbeth will bring to the east a close of its 4000 tour, during which it visited the Vermont Commercial and five key cities in the east. The repertory, which is the third metropolitan tour of the year, opened Monday from the Lafayette Theater, Detroit, to its 25th engagement.

**APA legal gleanings:** Help Yourself, the Popular Price unit show of the Adolph, a new production of the Hal Holbrook, an opening of the Federal Theater, opening October 1. Thursday, September 17, the Federal Theater opened last week in the WPAn, the German comedy-drama, was given last Tuesday at the Lator Temple, New York. We Line and Laugh, Yiddish musical presented at various theaters, closed Monday after opening in Cherry Hill. The following, which is the second metropolitan tour of the year, opened September 21, and a two-day stand at the Majestic on September 22 and 23.

On top, the APA musical extravaganzas, follows Seated at the Majestic on September 21, and a two-day stand at the Majestic on September 22 and 23. It is booked for a one-week stand. Over in Springfield Gardens, L. I., the Federal Theater Company, opened last week, its huge tent seating 4000. Two hundred turnbark artists go thru 60 acts.

**Zimdays Shows**

Mooval, Ia. Week ended September 11. Mabel, Bill, Neumun, Fairbanks, Averitt, Woodbury. Business and attendance, good. For the past few evenings very fair business. Eunice married the night for Thursday, the big day for the show. The showman comes from Des Moines and Mark Sh Buff. Airy consider these demands rather drastic and other orders must be complied with under the ruling.

**WPA ACTIVITIES**

(From page 4) investigator, issued a statement announcing the drawing up of Rule No. 14, which is an agreement with the APA establishing the same understanding concerning performers on the WPA variety projects.

With the dimishing voice of the APA talk about resuming the struggle for parity exactly goes right on with what con- cerns us, bigger and better, namely, completion of arrangements for the Federal Theater Co. opening Oct. 8 in the Lewis-Moffitt dramatization of the former's It Can't Happen Here, which is one of four productions presented throughout the country. The show is in the Lewis-Hill form. The confirm combination is reported to be such that the script of the production will be completed, and cast, supervised by the old charges and other leaders of the Federal.
and $400, one number is drawn for each, and then from $200 to $500 added if no winner appears. A record was kept in Chicago and is also being given this week.

The Civic theaters, eight with no first-prize winners, are offering $1,250 in prizes for the ticket seekers. The Civic theaters have a tradition of giving 300 such bidders with success, and the two Denver amusement parks, board games, andOther productions scheduled for presentation are but with not a single date or house set are the Claire, in End of the Road; Call It a Day; Jane Cowl, in Regina; and Sunbeams, in First Lady (about Christmas); Victoria Regina; the Lunts, in San Francisco; and On Your Feet.

At present the road-show picture that is showing is Prangler Theater, which a little later will house legale.

NEW HAVEN

and the next gubernatorial election. Measure reducing the size of the board of 59 members be authorized to ways and means of paying $100 a month to needy blind and other disabled persons, provided the recipients spend the same within 31 days.

Cigaret vending machines seem to be very popular in Denver. Mr. Fendrick specializes in package store vending machine business in the city. The theater, after alterations, will open in Denver in September.

A number of stores that have been running stores have given added locations and are showing better returns this year here and in Colorado as a whole, according to operators. More machines were put out than at any time during the past three years, and receipts are running higher than at any time during that period.

Many stores reporting running the region have given added locations and have enabled operators to put out machines that have had in storage for some time. In many cases new machines have been purchased or older models traded, so that the good location is in the field. A number of new operators have also sprung up.

The big season is drawing to a close, however, as the tourist run will soon be over, and the two large amusement parks will be closed.

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C H I C A G O, Sept. 19.—Heavy fall buying is now in full swing, according to Jim Buckley, general sales manager of Bally Manufacturing Company, who adds as evidence the volume of orders received in Bally's New Blue Bird one-shot payers.

"Production on this new winner is being doubled," Buckley said, "to take care of the demand. Operators report wildly enthusiastic play over the Blue Bird 'extra dividend' idea, whereby a winner can pay up to 30 to 1 regular players. You actually draw to a '21' hand against dealer or house, in addition, and the player can discard as many cards as he chooses. The 'extra' money is paid only if the player goes over the '21' limit, but the 'extra' money the player has accumulated can be used to pay up to 30 to 1 regular players. The 'extra' money goes to a sure fine player profit. Buy it—make big money with it. 1c, 5c, 10c and 25c play. Local bulk sort orders. All aluminum cabinet, Quality built.


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Greenberg, O'Melia Inspect Fall Lines

CHICAGO, Sept. 19.—Phil Greenberg, general manager of the Pittsburgh branch of the Atlas Novelty Corporation, accompanied by Art O'Melia, sales manager of the same office, returned to their home office this week. The main purpose of their visit here was the discussion of promotional plans for the fall season with Maurie and Eddie Ginsberg, O'Melia also inspected the fall lines of various prominent automatic machine manufacturers in the Chicago territory. Among the plants contacted were J. P. Seeburg Corporation, Rock-Ola Manufacturing Company, Greenberg and O'Melia also inspected the fall lines of various prominent automatic machine manufacturers in the Chicago territory. Among the plants contacted were J. P. Seeburg Corporation, Rock-Ola Manufacturing Company, Groetchen Tool Company, the Bentley Manufacturing Company, all of Chicago, and the Stoner Corporation, Aurora. A complete review of the latest developments in the amusement machine industry has been very important for the coming season. Phil Greenberg has done a marvelous job of perfect performance.

The best looking machine you ever set eyes on. Easy to operate...no special training required as with other merchandise type machines. All mechanism and moving parts easily accessible. Precision built, trouble-free mechanism, assures a long life of perfect performance.

Be the first in your territory with this great money maker—Order your Rotary Merchandisers TODAY.
The "Official" Game

as adopted and approved by Bowlette Clubs and Leagues, because BOWLETTE is the only game technically correct in alley width and "pitch," and in playing field design. Operators everywhere report tremendously increased earnings with cooler weather, and with BOWLETTE taking on the form of a new nationwide Fall and Winter sport craze—also with the adoption of the new Keene "Step Up" Award System.

MECHANICALLY PERFECT SCORING MECHANISM AND BALL COUNTER :: DELUXE CABINET "SILENCED" THROUOUT ;

POSITIVE 9-BALL COIN CHUTE

"It is better to buy a BOWLETTE than to wish you had"

IMMEDIATE DELIVERIES ON BOWLETTE THRU YOUR KEENEY DISTRIBUTOR OR FROM J. H. KEENEY & CO.

9200 S. MICHIGAN, AVENUE, CHICAGO, ILL.

New York City Office: 250 W. 54th St.—Babe Kaufman, Manager

FLASH!

AN ANNOUNCEMENT OF A NEW KEENEY 1-BALL PAYOUT GAME WITH "PLAY" AND MECHANICAL FEATURES FIVE YEARS AHEAD OF THEIR TIME

CARL TRIPPE'S SEPTEMBER BARGAINS

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<td>VELVET</td>
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<td>BIG MONEY SNAKES/E</td>
<td>27.50</td>
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<td>REPEATER (Free Game)</td>
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Prices in Western.

WE WILL BUY LATE MODEL SLOTS, COUNTER GAMES, AUTOMATICS OR YOUR ENTIRE ROUTE OR BUSINESS.

WRITE US AND OUR REPRESENTATIVE WILL CALL ON YOU.

IDEAL NOVELTY CO.,

1518 MARKET STREET
ST. LOUIS, MO.

D. ROBBINS & CO.

HARLICH JUMBO BOARD

HARLICH MFG. CO.

1411 W. JACKSON BLVD.
CHICAGO -- ILLINOIS

HARLICH MFG. CO.

1411 W. JACKSON BLVD.
CHICAGO -- ILLINOIS

The 70 PER CENTER
A Fleecy Quick-Selling Game That Insures a Penny Deal for the Players, and Should Bring Many Times,Because

70% Goes Back To The Players
1,000-Hole 4c Boxs $50.00. Pays Out $50.00.
Suggested Resale Price $2.50 Each.

Prices to Board Operators
$9.00 PER DOZEN, $50.00 PER 100. (Sample $1.00.)

ARTHUR WOOD & COMPANY,

1411 W. JACKSON BLVD.
CHICAGO -- ILLINOIS

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CHICAGO -- ILLINOIS

When Writing to Advertisers Mention The Billboard.
TURF CHAMPS

Domimates The Entire Field!

$137.50

TICKET MODEL
ELECTROPACK EQUIPPED

STONER CORPORATION
Aurora, Illinois
PAMCO BELL
with Cherries—Orange—Plums—Bells and Bars on Playfield and Life-Up Backboard is the ANSWER to an "Operator's Prayer"!

$89.00
and PAMCO "SARATOGA"
raises Pamco's ‘Odds-Changer’ to GREATER HEIGHTS than ever! For this GIANT new 3-P-1-3-J-N-C 'Odd-Change' carries TWICE the ANIMATION of previous machines. Order one of these now and "Saratoga" is a "Purchase of PROFITS" you NEED right NOW! PAYS OUT $179. TICKET $129

GET FULL DETAILS—NO OBLIGATION

REEL '21' 10-DAY TRIAL
To BLACK JACK or the Old Popular Army Game "Strictly According to Hoyle"! In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! It's THE HIT game! Tastes like the game with winning from .10c up. The Home town and Away town work! THE ANSWER YOU NEED FOR Bigger, Better and FASTER PROFITS.

$23.75 DOUBLE DOOR AND REGISTER $5.00 EXTRA Rush Your Order Now

SICKING MFG. CO., Inc., 1925 Freeman Ave., Cincinnati, Ohio

BARREL "Q" WINNERS
1440 Hole Thick Style—Form 4075
Takes In .......... $144.00
Pays Out ......... 112.00
Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.
CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Avenue, Chicago, U. S. A.

AMUSEMENT MFG. CO.
4023 WEST LAKE ST. • CHICAGO • ILL.
1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

Still Best!

After many experiences with other merchandise, operators everywhere report enormous profits with these three items. ORDER yours today!

Prices F. O. B. Omaha.

DRAW POKER "America's Fastest Seller"
Takes In .......... $174.00
Pays Out ........ 135.00
Profit $ 39.00

Sample Jar...$3.00
Refills...$2.50 Ea.
Dozen...$27.50

BANK JARS
Takes In .......... $183.00
Pays Out ......... 144.00
Profit $ 39.00

Sample Jar...$3.00
Refills...$2.50 Ea.
Dozen...$24.00

PUT & TAKE "The Proven Winner"
Takes In .......... $75.00
Pays Out ......... 43.30
Profit $ 31.70

Doz. Complete...$28.00
Refills...$3.25
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The outstanding 1-ball automatic payout table today, and for a long time to come. POLICY is a proven big money maker. MYSTERY COIN CHUTE -- LINE-UP RACK -- WEST END -- MOTOR DRIVEN PAYOUT UNIT. Cabinet 28" x 30".

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A superior 2-ball automatic payout machine. A tremendous profit maker because it fits the locations where big money is spent. A masterpiece of beautiful design in modernistic matched woods. Seven horses run every race -- automatic payouts from 2 to 30. Additional information upon request.

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Profits actually soar with this great 1 ball automatic payout table. On every location it's a positive sensation. Players like the MYSTERY COIN CHUTE, that lifts from 1 to 7 pigeons with each coin. On late cabinet 24" x 30".

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  Accurate, jam-proof, smooth action payout unit.

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Also Pays Off for FOURTH Place
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